

Total Fees Due: \$ 455.00
Application Fee: \$425.00 plus \$30.00 per acre

Date Application & Fee Received: 5-3-19
Received by: W. Banks

Application for Special Use Permit

City of Harrisonburg, Virginia

www.harrisonburgva.gov/zoning-applications

Section 1: Description of Property

Location (street address): 325 N Liberty St., Harrisonburg, VA 22802 +/- 15,000

Tax Map Number: Sheet: 035 Block: L Lot: 2-4 Total Land Area: 49048 acres or sq. ft.

Existing Zoning Classification: B1 Central Business, Conditional

Special Use being requested: Hard Cider Production Facility and Tasting Room

10-3-85(1) Manufacturing, Processing & Assembly

Section 2: Property Owner's Information

Property Owner's Name: BISMARCK, LLC

Street Address: 420 NEFF AVE #215 Email: johnsallah@hotmail.com

City: Harrisonburg State: VA Zip: 22801

Telephone: Work: 540 239-7981 Fax: 540 432 3357 Mobile/Home: _____

Section 3: Owner's Representative Information

Owner's Representative: Zachary Carlson, Sage Bird LLC

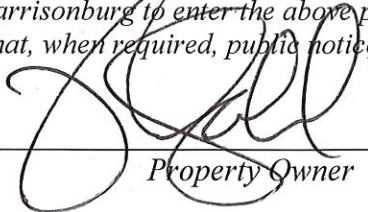
Street Address: 19 Shenandoah Ave. Email: zpcarlson@gmail.com

City: Harrisonburg State: VA Zip: 22802

Telephone: Work: _____ Fax: _____ Mobile/Home: (757) 272-6650

Section 4: Certification

I certify that the information supplied on this application and on the attachments provided (maps and other information) is accurate and true to the best of my knowledge. In addition, I hereby grant permission to the agents and employees of the City of Harrisonburg to enter the above property for the purposes of processing and reviewing this application. I also understand that, when required, public notice signs will be posted by the City on any property.

Signature:  _____
Property Owner

Section 5: Required Attachments to be provided by Applicant

- Site or Property Map
- Letter explaining Proposed Use & Reasons for Seeking a Special Use Permit
- Traffic Impact Analysis (TIA) Determination Form OR Traffic Impact Analysis (TIA) Acceptance Letter signed by Public Works Department - Applicant is responsible for coordinating with Public Works Department prior to submitting SUP application. More information at www.harrisonburgva.gov/traffic-impact-analysis. This requirement is waived for the following SUPs: major family day homes, reducing required parking areas, reduction in required side yard setback, wireless telecommunication facilities, walls and fences, and short term rentals. To prevent delays in reviewing your application, please consult with Planning staff to confirm your application does not require a TIA Determination Form or TIA Acceptance Letter.

NOTE: If applying for a Wireless Telecommunications Facility allowed only by SUP, then also submit a wireless telecommunications facility application.

Application For Special Use Permit
Zach Carlson / Sage Bird, LLC / Sage Bird Ciderworks
05/02/2019

Proposed Use for 325 N Liberty St., Harrisonburg, VA 22802

The proposed use for the property at 325 N Liberty St is for a cidery operated by Sage Bird LLC that will produce craft hard apple cider for sale and consumption both on-premise and for local and regional distribution off-premise. The building is roughly 2800sqft. We intend to occupy 1800sqft of the building. We will be allotted five dedicated on-site parking spaces with numerous parking spaces available in an adjacent lot owned by the same building owners. All properties are currently zoned B-1C.

The cidery will encompass a production and bottling facility as well as a retail tasting room separated from the production space by a wall and built in accordance with Virginia and Federal law. The production side of the business will operate mainly during the hours of 7am and 7pm. Production will require receiving bulk shipments of apples, apple juice, and other ingredients from box trucks through the bay door at the front of the production space (please reference rough floor plan). The property is accessed from N Liberty St. Bulk shipments will happen no more than four times a months, mainly during apple season (August-March), during normal business hours (between 8am and 5pm). Virginia allows for self-distribution of wine (cider is technically considered a wine at the state and federal level as it is a fermented fruit beverage) through the Virginia Winery Distribution Company, of VWDC. Sage Bird Ciderworks intends to self-distribute kegs and bottles, so outgoing shipments will be picked up and transported via the owner's pickup truck.

Cider production consists of the cold side of beer production. Cider begins with locally-sourced apples which are pressed into juice. Most of the pressing will occur off-site at Glaize Apples in Winchester before being shipped in 275 gallon IBC totes to our facility. Some smaller batches will be pressed on-site using a small hydro press that uses municipal water pressure to inflate a rubber bladder that exerts pressure on macerated apples. Apples for on-site pressing will be delivered before being ground and pressed. The pressed apple pulp will be picked up by local farmers to feed to livestock (a tasty treat for those lucky animals). Once the juice is obtained, it is pumped into stainless steel tanks where it ferments for three-four weeks in a temperature-controlled setting at around 60 degrees. At the completion of primary fermentation, the cider is filtered and pumped into a bag-in-box, or a cardboard box that contains a food-grade, airtight plastic liner, where it rests and matures for 1-12 months, depending on the product. After maturation, cider is pumped from the bag-in-box into a stainless steel brite tank, or pressure tank, where it is force-carbonated with CO₂. After three days in the pressure tank, the cider is ready to keg or bottle. We will be bottling cider in 500ml (17oz) bottles and 750ml (25oz) bottles for sale in our taproom and at local and regional retail outlets as well as at the farmers market. We will be keging our cider in 1/6bbl (~5 gallon) kegs for local and regional distribution and 1/2bbl (~15 gallon) kegs for serving in our tasting room.

Unlike in the production of beer, cider production does not require heat to extract sugars from the raw ingredients. The facility will not contain the large kettle and heating elements generally found in breweries, minimizing aroma and noise production, energy and water usage, and fire-safety hazards. Throughout the process, aroma production will be minimal with any noticeable aromas smelling of apple or other fruit. Noise production will also be minimal and will consist mainly of electrical motor sounds produced by pumps and cooling systems, both of which are used extensively in beer production and do not cause a noticeable increase in outside noise disturbance. Production activities will generally occur during daytime hours, so were any noise produced, it would be consistent with that of other restaurants and daytime traffic. The production space will occupy roughly 1000sqft.

The retail tasting room portion of the business consists of roughly 800sqft with an additional lofted space consisting of 360 additional square feet and small outdoor spaces in the front and back of the building. The tasting room is expected, but not limited, to operate between the hours of 5pm and 10pm Wednesday and Thursday, 4pm-12pm Friday, 10am-12pm Saturday, and 12pm-10pm on Sunday, always with the Virginia ABC guidelines. Normal operations will include the sale of cider to legal guests for both on-premise and off-premise consumption as well as the sale of branded merchandise like t-shirts and hats. The tasting room is planned as a space for walk-in guests, similar to a restaurant or brewery tasting room, but will be open to private parties and community events under the right circumstances. Noise and aroma disturbances from the cider tasting room will be minimal and in line with a traditional restaurant.

Community and education are focal points for the cidery. Hard Cider was the original fermented beverage in the United States. Around the time of the civil war, our country experienced a large influx of immigrants from Germany who brought with them their traditions in beer-making. Beer began to gain a small foothold, but cider remained the dominant drink. Prohibition is really what killed cider in the United States. During prohibition, many farmers cut down their cider-apple orchards to plant dessert-apple varieties or other fruits. Orchards that weren't removed by the farmers were often forcibly demolished by federal agents. When prohibition ended, beer production took off immediately as beer can be produced with a fast-growing grain. Apple trees, however, takes 10 years to come into full production. As most of the orchards were gone, beer was able to dominate the market before farmers were able to grow a single new apple. It was not until the last five years or so that cider has started to experience a renaissance in the United States (many other countries such as France, Spain, and the UK maintain a strong cider culture). Part of our mission is to work to educate consumers on cider's history and importance to our agricultural past and present.

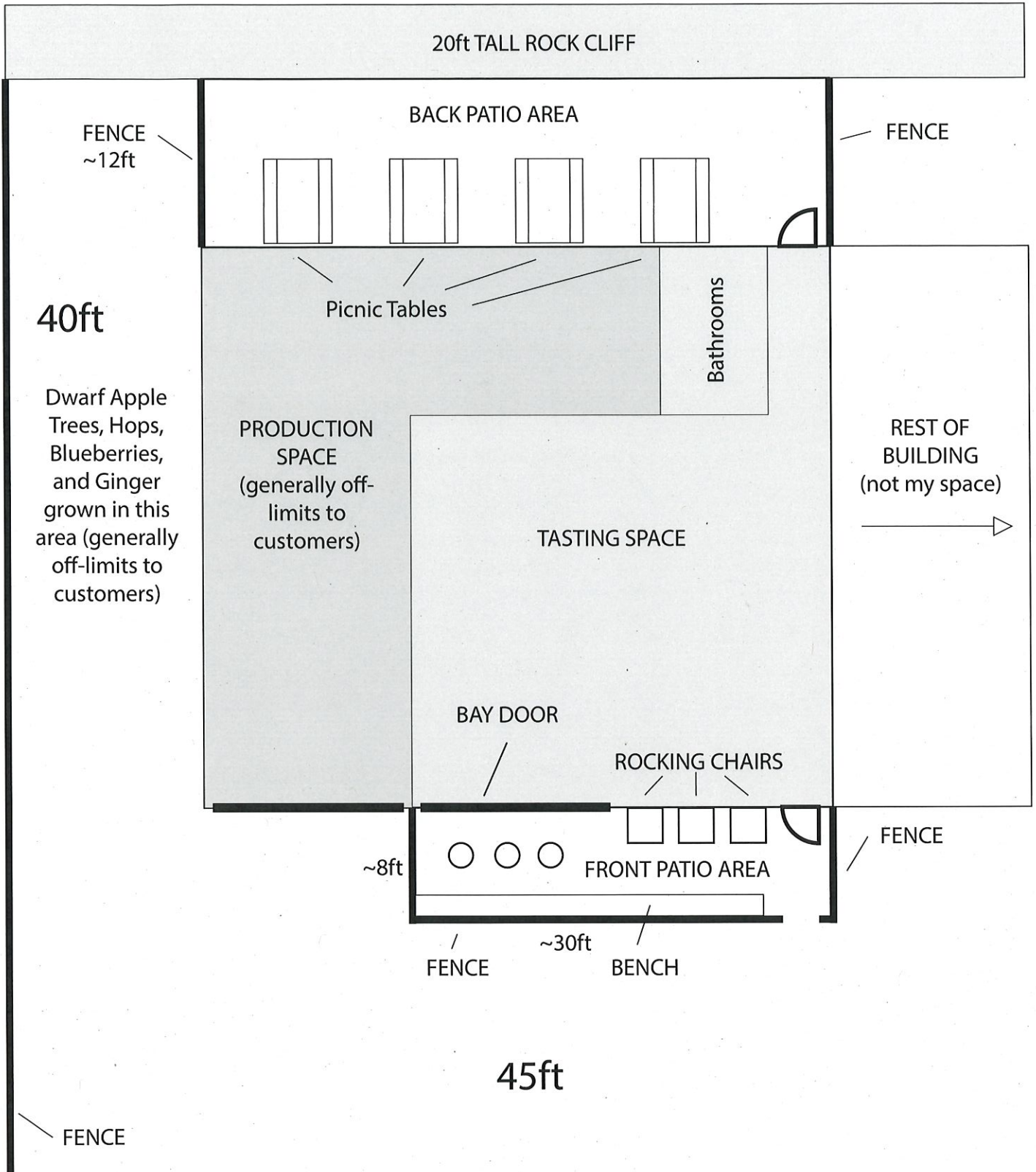
The Shenandoah Valley has an extensive apple-growing history. Apples were the premier agricultural export of our area for a long time before the poultry and grape-wine industries became strong. Remnants of this can be found in places like Winchester with their apple-blossom festival and their large apple warehouses. There are over 2,500 apple varieties grown in the United States; most people know of about 10 varieties. We aim to teach consumers about our region's agricultural history and expose consumers to new apple varieties. This is beneficial to the local and regional agricultural industry, and the growth in cider will be a boon for farmers.

Community is also very important to our mission. We intend to host workshops on apple varieties and cider production as well community pressing events where people can bring their own apples and press them into juice.

Thank you for your consideration, and please do not hesitate to reach out to me with any questions that you may have.

Zach Carlson
Owner/Operator of Sage Bird LLC/Sage Bird Ciderworks
Zpcarlson@gmail.com
(757) 272-6650

(CONCEPTUAL ONLY)



N Liberty St.



325 North Liberty Street

W Gay St

W Gay St

W Gay St

W Gay St

W Gay St

W Gay St

N Liberty St

Noll Dr

Quillen Optical

Elias Auto

Liberty

Wellington Technologies, Inc

753

11

Sancar Flats at West Rock

Ray Carr Tires

W Rock St

Noll Dr

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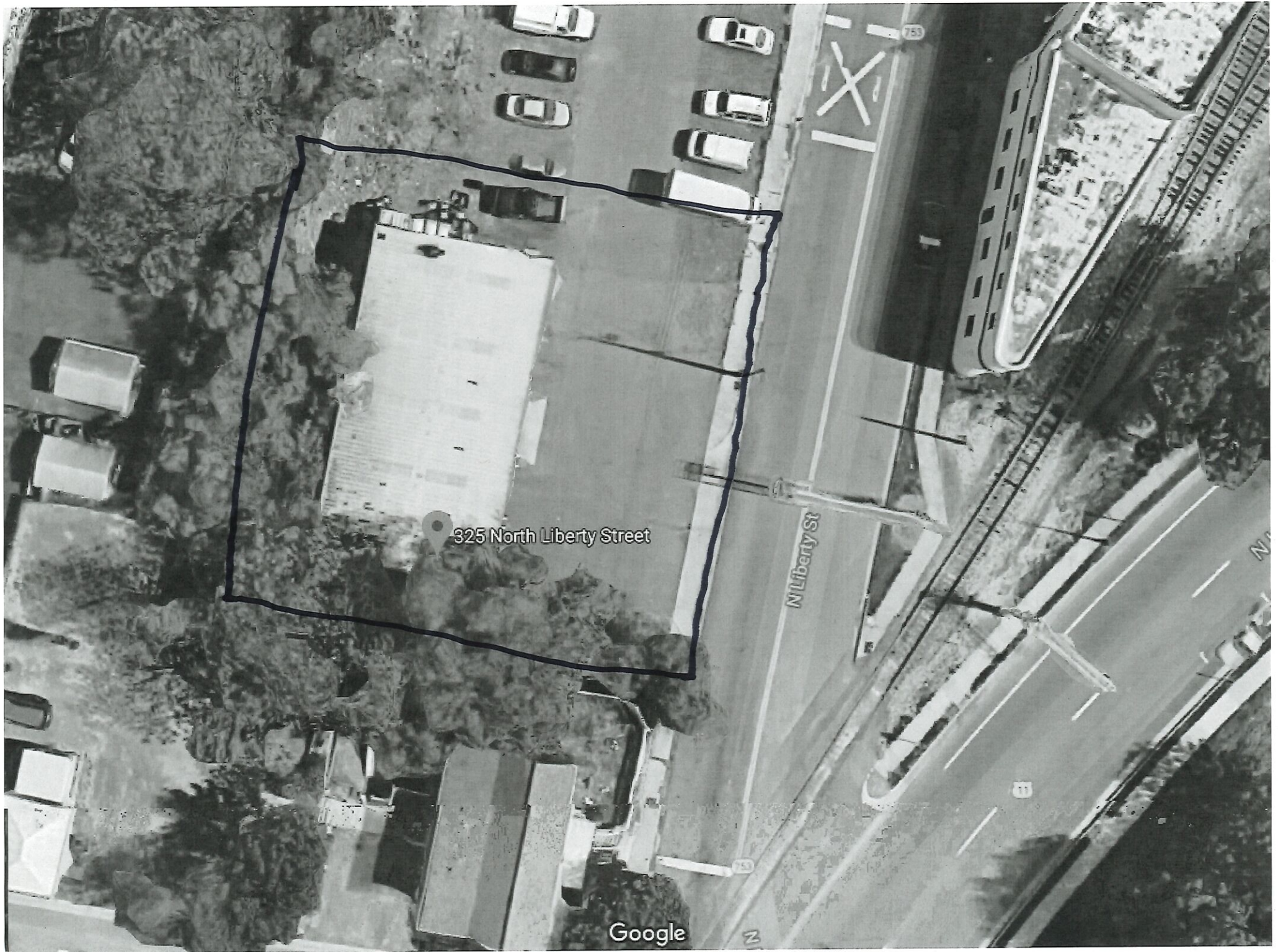
N Liberty St

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E Rock St





325 North Liberty Street

N Liberty St

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City of Harrisonburg, VA
Department of Public Works

Determination of Need for a
Traffic Impact Analysis (TIA)

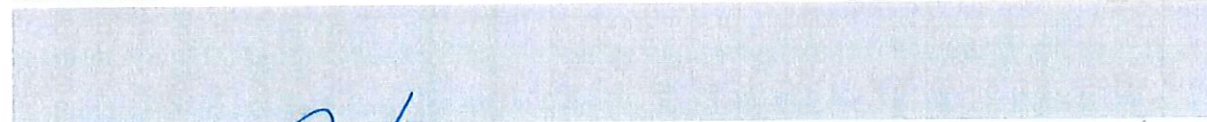
www.harrisonburgva.gov/traffic-impact-analysis

Contact Information	
Consultant Name:	John Sallah
Telephone:	540-239-7681
E-mail:	johnsallah@hotmail.com
Owner Name:	John Sallah
Telephone:	540-239-7681
E-mail:	johnsallah@hotmail.com
Project Information	
Project Name:	Sage Bird Ciderworks
Project Address: TM #:	325 N Liberty St., Harrisonburg, VA 22802 / 035-L-2
Existing Land Use(s):	Warehouse
Proposed Land Use(s): (if applicable)	Hard Cider Production Facility and Testing Room
Submission Type:	Comprehensive Site Plan <input type="radio"/> Special Use Permit <input checked="" type="radio"/> Rezoning <input type="radio"/> Preliminary Plat <input type="radio"/>
Project Description: (Include site plan or preliminary sketch and additional details on land use, acreage, access to site, etc)	I plan to convert 1,800 sq.ft. of the available 2,800 sqft of metal building into a Hard Cider production facility and testing room. The property will be accessed from N Liberty St.
Peak Hour Trip Generation (from row 15 on the second page)	
AM Peak Hour Trips:	2
PM Peak Hour Trips:	6

(reserved for City staff)

TIA required? Yes _____ No

Comments:



Accepted by:

Date: 05/30/2019

Revised Date: November 2018

Peak Hour Trip Generation by Land Use

Row	ITE Land Use		ITE Land Use Code	Unit	Quantity	AM Peak Hour of Adjacent Street Traffic	PM Peak Hour of Adjacent Street Traffic
1	Proposed #1	Winery	970	1000 GFA	1.8	7	12
2	Proposed #2						
3	Proposed #3						
4	Proposed #4						
5	Proposed #5						
6	Proposed #6						
7	Total New Trips					7	12
8	Existing #1	Automobile Care Center	942	1000 GFA	1.8	5	6
9	Existing #2						
10	Existing #3						
11	Existing #4						
12	Existing #5						
13	Existing #6						
14	Total Existing Trips					5	6
15	Final Total (Total New – Total Existing)					2	6

Instructions

Determination of trip generation rates shall be in conformance with ITE guidelines.

1. Based on the intended use(s), calculate the AM Peak and PM Peak trip generation using the AM and PM Peak Hour of Adjacent Street Traffic rates from the most current version of the ITE Trip Generation Manual (rows 1-6). Attach additional sheets as necessary for more uses.
2. Sum up all of the trips generated for the new uses in the Total New Trips row (row 7).
3. If the development has any existing uses, calculate the AM Peak and PM Peak trip generations using the AM and PM Peak Hour of Adjacent Street Traffic rates from the most current version of the ITE Trip Generation Manual (rows 8-13). Attach additional sheets as necessary for more uses.
4. Sum up all of the trips generated for the existing uses in the Total Existing Trips row (row 14).
5. Subtract the total existing trips from the total new trips to get the final total number of trips generated by the development (row 15). Enter these numbers on the first page.