PLAN COMMISSION

INTER-DEPARTMENTAL REVIEW COMMITTEE REPORT

NOON WHISTLE MICROBREWERY – 800 E. ROOSEVELT ROAD

MAY 19, 2014

Title

PC 14-08

Petitioner

Troika Brewing Company d/b/a Noon Whistle c/o Jim Cagle 6318 Fairmount Avenue Downers Grove, IL 60516

Property Owner

800 Roosevelt, LLC c/o Farhad Nikanjam 2015 Hidden Ridge Lane Highland Park, IL 60035

Property Location

800 E. Roosevelt Road (06-17-406-049) (Trustee District #6)

Zoning

B4APD Roosevelt Road Corridor District Planned Development

Existing Land Use

Vacant (formerly Family Euro Deli)

Comprehensive Plan

Community Commercial

Approval Sought

Conditional use to allow for a microbrewery (See PC 14-07) within the B4A Roosevelt Road Corridor District.

Prepared By

Matt Panfil, AICP Senior Planner



LOCATION MAP

PROJECT DESCRIPTION

The petitioner is proposing to establish a microbrewery within the former site of Family Euro Deli, 800 E. Roosevelt Road. The proposed microbrewery will produce a variety of craft beers and specialize in "session" style ales which usually contain less than five percent (5%) alcohol by volume (ABV). The petitioner anticipated that over ninety percent (90%) of sales will come through distributors with periodic pick-ups from the site. Secondary sales will come from a proposed ancillary "tasting room," which will be open to the public. The petitioner expects to produce approximately 2,200 barrels of beer within the first year. This number falls well below the maximum annual 15,000 barrels produced in order to be considered a microbrewery.

There are no proposed exterior site improvements proposed at this time and no utility improvements are necessary for the operation. In lieu of food service on-site, the petitioner will seek to partner with local restaurants.

The petitioner has indicated that the hours of operation will be less than the site's previous use and surrounding uses, but has not yet specified an exact schedule. Deliveries are anticipated on a biweekly to monthly schedule.

In regards to other common nuisances such as noise and odors, the petitioner has indicated that the operation is not noisy and that an

PROJECT STATS

Lot & Bulk

Parcel Size: 6.35 acres

Building Area: 39,700 sq. ft.

Tenant Area: 6,250 sq. ft.

Lot Coverage: approx. 86.5%

Reqd Setbacks & Lot Dimensions – Existing (Proposed)

Front: 30' (478')

Interior Side: 10' (38')

(West)

Interior Side: 10' (116')

(East)

Rear: 30'(55')

Lot Width: 150' (313')

Parking Spaces

Demand: 244 spaces

(7 ADA)

Supply: 303 spaces (8 ADA)

Submittals

- 1. Petition for a public hearing, submitted April 21, 2014;
- 2. Response to Standards for a Conditional Use;
- 3. Plat of Resubdivision, prepared by Duda Surveying, dated July 8, 2002 and submitted April 21, 2014;
- 4. Legal Description of 800 E. Roosevelt Road, undated and submitted April 21, 2014;
- 5. Project Narrative, dated and submitted April 21, 2014; and
- Concept Floor Plan (Draft 1), undated and submitted April 30, 2014.

odor similar to grape nuts, bakeries, or pizza ovens may be noticeable for short periods of time (approximately one hour) on very hot or very cold days with strong winds.

As mentioned in PC 14-07, the microbrewery industry is federally regulated by the Alcohol and Tobacco Tax and Trade Bureau (TTB), which is under the jurisdiction of the United States Department of the Treasury. In order to receive approval from the TTB, the petitioner's facility would have to be near operational. Therefore, Village approval is one of the first steps in the petitioner's overall process.

APPROVAL(S) REQUIRED

Per Section155.417(G)(2)(a) of the Zoning Ordinance (as amended by PC 14-07), a Distribution Center requires a conditional use permit within the B4APD Roosevelt Road Corridor District Planned Development.

EXISTING CONDITIONS

The subject property is currently improved with two principal structures. The petitioner is proposing to utilize approximately 6,250 square feet of an existing approximately 39,700 square foot one-story brick and concrete block multi-tenant structure. The other structure is approximately 21,150 square foot standalone retail building occupied by The Tile World.

The existing site has three-hundred and three (303) parking spaces, eight (8) of which are accessible. Access to the site is limited to one point at the signalized intersection Roosevelt Road and the private drive serving 700-810 E. Roosevelt Road.

The petitioner's proposed tenant space within the multi-tenant building is currently vacant and was last occupied by Family Euro Deli.

INTER-DEPARTMENTAL REVIEW

Building Division:

The Building Division has no issues or concerns regarding the project at this time. A full review will be conducted during the building permit process.

Fire Department:

The Fire Department notes that all improvement and equipment installations within the tenant space must meet the Fire Code.

Private Engineering Services:

Private Engineering Services (PES) has no issues or concerns regarding the project at this time.

Public Works:

The Department of Public Works has no issues or concerns regarding the project at this time.

Planning Services Division:

The Planning Services Division (PSD) notes the following:

1. Surrounding Zoning & Land Use Compatibility

	Zoning Districts	Land Use	
North	R2 & CR	Single Family Home & Old Grove Park	
South	B4APD & B4A	The Tile Shop / KFC-A&W / Multi-Tenant Commercial	
East	B4A	Sterling Autobody / Midas Total Car Care	
West	R2 & B4A	Single Family Homes & Dental Office	

In consideration that the B4A Roosevelt Road Corridor District is intended to provide a wide variety of retail sales activity required to meet the demands of a developing local market and the fact that the proposed use extends beyond simple production and distribution and will have a retail component as well as attract visitors to tour the brewing process, staff finds the project is consistent with the zoning and land use of the surrounding properties.

2. Comprehensive Plan Compatibility

The proposed site location and use as a microbrewery is consistent with the Comprehensive Plan's recommendation of community commercial uses which references, "providing services extending beyond daily living needs."

3. Zoning & Sign Ordinance Compatibility

The subject property is part of a planned development established via Ordinance No. 5171 (PC 02-24). However, the planned development is silent on matters pertaining to land use and therefore the underlying B4A permitted and conditional uses apply to the site. Thus a conditional use is required, but an amendment to the planned development is not.

The existing structure meets all lot, bulk, and setback standards for the B4A Roosevelt Road Corridor District.

The petitioner has not yet proposed any signage for the microbrewery establishment. Any future signage applications will be reviewed by staff for their consistency with the Village's Sign Ordinance. If any future signage is determined to be non-compliant the petitioner will have the option to request a variation from the Plan Commission and Village Board of Trustees.

4. Site Plan: Access & Circulation

Staff concurs with the petitioner's belief that the proposed microbrewery use will generate less traffic and parking demand than the previously established grocery store. The overall parking supply for the parcel exceeds projected demand.

5. Elevations

The petitioner is not proposing any changes to the exterior elevations at this time.

SITE HISTORY

The existing multi-tenant building was constructed in 1975 and renovated in 2006.

ZBA 76-04

Sign size variation to allow a one-hundred and sixty-eight (168) square foot freestanding sign where one-hundred and fifty (150) square feet is the maximum allowed.

PC 78-18

A conditional use for a restaurant, including entertainment and dancing was recommended for approval by the Plan Commission and received final approval from the Village Board of Trustees on August 24, 1978.

PC 78-37

A conditional use for an indoor theatre with live entertainment and a cocktail lounge was denied by the Village Board of Trustees on October 26, 1978.

PC 78-57

A conditional use for a cocktail lounge with entertainment and dancing in conjunction with a restaurant/banquet hall operation was recommended for approval by the Plan Commission and received final approval from the Village Board of Trustees on March 22, 1979.

ZBA 79-19/20

A variation to allow for shared-parking between an existing theatre and office building was approved by the Village Board of Trustees on July 26, 1979.

ZBA 81-04

Sign size variation to allow a one-hundred and eight (180) square foot freestanding sign, and thus overriding ZBA 76-04 was approved by the Village Board of Trustees on May 14, 1981.

PC 92-15

A conditional use was approved by the Village Board of Trustees on August 6, 1992. However, staff is currently unable to locate the details of the conditional use approval.

PC 95-18

A conditional use for an indoor amusement establishment (bingo parlor) was recommended for approval by the Plan Commission and received final approval from the Village Board of Trustees on July 20, 1995.

PC 02-24

The establishment of a planned development and a conditional use for a drive-through establishment (KFC / A&W) with deviations for wall signage and parking lot perimeter landscaping were recommended for approval by the Plan Commission and received final approval from the Village Board of Trustees on July 18, 2002.

PC 05-27

A conditional use for an indoor amusement establishment (teen club) was recommended for denial by the Plan Commission, but was ultimately approved by the Village Board of Trustees on October 6, 2005. However, the use was never established.

FINDINGS & RECOMMENDATIONS

Staff finds that as the proposed microbrewery is consistent with its surrounding context, the Village of Lombard Comprehensive Plan, and Zoning Ordinance. Especially in comparison to previous uses that existed without land use issues and other uses permitted by right within the B4A Roosevelt Road Corridor District, the proposed microbrewery will not substantially increase the number of deliveries, on-site demand for parking, or traffic congestion.

The Inter-Departmental Review Committee has reviewed the standards for the requested conditional use for a microbrewery and finds that the proposed use **complies** with the standards established by the Village of

Lombard Zoning Ordinance, subject to conditions of approval based on the above considerations. As such, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion for **approval** of PC 14-08:

Based on the submitted petition and the testimony presented, the proposed conditional use does comply with the standards required by the Village of Lombard Zoning Ordinance and that granting the conditional use permit is in the public interest and, therefore, I move that the Plan Commission accept the findings of the Inter-Departmental Review Committee Report as the findings of the Plan Commission, and recommend to the Village Board approval of PC 14-08, subject to the following conditions:

- 1. That this relief is limited to the operation of a microbrewery only and any physical site improvement or alterations require approval through the Village;
- 2. That the petitioner shall develop the site in accordance with plans submitted as part of this request;
- 3. That the petitioner shall satisfactorily address all comments noted within the Inter-Departmental Review Committee Report; and
- 4. This relief shall be valid for a period of one year from the date of approval of the ordinance. If the microbrewery is not established by said date, this relief shall be deemed null and void.

Inter-Departmental Review Committee Report approved by:

William J. Heniff, AICP

Director of Community Development

c. Petitioner

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STANDARDS FOR CONDITIONAL USES

1. The establishment, maintenance, or operation of the conditional use will not be detrimental to, or endanger the public health, safety, morals, comfort, or general welfare.

The conditional use will not endanger the public health, safety, morals, comfort, or general welfare. As is evidenced by existing and prior brewery operations in Lombard, specifically including Rock Bottom Brewery, Flesk Brewing, and previously Taylor Brewing, the operation of a craft brewery is a small scale business that drives and supports local commercial business environment, but does not detract from the day-to-day life of residents or visitors. These other similar business have established Lombard as a great place to operate their businesses and are well-known and well-regarded in the community.

The general welfare of the community will be improved by this conditional use for a variety of reasons. First, the proposed site, 800 Roosevelt Road, is a high commercial area with the existing infrastructure and utilities to support this business. In addition, the current space is vacant and dark. Next, this conditional use will utilize the space well and as intended, including significant capital investment into the property, and will create a better overall business environment for other tenant's and proximate businesses. Further, in additional to utilizing a vacant and underutilized space, the brewery will have limited retail hours thereby minimizing industrial traffic and any potential impact to the local community all while driving commercial traffic and business in the area. Also, operations at this site will be on a reduced hours basis when compared to other thriving local businesses and business traffic will be very restricted to bi-weekly or monthly deliveries.

This specific conditional use is part of a highly regulated industry which incorporates the highest standards for safety and cleanliness. Inspections and reviews occur on a regular basis and proper facility maintenance results in a superior product. Craft breweries, like all businesses, are required by the U.S. Occupational Health and Safety Agency (OSHA) to have two copies of the Material Safety Data Sheet (MSDS) for chemical products used in the brewery or brewpub. The MSDS became mandatory in the workplace after the OSH Act of 1970 to promote worker safety.

Finally, craft brewers, as an industry, are highly attentive to sustainability concerns and through minimizing waste and understanding the impact of operations on the environment. For instance, the brewing process produces a disposable grain. This conditional use will allow that disposable grain to be used as feed for nearby farmers. Instead of simply disposing of the grain, we intend to partner with these local farmers in order to reduce waste and support local food and business. Other waste will be closely managed including a strict adherence to recycling and re-use policies as applicable.

2. That the conditional use will not be injurious to the uses and enjoyment of other property in the immediate vicinity for the purposes already permitted, not substantially diminish and impair property values within the neighborhood in which it is to be located.

Again, as is evidenced by existing and prior brewery operations in Lombard, specifically including Rock Bottom Brewery, Flesk Brewing, and previously Taylor Brewing, the operation of a craft brewery is a small scale business that drives and supports local commercial business environment, but does not detract from the day-to-day life of residents or visitors. These other similar business have established Lombard as a great place to operate their businesses and are well-known and well-regarded in the community.

The enjoyment of other property in the immediate vicinity will be improved by this conditional use for a variety of reasons. First, the proposed site, 800 Roosevelt Road, is a high commercial area with the existing infrastructure and utilities to support this business. In addition, the current space is vacant and dark and this conditional use will utilize the space well and as intended, including significant capital investment into the property creating a better overall business environment for other tenant's and proximate businesses. Such improvements and growth will only increase the business tax base. Further, in additional to utilizing a vacant and underutilized space, the brewery will have limited retail hours thereby minimizing industrial traffic and any potential impact to the local community all while driving commercial traffic and business in the area. Finally, the proposed use is very similar to the property's prior use as a grocery store, except that operations at this site will be on a reduced hours basis when compared to other thriving local businesses and business traffic will be very restricted to bi-weekly or monthly deliveries.

Below are several links to independent, published articles citing the benefits of small-local focused craft brewers to the communities in which they operate:

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http://www.huffingtonpost.com/2013/07/22/craft-breweries_n_3635088.html http://www.businessinsider.com/craft-brews-create-urban-revival-2013-7 http://www.craftbeer.com/craft-beer-muses/craft-beers-positive-communmity-impact http://coloradobeer.org/wp-content/uploads/2011/03/CBG-Economic-Impact-White-Paper-04-24-12.pdf
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3. That the establishment of the conditional use will not impeded the normal and orderly development and improvement of the surrounding property for uses permitted in the district.

On the contrary, granting this conditional use should support the normal and orderly development and improvement of the surrounding property for uses permitted in the district. Again, as is evidenced by existing and prior brewery operations in Lombard, specifically including Rock Bottom Brewery, Flesk Brewing, and previously Taylor Brewing, the operation of a craft brewery is a small scale business that drives and supports local commercial business environment, but does not detract from the day-to-day life of residents or visitors. Development and improvement should be accelerated in this case for a variety of reasons. First, the proposed site, 800 Roosevelt Road, is a high commercial area with the existing infrastructure and utilities to support this business. In addition, the current space is vacant and dark and this conditional use will utilize the space well and as intended, including significant capital investment into the property creating a better overall business environment for other tenant's and proximate businesses. Such improvements and growth will only increase the business tax base. Further, the proposed use is very similar to the property's prior use as a grocery store, except that operations at this site will be on a reduced hours basis when compared to other thriving local businesses.

Finally, the business model of the applicants specifically includes partnering with local eateries and restaurants. This hybrid approach will drive the commercial activity as requested while also creating benefits for the established and up-and-coming business provided high-quality food. The brewery will improve development in the surrounding properties and increase Lombard as a destination from residents in surrounding towns. Breweries are a destination location where people seek out the business and are in tune with the product and community.

4. That the adequate public utilities, access roads, drainage and/or necessary facilities have been or will be provided.

The operation of a craft brewery is a small scale business that is easily established within the existing utilities, access roads, and facilities. Specifically, the proposed site, 800 Roosevelt Road, is a high commercial area with the existing infrastructure and utilities sufficient to support this business. From water to electric, and all others, no specific new utility is required in additional to what is already provided to the site. Further, in additional to utilizing a vacant and underutilized space, the brewery will have limited retail hours thereby minimizing industrial traffic and any potential impact to the local community all while driving commercial traffic and business in the area – all well within the capacity of existing egress, ingress, and parking. Also, operations at this site will be on a reduced hours basis when compared to other thriving local businesses and business traffic will be very restricted to bi-weekly or monthly deliveries. All in all, the existing commercial footprint is more than adequate as all utilities are designed for commercial space and are sufficient and well suited for this use. Applicant has worked closely with the Lombard Building Code team to evaluate the viability and fit of the property with this intended use.

5. That adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.

Again, the operation of a craft brewery is a small scale business that is easily established within the existing ingress and egress and should have no impact on traffic congestion. Currently, over 20,000 vehicles pass this site daily and the applicant's restricted hours and deliveries will be a tiny drop in the bucket of existing traffic patterns. This development will have no impact on the current traffic pattern and congestion.

Specifically, the proposed site, 800 Roosevelt Road, is a high commercial area with the existing infrastructure and utilities sufficient to support this business. The brewery will have limited retail hours thereby minimizing industrial traffic and any potential impact to the local community all while driving commercial traffic and business in the area – all well within the capacity of existing egress, ingress, and parking. Also, operations at this site will be on a reduced hours basis when compared to other thriving local businesses and business traffic will be very restricted to bi-weekly or monthly deliveries. All in all, the existing commercial footprint is more than adequate as all utilities are designed for commercial space and are sufficient and well suited for this use. Finally, from a precedent perspective, the prior tenant, Euro Deli, Euro Deli had longer hours of operation with a higher volume of customers coming and going.

6. That the proposed conditional use is not contrary to the objectives of the current Comprehensive Plan for the Village of Lombard.

The proposed use is consistent with the Village's economic development objectives such as the redevelopment of an existing vacant site along a key commercial corridor, which Roosevelt Road certainly is. Granting this conditional use should support the normal and orderly development and improvement of the surrounding property for uses permitted in the district. In addition, the current space is vacant and dark and this conditional use will utilize the space well and as intended, including significant capital investment into the property creating a better overall business environment for other tenant's and proximate businesses. Such improvements and growth will only increase the business tax base. Further, the proposed use is very similar to the property's prior use as a grocery

store, except that operations at this site will be on a reduced hours basis when compared to other thriving local businesses.

Also, the proposed use is similar in nature to other permitted uses such as other micro-breweries and restaurants. Again, as is evidenced by existing and prior brewery operations in Lombard, specifically including Rock Bottom Brewery, Flesk Brewing, and previously Taylor Brewing, the operation of a craft brewery is a small scale business that drives and supports local commercial business environment, but does not detract from the day-to-day life of residents or visitors. From a precedent perspective, the prior tenant, Euro Deli, had longer hours of operation with a higher volume of customers coming and going. All in all, the existing commercial footprint is more than adequate as all utilities are designed for commercial space and are sufficient and well suited for this use.

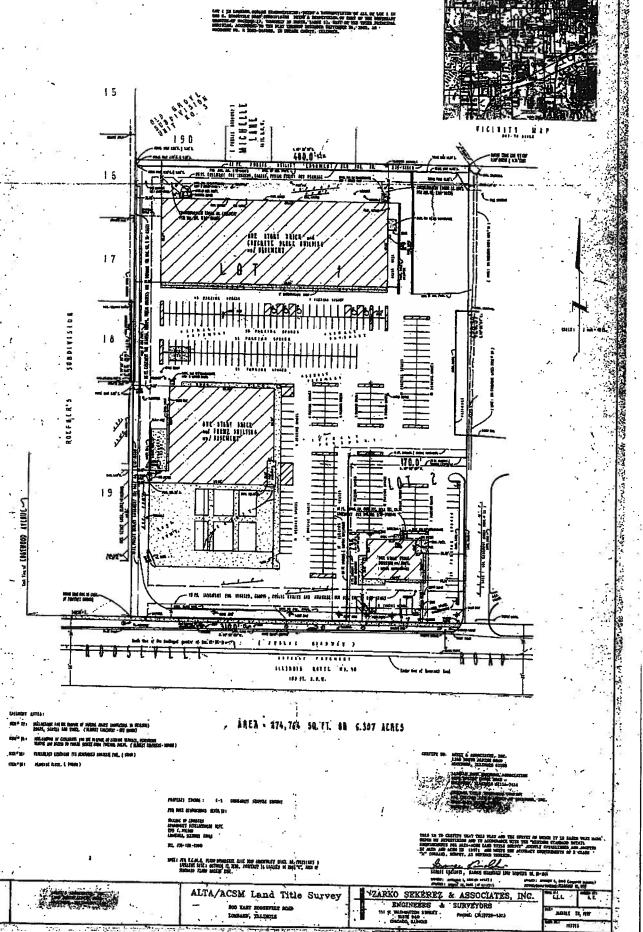
Finally, the proposed use is anticipated to have little to no adverse impact on surrounding properties due to its minimal noise, deliveries, limited hours, and small scale. Specifically, the proposed site, 800 Roosevelt Road, is a high commercial area with the existing infrastructure and utilities to support this business.

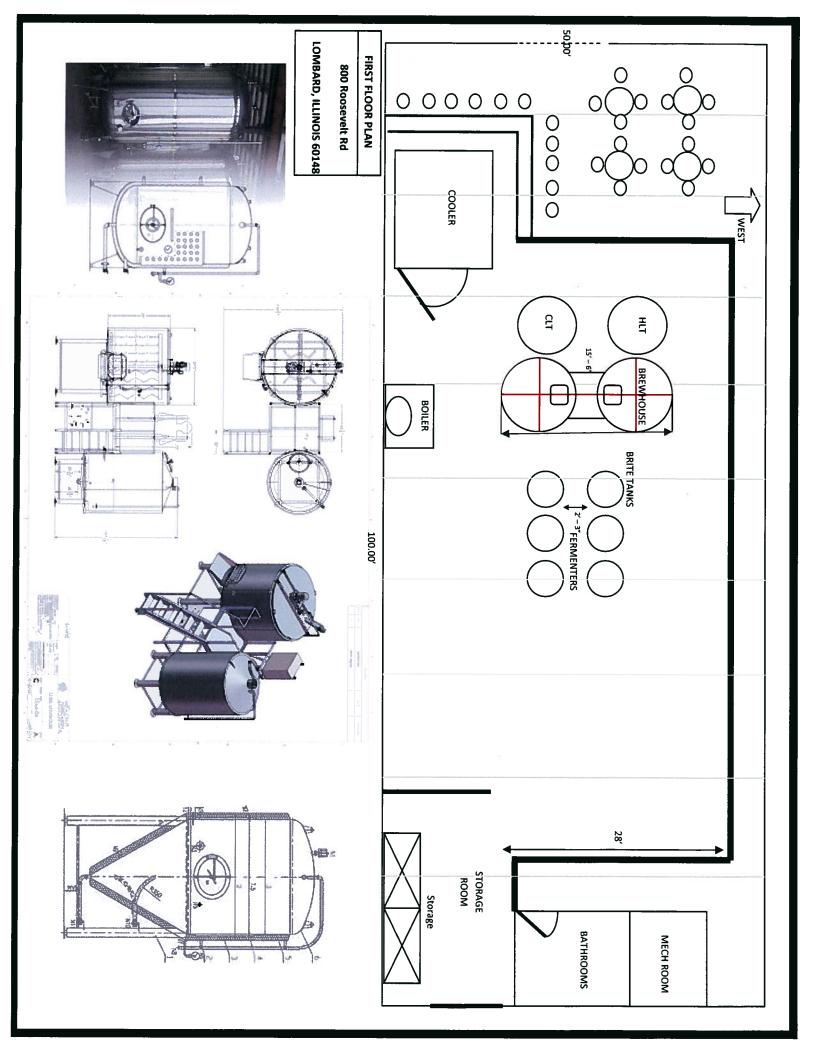
7. That the conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified pursuant to the recommendations of the Plan Commission.

Yes.

Project Narrative for Plan Commission Application - Noon Whistle Brewing

Noon Whistle will provide a variety of original craft beers, specializing is session style ales which will usually contain an ABV of 5% or less. This session concept gives Noon Whistle its main competitive advantage within the craft industry, which is saturated with beers high in alcohol content. Over 90% of Noon Whistle's sales will come from selling through distributors, with periodic scheduled pick-ups from the brewery. Secondary sales will come from a tasting room within the brewery. The tasting room will be open for consumers to have personal interaction with the Noon Whistle team and experience the Noon Whistle brand first hand. Noon Whistle expects to be selling nearly 2,200 barrels of beer by the end of the first 12 months, which will require three brewing cycles each week.





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J. P. "RICK" CARNEY
DU PAGE COUNTY RECORDER
P. O. BOX 936

WHEATON, ILLINOIS 60189

J.P. "RICK" CARNEY
DUPAGE COUNTY RECORDER

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