

Zoning Confirmation Request

3101 W. Clay Street



BLUE BEE
CIDER™

Overview

- What's an Urban Farm Cidery?
- Proposed Use
 - Land Use
 - Parking & Circulation
 - Redevelopment Plan
 - Benefits to the Neighborhood



Background

- Cider was the beverage of choice in Richmond prior to Prohibition
- Operating since 2012 in Old Manchester
- Virginia's first and only urban cidery
- Only 100% woman-owned craft bev. producer in Greater Richmond



What's an Urban Farm Cidery?



What's an Urban Farm Cidery?

- Three-Tier System
- Farm cidery license cuts across three-tiers
 - Production on site
 - Self-Distribution
 - 100+ self-maintained accounts
 - Retail
 - Bricks and mortar
 - Direct shipping to DC, MD, NC and VA



What's an Urban Farm Cidery?

- Farm cidery license requires
 - Co-location of all three tiers on same property
 - Apple trees on site
 - Orchard w/in 50 feet of tasting room
 - Direct access to orchard from production facility
- Planting requirement a deal breaker for most potential sites in the City



What's an Urban Farm Cidery?

The Ciders

- Craft premium and super-premium ciders
 - A white wine, using apples instead of grapes
 - Use whole fresh juice, not concentrate
 - Use rare, heirloom apples
 - Using traditional and modern techniques
- 100% Gluten free
- Kosher is a goal of expansion



Proposed Use: Urban Farm Cidery



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- Land Use
- Parking and Circulation
- Redevelopment Plan

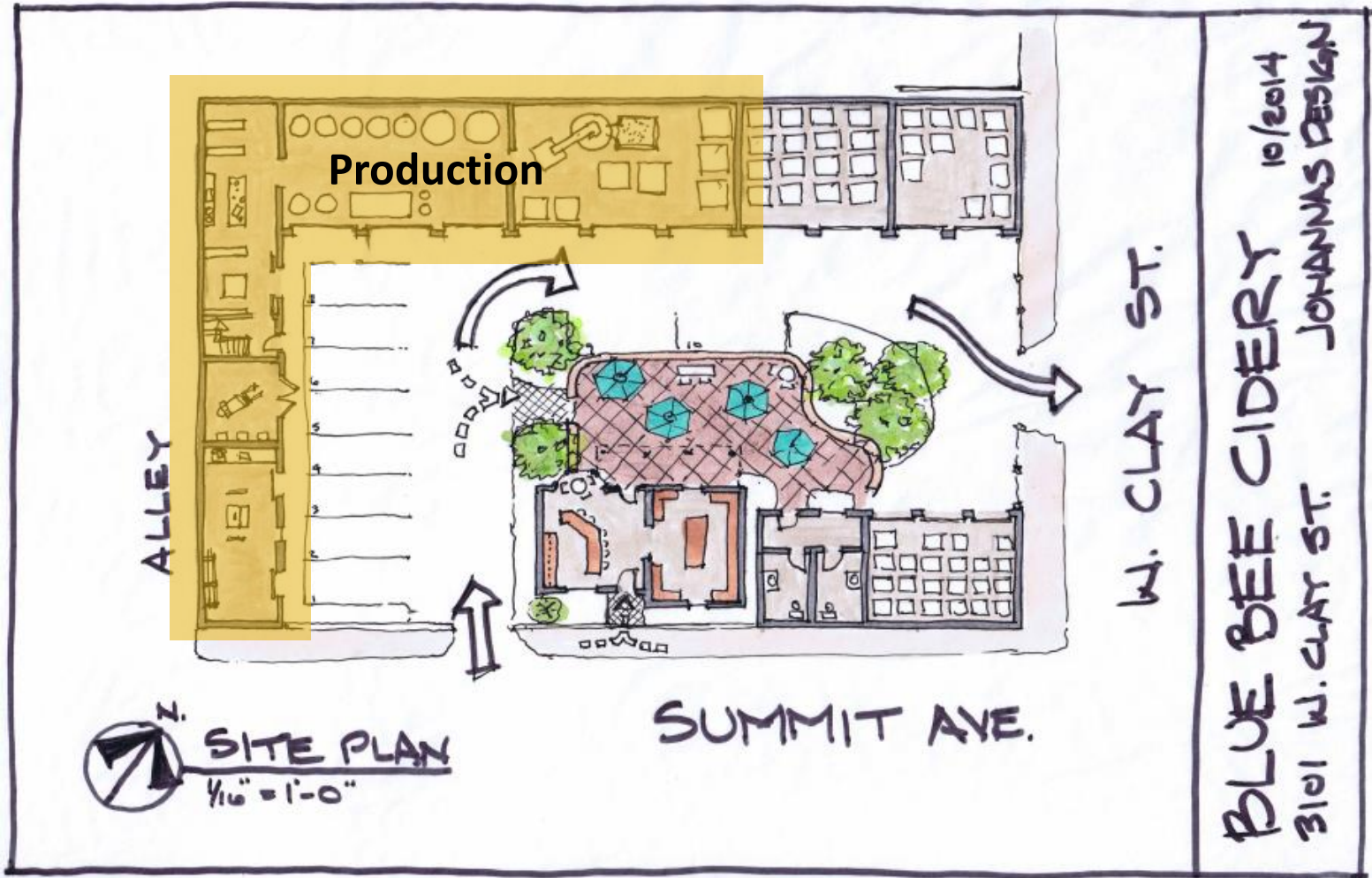


Land Use

- Full use of the Stables:
 - Cider production space 5660 s.f.
 - Warehousing and storage 1400 s.f.
 - Offices 1360 s.f.
 - Retail tasting room 850 s.f.
 - Bathroom facilities 550 s.f.
- This use currently meets existing zoning of M-1, light industrial



Land Use



Land Use



Land Use



Land Use



Parking and Circulation

- Parking requirements*
 - Manufacturing for 6 people / 2 = 3 spaces
 - Tasting room 500/100 = 5
 - Mercantile 350/300 = 1
 - Patio seating area 600/100 = 6 spaces
 - TOTAL required = 15 spaces
- Parking provided
 - 10 spaces on site
 - 6 spaces grandfathered in
 - TOTAL provided = 16 spaces

*Johannas Design reviewed the parking requirements for this project with Richmond City Zoning for the development of this slide and prior to preparation of the site plan.



Parking and Circulation



Redevelopment Plan

Rehabilitation of the Stables according to Sec. of the Interior's Guidelines including:

- New roof on all buildings
- Masonry reinforcement and repair of hayloft and stable walls
- Upgrade and extension of electrical and plumbing systems, including addition of floor drains
- Repair of windows and door frames in keeping with historic materials and treatments as much as possible
- Leveling and hardscaping the interior courtyard
- Addition of pass through doorways between stables
- Bringing passageways of house into compliance with ADA
- Upgrade of production area flooring to food safe standards
- New gateways and fencing at the perimeter of the property
- Planting an apple orchard and tree nursery onsite
- Security system



Benefits to the Neighborhood

- Relocates established City of Richmond business with a positive upbeat reputation for success
- Diversify existing industry cluster in the neighborhood
- Positive image building events and marketing
- Creative collaborations
- Community Involvement

