

Project Overview**#608070**

Project Title: Southern Pines Brewing Company
Application Type: 5.3) Special Use Plan Review
Workflow: Staff Review

Jurisdiction: City of Fayetteville
State: NC
County: Cumberland

Notice Regarding Special Use Permit Procedural Process

Special Use Permit

Dear Applicants,

Thank you for applying for a Special Use Permit with the City of Fayetteville. Due to legislative changes, the procedural process for Special Use Permits have changed:

1. Special Use Permits are now considered Evidentiary Hearings. With an Evidentiary Hearing, it is incumbent upon the applicant to present evidence that supports the application. This evidence is required both in writing and verbally.
2. Since the written evidence comes mainly from the application, the eight (8) Findings of Fact are essential. The answers must be complete and accurate.
3. Applicants are required to make, at minimum, an oral presentation to the City Council that addresses the eight (8) Findings of Facts. The applicant has the option of doing a visual presentation as well, but this is not required.
4. Lastly, Special Use Permits no longer have to be reviewed by the Zoning Commission and will proceed directly to the City Council. The deadline dates for Special Use Permits have changed.

Again, thank you for your application. If you have any additional questions, please contact the Planning & Zoning Division at 910-433-1612 to speak with a Professional Planner.

If you would like a copy of the above text, you can [download a copy here](#).

Please enter your full name in the space below to confirm your acknowledgement of the above statement.

Enter Your Full Name Here: Julianne Harrelson

Project Location

Project Address or PIN: 123 HAY ST (0437640032000)

GIS Verified Data**Property Owner: Parcel**

- 123 HAY ST: WHEELER, JOHN D;WHEELER, KATHERINE HOLMES;WEEKS RENTAL PROPERTIES

Acreage: Parcel

- 123 HAY ST: 0.24

Zoning District:

Fire District: Fire District

- 123 HAY ST: Primary Fire Zone

Hospital Overlay District:

Cape Fear District:

Haymount Historic District:

100 Year Flood:

Watershed:

Subdivision Name:

Airport Overlay District:

Coliseum Tourism District:

Downtown Historic District: Downtown Historic District

- 123 HAY ST: Downtown Historic District

Floodway:

500 Year Flood:

Written Description of Special Use

Is the proposed project for a cell tower?: No

A) Provide a written description of the proposed special use, including summary of existing uses and the proposed use/activity in detail. Also include hours and days of operation, number of employees, number of clients, etc.:

Southern Pines Brewing Company plans to operate a taproom at 123 Hay Street, similar to its second taproom location in downtown Southern Pines at 205 W. Pennsylvania Avenue. It will hold a malt beverage on and off-premise permit as well as a wine on-premise permit. This will allow for the on-site consumption of beer, wine, and cider as well as for customers to purchase beer-to-go. The location will not become a private club and will not serve liquor or spirits. A light snack menu will be included to stay in compliance with North Carolina ABC laws for establishments with an on-premise wine permit. It will not include a kitchen or prepare food on-site, but rather encourage customers to bring in food from the surrounding local businesses if they so desire. It will also not manufacture beer on site, but rather sell beer that has been manufactured at its main production brewery.

Southern Pines Brewing Company's Hay Street Taproom will be a place for people to gather, enjoy the company of others, and socialize in a relaxed setting. It will provide a community, family-friendly atmosphere and look for ways to be involved in the events that take place downtown. It will be a place for people to meet up before dinner, a place to grab drinks after dinner, a place to hold a business meeting, and a place for a retirement or going away party.

The location will be open seven days a week. The initial plan will be to open from 12-10 PM Monday through Wednesday, Thursday from 12-11 PM, Friday and Saturday from 11 AM to midnight, and Sunday from 12-10 PM. The taproom will employ roughly 15 individuals and will be open to the public.

B) Please provide a description of the Zoning District designations and existing uses on adjacent properties, including across the street.:

The Downtown (DT) District is established and intended to encourage the urban form and architecture found in the traditional downtown area as well as promote redevelopment that will make the downtown area more diverse and vibrant mixed-use urban

center. The district is intended to accommodate a well balanced mix of uses, promote a stronger pedestrian oriented environment (with a reduced need for parking) and preserve and protect the downtown's historical and architectural scale and character. Uses that will add activity to the downtown after 5:00 p.m. are encouraged. The district is subject to flexible and incentive-based standards intended to foster such urban development and redevelopment.

The existing uses on adjacent to the subject locations are diverse. Holmes Security, Sky View event Center, The Capitol Encore School and the Gaston Brewery as the immediately adjacent properties. Also within the same block are the Downtown Deli, McKee Homes Design Studio, Pressed (t-shirt company), American Barber Shop, Game Day Apparel, City Center Gallery and Books, The Wine Cafe and Elevation Real Estate.

Special Use Justification. Answer all questions on this and the following pages (upload additional sheets as needed).

Indicate how the special use complies with all applicable use-specific standards in the City Code of Ordinances.:

This Southern Pines Brewing Company would comply with the following City Ordinances.

Downtown District

The Southern Pines Brewing Company Tap House is a use not currently in the Downtown District. Allowing a Tap House Downtown will continue to promote a more diverse and vibrant mixed-use urban center by bringing a new use to the area. The Southern Pines Brewing Company is currently operating a thriving Taphouse in downtown Southern Pines, and is a vital contributor to that community and downtown neighborhood. The hope is to bring that same sense of community involvement and cooperation to Downtown Fayetteville.

The business intends to promote a stronger pedestrian-oriented environment. Southern Pines Brewing Company's Hay Street Taproom will be a place for people to gather, enjoy the company of others, and socialize in a relaxed setting. It will provide a community, family-friendly atmosphere and look for ways to be involved in the events that take place downtown. It will be a place for people to meet up before dinner, a place to grab drinks after dinner, a place to hold a business meeting, and a place for a retirement or going away party. They also plan to have outside seating to appeal to patrons that like to enjoy the outside energy of the Downtown District.

The building will be purchased and revitalized. Structural repairs will be made, and the building envelope will be repaired to eliminate any leaks that can cause damage to the structure or the facade. This is protecting the downtown historical character by stabilizing the building structure and its facade.

This business will attract after 5:00 activity downtown. It will appeal to residents as a place to visit and relax and visit with friends at the end of the workday. It will also be appealing to folks visiting the ball stadium or attending after hour Downtown events. There is a unique appeal to out-of-town residents that are familiar with Southern Pines Brewery who will be interested in visiting the Fayetteville Tap House location.

The purchase of this building and its renovation and upfit for the Tap House fosters the continued redevelopment and urban development of the Downtown District.

Historic/Landmark Overlay District

This project will add to local civic pride by bringing a well known and established business into the Downtown. Further, renovations and improvements to the building will continue the redevelopment of the Downtown District.

The building will be purchased and revitalized. Structural repairs will be made, and the building envelope will be repaired to eliminate any leaks that can cause damage to the structure or the facade preserving the buildings character, historic, architectural, and aesthetic features and further preserving the City's heritage.

The building will be purchased and revitalized. Structural repairs will be made, and the building envelope will be repaired to eliminate

any leaks that can cause damage to the structure. Modifications to the building interior facilities along with these repairs will enhance the value of the property.

Southern Pines Brewery Tap House intends to make improvements to an already attractive and functioning building. The intent is to make it appealing, interesting, and inviting with the planned improvements. Bringing a well-established business to the community, and housing it in an amazing downtown building should bring large appeal to residents and support and stimulate the economy also enriching the quality of life for the City Residents.

The intent of the interior and exterior building improvements is to renovate the building in a creative way to showcase its architectural features and materials. To make visible the natural beauty of the historic building, its materials, details, and patina that only time can create. This approach of "opening the building up" instead of covering up the existing will help foster public knowledge and appreciation of how these historic buildings were constructed.

Describe how the special use is compatible with the character and uses permitted in the zoning district(s) of surrounding lands.:

The Southern Pines Brewing Company Tap House is a use not currently in the Downtown District. This promotes a more diverse and vibrant mixed-use urban center by bringing a new use to the area which is encouraged in the Downtown District. The business intends to promote a stronger pedestrian-oriented environment and offer outside seating to engage downtown pedestrians. It will appeal to residents as a place to visit after 5:00 to relax and visit with friends at the end of the workday. This is also encouraged in the downtown district. There are currently several restaurants and a wine shop in vicinity which are similar but not exact uses. Local restaurant patrons will be able to enjoy a beverage while waiting to be called for their table making wait times more enjoyable and therefore stimulating business for both businesses.

The Encore Academy School is within 500' of the Tap Room which is not currently allowed in the UDO. The school has been contacted and they are convinced that the Tap Room will provide a family-friendly atmosphere and are not opposed the adjacency of the Tap Room. They will provide a letter of support. In addition, the main operation hours of the Tap Room will be during times the School is closed. An additional point, the main entrance to the school is not on Hay Street but on Old St. which minimizes the interaction of students and pedestrians on Hay Street.

There are two churches within 800' feet of the Proposed Tap Room. Again, The Tap Room plans to provide a community, family-friendly atmosphere. The location will not become a private club and will not serve liquor or spirits. There should not be any adverse impacts on the Church or its members. The Wine Cafe and Gaston's Brewery are very similar type establishments that are currently closer to the Churches than the Tap Room.

Indicate how the special use avoids significant adverse impact on surrounding lands regarding service delivery, parking and loading, odors, noise, glare, and vibration.:

The Southern Pines Brewing Tap House has a rear entry and a parking area for deliveries. Trucks will be able to back off the street to unload and will not create traffic congestion. Parking in nearby parking decks and on-street parking is available for all downtown businesses. There will not be any odors, excessive noises, glare or vibrations associated with the business.

Demonstrate how the special use is configured to minimize adverse effects, including visual impacts of the proposed use on adjacent lands.:

There should be no adverse visual effects imposed by the Southern Pines Brewery Tap House. The building is an existing structure. Any improvements will be made to be compliant with all City Standards and a Certificate of Appropriateness will be obtained.

Explain how the special use avoids significant deterioration of water and air resources, wildlife habitat, scenic resources, and other natural resources.:

The Southern Pines Brewery Tap House will not cause and deterioration of water and air resources, wildlife habitat, scenic resources or other natural resources. The building is existing. There will be no additional space constructed.

Indicate how the special use maintains safe ingress and egress onto the site and safe road conditions around the site.:

This special use should maintain safe ingress and egress as a significant number of patrons will be using the local parking decks for their cars and accessing the business by pedestrian access. As mentioned previously there is an unloading area in the rear for deliveries. The building is currently an operating business serving the community. The change of Occupant, will not cause an increase of traffic in the area in a way that compromises road conditions.

Demonstrate how the special use allows for the protection of property values and the ability of neighboring lands to develop the uses permitted in the zoning district.:

The building will be purchased and revitalized. Structural repairs will be made, and the building envelope will be repaired to eliminate any leaks that can cause damage to the structure. Modifications to the building interior facilities along with these repairs will enhance the value of the property and therefore helping to boost the values of adjacent buildings. Each building revitalization Downtown encourages additional building rehabs. With each successful business that moves downtown and thrives, the appeal to locate within the unique atmosphere of the downtown business area grows.

The special use complies with all other relevant City, State, and Federal laws and regulations.:

The Southern Pines Brewery Tap House will comply with all other relevant City, State and Federal Laws and regulations including the North Carolina ABC, The NC State Building and Fire Code.

Primary Contact Information

Project Contact - Agent/Representative

Julianne Harrelson
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Project Owner

Micah Niebauer
Southern Pines Brewing Company
565 Air Tool Dr, #E
Southern Pines, NC 28387
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Project Contact - Primary Point of Contact for the Contractor

Julianne Harrelson
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109 Gillespie St
Fayetteville, NC 28301
P:9103039080
j.harrelson@criticalpathsolutions.com

NC State License Number: 82711

As an unlicensed contractor, I am aware that I cannot enter into a contract that the total amount of the project exceeds \$30,000. :

Contractor's NC ID#:

Indicate which of the following project contacts should be included on this project: