

Planning Report

City of Verona

Plan Commission 8-7-2023

1079 American Way

Site Plan Review

Summary: The Applicant is requesting a site plan review to construct five (5) storage containers located at 1079 American Way.

Property Location: 1079 American Way

Property Owner: Live Brew LLC
2248 Deming Way #200
Middleton, WI 53562

Applicant: Wisconsin Brewing Company
Carl Nolen
1079 American Way
Verona, WI 53593

Existing Zoning: Suburban Industrial (SI)
Existing Land Use: Brewery
Proposed Land Use: Brewery

Figure 1 – Location Map



Project Background:

The Applicant is requesting a site plan review (“Application”) for five (5) temporary outdoor storage units with an option for one (1) additional unit with canopies between the storage units located at 1079 American Way. The Applicant would use these as a storage area for production supplies and provide space during the upcoming expansion. The proposal requires site plan approval from the Plan Commission.

In December of 2022, the Plan Commission approved construction of five (5) exterior tanks and a tent with the following conditions:

1. The tent shall be removed no later than December 1, 2023 or when occupancy is granted for the expansion; whichever occurs sooner.
2. The tent shall be used for storage only and not for any assembly uses.
3. The Applicant shall obtain building permits for the tent and the tent shall comply with all requirements of NFPA 1 Chapter 25.
4. The tent shall not have heating devices installed.
5. The tent shall have portable fire extinguishers.
6. The Fire Department shall conduct an occupancy inspection prior to the tent being used.

The Applicant is hoping to remove the existing, and previously approved., white tent by the end of July. Once removed, the items being stored in the white tent would be transferred to this new storage area.

Planning Review:

Bulk Requirements:

The proposed temporary outdoor storage meets the bulk and setback requirements. Staff has no concerns with the location of the temporary outdoor storage.

Landscaping and Lighting:

No additional lighting or landscaping are required as part of this project. While not required, the Applicant should consider some proactive plantings along Thousand Oaks Trail as it will help screen this storage and the future building expansion.

Design:

From a design standpoint, Staff isn’t concerned with the canopy for the outdoor storage. The Applicant shall not use the area for any events, gatherings, or assembly. Further, since this is a temporary situation, Staff would like the temporary outdoor storage to be removed no later than December 1, 2025 as usage of the this storage could create long-term concerns. If the Plan Commission approves the temporary outdoor storage, conditions of approval should be included.

Site Plan Review:

The Plan Commission as part of their Site Plan review shall take into account the following per Section 13-1-220(f) in the Zoning Ordinance:

- (1) *The basic intent of the Comprehensive Master Plan and Zoning Ordinance to ensure attractive, efficient, and appropriate development of land in the community;*

The temporary outdoor storage fit into the overall design and uses in the area.

- (2) *Whether the site plan application ensure particularly that every reasonable step has been taken to avoid depreciating effects on surrounding property and the natural environment;*

The temporary outdoor storage are located on the southeast side of the building. This requirement has been met.

- (3) *Whether the site plan application ensures that adequate public utilities and public services are being provided.*

Public utilities and public services are currently provided to the property. Additional utility needs are not required.

Recommendation:

Staff recommends the Plan Commission approve the site plan with the following conditions:

1. The temporary storage shall be removed no later than December 1, 2025 or when occupancy is granted for the expansion; whichever occurs sooner.
2. The temporary storage shall be used for storage only and not for any assembly uses.
3. The Applicant shall obtain building permits for the temporary storage and shall comply with all requirements of NFPA 1 Chapter 25, if necessary.
4. The temporary storage shall not have heating devices installed.
5. The temporary storage shall have portable fire extinguishers.
6. The Fire Department shall conduct an occupancy inspection prior to the temporary storage being used.

Prepared by: Katherine Holt *KH*
Community Development Specialist

Submitted by: Adam Sayre, AICP *AS*
City Administrator

Plan Commission Application

City of Verona – Planning & Development Department

111 Lincoln Street
Verona, WI 53593-1520
(608) 848-9941

X	Description	Administrative Fee
	Annexation	\$ 350.00 + Taxes
	Conditional Use Permit	\$ 350.00
X	Site Plan	\$ 350.00
	Variance	\$ 350.00
	Zoning Map Amendment (From ____ To ____)	\$ 350.00
	Zoning Text Amendment	\$ 350.00
	Planned Development	Optional Pre-Application Review
		Step 1: Preliminary Plan
		\$ 350.00
		Step 2: Final Plan
		\$ 350.00
	Certified Survey Map (CSM)	\$ 150.00 + \$100/lot
	Preliminary Plat Review / Condo Plat Review	\$ 300.00 + \$50/lot
	Final Plat Review	\$ 300.00 + \$25/lot

***NOTE: Administrative filing fees are due at the time an application is filed with the City and are not refundable. In addition to the Administrative fees, City staff time (City Engineer and City Attorney) will be charged back to the applicant. The Applicant will receive monthly invoices of payments due.**

Date:

7-6-23

Project/Business Name:

WISCONSIN BREWING COMPANY

Address/Location:

1079 American Way

City, State, Zip Code:

Verona WI 53593

Proposed Use of Property:

Temporary Storage

Applicant:

Wisconsin Brewing Co

Property Owner:

Live Brew LLC

Address:

1079 American Way

Address

2248 Deming Way

City/State/Zip

Verona WI 53593

City/State/Zip:

Madison WI 53562

Phone:

608 209 1367

Phone:

608.833.2929

E-mail:

carl.nolen@wbcil.com

E-mail:

Liveseyjkeliveseyco.com

Signature:

Carl Nolen

Signature:

[Signature]

By filing the application that results in a public hearing, the applicant agrees and consents to the placement of a sign on his or her property. The applicant also agrees that the sign shall be left in the location(s) chosen by the Zoning Administrator until after the public hearing occurs, unless the application is formally withdrawn by the applicant prior to the public hearing. The applicant shall periodically check the sign to verify that the sign has not been removed and has not been modified or vandalized. The applicant shall immediately notify the Zoning Administrator if the sign was removed or if the sign was modified or vandalized.

Carl Nolen

From: Carl Nolen
Sent: Thursday, July 6, 2023 11:17 AM
To: Adam Sayre; Ty Maiden
Cc: Katherine Holt
Subject: RE: City of Verona

Hello Adam

I will be stopping by with the information below today **7/6/23** including the permit application and \$350 fee.

See below.

Carl

Carl Nolen
Director of Business Development
Wisconsin Brewing Company
1079 American Way
Verona, WI 53593

Cell: 608-209-1367
Email: carl.nolen@wbcll.com



From: Adam Sayre <adam.sayre@ci.verona.wi.us>
Sent: Friday, June 30, 2023 9:52 AM
To: Carl Nolen <carl.nolen@wbcll.com>; Ty Maiden <Ty.Maiden@wbcll.com>
Cc: Katherine Holt <katherine.holt@ci.verona.wi.us>
Subject: City of Verona

Hi Carl and Ty –

Thanks for meeting the other day to discuss the future expansion and temporary storage. Below are comments from Staff on the proposed new temporary storage, please let me know if you have any questions:

- Generally Staff is comfortable with the proposed new temporary storage.
- The request will require Plan Commission approval due to the size, the process will be similar to the existing temporary storage. We need a submittal no later than July 7th. The submittal should include:
 - Application and fee – **7/6/23**
 - Written narrative describing the project and details – **We will be installing a temporary roof structure (see photos in the application) that will be anchored between 2 conex storage containers**
 - Site plan showing location **7/6/23**
 - Pictures showing what it would look like or examples of the enclosure that you drew for me. **7/6/23**

- Similar to the last tent, the approval will have a removal date, we'll need to figure that out but initially I'm thinking sometime towards the end of 2025 as that should match with your expansion completion. The end of 2025 would be a good starting point
- The new structures will require a building permit, I don't think you pulled one for the existing tent.
- The Fire Department would like to know when the existing tent will be removed. Do you have an approximate date? We are hoping the existing tent will be removed by the end of July. Waiting on a visit by the insurance company to close the file on a insurance claim.

Let me know if you have any questions.

Adam Sayre, AICP
Director of Planning & Development
City of Verona
111 Lincoln St
Verona, WI 53593
Phone: (608) 848-9941
adam.sayre@ci.verona.wi.us

NOT SCALE - REFERENCE ONLY

BM #1

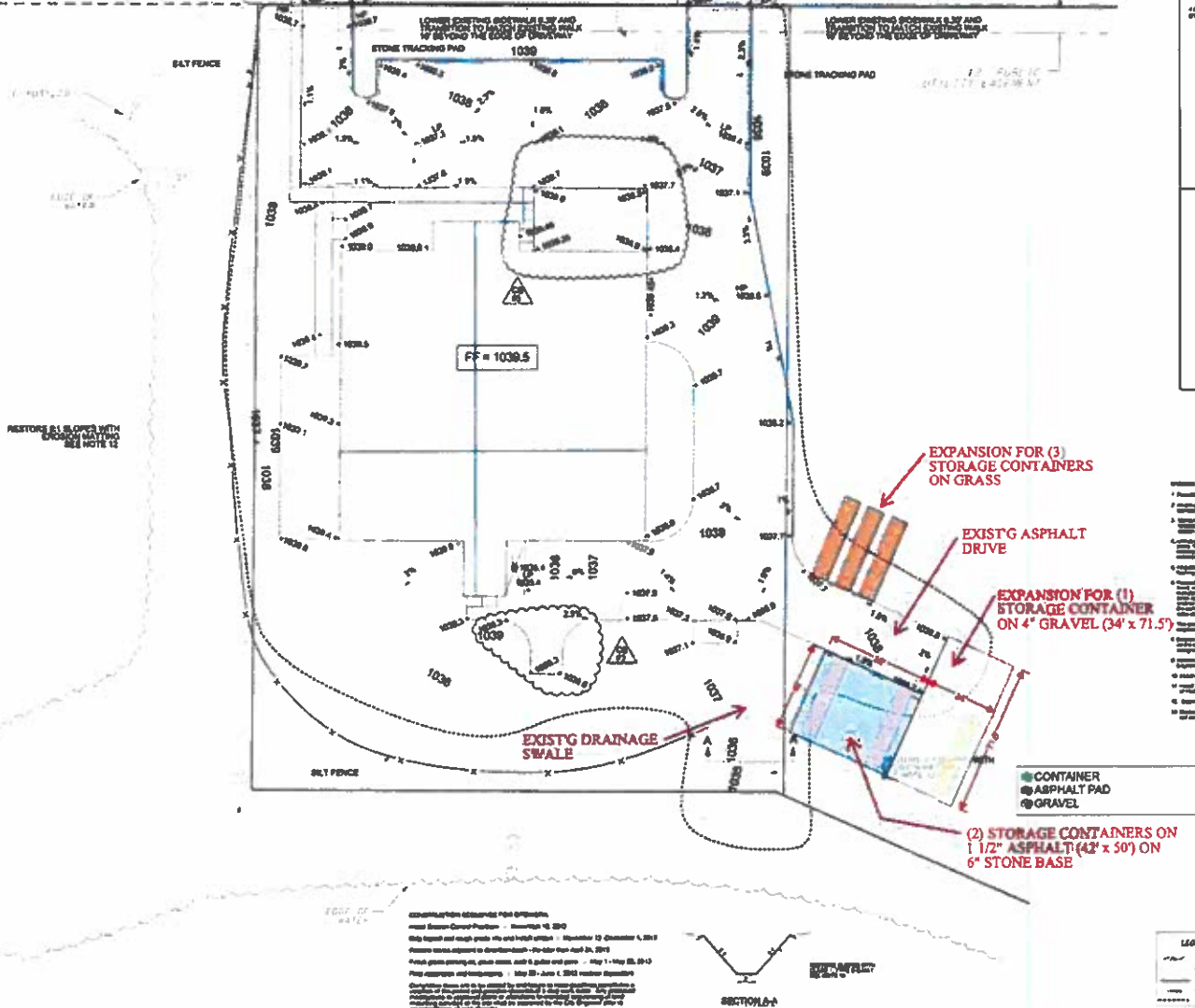
EXISTING
DO NOT REMOVE OR ALTER ANY EXISTING UTILITY LINES OR STRUCTURES
DO NOT REMOVE OR ALTER ANY EXISTING OR PROPOSED DRIVEWAYS OR PATHS

BM #2

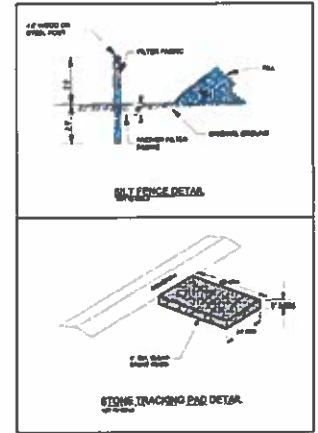
WM P.M. 1047.49
1741293.74

1741293.74

AMERICAN WAY



EXISTING IS COVERED WITH
GRAVEL MATTING
SEE NOTE 12



- 1. Foundation walls shall be constructed on compacted fill.
- 2. Foundations shall be constructed on compacted fill.
- 3. Foundations shall be constructed on compacted fill.
- 4. Foundations shall be constructed on compacted fill.
- 5. Foundations shall be constructed on compacted fill.
- 6. Foundations shall be constructed on compacted fill.
- 7. Foundations shall be constructed on compacted fill.
- 8. Foundations shall be constructed on compacted fill.
- 9. Foundations shall be constructed on compacted fill.
- 10. Foundations shall be constructed on compacted fill.



LEGEND

CONTAINER
ASPHALT PAD
GRAVEL

GRADING & EROSION CONTROL PLAN

Prepared by: [Signature]
Checked by: [Signature]
Date: 05-10-17

ICONICA
The Grading Experts

Wisconsin Grading & Erosion Control, Inc.
1000 W. Lincoln Ave., Madison, WI 53704
Phone: (608) 271-1111 • Fax: (608) 271-1112
www.iconicawisconsin.com

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www.iconicawisconsin.com

DATE: 05-10-17
BY: [Signature]
CHECKED: [Signature]
SCALE: AS SHOWN
PROJECT: C200

C200

FILE: 17-06-178



STORAGE CANOPY

