



"Placerville, a Unique Historical Past Forging into a Golden Future"

Planning Commission Staff Report

Meeting Date: April 6, 2021

Prepared By: Andrew Painter, City Planner

ITEM 6: 7553 GREEN VALLEY RD – SPR20-05 – GEARTOOTH ALEWERKS

PROJECT INFORMATION SUMMARY

Request: To consider Site Plan Review (SPR) 20-05 request to remodel, renovate and to change the building occupancy of an existing 3,200 square single-story building from a business occupancy to a brewery and restaurant occupancy (eating and drinking establishment).

Applicant: Dale Myrick, Alpine Builders **Representative:** Kari Collins, RMW Architecture

Tenant: Jay Ganz, Geartooth Alewerks **Property owner:** JAJ Green Valley LLC

Location: 7553 Green Valley Road; approximately 175 westerly of the intersection of Green Valley Road and Placerville Drive

Assessor's Parcel No.: 325-120-057

General Plan Designation: Commercial (C) **Zoning:** Commercial (C)

Environmental Document: Categorical exemption pursuant to §15332 of the California Environmental Quality Act Guidelines

Authority for Application: Placerville Zoning Code (PZC) 10-4-9 et. seq. (Site Plan Review)

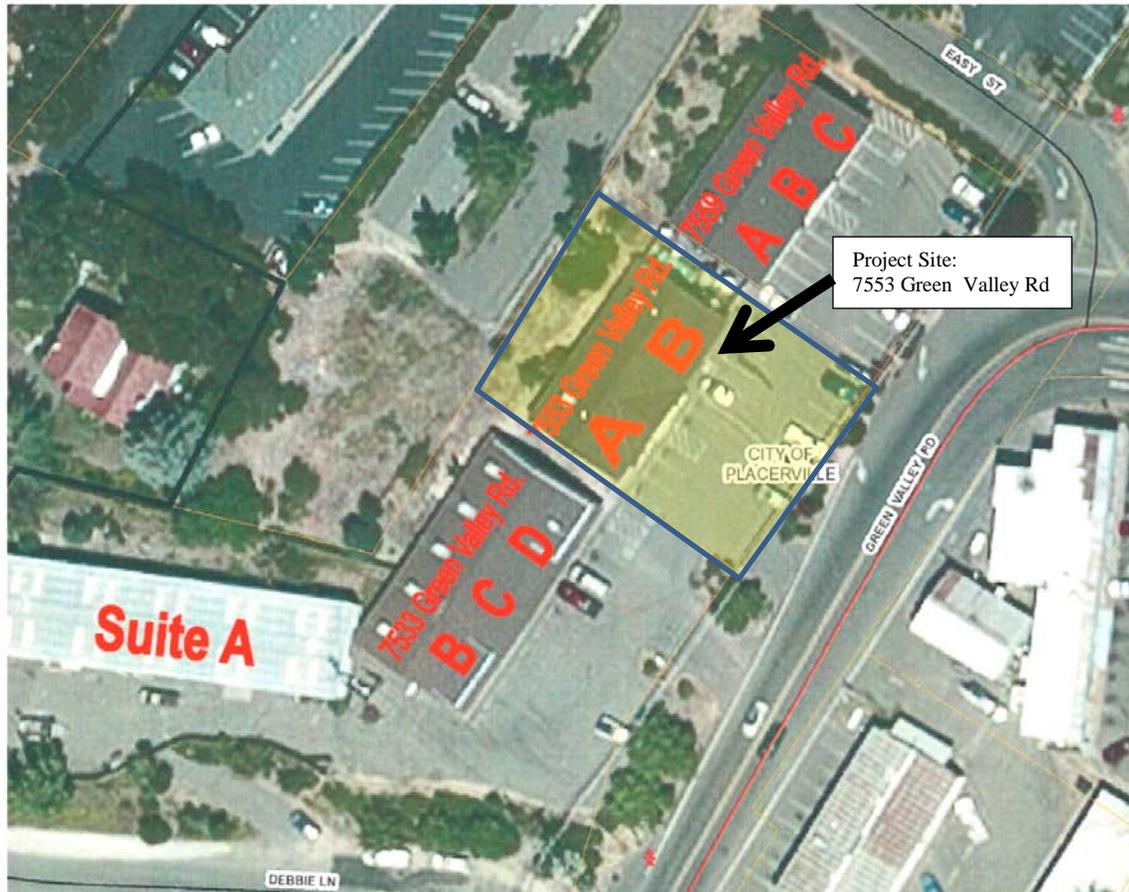
Recommendation: Conditionally approve SPR20-05, with the Findings and Conditions of Approval stated herein.

SETTING:



Figure 1.
Front Building Elevation of
7553 Green Valley Road

Figure 2. Aerial of Site and Surroundings



The project parcel was created by parcel map in 1976. Parcel area is 0.33-acres (14,374.8 sq. ft.). The parcel map also created the adjoining parcels located north and south of the project site and along Green Valley Road. Located south is 7533 Green Valley Road building, constructed in 1980, that contains a real estate office and a dog training business. Located north is 7559 Green Valley Road, constructed in 1978, that contains retail and retail service businesses.

Existing project site improvements include one existing single story commercial building of 3,200 square feet of floor area that was constructed in 1977. The building has a cross-gabled design, with the front gable supported by columns that serve as a covered entry to the front doors. Front gable has existing light fixtures for the purpose of exterior illumination of a wall sign or site address. Building has vertical siding and a composition shingled roof. Site has an asphalt parking area containing eighteen spaces, a driveway and encroachment with Green Valley Road, and flag pole. Existing landscaping is found along the site frontage with Green Valley Road and within the driveway planter island, consisting of trees, shrubs and

groundcovers. All utilities serve the site. No street frontage improvements of curb, gutter or sidewalk exist.

The adjoining 7533 (APN 325-120-079) and 7559 (APN 325-120-058) Green Valley Road parcels each have one encroachment along Green Valley Road. The parking areas for 7533, 7553 and 7559 Green Valley Road are accessible between parcels. Existing parking spaces for the three parcels total sixty-one (61) spaces. A similar mixture of landscape species are found along the site frontage with Green Valley Road for 7533 and 7559 Green Valley Road. No street frontage improvements of curb, gutter or sidewalk exist along either of the adjoining parcels.

PROJECT DETAILS

Attachment A contains the project application, project narrative, site and floor plans, and an existing landscape exhibit of the site and the adjoining parcels. This SPR20-05 request would remodel and change the building occupancy of an existing 3,200 square single-story building from Business (B) (office and professional services) occupancy to an Assembly (A-2) (taverns and bars) and Industrial F-2 (beverage manufacturing up to and including 16-percent alcohol content) occupancy to support the proposed eating and drinking establishment and beer production.

Interior work consists of the installation of a taproom and table and bar seating containing forty-eight (48) seats, create brewing area and associated equipment installation, brewing ingredient and cold storage areas, a warming/prep kitchen, and new accessible restrooms, new interior lighting throughout.

Minor revisions to the exterior of the building are proposed to include the installation of low height decorative fence and gate and outdoor furniture of tables and chairs, seating twenty-four (24), for customer use; chain link fence with privacy slats to screen new electro-mechanical equipment (HVAC, glycol chiller for brewing equipment and propane tank) for onsite uses.

One loading berth will be striped within the parking area onsite resulting in the removal of two existing parking spaces. Seven additional parking spaces would be striped adjacent to the existing dog training center on the 7533 Green Valley Road parcel to offset those eliminated for the loading berth, and to meet the parking requirements under the City's Parking and Loading regulations (PZC 10-4-4) for existing uses located on the 7533 and 7559 Green Valley Road parcels and the proposed Geartooth Alewerks use. The applicant asserts that a recorded reciprocal parking agreement exists between the 7533, 7553 and 7559 Green Valley Road parcels, allowing tenants and customers access, egress and use of parking spaces across the three parcels.

No changes are proposed to the existing landscape areas along the site's Green Valley Road frontage.

Business Operations summary (from Applicant Submittal Package):

- Geartooth Alewerks will produce their craft beer of ales and stouts onsite. Restaurant focus is southern comfort food options, including pork, beef and chicken smoked outside the building.
- Anticipated Hours of Operation: Sunday: 12:00 PM – 7:00PM; Monday and Tuesday: Closed; Wednesday and Thursday: 4:00 PM – 8:00 PM; Friday: 2:00 PM – 8:00 PM, and Saturday 12:00 PM - 8:00 PM. As the business grows, operating hours will expand with it.
- Licensing: California Department of Alcoholic Beverage Control (ABC) records indicate the business has filed for a Type 23 - small beer manufacturer license for the site. This ABC license is pending until construction completion. A City business license from the City’s Finance Department has been obtained by the tenant for the project site and use;
- Odors: Only organic matter is used in the brewing process and the only potential odors produced would be that of grains and hops (a brewing ingredient), which would be generated during the boiling stage of the brewing process;
- Solid & Liquid Waste Removal: Any solid brewing waste produced will be in the form of grain and hops that have been boiled; referred to as mash. After the mash has been boiled, it will be removed and stored temporarily in a sealed trash enclosure before they are picked up and removed from the premises by a local farmer.

Restaurant solid and food waste will be collected and disposed of within an existing trash enclosure located on the adjoining parcel, 7533 Green Valley Road. This trash enclosure serves the buildings at 7533, the Geartooth Alewerks site, and 7553 and 7558 Green Valley Rd. A grease interceptor will be installed onsite to collect these compounds so they do not enter the City sewer system.

GENERAL PLAN AND ZONING: The site has a General Plan Land Use designation and zoning of Commercial (C).

Applicable General Plan Goals and Policies:

Land Use Element

Goal C: To protect and provide for the expansion of Placerville’s commercial services sector to meet the needs of both Placerville area residents and visitors.

Policy 4 of Goal C. The City shall encourage the establishment of new commercial businesses in Placerville that provide services not being provided in the area, create jobs appropriate to the skills of the local labor force, and broaden the revenue base of the City of Placerville.

Applicable Zoning Regulations

PZC 10-5-15: Commercial (C) Zone:

(A) Purpose: This Zone is established in order to:

1. *Provide the land necessary for retail sales and services, entertainment and other light commercial activities to serve the residents of the community.*
2. *Provide for the development of commercial facilities concentrated in well-planned areas properly located in relation to access, topography and residential areas.*
3. *Create conditions conducive to a convenient and desirable environment for customers and employees, and protect it from the encroachment of objectionable or dangerous uses and uses which could be located in areas less suited for light commercial activities.*
(Ord. 1474, 8 Jan 1991)

(B) Permitted Uses: The following uses and their accessory uses are permitted outright: ...

8. *Professional or business office bank, studio, place of entertainment and new and used retail sales when fully enclosed in a building, eating or drinking establishments, retail service, exclusive of fast-food restaurants and automobile sales or service.*

PZC 10-4-9: Site Plan Review

(C) Site Plan Review Required: The Planning Commission shall review each application for a building permit in the following land use categories: ...

3. *Any additions or conversions to commercial, multi-family, or single-family structures which would cause a change in occupancy as defined by the California Building Code.*
(Ord. 1642, 14 Jun 2011)

(G)Criteria:

Landscape and Site Treatment:

- 3.(j) *Screening: Service yards, and other places which tend to be unsightly, shall be screened by use of walls, fencing, planting, or combinations of these.*
- 3.(n) *Landscaping Maintenance: All vegetation and landscaping shall be maintained free of physical damage or injury from lack of water, excess chemical fertilizer or other toxic chemical, blight, or disease, and such vegetation or those that show signs of such damage or injury at any time shall be replaced by the same, similar or substitute vegetation of a size, form and character, which will be comparable at full growth. Landscapes shall be maintained to ensure water use efficiency. A landscaping maintenance agreement between the applicant and the city shall be required to ensure the ongoing maintenance of landscaping. Irrigation systems shall be properly maintained to prevent water waste from leaving landscape due to low head drainage, overspray, or other similar conditions where water flows onto adjacent property, nonirrigated areas, walks, roadways, parking lots, or structures. Repair of all irrigation equipment shall be done with the originally installed components or equivalents.*
- 3.(q) *Fence Construction: Fences shall be constructed of quality low maintenance materials. Fence design shall be compatible with landscaping and site design.*
- 3.(r) *Bikes: Bicycle racks and bikeways, when appropriate, shall be provided.*

Design

- 4.(f) *Mechanical equipment or other utility hardware on roof, ground, or buildings shall be screened from public view with materials harmonious with the building, or they shall be located so as not to be visible from any public ways.*

Signs

- 5.(a) *Wall signs shall be accomplished in continuity with the architectural concept. Size, color, lettering, location and arrangement shall be harmonious with the building design, and shall be compatible with approved signs on adjoining buildings. Signs shall have good proportions.*
- 5.(c) *Materials used in signs shall have good architectural character and be harmonious with building design and surrounding landscape. Wherever possible signs shall be incorporated within the building components such as facias, and/or eaves.*
- 5.(d) *Every sign shall have good scale in its design and in its visual relationship to buildings and surroundings.*
- 5.(e) *Colors shall be harmonious and used with restraint. Lighting shall be harmonious with the design. If external spot or floodlighting is used, it shall be arranged so that the light source is shielded from view.*

PZC 10-4-4(E) and (F): Parking and Loading Regulations:

Parking requirements for an eating and drinking establishment are one space for each four (4) seats. For a commercial building with floor area between 3,000 square feet to 20,000 square feet, one loading berth is required.

STAFF ANALYSIS:

Land Use & Zoning: An eating and drinking establishment use is allowable / permitted within the Commercial land use designation and zoning. The request would further Goal C and Policy 4 of Goal C of the Land Use Element and be consistent with the purpose of the C Zone, in that the new business, Geartooth Alewerks, would assist in the establishment of a new commercial brewery and restaurant in Placerville's Placerville Drive commercial corridor area recently affected by the closing of a brewery and restaurant along Placerville Drive. Business occupancy is expected to increase the vibrancy of this portion of the corridor through building and site reuse. This new business is expected to broaden the revenue base of the City by attracting area residents, tourists and other visitors to the site and the City.

Site Plan Review is required for the conversion of the building from its previous business use to an eating and drinking establishment use, subject to applicable design criteria under subsection (G) for site improvements.

Site Improvements: Proposed low maintenance and durable chain link privacy fence and slats to be installed within the area south of the building will screen the proposed electro-

mechanical equipment to be installed for the brewery and restaurant use, and will match the existing fencing located north of the building. Improvement would therefore meet Site Plan Review Criteria 3. (j), 3.(q) and 4.(f).

Proposed decorative picket fencing for the proposed outdoor dining area would match the style of existing fence used on the adjoining 7559 Green Valley Road site. Improvement would be compatible with the site and neighboring design and therefore meet Site Plan Review Criteria 3(q).

Business signage details were not provided other than the planned location on the front building gable where a future sign is intended. Staff has had conversations with the property manager for the 7533, 7553 and 7559 Green Valley Road parcels about their intention to submit a master sign plan for all three of these parcels that would establish a sign style and design aesthetic for what the owners intend to call Grandpa's Corner. This plan has not yet been submitted. A master sign plan would require Planning Commission approval.

Minimum required parking and loading per PZC 10-4-4 for the proposed use, as well those uses on the adjoining parcels can be achieved under a reciprocal parking agreement between the 7533, 7553 and 7559 Green Valley Road parcels. Staff has asked for information as to when the parking agreement was recorded. However, as of the preparation of this staff report this information has not yet been provided by the applicant team. Staff has conditioned this SPR20-05 request that the applicant and/or property owner provide evidence prior to issuance of any construction permit for the change of building occupancy that a reciprocal parking agreement affecting the three parcels has been executed and recorded.

The site does not contain accommodations for bicycle users. A restaurant / eating and drinking establishment use is a use that would benefit from a bike rack amenity for patrons and employees. Consistent with PZC 10-4-9(G)3.(r) and the Commission's 2015 approval of other similar uses, such as the Outbreak Brewing Co. (SPR15-04 for 640 Main Street), the 2016 approval of the Jack Russell Restaurant and Bar (SPR76-05-R for 209 Main Street), staff has added a project condition requirement that a bike rack be provided onsite.

Circulation and Frontage Improvements: A traffic impact study was not prepared for the project. However, project traffic trip generation was estimated using the Institute of Transportation Engineers (ITE) Trip Generation Land Use Classification tables for the "Drinking Place" land use. The 3,200 square foot Geartooth Alewerks eating and drinking establishment use is estimated to generate approximately thirty-six (36) PM peak hour trips. The former business (chiropractic) use on the site was estimated to generate approximately eleven (11) trips during the peak PM hour. The net difference in additional site trips is 25 PM peak trips. This increase is not considered significant to the operation of the adjoining Green Valley Road.

Street frontage improvements of curb, gutter and sidewalk do not exist along the project site's frontage with Green Valley Road, nor the frontage of the adjacent 7533 or 7559 Green Valley Road parcels. Existing sidewalk improvements exist along Green Valley Road, north of Easy

Street to Placerville Drive, and at Mallard Lane located south of the site. Section 8-9-3 of the City Code requires the construction of curbs, gutters, sidewalks, and street paving along the street frontage of all properties within the City in conjunction with certain types of development projects or the construction of building improvements on those properties that affects an increase in the density/intensity of use of the property. This SPR20-05 request increases the intensity of use on the property. City Code Section 8-9-3 shall apply to the request.

Staff is not requesting that street frontage improvements be installed at this time in that a City plan line for sidewalk, curb and gutter along this section of Green Valley Road has not been determined. Staff has conditioned the project request that the owner must execute and record a Street Frontage Improvement Agreement (SFIA) through the City Engineering office. An SFIA defers the construction of these frontage improvements into the future, obligating the property owner or the successor-in-interest to undertake the construction of the required improvements within 90 days after notice to begin construction of said improvements is sent by the City to the property owner.

Landscaping: No changes are proposed to the existing landscape trees, shrubs and groundcovers along Green Valley Road. If this condition is acceptable to the Planning Commission, staff has conditioned the project requiring the recordation of a landscape maintenance agreement between the property owners per Site Plan Review Criteria 3. (n).

Environmental Assessment: This request was evaluated for compliance with the California Environmental Quality Act (CEQA) and found to be an in-fill development project categorically exempt from environmental review pursuant to §15332 of the California Environmental Quality Act Guidelines as follows:

- I. The SPR20-05 project request is consistent with the Commercial General Plan Designation and the Zoning Ordinance which permit eating and drinking establishments.
- II. The existing building is located within the City limit on APN 325-120-057 with a lot area of less than 5 acres (0.33 acres), surrounded by urban uses.
- III. The site has no value as habitat for endangered, rare or threatened species as the site project parcel contains an existing building with 3,200 square feet of floor area, asphalt parking area, with wet and dry utilities serving the site.
- IV. The eating and drinking establishment use would not result in any significant effects relating to traffic, noise or air-quality, as the project would result in a net increase of twenty-five (25) PM peak hour traffic trips that would not significantly impact Green Valley Road; noise generated by the facility would be similar to noise generated by vehicles used by patrons, supply deliverers, trash and waste removal and employees for businesses located along Green Valley Road, including an auto body shop.

AGENCY AND DEPARTMENT COMMENTS: Distribution of application materials and plans were provided to the El Dorado Irrigation District (EID), El Dorado County Fire (EDCF), the City's Engineering Department, and the City Building Division for conditioning the request. No formal final comments from EID, EDCF or City Engineering were received. Recommended project

conditions from Steve Stokes, Building Official, dated December 22, 2020, are made part of the staff recommended conditions as Condition 4 with Attachment B of this staff report.

All of the above mentioned agencies and City departments will be given the opportunity to comment at the construction permit phase. The tenant and applicant have initiated at-risk the construction permit plan check process for the change of building occupancy for the project site. Issuance of a construction permit is at-risk because the City will not issue a permit unless SPR20-05 is approved by the Planning Commission or City Council on appeal.

PUBLIC COMMENTS: Notice of Public Hearing for this project was published in accordance with legal requirements and mailed to the owners of record of properties within the project site vicinity, and those who have requested to be notified of public hearings. Notice was also posted on the City's website and in the window at Town Hall. No comments have been received as of the deadline of March 31, 2021, to be included in the Agenda packet.

RECOMMENDATION: Staff supports the conversion request in that it promotes the establishment of new commercial business within Placerville's commercial business designation, meeting Goal C and Policy 4 of Goal C of the Land Use Element, and consistent with City regulations. Staff therefore recommends the Commission conditionally approve the project by taking the following action:

- I. The Planning Commission finds as follows in accordance with its authority granted to it under Placerville Zoning Code (PZC) 10-3-1(C) and 10-4-9(C):
 - A. An application has been received from for consideration of Site Plan Review (SPR)20-05 – Geartooth Alewerks, requesting approval to remodel and to change the building occupancy of an existing 3,200 square single-story building from Business (B) (office and professional services) occupancy to an Assembly (A-2) (taverns and bars) and Industrial F-2 (beverage manufacturing up to and including 16-percent alcohol content) occupancy to support the proposed eating and drinking establishment and beer production; and
 - B. The notice of Public Hearing for the Planning Commission meeting was sent to adjoining and vicinity property owners and advertised in the manner required by law; and
 - C. A staff report for the SPR20-05 request was prepared and considered by the Planning Commission prior to its decision regarding the request; and
 - D. The project site has a General Plan Land Use designation and Zoning of Commercial. The proposed use is classified as a eating and drinking establishment and is a permitted use in the Commercial Zone District per City Code Section 10-5-15(B)8; and
 - E. This request is exempt from environmental review, in that the project is covered under the California Environmental Quality Act Guidelines §15332 that this project meets all of the in-fill conditions described as follows:

- I. The SPR20-05 project request is consistent with the Commercial General Plan Designation and the Zoning Ordinance which permit eating and drinking establishments.
 - II. The existing building is located within the City limit on APN 325-120-057 with a lot area of less than 5 acres (0.33 acres), surrounded by urban uses.
 - III. The site has no value as habitat for endangered, rare or threatened species as the site project parcel contains an existing building with 3,200 square feet of floor area, asphalt parking area, with wet and dry utilities serving the site.
 - IV. The eating and drinking establishment use would not result in any significant effects relating to traffic, noise or air-quality, as the project would result in a net increase of twenty-five (25) PM peak hour traffic trips that would not significantly impact Green Valley Road; noise generated by the facility would be similar to noise generated by vehicles used by patrons, supply deliverers, trash and waste removal and employees for businesses located along Green Valley Road, including the G&O auto body shop.
- F. The request would further Goal C and Policy 4 of Goal C of the Land Use Element and be consistent with the purpose of the C Zone, in that the new business, Geartooth Alewerks, would involve the establishment of a new commercial brewery and restaurant in Placerville’s Placerville Drive commercial corridor area recently affected by the closing of a brewery and restaurant along Placerville Drive. Business occupancy will increase the vibrancy of this portion of the corridor through building and site reuse, and broaden the revenue base of the City by attracting area residents, tourists and other visitors to the site and the City at large.
- G. This conditioned request as analyzed is consistent with the purpose and intent of the Placerville Zoning Code, including the Site Plan Review Criteria 3.(j), 3.(q), 3.(r), and 4.(f) under PZC 10-4-9(G), and the Parking and Loading regulations under PZC 10-4-4(E) and (F).
- II. Approve Site Plan Review 20-05, a request to remodel and to change the building occupancy of an existing 3,200 square single-story building from Business (B) (office and professional services) occupancy to an Assembly (A-2) (taverns and bars) and Industrial F-2 (beverage manufacturing up to and including 16-percent alcohol content) occupancy to support the proposed eating and drinking establishment and beer production, with the Conditions of Approval contained herein as Attachment B.

ATTACHMENTS

- Attachment A:** [Applicant Submittal Package](#): Project application; project narrative; site and floor plans
- Attachment B:** [SPR20-05 Conditions of Approval](#)

Attachment A
APPLICANT SUBMITTAL PACKAGE