

**CITY OF LEWISTON**  
**PLANNING BOARD WORKSHOP**  
Monday, November 10, 2014 – 5:30 P.M.  
City Council Chambers – First Floor  
Lewiston City Building  
27 Pine Street, Lewiston

## **AGENDA**

- I. ROLL CALL
- II. ADJUSTMENTS TO THE AGENDA
- III. CORRESPONDENCE
- IV. WORKSHOP ITEMS:
  - a) Nano-breweries in the Centreville district.
  - b) Parking Requirements Downtown.
  - c) Discussion with staff about real estate negotiations.
- V. ADJOURNMENT

## Economic and Community Development



**To:** Planning Board Members  
**From:** Misty Parker, Economic Development Specialist  
**RE:** Nano breweries and artisan beverage companies in the Centreville District  
**Date:** November 3, 2014

Recently approached by the entrepreneurs of Bear Bones Brewery, a local nano brewery, it became evident the proposed use was not well characterized in the current City Zoning and Land Use Code. The business aims to sell locally produced beer for off-site consumption (kegs and growlers), provide a tasting room, retail merchandise, and tours of the brewing process. Based on the proposal submitted the objective of the proposed business is primarily an experiential brewery experience and less of a mass production focused brewery.

The business concept for artisan beverages, whether beer, wine, spirits or other, does not always fit light industrial. More specifically, in business models like Bear Bones Brewery, which holds an experiential, retail focused operation with small manufacturing, the existing classification of light industrial is not fully representative of the use. In a growing economic trend, more independent start-up businesses are operating in smaller spaces where production and sales can coexist; especially when high visibility and high foot traffic are strategic to small start-up businesses.

Based on the existing code, because of the manufacturing component, regardless of scale, the use would be considered light industrial and only permitted in the Highway Business, Office Service, Industrial, Urban Enterprise, and Mill districts.

Staff agrees, the proposed use of Bear Bones Brewery fits the character of the existing Centreville District as well as the proposed CD5 Urban Center district in the draft comprehensive plan update. However, the scale of the proposed use is context sensitive in this specific area and any proposed amendments would need to be crafted for such considerations.

In looking at approaches to amending the existing code the following considerations are key starting points in identifying appropriate regulations fitting artisan beverage companies in more dense districts in the City:

- Definition. Clearly define the scale and parameters of such operation. What makes artisan beverage producers different from traditional light industrial beverage production or other uses?
- Should any amendment focus on just nano-breweries or be extended to other small artisan beverage producers like distillers or wineries?
- Production secondary to primary use. Should artisan beverage production in a non-industrial area be accessory to a primary commercial use like retail, restaurant or tasting room, focusing on keeping downtown storefronts active and contributing to the commercial neighborhood?
- If permitted in a non-industrial area, should the production area be limited in size?
- In the Centreville District where most store fronts are oriented for pedestrian vantage points, should there be a requirement that store front windows are utilized for non-production activities?
- Are there other considerations that need to be regulated to fit the character of the Centreville District?

Both staff and Bear Bones Brewery are looking to discuss the breweries proposal with the Planning Board to learn of any concerns or suggestions prior to their submittal of a petition to amend the Zoning and Land Use Code.

# BEAR BONES BEER

@ 43 Lisbon Street, Lewiston ME

Monday, November, 3rd 2014

Dear Planning Board Members,

We at Bear Bones Beer are bringing to the board the suggestion of expanding the opportunities for small artisan companies to grow and develop in the heart of Lewiston's downtown. The current zoning of the downtown bans outright all light industry and we would like to petition an amendment in this zoning law to allow for small storefront retail oriented individuals and businesses to be able to operate in this burgeoning downtown environment.

The artisanal industry here in Maine has seen a renaissance in the past decade. From pottery studio's to small coffee roasteries, the industry has gone hand and hand with the arts and downtown revitalizations all over the state. Local shops that produce and sell their goods in the same space have a better economic chance of survival and are a good draw to people from all communities.

Bear Bones Beer is one such company in this craft industry. The brewery would be open to all ages of the public to come see the craft and purchase our merchandise. Those of age, after providing sufficient identification, would be able to purchase tastings and or sealed bottles for off premise consumption. Due to our diminutive size (nano brewery), we would not be seeing heavy traffic for deliveries to or from the brewery, although we do expect to see an increase in foot traffic from customers excited for a new local tasting room. We have also been in communication with brew bus tours, who are looking forward to increasing their Lewiston tour to 2 stops. To be clear we are not a bar. We are not exclusionary to minors, would be closed by 10pm, and our core offering will be off premise consumables.

We thank you for your time and consideration. We will value your recommendations for how we should proceed in this matter.

Sincerely,

Adam B Cox and Eben Dingman

# BEAR BONES



Downtown Craft Brewery

**Bear Bones Inc.**

Adam Baker Cox

Eben Dingman

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## ○ **EXECUTIVE SUMMARY**

Bear Bones Beer's vision is to become a sustainable craft brew house in central Maine. We will be a leader in the region and industry through its unique and well crafted beers and community oriented approach. Bear Bones Beer will base its operations in the heart of Lewiston's downtown on historic lower Lisbon St.

The Bear Bones company is fully branded and market ready with an original logo design and 3 flagship beers. The recipes that have been developed will be brewed at downtown location, and sold through our taps and growlers, while the 3 flagship beers will also be distributed to select bars around the state. "Ray Bear", the logo for the company, will be prominently displayed on all merchandise and products.

## ● **COMPANY DESCRIPTION**

### ○ **Mission Statement**

Bear Bones Inc. is organized to create, brew and distribute Bear Bones Beer. With a view to integrate into our community both economically and culturally, Bear Bones will create strong local business ties and relationships. Bear Bones Inc. will operate a brewery and tasting room, with a simple, clean, creative presentation, which will help efficient distribution of our product.

### ○ **Vision Statement**

The vision of Bear Bones Inc. is to be economically, socially and environmentally sustainable and responsible. In all facilities we view the communities and employees directly involved as stakeholders, whose direct input and participation is intrinsically valued. Bear Bones Inc. will strive to be more than just a profitable company, providing excellent quality of life for our employees, whilst providing our members and constituents with a top quality product made from responsibly sourced material.

### ○ **Key Members**

#### **Adam Baker Cox - President & CEO**

Adam has his BA from Hartwick College, where he focused in glass blowing and sculpture. Shortly after he worked in an Irish Pub for 3 years, not only learning how to maintain a bar, but also what spatial designs work. He has spent the past 7 years steeped in beer culture after taking courses in brewing technologies with Seibel Institute of Brewing Technology. At Seibel Adam learnt extensively about brewing, brewery operations and equipment, and how to manage the brewing schedule. A lover of all things fermented, he can be often found brewing beer, in the forest picking gourmet wild mushrooms or teaching private classes on vegan and raw food cuisine.

#### **Eben Dingman - Vice President & COO**

Eben studied economics and started brewing as a student at the University of Maine at Farmington. He lived in Mexico City from 2009 to 2013, during which time he finished his business courses at Endicott's Van Loan School of Graduate and Professional Studies and watched the growth of a new but vibrant craft beer culture.

### ○ **Products & Service**

Our core product is craft beer, brewed with as local as possible, and organic when available, ingredients. Peripheral products and services include our welcoming and engaging brewery and tasting room experience, and a wide range of branded merchandise.

The craft beer will be served from the tasting room, enjoyed at home by club members and at select regional bars.

Beer will be sold and re-filled **Bear Bones Beer** branded bottles (growlers and growliters) to be sealed, and carried out for off premise consumption. Logo branded merchandise will also be sold on at the location.

Our product development efforts have yielded 3 flagship beers , as well as many seasonal and special offerings. We have been testing our brews in small private functions and have received overwhelmingly positive responses.

### ○ **The Space**

Located on Lower Lisbon St, in the Lyceum Block , Bear Bones Beer will be in the heart of Lewiston’s burgeoning downtown area. The address 43 Lisbon St., is in the center of the most prominent section of Lisbon St. Set within a triangle with Orchid, Fuel, and Marche as the vertices, it will see a robust amount of foot traffic on a weekly basis.

Currently the space’s facade is fully redone and the inside has been remediated and emptied. This is a great starting point, from where we will quarantine off the street view of the rest of the space, So that only the used space is seen and excisable.

### ○ **Operations**

Operations will be thrice weekly brewing and the tasting room opening to serve growlers and tasters from noon until 10 pm.

The day to day operations in the 2nd phase will be as follows:

Hours Open to the Public: Wednesday - Friday, Noon - Close  
Weekends and Working Holidays, 10 am - Close

Brewing -

Schedule: Monday - Friday, 6 am to 12 pm.  
Responsibilities: brewing new batches, transferring, force carbonating, cleaning, keg management, cleaning lines, ordering ingredients, and yeast management.

Tasting Room Staff -

Schedule: Wednesday - Sunday: 12pm - 10pm  
Responsibilities:  
All hospitality and customer service comes from the tasting room, so the servers are charged with not only pouring tasters, but also informing the customers about the process, the tasters they serve, and the story of Bear Bones. Filling growlers and pouring tasters will also be a regular duty.

## ● **MARKETING & SALES**

### ○ **The GrowLA Club**

The GrowLA club is an exclusive group with limited enrollment, initially 150 members, functioning in a manner similar to the popular mug club model.

Members Benefits:

- Original stainless steel branded growlers (stainless steel is superior to other vessels for its durability, chemical inertness, and light blocking quality.)
- Complimentary Bear Bones merchandise
- Member discounts at growler fill up and tasting room.
- Exclusive members only events

This club arrangement will have multiple benefits for the brewery. The off site consumption from our members branded containers increases our visibility and gives customers in the community a sense of ownership and pride. Half gallon growlers are frequently shared at picnics and parties, much like pitchers at the bar, this will help foster our ideals of community and fellowship.



The membership cost will be \$125 dollars for new members, and \$100 for subsequent annual renewals. For this price the GrowLA members receive not only their branded take out vessel and discount, but also a GrowLA member T-shirt, a Bear Bones Beer branded pint glass, and the knowledge that they truly helped “grow L/A” by supporting an independent start up in the heart of central Maine.

### ○ **Ideal Customer**

Bear Bones openly invites all people to come and see how beer is made, however to enjoy a beer or join the growLA club you will have to be of legal drinking age. We are a non-exclusive when it comes to patrons, but plan to target young professionals, women, active individuals, and travelers.

Bear Bones is an active brand. It should not be uncommon to see RayBear stickers on vehicles at trailheads around new england, or our growlers being shared at the finish lines of local races, and

sporting events. To accomplish this we will promote and be involved in community based groups and leagues, where people can meet with like positive minded individuals. This will be a great opportunity to support networking and foster community.



## CITY OF LEWISTON

### Department of Planning & Code Enforcement



**TO: Planning Board**  
**FROM: David Hediger, City Planner**  
**DATE: November 5, 2014**  
**RE: November 10, 2014 Planning Board Agenda Item IV(b)**

#### **Parking Requirements Downtown**

As the Board is aware, Lewiston's off-street parking requirements, specially the greater downtown area have been called into question for many years. The current provisions are not uncommon to other communities, likely based upon ITE traffic manuals and the 85<sup>th</sup> percentile of traffic associated with a specific use. These provisions are modeled to require 85% of the vehicles associated with a use at any one time must be accommodated with off street parking. But like many of those same communities, Lewiston provisions have been questioned as be unneeded and more onerous than necessary, especially in the more urban/developed sections of a community. Provisions like Lewiston's minimum parking requirements increase the density of both parking spaces and cars. More cars create more traffic congestion, which in turn incites the need for more local remedies, such as street widening, additional turning lanes, traffic signal improvements, etc. It also costs the property owner as they rarely charge motorists for parking (there are exceptions with some private lots and garages). This results in the cost of parking spaces being with the cost of development.

Staff has discussed relaxing the off street parking requirements in effort to facilitate development, without overbuilding parking and, in part letting the market determine its own demand for parking. There are numerous alternatives that may be considered: shared parking (which we already encourage), in-lieu parking fees, incentives for transit, bike/ped improvements, travel demand management (TDM) programs, parking districts, etc.

Without making this overly complicated, staff is suggesting a relaxation of standards in two areas of Lewiston:

- Consider waving the parking standards for all uses located in the Riverfront, Mill, and Centreville districts: Let the market decide what their "real" demand for parking maybe. All three districts have municipal parking garages with excess capacity within walking distance (i.e. ¼ mile). Managing the parking effectively in this area is supported by the Riverfront Masterplan and is referenced in the draft comprehensive plan.
- Downtown Residential and Neighborhood Conservation "B" districts: The amendment to the winter parking ban in the city greatly increased the availability of year round on-street parking in these districts. With that change made, relaxing off-street standards will allow for on-street parking to occur when there is excess demand (i.e. family gatherings, special events or sales, etc.). Staff is suggesting a lesser parking standard by considered for all uses or select uses. The reduction could be as a matter of right based upon per existing provisions or require a waiver upon specific criteria being met. Managing the parking effectively in this area is supported by the Third Place Downtown Neighborhood Action Plan and is referenced in the draft comprehensive plan.

Staff believes establishing more realistic parking standards will help assist in the redevelopment of Lewiston's urban residential and nonresidential districts in reducing site costs for property owners and developers. Instead of investing in a vacant lot for parking, that lot may be used for additional future development or open space. It can be an incentive for property owners to invest in new construction or the rehabilitation of an existing structure versus additional site costs. Other benefits of relaxed parking provisions include the support of walking, cycling and transit use; reduced stormwater management costs and water pollution; and, support the creation of a more attractive urban environment.

Staff is looking to discuss options toward relaxing the current parking provisions with the Planning Board to learn of any concerns or suggestions prior to developing any specific amendment.

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Below are Lewiston's existing parking requirements taken from Article XII, Section 17:

(d) *Off-street parking required.* The following minimum off-street parking shall be provided and maintained for each situation identified in subsection (a). In computing the number of spaces required, lots with two or more uses shall meet the combined requirement for all of the uses. In calculating the parking requirement, major fractional spaces (0.5 or greater) shall be rounded up to the next whole space. Employee parking is based on the largest shift.

Single-family detached dwellings	two spaces per dwelling unit
Two-family dwellings	two spaces per dwelling unit
Single-family attached or multifamily dwellings with	two spaces per dwelling unit with three or more bedrooms, one and one-half spaces per dwelling unit with one or two bedrooms, one space per efficiency dwelling unit; plus 0.2 spaces per dwelling unit for visitor parking for all single-family attached or multi-family dwellings
Housing for the elderly	one-half space per dwelling unit
Types "A" and "B" group care facilities	one space per three bedrooms, plus one space per employee
Tourist homes	two spaces plus one space per lodging unit
Motels, hotels and inns	three spaces plus one space per sleeping room (accessory eating and drinking establishments or other facilities shall provide additional parking as required).
Rooming houses, boarding houses, lodging houses	one space per three bedrooms
Bed and breakfast establishments	one space per guest sleeping room and two spaces per dwelling unit plus one space per every two employees on the largest shift; establishments approved by development

	review pursuant to article XIII for meeting facilities for non-guests or for special outdoor functions shall provide one space per two seats in any meeting facilities and one space per two special outdoor function guests based on the approved capacity; if such additional off-street parking is provided off the site, it shall comply with the requirements of article XII section 17.e except that, notwithstanding the provisions of subsection e, the planning board shall have the authority to approve such off-site parking.
Hospitals	one space per patient bed plus one space per three employees
Medical clinics	two spaces per treatment room or patient bed, whichever is greater
Nursing or convalescent homes	one parking space per five resident beds and one space per employee
Schools	
Elementary schools	one and a half spaces per classroom
Secondary schools	five spaces per classroom
Residential colleges, universities and institutions of higher education, including accessory facilities athletic and assembly facilities designed primarily for student use	one space per 7 seats in classroom facilities
Business colleges and schools	one space per 4 seats in classroom facilities
Retail and personal service establishments	one space per two hundred fifty square feet of gross floor area. For retail stores which are part of a gasoline service station complex, one-half of the service spaces at the pump islands may be applied to meet not more than one-half of the required parking demand
Eating and drinking establishments	one space per three seats
Drive-in restaurants	ten spaces plus one additional space per one hundred feet of gross floor area
Professional and business offices	one space per 300 square feet of gross floor area
Construction contractors, tradesman, offices, laboratories and similar uses	one space per 500 square feet of gross floor area
Adult business establishments, drinking place	one space per 3 seats or 200 square feet of gross floor area, whichever is greater
New and used car dealers	five spaces plus one space per 3,000 square feet of display area (indoor and outdoor)
Auto repair garages and gasoline service stations	two spaces per service bay plus one space per employee
Light industrial uses, industrial uses, wholesale, storage and distribution facilities	one space per 500 square feet of gross floor area up to 3,000 sq. ft. plus one space for each 1,000 sq. ft. of gross floor area in excess of

community centers, libraries, museums, civic clubs, theatres, places of indoor assembly, amusement or culture, religious facilities, and similar uses  
Auditoriums, stadiums, sport arenas, race tracks, skating rinks, gymnasiums, convention halls or similar uses

3,000 square feet

one space per 4 seats where fixed seating is provided plus 1 space per 200 square feet of area otherwise available for assembly

one space per each 4 seats; where individual seats are not provided, each 24 inches of bench or other similar seating, or eight sq. ft. of seating or standing space shall be considered as one seat for the purpose of determining requirements thereof

Self storage facilities

Uses not specifically listed or able to be placed into one of the above categories, or listed uses which can be clearly shown to have a differing parking need (either fewer or greater) than otherwise required

five spaces

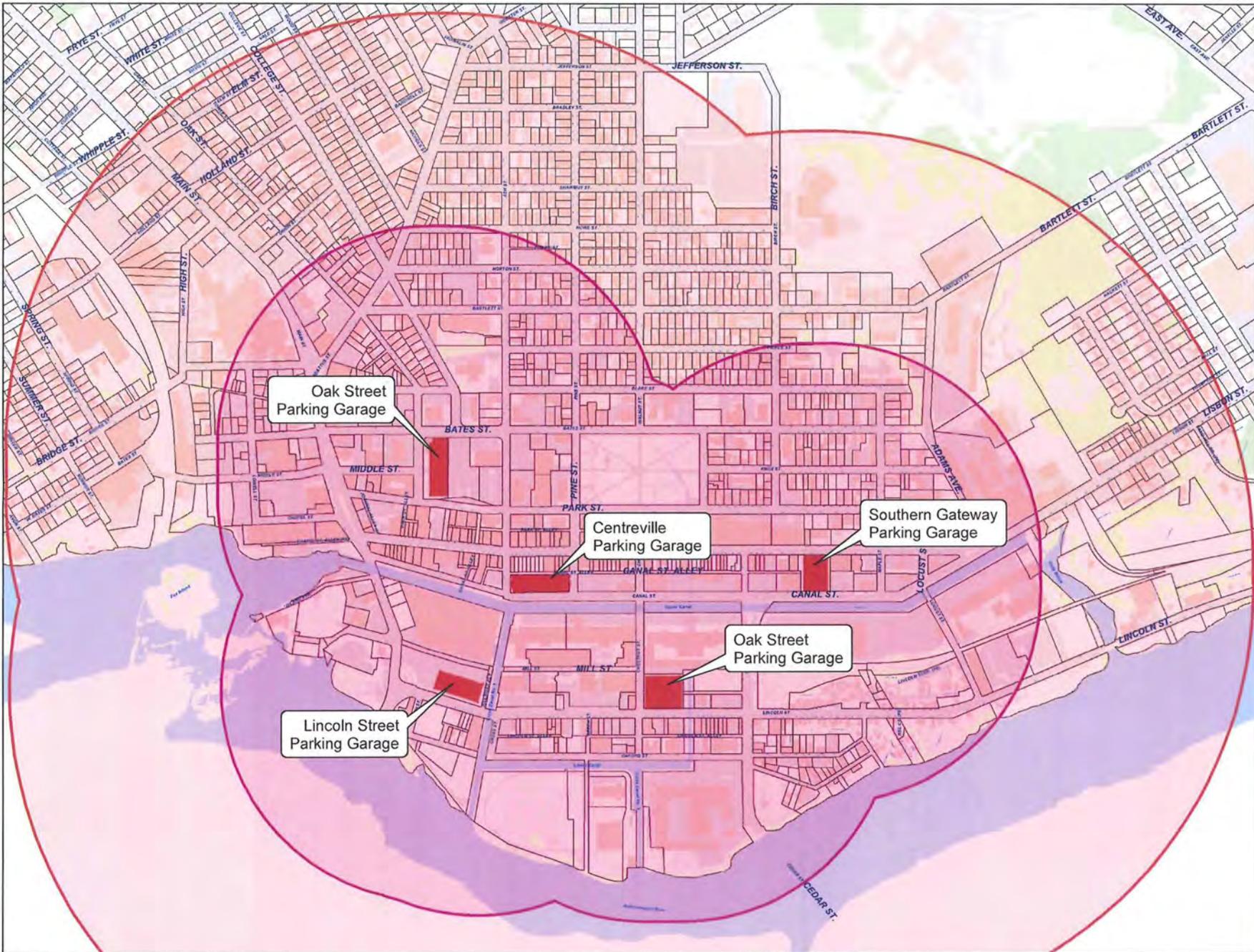
Sufficient spaces to accommodate the normal parking demand of the use without requiring on-street parking. The number of required spaces shall be determined by the planning board for major project development review or by the staff review committee for minor project development review or by the planning director if no review is required in accordance with accepted standards.

(e) *Location of off-street parking facilities.* Required or provided off-street parking in all districts shall be located on the same lot as the principal building or use, except as may be allowed by the board of appeals on the basis of an appeal as provided below:

- (1) In residential districts, the board of appeals may authorize required or provided off-street parking, serving permitted or conditional uses, to be located off the site, provided it is located within 500 feet of the principal building or use and cannot reasonably be provided on the same lot. Such off-street parking shall be held in fee simple by the owner of the principal use served, or in such other tenure as assures continued availability for parking as long as the particular land will be needed for such use, provided that if tenure is other than ownership in fee simple, the form of tenure shall be approved by the planning director before the request is considered by the board of appeals. Evidence of fee simple ownership or approved tenure shall be required.
- (2) In all zones other than residential, required or provided off-street parking shall be located on the same lot with the principal building or use, or within 500 feet measured along lines of public access, except that where off-street parking cannot be provided within these limits, the board of appeals may permit such off-street parking to be located a reasonable distance from the principal buildings or use, measured along lines of access if such off-lot parking areas shall be held in fee simple by the owner of the use served, or in such other tenure as assures continued availability for parking as long as the particular land will be needed for such use, provided that if tenure is other than ownership in fee simple, the form of tenure shall be approved by the planning director before the request is considered by the board of appeals. Evidence of fee simple ownership or approved tenure shall be required, and such lots shall be located within nonresidential districts.

- (3) Required off-street parking in all districts other than residential may be substituted by parking facilities which, in the public's interest, may be provided by the municipality. Such substitution shall be shown to be representative of the off-street parking turnover or requirements of the particular use in question and shall take into consideration the needs of other uses with similar demands upon such public space. No such public off-street parking spaces shall be considered as a substitute unless located within 500 feet of the principal building or use measured along lines of public access.
- (4) No additional parking spaces shall be required for any structure that has been designated as significant for historic preservation under article XV, section 3 of this Code that is proposed for reuse. Any expansion to the building will need to provide the required additional parking. All modifications to the building must be done in accordance with the criteria established under article XV, section 5 of this Code.





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November 2010  
Scale 1" = 50'

