

STAFF REPORT LAND MANAGEMENT COMMITTEE

Land Management Committee Meeting, February 21, 2018

Agenda Item 4

Applicant: Shannon and Angel Zimmerman

Request: CUP Renewal for Belle Vinez Winery

Background:

The applicant received a Conditional Use Permit (CUP) to establish the "Belle Vinez" winery with incidental food service in August 2013. The applicants also reside on the 20 acre parcel. The operation is intended to build interest and demand for Belle Vinez brand wine, which is produced onsite. Off-sale wine along with various craft and wine related products are also sold onsite.

The Land Management Committee approved an expansion in 2016 to allow year-round operation and a Food and Wine Plan, detailing how the food operations will be incidental and subordinate to winery operations, in 2014.

The operation opened to the public in May, 2015. The commercial structure includes a tasting room, kitchen, dining area, restrooms and offices/conference rooms. The site also includes a 4,320 square foot production shed, approximately 4 acres planted with 1,600+ vines, and an outdoor plaza for customers.

Issues Pertaining to the Request:

- The property is located in the SW ¼ of the NW ¼ of Section 3, T27N, R19W in the Town of Clifton. The home address is W10877 875th Ave. and the property is zoned General Rural Flexible-8.
- The tasting room is permitted to be open seven days a week. The hours of operation are 11 a.m. to 9 p.m. Off-sale wine and other various crafts are sold in this area. Only appetizers are served in the tasting room. Customers of the tasting room are welcome to use the plaza and lounge for seating.
- The pizza service is open Thursday through Sunday with hours of operation being 11 a.m. to 9 p.m. with lights out by 10 p.m.
- The lounge has a 120 person seating capacity for food service. Limited seating can be moved to the plaza depending on the weather. Food items will only be available to those at the dining tables. Patrons of the winery who are on the plaza would not be served food, unless seated at a table.
- Reservations are required for dining with the ability to serve customers who do not have reservations as long as they have seating and parking space available. The reservation system is a means to eliminate the potential for large crowds waiting onsite for available seating.
- The applicants anticipate hosting weddings or small private events. The activities will be limited to the wedding and a small reception, and not include a typical dance or other late evening activities. These events would be done within the business' regular hours of operation.
- No parking is allowed on 875th Ave. and signs are posted in the parking lot about the need for reservations and the no street parking requirement.
- A sound system plays light music and all speakers are placed within structures.
- The berm and visual screening has been installed as detailed in the approved site plan.

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- Staff was unable to reach the Town of Clifton Chairperson, LeRoy Peterson, for comments/concerns about this renewal by the time this report was drafted. Contact will be made prior to the meeting date.
- Existing conditions are:
 1. Activities shall be conducted consistent with the application unless modified by another condition of this approval.
 2. Applicant shall obtain all necessary permits for any future structures or signs not presented in this plan from the Zoning Office.
 3. The winery shall produce "wine" as defined by the State of Wisconsin.
 4. Applicant shall develop and implement a Waste Stream Management Plan which is compliant with DNR and DSPS regulations.
 5. The applicant shall obtain necessary licenses from the Town of Clifton.
 6. Applicant shall obtain all other necessary permits from state and municipal agencies.
 7. The parking lot shall have at least 71 parking spaces. There shall be no on-street parking.
 8. Seating capacity for the pavilion and plaza shall not exceed 120.
 9. Applicant shall install signs detailing the need for reservations and no parking on the street.
 10. Finalized plans of the structures shall be presented to the LMC for review and approval.
 11. Hours of operation shall be 11am to 9pm
 12. Full menu food service (pizza and appetizers) may be provided Thursday through Sunday. Hours of operation shall be 11am to 9pm with lights out by 10pm. Limited menu food service (appetizers only) may be provided in the tasting room during regular hours of operation.
 13. No beer or liquor shall be served in the tasting room.
 14. Lighting shall comply with the Land Management Department policy.
 15. Sound system shall only be within the structures.
 16. No audio bird repellent shall be used onsite.
 17. Weddings and special events may not exceed established business hours and must be conducted consistent with the other conditions of this permit.
 18. This Conditional Use Permit shall expire in 2 years and a status report shall be presented to the LMC in one year.
 19. Applicant understands that any intensification or expansion of the use will require the issuance of a new Conditional Use Permit.
 20. Berm shall be established on the east perimeter of the property with adequate vegetative cover.
 21. Adequate vegetative cover shall be established to visually screen the parking lot from the road.
 22. Applicant shall adhere to the approved Food and Wine Plan and shall ensure that food operations remain incidental/subordinate to winery operations.
 23. Sound shall be limited to no more than 80 decibels at the property line.
 24. Food service shall remain incidental/subordinate to the primary use as a winery.
 25. Promoted access route shall be along County Road M.
 26. Arrangements shall be made to establish a visual screen along the southern property boundary.

Recommendation:

Staff recommends the Land Management Committee consider whether any additions or modifications to the established conditions are necessary to help mitigate impacts on public health, safety, the public interest and character of the area. If no additions or modifications are necessary, staff recommends the LMC renew this permit with the following conditions:

1. Activities shall be conducted consistent with the application unless modified by another condition of this approval.

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20. Adequate vegetative cover shall be established to visually screen the parking lot from the road.
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22. Sound shall be limited to no more than 80 decibels at the property line.
23. Promoted access route shall be along County Road M.
24. Arrangements shall be made to establish a visual screen along the southern property boundary, if requested.

Submitted By: Brad Roy
Zoning Administrator

Land Management Committee

Belle Vinez Vineyard & Winery
(February 21, 2018)
CUP - Renewal

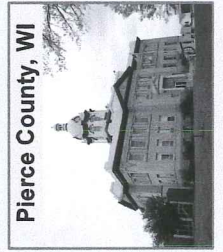
Legend

-  Dwellings
-  Zimmerman CUP
-  Parcels
-  Contours (10ft)

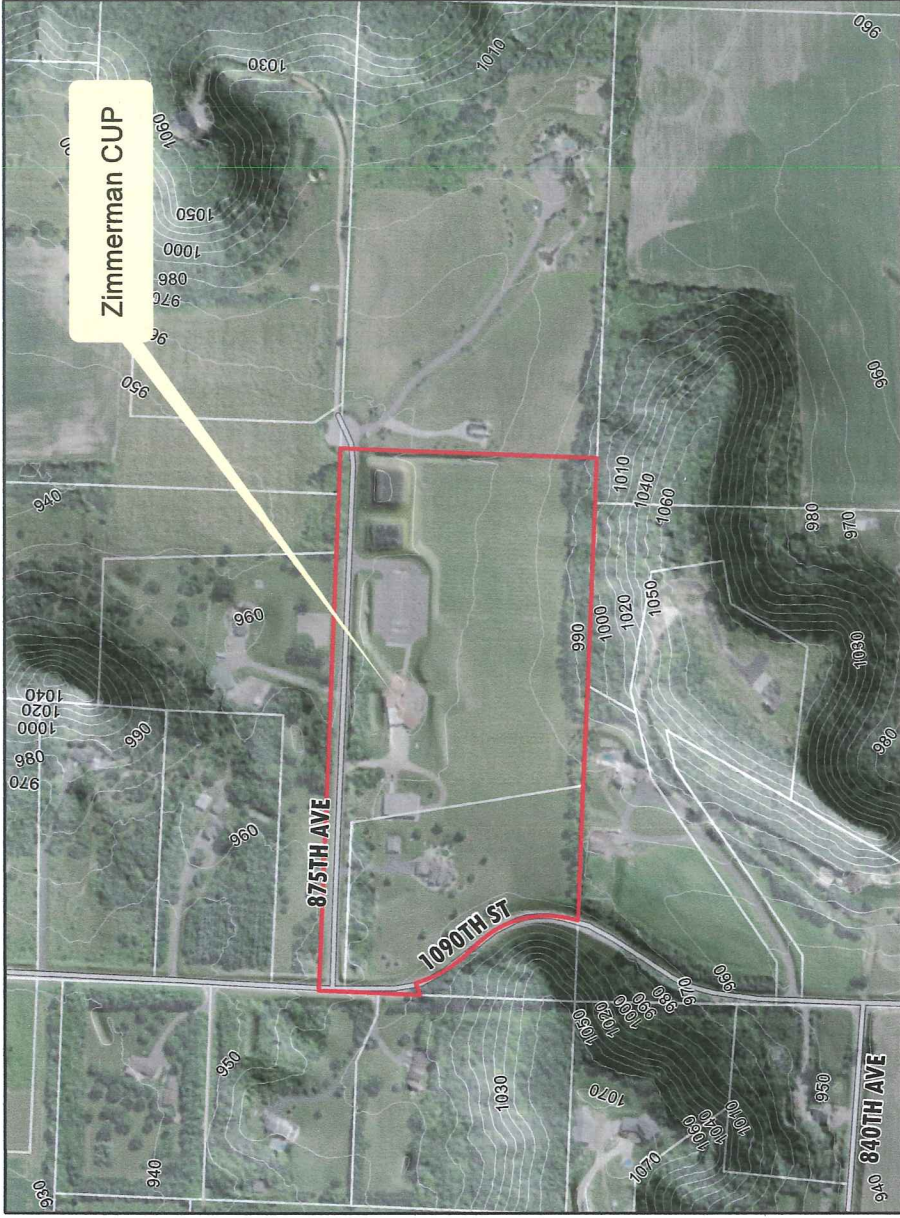
Zoning

-  General Rural Flexible - 8
-  River Falls ETZ

Orthophotography - 2017 NAIP/FSA



Prepared by the Department of Land Management



Site Location

W10829 875TH AV
Town of Clifton

