Blackbeard's Point Brewing Company, LLC

DBA, Capstan Bar Brewing Company

Application for Use Permit: Live Entertainment



Prepared for: City of Hampton, Community Development Department: Planning Division

Prepared by:



Capstan Bar Brewing Company 2036 Exploration Way Hampton, Virginia 23666 www.capstanbarbrewing.com February 2017

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1.0 NARRATIVE STATEMENT

This is the following Narrative Statement for the rezoning of Capstan Bar Brewing Company located at 2036 Exploration Way – LRSN:13002305. Blackbeard's Point Brewing Company, LLC doing business as (DBA) **Capstan Bar Brewing Company** (**CBBC**) seeks approval to feature live entertainment with a probable maximum occupancy of 67 persons for featured events, contingent upon final official occupancy as determined by the City of Hampton.

The goals of CBBC are:

- 1. To create a warm and inviting atmosphere within the City of Hampton that provides craft beer offerings in the CBBC taproom, and feature local artistic, musical or theatrical performances, (e.g., karaoke, open-mic, live vocal or instrumental music, recorded music with a DJ, play, stand-up comedy, dance acts, magic shows, poetry readings, reenactments, cabaret, or any combination thereof);
- 2. Become a valued member of the community and a destination for connoisseurs of craft beer and those beginning to appreciate the craft; traveling from near and far, and to operate as a thriving business with great potential for expansion within the City of Hampton;
- 3. Encourage other businesses of like-kind and to add on to the vibe that other local establishments, such as Oozlefinch Craft Brewery have been generating within the region.
- 4. Assist in contributing to the overall Hampton Roads MSA economy by providing an establishment that will be valued by locals and tourists, as well as having the potential to create approximately 7-10 new full and part-time employment opportunities, with potential for expansion.

1.1 GENERAL COMPANY DESCRIPTION

Blackbeard's Point Brewing Company, LLC (BPBC) became a Virginia limited liability company (LLC) on July 31, 2015. BPBC is a new business in the start-up phase located in the historic City of Hampton, Virginia. BPBC's plan is to begin with a small-scale craft microbrewery and taproom with projected growth for a larger brewery, additional taproom(s), and eventual distribution regionally. BPBC will be under the technical direction of a professionally trained and experienced Brewmaster, Jonathan Connolly.

The initial flagship brewery and taproom will be doing business as (DBA) *Capstan Bar Brewing Company* (CBBC). This name was chosen as it is evocative of the area's maritime heritage and history. The capstan was a simple machine used to haul up a ship's anchor and was operated manually by the ship's crew during the age of sail. It had to be extremely strong in order to haul up the anchor, as did the members of the ship's crew who pushed in unison to operate. Thus, the capstan symbolizes strength,

integrity, and teamwork; the ethos of Capstan Bar Brewing Company and the CBBC team.

1.2 STRATEGIC LOCATION

Hampton was determined to be the most attractive location due to the fact that there was at that time, only one established brewery, and had neighborhoods with historic buildings, eclectic restaurants and businesses, and areas projected for dynamic growth and economic development. This resulted in CBBC making the purposeful decision to establish our flagship taproom in the area. CBBC promotes the goals of the Hampton Master Plan and "...reinforces both the historic and new urban lifestyle characteristics which create a fun and vibrant downtown experience."

The King Commerce Center/Hampton Roads Center North Campus was determined to be the best location for CBBC. This light industrial building with high ceilings, large rollup doors, and space for a brewery and a taproom was ideal for our needs and was consistent with the image of CBBC. This location would accentuate and blend well with other adjoining/neighborhood businesses and was considered ideal for CBBC's flagship location and growth potential. This type of building with the planned nautical historicthemed interior design is compatible with the local vibe and should draw interest from locals and tourists alike. The building is currently zoned HRC-2 with a current approved land use of a Craft Microbrewery. With CBBC seeking this permit, we propose to have the approved land use be a Craft Microbrewery with Live Entertainment.

The dynamic Master Plan developed for the Campus has focused on creating a 470acre business park with four campuses, which will allow businesses with similar requirements to be located adjacent to one another. The North Campus currently consists of companies involved in aerospace, automotive, and other research and development activities. The North Campus is in close proximity to NASA/Langley Airforce Base, across from a golf course, near a large hospital complex, a community college, and close to Peninsula Town Center. The business park fronts on Magruder Boulevard and is within one mile of Interstate 64.

More suburban in nature, recently the area was rezoned to allow for the construction of more residences, including a luxury apartment complex to further foster a "work–live– play" community. The potential of transforming the Hampton Roads Center North Campus area to become a work/retail/dining/residential magnet of Hampton Roads is very attractive for a new craft beer brewing business, and was very conducive to having a local customer base for CBBC. Construction is proposed to bring in hundreds of apartments, condominiums, other housing and retail space directly across from the King Commerce Center, adding to office buildings and housing already nearby. King Commerce Center is within a state designated Enterprise Zone.

1.3 PROPOSED USE PERMIT

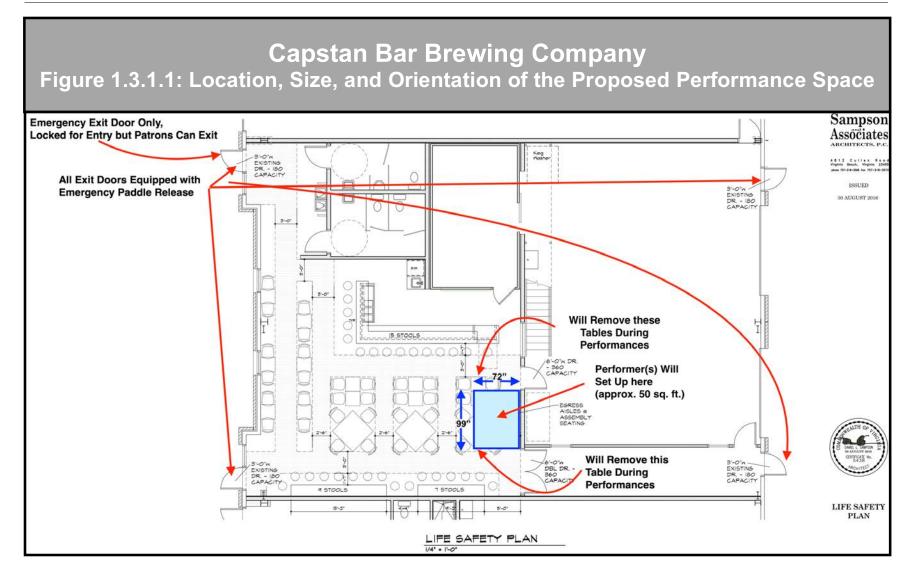
Conducive with CBBC's intent to become a valuable asset to the community by providing artisanal craft beer and a craft brewery taproom with an inviting atmosphere, offering both current and future residents of the area a place to come to relax and enjoy some of the finest brewed beers available, CBBC plans to provide a space (albeit limited – approximately 50 ft²) to showcase local and eclectic live entertainment. Figure 1.3.1.1 below presents the location, size, and orientation of the proposed performance space.

Hampton Zoning Ordinance, Chapter 2 – Definitions, Section 2.2 – Definitions defines live entertainment as any artistic, musical or theatrical performance, including but not limited to, karaoke, open-microphone, live vocal or instrumental music, recorded music with a disc jockey (DJ), play, stand-up comedy, dance act, magic, poetry reading, reenactment, cabaret, or any combination thereof, performed by one (1) or more persons, whether or not they are compensated for the performance, in a privately owned premises that is open to the public, whether or not admission is charged.

As well as the normal day-to-day functions and activities that can be offered at the CBBC brewery/taproom, which range from sampling offerings of craft varietals of beer and experiencing a brewhouse tour, it is also the intent of CBBC to provide a forum for local artists to display their talent at our location on an occasional basis, adherent to the definition of the live entertainment in the Hampton Zoning Ordinance.

1.3.1 Square footage 2010 – 2048 Exploration Way

The total square footage of the building located off of Exploration Way is $32,500 \text{ ft}^2$. The building has been expertly constructed with all brick and steel construction, grade level doors: 12×14 feet, all utilities to site, and a minimum ceiling height of 18 feet. The unique space located at 2036 Exploration Way that CBBC will occupy has been custom configured and tailored to the precise needs of the brewery and abutting taproom and boasts a total area of $3,700 \text{ ft}^2$. Within the taproom, there is enough room to provide approximately 50 ft² of performance space once the staff removes tables and chairs when performances are planned. Figure 1.3.1.1 presents the location, size, and orientation of the proposed performance space.



1.3.2 Number of Dwelling Units

There is a total of 12 different units within the greater King Commerce Center; however, CBBC will only be occupying two of these units, side-by-side totaling $3,700 \text{ ft}^2$ (as mentioned above) 2036 - 2038 Exploration Way. There are 10 other businesses that occupy units in the same building. A majority of these businesses have hours of operation outside of CBBC's intended hours of operation, in particular the main times that the proposed performances would be held (evening beginning at 6pm-7pm). we have Table 1.3.2.1 below presents these businesses and information about each.

Table 1.3.2.1: King Commerce Park Tenants Information		
Name	Type of Business	Hours of Operation
BC Tech		M-F 9-5
Crossfit Excursion	Crossfit Gym	One-Hour Classes, held at 5 a.m., 6 a.m., 9 a.m., 4:30 p.m., and 5:30 p.m. Monday through Friday and 9 a.m. on Saturday. Closed Sunday.
Atlantic Powersports	Boat Repair Shop	M-Sat 9-5 Closed Sunday
Off-Leash K9 Training	Dog Obedience Training	M-F 9AM–9PM; Sat 7AM–2PM (by appointment only) Sunday - Closed
Mastec	General Contractor specializing in engineering, design, and construction of energy infrastructure	M-F 9-5
StarLab	Government Contractor	M-F 9-5
A-Z DME	Durable Medical Equipment Supplier	M-F 9-5
S&D Coffee	Coffee and Equipment Supplier	M-F 9-5
Dominion Services for All People	Psychologist Office	M-F 9-5
Alpha One Source	Tactical Gear Supplier	M-F 9-5

1.3.3 Number of Employees

As CBBC is in the start-up phase of operations, and have not opened our doors to the public as of yet, we offer our proposed staffing requirements to date. There will be 1-2 brewing personnel in the building (brewhouse) ranging from approximately 7:00 AM to potentially 8:00 PM, depending on the workload and other extenuating circumstances. In the taproom, there will always be at least one employee designated as our ABC Manager on the floor during taproom business hours, extending approximately one hour before and after closing for set-up, cleaning, and take-down. Additionally, sufficient staffing shall be provided to monitor patrons during live performances and other events, upon their exit of the building into the surrounding areas, as necessary. CBBC anticipates no more than 3 servers being active on the taproom floor during live performances scheduled, to assist in serving our patrons, providing a clean environment for our patrons, and to assure that safety and regulations remain paramount.

1.3.4 Operational details

CBBC target sectors include men and women aged 21 to 64, college/university students, local residents, those working in the area, and tourists. CBBC intends to market our products to the craft beer novice as well as the seasoned, discerning beer enthusiast. CBBC intends to start yearly brewery production at 224 barrels and grow, in phases, to 5,075 barrels over a four-year period. CBBC will handcraft its beers in small

7-14 barrel batches under the close personal attention of our experienced brewers. The latest brewing equipment and technologies will be seamlessly combined with traditional brewing methods to ensure consistently excellent taste and quality. Beer sales will take place on-site in the CBBC's taproom and be offered in 5-oz. sampler glasses, 16-oz. pint glasses, and to take home in 32-oz. "crowlers" and 64-oz. growlers. A critical objective for CBBC is to be craft beer ambassadors and promote the craft through education, so that once the customer tastes our products, he or she will be able to distinguish and appreciate the quality and craftsmanship that goes into every CBBC beer. Not only will this benefit the customer and CBBC, but the entire craft brewing industry in Hampton Roads will benefit.

CBBC anticipates on any normal day having approximately 20-30 customers per hour, increasing to approximately 50 during live performances. There is potential to max out our occupancy (67 persons); however, this is unlikely as the acts we intend to showcase are smaller in nature. Our normal hours of operation for any live entertainment performances in CBBC's taproom shall be limited to the following: Friday – Saturday 11:00 AM to 12:00 AM; and Sunday – Thursday 11:00 AM to 11:00 PM. To provide CBBC the flexibility to host live performances, the hours of live entertainment proposed exceed the probable times needed, as live performances during weekdays will be scheduled to begin in the early evening hours. CBBC will also ensure that the set up and use of any performance equipment shall not interfere with required clear space for safe exit in the case of emergency, per the Uniform Statewide Building Code and/or the Statewide Fire Prevention Code.

1.3.5 Number of existing and proposed parking spaces

At the King Commerce Center (2010 – 2048 Exploration Way) there are currently 65 regular parking spaces and 4 ADA accessible spaces (2 of which are sited directly in front of the CBBC location). In addition to these current marked spaces, there is potential for patrons to use additional street parking (i.e., approximately 10 spaces located on both sides of Exploration Way; total of 20). According to the Zoning Ordinance of the City of Hampton, Chapter 11 – Parking § 11-7 - Dimensional standards, locations within districts zoned HRC-2, have a minimum parking space dimension of 8.5'×18'. Figure 1.3.5.1 presents an aerial image of King Commerce Center displaying the current marked parking spaces and the potential street parking areas and Figure 1.3.5.2 displays a Google Street View image from Exploration Way detailing the potential for curbside parking and showing ample space for cars, trucks, and emergency vehicles (if necessary) to pass by the parked vehicles.

Capstan Bar Brewing Company Figure 1.3.5.1: Number of Existing and Proposed Parking Spaces

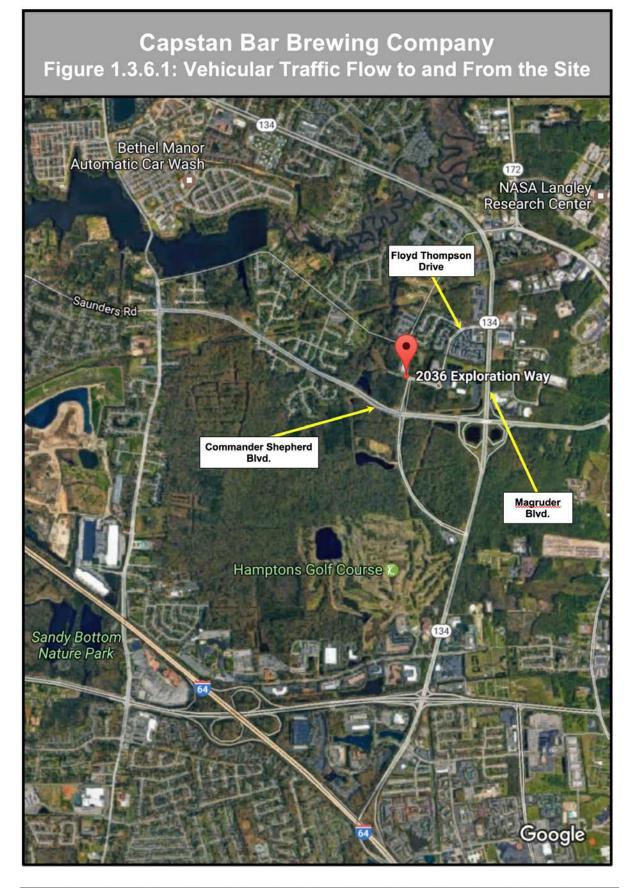


- Total of 65 Regular Parking Spaces Around the King Commerce Building
- Total of 4 ADA Accessible Parking Spaces with Ramps
- Potential for Approximately 20+ Curbside Parking Spaces



1.3.6 Circulation of Vehicular Traffic on Site and to and From Site

Patrons coming to CBBC, which is located approximately 1 mile from I-64 in the Hampton (Figure 1.3.6.1) Roads Center North Campus, would tend to take Magruder Boulevard to Commander Shepherd Boulevard on to the North Campus Parkway then accessing Exploration Way via the all-way stop intersection. There is also the potential for patrons taking the Hampton Highway to Magruder Boulevard on to Floyd Thompson Drive and accessing Exploration Way via the traffic circle. There is an All-Way stop at the intersection located just before the entrance to King Commerce center, where patrons can use either of two entrances to access the parking area located around the King Commerce Building. The paved area surrounding the building provides ample space for ingress and egress of traffic. Figure 1.3.6.1 below presents a diagram of vehicular traffic to and from the site and Figure 1.3.6.2 presents a diagram of the potential circulation of vehicular traffic on site.





1.3.7 Detailed Description of Business to be Conducted

Customers coming to CBBC will find the taproom to have a standard "flagship" selection of craft beers plus various other specialty tastings and seasonal offerings. CBBC will produce five regularly available beers (with an alternating dark beer, i.e., a porter or stout), plus a rotating selection of seasonal and artisan beers.

The five regularly available "flagship" beers will be:

- 1. **Cream Ale** Pale gold in color, our cream ale is light and crisp. The perfect beer for a beautiful summer day, or when you want something light and refreshing. 5.0% ABV.
- 2. **American Amber Ale** A malty beer with a highly noticeable hop presence in the aroma. A malty caramel taste dominates with balanced bittering hops. Dry- hopped to accentuate the hop aroma. 5.5% ABV.
- 3. American India Pale Ale (IPA) A west-coast style IPA with a citrus/herbal hop explosion up front and a medium body with a malty backbone to round out the hop flavors. 6.5% ABV.
- 4. **Brown Ale** Our brown ale is inspired by an 18th century Virginia recipe. This is a malty beer with a subtle hop balance. Caramel notes are evident as is a mild coffee tone. 6% ABV.
- 5. **Export Stout** A full-bodied stout with a malty caramel backbone and roasted barley aroma with notes of chocolate and coffee. 7.0% ABV.
- 6. **Robust Porter** Our robust porter is subtly sweet, smooth and chocolatey, with a mild hop aroma in finish. There are roasted notes that impart a coffee note to the aroma that add to the rich mouthfeel. 5.6% ABV.

CBBC will also produce a range of seasonal and artisan specialty beers that will be available in addition to the regular offerings, which shall include but not be limited to:

- Coconut Porter
- Coffee Stout
- Chocolate Stout
- Hefeweizen
- Maibock

- Dopplebock
- Altbier
- Cherry Wheat Ale
- Scotch Wee Heavy
- Various Types Barrel-Aged Ales

The small batch size utilized by CBBC will allow for a greater variety of offerings, in addition to allowing for a rotation of regular beers. The flexibility in creating different types of beers also allows for experimentation with recipes that would be cost-prohibitive to larger breweries. Small batch size also allows for a focus on quality ingredients, or ingredients that are not readily available in larger quantities.

It is with these fine craft brewed beer offerings that CBBC will pair on occasion live local artistic, musical or theatrical performances, (e.g., karaoke, open-mic, live vocal or instrumental music, recorded music with a DJ, play, stand-up comedy, dance acts,

magic shows, poetry readings, reenactments, cabaret, or a combination of any of these forms of artistic expression thereof).

Specialty food items will also be offered, such as a selection of snacks to be made available at CBBC from locally-sourced companies. In addition, CBBC intends to promote a regular schedule of permitted food trucks on a rotational basis servicing the Hampton Roads area, to provide a variety of food options for CBBC customers. To add to this array of food options for customers, CBBC will also keep multiple delivery restaurant menus that have been sourced to deliver to our location. No food will be made on CBBC premises thus eliminating any responsibility for food management.

1.3.8 Description of Ownership/Management

Given the proposed nature of this business, the LLC model best fits BPBC's business structure. BPBC legal ownership is in the form of a member-managed, LLC compliant with the statutes of the Commonwealth of Virginia State Corporation Commission. BPBC investors consist of Charlene Connolly, President of CBBC. Due to the small-scale nature of CBBC, during the start-up phase, BPBC will have only one owner, Charlene Connolly, with 100% ownership. Jonathan Connolly serves as the company Brewmaster and Adam Connolly serves as the company Taproom Manager.

Charlene Connolly, Ed.D, President, BPBC LLC, serves as Administrative Director. She will also oversee CBBC. Dr. Connolly is a Senior Management Professional with over 25 years' experience in project/program/entrepreneurship and fiscal administration.

Jonathan Connolly, Brewmaster/Manager/Server brings over 20 years' technical experience in home brewing and 5 years' experience as a professional brewer including start-up and company development. Mr. Connolly has completed the Professional Brewer's Preparation Program and the 61st Short Course in Brewing Technology, Siebel Institute of Technology, Chicago. He also holds an MA/BA Degree in Anthropology, California State University, Chico. Mr. Connolly will be responsible for coordination of the brewery and taproom buildout, recipe formulation, brewing, production planning, purchasing, inventory control, quality control, hiring and supervising staff, and promotion of CBBC.

Adam Connolly, Taproom/Tasting Room Manager/Server, Social Media/IT Manager/IT joins CBBC bringing over 10 years' experience in IT, technical writing, social media marketing, webpage design, and home brewing. Mr. Connolly will also manage the front-of-house duties for the taproom, to include: greeting customers, serving the products to customers, educating the customers about the product line, researching and scoping live performance acts, scheduling food trucks, taproom room maintenance and appearance, and other duties as required; including assisting in the brewhouse, if necessary. Mr. Connolly will be responsible for all aspects of social media marketing for CBBC as well as development of the initial website for the company.

Blackbeard's Point Brewing Company, LLC

DBA, Capstan Bar Brewing Company

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Additional Information Per Section 20-3 of the Zoning Ordinance



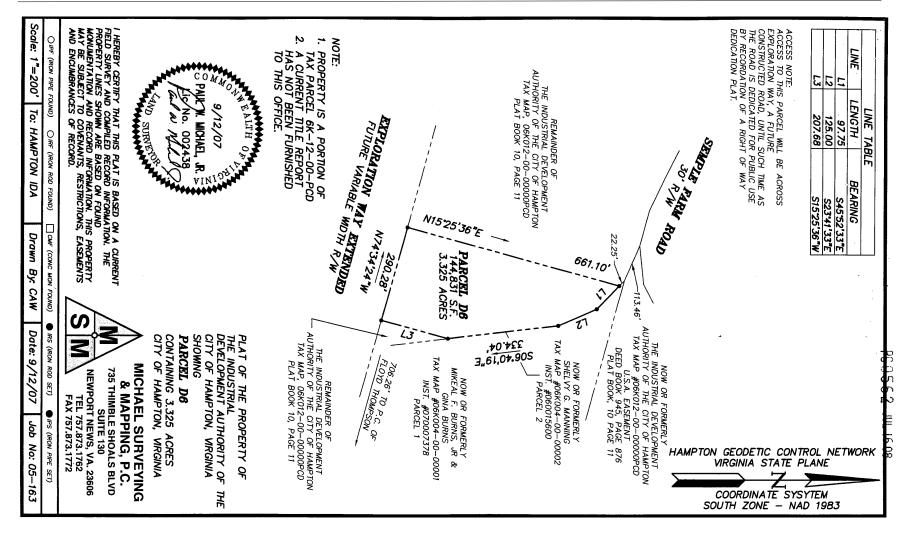
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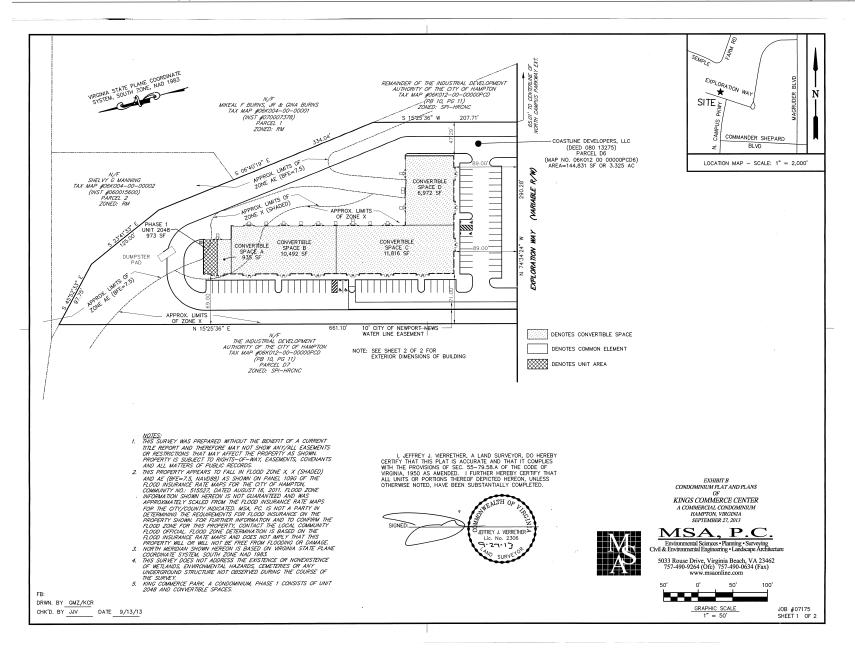
Source: Deed for the Property

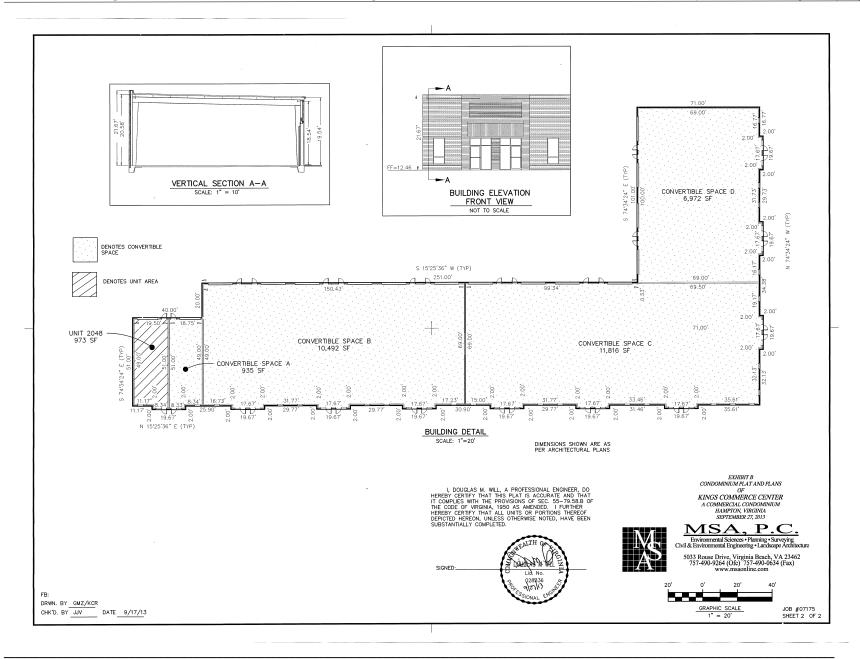
The Deed for the King Commerce Center property was made as of the 15th day of July, 2008, by and between the INDUSTRIAL DEVELOPMENT AUTHORITY OF THE CITY OF HAMPTON, VIRGINIA, a political subdivision of the Commonwealth of Virginia ("Grantor") and COASTLINE DEVELOPERS, LLC, a Virginia Limited Liability Company, ("Grantee") whose address is as follows: 410 Fountain Drive, Virginia Beach, Virginia, 23454.

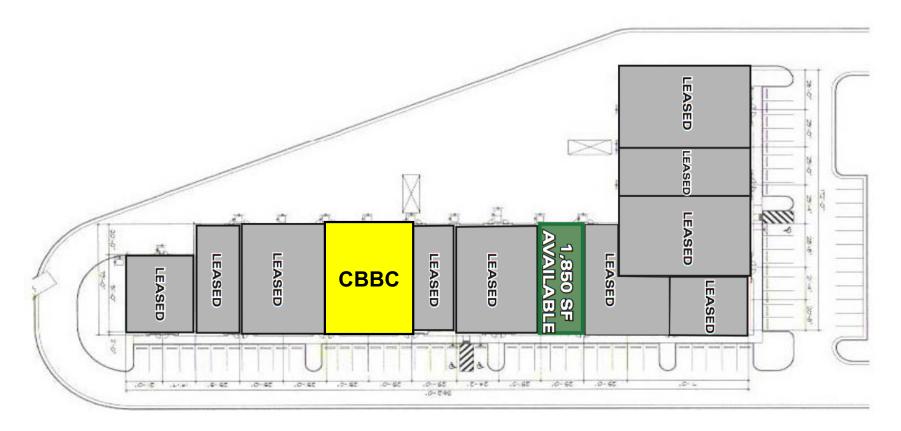
In this Deed, the property was described as the following:

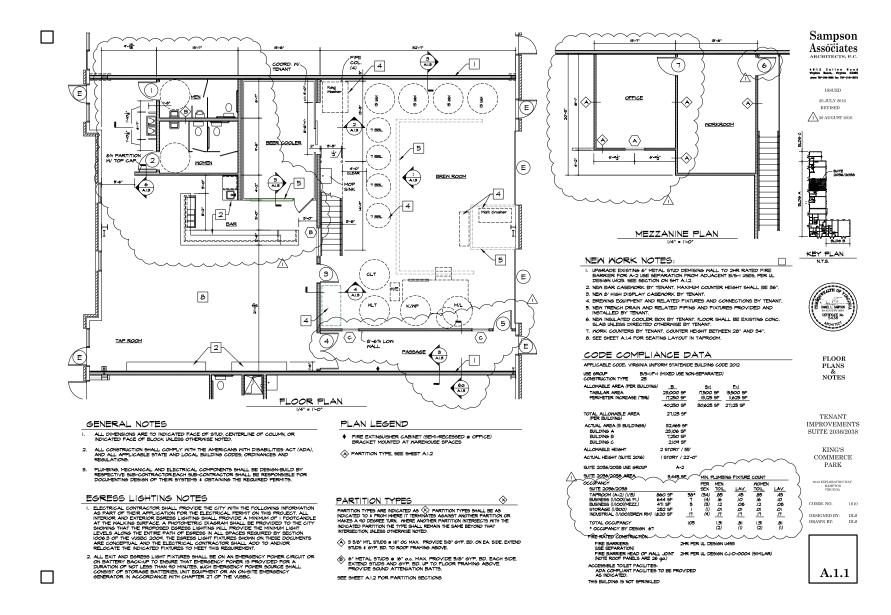
All that certain lot, piece or parcel of land, lying, being and situate in the City of Hampton, Virginia, containing 144,831 square feet or 3.325 acres, more or less, and being shown designated **"PARCEL D6** 144,831 S.F. 3.325 ACRES" on that certain plat entitled "PLAT OF THE PROPERTY OF THE INDUSTRIAL DEVELOPMENT AUTHORITY OF THE CITY OF HAMPTON, VIRGINIA SHOWING **PARCEL D6** CONTAINING 3.325 ACRES CITY OF HAMPTON, VIRGINIA" which plat is dated September 12, 2007, prepared by Michael Surveying & Mapping, P.C., and a copy of which is attached hereto and made a part of this description.

Site Plan Per Section 20-3(d)









Impact and/or Demand on the City's Public Services and Facilities

Information regarding the impact and/or demand the proposed use will place on the city's public services and facilities, including but not limited to traffic, public safety services, water, sewer and utility services, education, and other community facilities and services

General Information

Capstan Bar Brewing Company (CBBC) anticipates no overall increased use or strain to be placed on the City of Hampton's (City) various resources due to providing live performances at the CBBC Brewery and Taproom location. The utilities currently in use during the build-out phase and those needed after opening are ample to cover day-to-day activities of the both the brewery and taproom and adding live performances will have only minor impact for electrical support. The potential increase in the City's public services and facilities should closely match the regime of a normal business day at the brewery and taproom without a planned live performance.

Traffic

It is anticipated that any live performances held at the CBBC location will not adversely impact traffic in the immediate area of the brewery location, as ample ingress and egress space exists, appropriate signage provided by the City is in place, and the proximity to Interstate 64 and other major arterial roads can certainly handle any perceived increase in vehicular traffic.

Public Safety Services

It is anticipated that any live performances held at the CBBC location will not require an increase in the normal day-to-day patrolling of the City's public safety services. CBBC will always employ sufficient staff who have completed Tips training and VA ABC RSVP courses to effectively monitor patrons and to promote an environment of safety in the taproom during live performances, as well as days without performances. CBBC will develop policies to appropriately deescalate any adverse situation to the best of our ability in-house, before we call upon the City's public safety services.

<u>Water</u>

CBBC does not anticipate that the potential for increased water usage during live performances to adversely or unnecessarily draw upon the City's (NNWW) water supply, as well as differ greatly from operational days at the brewery taproom on non-performance days.

<u>Sewer</u>

CBBC does not anticipate that the potential for increased usage of our sewer system during live performances to adversely or unnecessarily impact the City's sewer system, as well as differ greatly from operational days at the brewery taproom on nonperformance days.

Utility Services

CBBC does not anticipate that the potential for increased electrical use, water usage, etc. during live performances to adversely or unnecessarily draw upon the City's various utilities. Days with live performances will closely match the expenditure of all utilities on operational days at the brewery taproom on non-performance days.

Education

CBBC anticipates zero impact to the City's education services and facilities.

<u>Other Community Facilities and Services</u> CBBC anticipates no current or future need of any other community facilities and services, and thus will have zero impact to these resources.