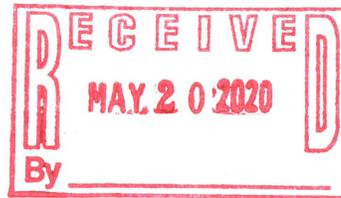


Site Plan Review & Design Review Application Package – for 239 Shore Road

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**Date:** February 10, 2020; [May 13, 2020](#)

**To:** Scott Heyland (Ogunquit Code Officer) and Planning Board Members

**From:** Kate Mitsch (Owner of 239 Shore Road)

**Subject:** Site Plan Review & Design Review – 239 Shore Road

Supporting Narrative to Accompany Application

**Updates/Additions to Narrative Are Highlighted in Blue**

Scott and Planning Board Members,

**Background Summary (Updated)**

My property, 239 Shore Road, is located in the limited business district (LBD), at map 5 block 10-1.

I am seeking the restaurant type 2 classification with guidance from the Code Enforcement Officer on the current Ogunquit Zoning Ordinance, as the majority of the business space is intended for on premise wine consumption with a small accessory portion of the business space intended for wine retail.

I appreciate the concerns raised by my neighbors, and have addressed the concerns addressed in the supplemental section added to this narrative ("**Supplemental Information to Address Concerns Raised**"). Additionally, with consideration for the concerns raised, I would be willing to obtain conditional approval from the planning board to limit the use of the space to ease my neighbors' concerns regarding the restaurant type 2 classification. The following is the conditional approval that I would propose:

**Restaurant, Type 2 with conditional approval** for use only as a Tasting Room, which meets all of the following criteria:

An establishment where wine &/or beer is served to the public on premise, and where wine &/or beer is available for purchase and take-away off-premise, which meets all of the following characteristics:

- 1) Wine &/or beer is served to persons seated at either indoor or outdoor seating on the premise
- 2) Exterior loudspeakers will not be used (i.e. no exterior music) on the premise
- 3) Accompanying food will be served on premise to meet state requirements
- 4) Accompanying non-alcoholic beverages will be served on premise to meet state requirements
- 5) Wine &/or beer is available for purchase and take-away off-premise (i.e. retail)

The conditional approval proposed above would limit the use of the commercial portion of the property and would address the concern of future use of the property going forward.

Next, I recognize that no on-site customer parking will limit my customer base – however, I am willing to accept that in the interest of safety and respect for the surrounding community.

I expect customers to visit by walking to the location – from the Trolley stop, Perkins Cove, downtown, the Marginal Way, the beach, town parking, & nearby hotels/homes.

With that, I request you please consider waiving all on-site customer parking with the previous considerations in mind.

## **Vision for Business**

### **Wine tasting room | wine retail shop | wine delivery**

I truly love where we live here in Ogunquit – for the breathe-taking coastline, sensible caring people apart of the year round community, and peaceful lifestyle. Over the past two years Ogunquit, and the people in this community, have become home to me. It's hard envision life before Maine, and hard to envision a future without Maine. And with that, I would like to make my own contribution to this community and to bring another passion of mine here. Over the years, I've enjoyed learning about cultures through travel, food, and wine. I am someone who loves to continue learning. And I want to bring that continued exploration of a passion for wine here to share with others.

I've had a vision for a wine related business for some time. However, my vision for this particular space and layout came to mind after a trip to the west coast this past September. As I returned to Ogunquit I noticed 239 Shore Road was back on the market, and I began pursuing it straight away. My vision for 239 Shore Road is to bring the laid back, casual and inviting wine tasting rooms of Santa Barbara and the west coast to the east coast, and furthermore to our community and town of Ogunquit. I would like to create a space for gathering, exploring & enjoying wine, and taking wine away (retail/delivery) for enjoyment where you are. In addition, I would like the space to be a reflection of Maine and our community, highlighting local businesses and featuring Maine food, beverages, art and more.

## **Business Space**

The interior will be primary a wine tasting room – wine and accompanying food (350 sq. ft.), with a small portion of the space dedicated to wine retail (72 sq. ft.) as you come in.

The exterior will be outdoor seating for the wine tasting room – wine and accompanying food (270 sq. ft., [left hand side](#) of property) as weather permits.

## **Business Name**

Coastal Wine – Ogunquit, LLC

## **Primary Offerings**

Wine tasting room

Wine & accompanying food

Wine retail shop

Wine delivery

*\*Note, beer will be available too*

### **Proposed Business Hours**

Monday – Sunday, 11am-10pm (interior) | 11am-9pm (exterior)

Most wine tasting rooms of a similar nature are primarily open daily 11am-7pm and 11am-9pm or 9:30pm during peak times such as weekends or seasonal highs. It is my intent to operate in a similar manner, and as so I am requesting to be open to 10pm (interior) to take into consideration peak times.

Maximum interior hours – 11am-10pm

Maximum exterior hours – 11am-9pm

### **Example of Proposed Menu**

#### **Example of Beverages,**

Wine flights – 3oz. pours of wine to taste, pre-set options (*changed seasonally*) or create your own

Wine – by the taste | glass | bottle

Beer – by the glass/bottle

Water | Sparkling Water | Tea | Espresso

#### **Example of Accompanying Food,**

##### Snacks

- Fresh bread & olive oil
- Crackers & jam

##### Boards

- Cheese boards
- Cheese & jam boards
- Cheese & charcuterie boards
- Cheese, jam, & charcuterie boards
- *All boards will include accompanying crackers*

##### Dessert

### **Proposed Seating Capacity**

Proposed seating capacity is not to exceed 40 seats. Will await final seating capacity from Fire Chief/Code Inspector.

Interior seating – 350 sq. ft. | [do not plan to exceed 23 seats](#)

Exterior seating – 260 sq. ft. | [do not plan to exceed 17 seats](#)

Retail area – 72 sq. ft.

### **Waivers Requested – Request to Waive On-site Customer Parking**

Per section 8.10D of the town's zoning ordinance the planning board has the right to reduce the amount of parking required. With that, I would like to request the planning board waive all on-site customer parking for Coastal Wine with the following rationale/considerations in mind; customers will be driven by foot traffic, consideration for customer/pedestrian safety, nearby trolley stop, walking distance to Perkins Cove, walking distance to downtown (General Business District), walking distance to Marginal Way, walking distance to beach, and within walking distance to hotels/homes in town.

I expect customers to visit by walking to the location, and would encourage customers to take advantage of wine retail delivery (as relevant).

If customer parking where available, it is a difficult intersection to pull out of. Additionally, backing-up cars could be a hazard to pedestrian foot traffic/street traffic and may impede the flow of street traffic.

Trolley stop is within 50 ft.

Perkins Cove is less than a half mile.

Downtown (General Business District) is less than a half mile.

Within walking distance to beach/Marginal way.

Within walking distance to hotels/homes.

If customers wish to drive, they may park in town parking and walk over.

### **Waivers Requested – Traffic Analysis Waiver**

Following the narrative above (request for parking waiver), in addition I request the planning board waive items 6.6.C.3.T & 6.6.C.3.U regarding estimate of traffic generated and traffic impact analysis.

With customers being driven by foot traffic (and no on-site customer parking requested), I do not anticipate there will be an increase the normal flow of vehicular traffic in any way.

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### **Supplemental Information to Address Concerns Raised (Added)**

#### **Noise**

Music – No music will be played outside in accordance with the town zoning ordinance.

Customer noise outside – Customers outside will be limited to 11am-9pm during the warm weather season and as weather permits. Please note, this is maximum exterior hours during peak times. Off peak times will have more limited exterior hours or no exterior seating hours at all (e.g. during the cold weather season).

#### **Hours**

Maximum exterior hours – 11am-9pm

Maximum interior hours – 11am-10pm

Hours – Customers will not be served outside beyond 9pm, and customers will not be served inside beyond 10pm. I do not anticipate customers being on the property beyond 10pm.

### **Food smells/odors**

Food smells/odors – I have proposed a very simple cook-less/odor-less menu to accompany wine tasting. Furthermore, there is no built in cooking equipment on the property. With that, I do not anticipate any food smells or odors to be coming from the property.

### **Smoking**

Smoking – Coastal Wine will be a smoke-free property.

### **Customer parking**

Customer parking – I have requested no on-site customer parking in the interest of safety and being mindful of the surrounding community. On-site customer parking could be a potential hazard to pedestrian foot traffic/street traffic, and may to impede the flow of street traffic.

I recognize that no on-site customer parking will limit my customer base, however I am willing to accept that. I expect customers to visit by walking to the location – from the Trolley stop, Perkins Cove, downtown, the Marginal Way, the beach, town parking, & nearby hotels/homes.

Trolley stop is within 50 ft

Perkins Cove is less than a half mile (including town parking)

Downtown (General Business District) is less than a half mile (including town parking)

Within walking distance to beach/Marginal way

Within walking distance to hotels/homes

If Customers wish to drive, they may park in town parking and walk over

### **Safety/flow of traffic on Shore Road**

Safety – In the interest of safety/flow of traffic on Shore Road, I have requested no on-site customer parking. No on-site customer parking will eliminate the hazard to pedestrian foot traffic/street traffic and eliminate the potential to impede the flow of street traffic.

### **Commercial deliveries**

Commercial deliveries – Due to the very small size of the business, the only commercial deliveries I anticipate will be wine/beer. Anything else I intend to acquire myself. And as with anywhere else about town, the local police will monitor, enforce and speak with any vehicles inappropriately parked.

### **Trash/dumpster**

How trash will be handled – Cleaning will be well looked after on the property. Trash will be taken to the dump daily. Any trash requiring storage prior to going to the dump will be kept in residential trash bins on the side of the house.

**Buffer for nearby residential properties**

Action to mindfully buffer – In my proposal I have moved the residential parking to the right of the property to aid in creating a buffer with the property to the right. In addition, trees/flowering plants will be maintained along and next to the stone wall to the right of the property. Finally, the patio area enclosed by the planter boxes has been moved to the far left of the property. The planter boxes will enclose the space and keep any outside customers within it. Furthermore, the planter boxes will have plants to aid in additionally buffering any outside customers. I believe a well landscaped exterior and the proposed patio area will keep any outside customers nicely enclosed and buffered from the surrounding residents.

Hopeful that these actions should to the best of my ability buffer the property to the right and surrounding residents and meet the setbacks requested.

**Use of property**

Use of property – Per consulting with the Code Enforcement Officer on the current Ogunquit Zoning Ordinance the proposed use of restaurant type 2, retail are conforming uses in the Limited Business District (LBD).

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**Closing**

I request you please consider my application and business proposal. And I look forward to working with you to continue to enhance our community, offerings and the place we call home.

Regards,

Kate Mitsch