



STAFF REPORT

TO: Mayor, Town Council, and Planning and Zoning Commission Members

FROM: Gina Corson, Planning & Zoning Administrator

DATE: 06/26/2025

SUBJECT: Get Down, LLC dba Melvin Brewing Company Special Use Permit Application

MEETING DATE: 10/14/2025

PURPOSE

To provide background information, review the application for completeness and conformance to the procedural requirements associated with the Special Use Permit application process in Town ordinance No. 2025-004, and make recommendations to the Planning and Zoning Commission and Town Council to aid in their decision-making process.

BACKGROUND

1. Special Use Permit Application and Supplemental Information were submitted on June 20, 2025; All related filing fees have been submitted; the Application was reviewed and evaluated by the Zoning Administrator. "Attachment #1"
 2. Required advertising was submitted to Star Valley Independent for consecutive advertising from September 17th through September 24th, 2025, in anticipation of an October 14th, 2025, public hearing. "Attachment #2"
 3. As required, all property Owners within a five-hundred-foot (500) radius of the proposed property were notified via supplied information of the project, with ample opportunity to provide comment and/or to give a response to the mailing, either in person or in writing. A response deadline of August 6th, 2025, was given. "Attachment #3"
 4. Approximately thirty-one (31) mailings were sent out.
 5. To date, the Town has received one written response. (Attachment #4)
 6. A copy of the Plat map of the land to be leased from the Town of Alpine for the sign is attached, further referred to as "Attachment #5".
 7. A lease agreement for the land to place the proposed sign has been approved by the Town Council. Melvins is waiting to sign the lease agreement to verify the start date of their payments based on the time of the year and the fact that they will not be able to place the sign until spring.(attachment #6)
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NEED FOR SPECIAL USE APPLICATION



The subject property is zoned **Public and Community Facilities**, and per the Alpine Land Use and Development Code (LUDC), off-premise signs are only allowed on commercial lots that adjoin a public road unless a Special Use Permit is granted. Therefore, a Special Use Permit is required in order to place the signs on Town property.

APPLICATION SUMMARY

Property Location: Approximately 793.4 square feet of land located on the SE corner of Lot #3 of Alpine Third West Subdivision, within the incorporated boundaries of the Town of Alpine, Lincoln County, Wyoming.

Parcels Involved: Alpine Third West Addition, also known as Lot #1

Proposal: The lease holder is requesting a **Special Use Permit** to allow flexibility in placement location for a directional sign.

Project Overview:

Get Down, LLC dba Melvin Brewing Company submitted a Special Use Permit (SUP) application to allow placement of off-premise directional signage on Town-owned property adjacent to U.S. Highway 89. The signage will direct traffic—specifically delivery trucks and taproom patrons—to Melvin Brewing’s facility at 624 County Road 101, Alpine, Wyoming.

The request was filed using the Town’s official SUP Application and includes all required criteria responses. The applicant states that the signage will:

- Improve traffic patterns by directing brewery and truck traffic away from residential neighborhoods;
- Provide clearer navigation for visitors and delivery drivers; and
- Maintain aesthetic consistency with Alpine’s design standards and branding

Special Use Permit Application

The applicant has indicated that there are no anticipated negative effects on public health, safety, or the environment and that lighting and design will be consistent with the Town’s codes.



A Master Authorization to Act on Behalf of the Property Owner, signed by Mayor Eric Green, was submitted, formally authorizing Melvin Brewing to represent the Town for the purpose of this signage request (Attachment #7)

Zoning District(s): Public Community Facilities (PCF).

PROCEDURAL HISTORY

- ☐ **Application Filed:** Special Use Permit application and supplemental information submitted June 2, 2025. All filing fees have been paid in full. Application reviewed by the Zoning Administrator. (Attachment #1)
- ☐ **Public Notice:** Advertising submitted to *Star Valley Independent* for consecutive publications September 17th and September 24th, 2025, for the October 14th, 2025, hearing. (Attachment #2)
- ☐ **Mailings:** Approximately thirty-one (31) notices mailed to property owners within 500 feet; ~18 owners hold multiple parcels. The applicant also owns property within the radius. Deadline for responses was August 6th, 2025. To date, no written responses have been received. (Attachment #3)
- ☐ **Plat Submission:** Proposed Lot to lease, placement location of proposed sign, and executed lease agreement (Attachment #5)

REQUIRED SUBMITTALS

Checklist per Section Ordinance No. 2025-004 Special Use Permits Sections 5 and 6:

- ☒ Special Use Permit Application signed by applicant
- ☒ Legal description
- ☒ Site plan and plat map showing placement of leased land and sign on the leased land
- ☒ Public notification document
- ☒ Fees: Need to verify payment of advertising reimbursement to the town
- ☒ Written Report addressing how the proposed use complies with the Criteria in Section 6 (Attachment #8)



STAFF REVIEW AND FINDINGS (references to WYDOT Outdoor Advertising, attachment #8, and currently adopted Land Use Development code.)

1. Applicable Zoning and Code Compliance

The subject parcel is zoned Public and Community Facilities (PCF).

Signs permitted within this zone are typically limited to governmental, civic, and institutional identification signs. However, under LUDC §4-803(h)(5), a Special Use Permit may authorize off-premise signage for a private business on non-commercial property when consistent with Town policy and surrounding land uses

2. Design Standards

All sign dimensions, height, illumination, and materials must conform to PCF District sign regulations under Section 4-803. Any deviation from these standards would require redesign or reduction prior to Town Council approval. Landscaping is required at the base of freestanding signs in accordance with Section 4-803(c)(5), ensuring year-round aesthetic integration

3. Off-Premise Sign Requirements

The LUDC restricts off-premise signs to commercial and industrial zones adjoining public streets, unless an approved contract exists between the property owner (Town of Alpine) and the business owner (Melvin Brewing) as reviewed by the Planning and Zoning Commission

This authorization has been provided through the Town's executed agreement and ownership consent.

4. AGENCY AND DEPARTMENT REVIEW

- WYDOT: Provided written coordination confirming the proposed sign meets directional standards and does not interfere with highway visibility or safety .
 - Public Works Department: No objection, provided final design allows adequate sight distance and does not interfere with municipal signage.
 - Planning Staff: Recommends ensuring illumination and size conform to PCF sign limitations and that base landscaping be maintained year-round.
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5 Findings: (see attachment # 9 for proposed sign design)

- The application complies with the **procedural requirements** of Ordinance No. 2025-004 for Special Use Permits.
 - The proposed use is **consistent with the intent** of the PCF Zone and **Section 4-803(h)(5)** of the LUDC.
 - The project supports **public safety** by directing vehicular and delivery traffic more efficiently to the Melvin Brewing facility.
 - The proposed design is **compatible with surrounding Town facilities** and highway corridor aesthetics.
 - The **property owner authorization** and **WYDOT review** demonstrate adequate interagency coordination and legal authority.
 - Landscaping and design requirements under **Section 4-803(c)(5)** will ensure visual compatibility and compliance with Town standards.
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6. Implications for Current Interpretation

Given the 2006 policy framework and the 2025 regulatory structure, the **Special Use Permit request** to allow subdivision and individual ownership of units:

- **Directly aligns** with the **original policy vision** of the MRC Zone;
 - **Maintains** the required design cohesion and infrastructure adequacy; and
 - **Fulfills** both the **intent and practical application** of the Town's mixed-use development policies.
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7. Overall Finding

The proposed off-premise directional sign for **Get Down, LLC dba Melvin Brewing Company** complies with the **Town of Alpine Land Use Development Code (LUDC)** and aligns with the **intent of the Public and Community Facilities (PCF) zoning district**. While signage within the PCF zone is typically limited to governmental or institutional identification, **LUDC §4-803(h)(5)** allows off-premise signage by **Special Use Permit** when consistent with Town policy



and surrounding land uses. The applicant has obtained formal authorization from the Town of Alpine, meeting this key requirement.

The proposed signage design meets all applicable **PCF District standards** under **Section 4-803**, including conformance with prescribed limits for size, height, materials, and illumination. Landscaping at the base, required under **Section 4-803(c)(5)**, ensures visual cohesion and year-round aesthetic integration. Any future deviation from these standards would require redesign or Town Council reapproval.

Agency reviews confirmed regulatory compliance and safety. **WYDOT** verified that the proposed sign location and dimensions meet highway visibility and directional standards. The **Public Works Department** raised no objection, contingent on maintaining sight distance and avoiding conflicts with municipal signage. **Planning Staff** found the proposal consistent with Town design expectations and recommended continued adherence to PCF design and maintenance requirements.

Staff finds the application procedurally complete and substantively compliant with **Ordinance No. 2025-004**. The project enhances **public safety and traffic circulation** by clearly directing delivery and visitor traffic to the Melvin Brewing facility. The sign's design and placement are **compatible with the surrounding public uses** along the U.S. 89 corridor and align with **the 2006 Master Plan's goals** for coordinated signage, wayfinding, and community branding. The application demonstrates appropriate interagency coordination and legal authority through property owner consent and WYDOT approval. Landscaping and design features ensure long-term compliance and visual quality consistent with Town standards.

PUBLIC NOTIFICATION

- Certified mailings sent to owners within 500 feet (approx. 35 mailings).
- Publication in Star Valley Independent on September 24 and October 1, 2025.
- Public notices we posted at the Town of Alpine Post Office and Town Hall for 1 month before the Public hearing date
- Comment deadline August 6th, 2025.
- Written responses received

RECOMMENDATION

Staff recommends **approval** of the **Special Use Permit** for **Get Down, LLC dba Melvin Brewing Company** to install an **off-premise directional sign** on Town-owned property along U.S. Highway 89, subject to the following **conditions of approval**:



1. **Design Compliance:**

Final sign dimensions, height, lighting, and materials must conform to the PCF District design standards in **LUDC §4-803**.

2. **Landscaping:**

The base of the freestanding sign shall include landscaping consistent with **Section 4-803(c)(5)**, maintained year-round.

3. **WYDOT Coordination:**

Installation shall comply with all WYDOT directional sign regulations and approvals on file with the Town.

4. **Maintenance:**

The applicant shall maintain the sign and landscaping in good repair at all times.

5. **Future Modification:**

Any modification to design, size, or lighting shall require additional review by the Planning & Zoning Commission.

6. **Fees and Costs:**

Verify Town has been reimbursed for the public notice advertising with SVI.

7. **Execution of Lease:**

The Town Council and Melvins need to agree upon and execute a lease agreement.

ATTACHMENTS:

1. Special Use Permit Application
2. Public Notice for Required Advertising
3. Property Owners Notification List Within a five-hundred (500) foot Radius
4. Email of support from an adjacent property owner
5. Proposed location of sign on town property
6. Lease agreement
7. Master Authorization to Act on Behalf of Property Owner (Town of Alpine)
8. Written Report addressing how the proposed use complies with the Criteria in Section 6
9. Proposed sign design
10. WYDOT Outdoor Advertising