



#48
SEP 26 2013
Chandler
All-America City
2010

MEMORANDUM Transportation and Development – CC Memo No. 13-108

DATE: SEPTEMBER 26, 2013

TO: MAYOR AND COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *RD*
MARSHA REED, ASSISTANT CITY MANAGER *MR*
R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR *RJZ*
JEFF KURTZ, PLANNING ADMINISTRATOR
KEVIN MAYO, PLANNING MANAGER *KA*

FROM: SUSAN FIALA, CITY PLANNER *SAF*

SUBJECT: LUP13-0013 CHAO PHRAYA

Request: Liquor Use Permit approval to sell liquor as permitted under a Series 12 Restaurant License for on-premise consumption in a new restaurant and new outdoor patio

Location: 1890 West Germann Road, Suite 1, northeast corner of Germann and Dobson roads

Applicant: David Fliger

RECOMMENDATION

Upon finding the request to be consistent with the General Plan and the Planned Area Development (PAD) zoning, Planning Commission and Planning Staff recommend approval, subject to conditions.

BACKGROUND

The subject site is located at the northeast corner of Germann and Dobson roads, in the Shops at Pecos Ranch. Nando’s, Planet Sub, Uncle Bear’s Grill & Bar, Crowded House Furniture Galore, Phoenix Children’s Academy, and other retailers are existing businesses in the center. The Pecos Ranch Apartments are east of the center and the Stonefield Luxury Apartments, under construction, are south, across Germann Road.

The request is for Liquor Use Permit approval to sell liquor as permitted under a Series 12 Restaurant License for on-premise consumption in a new restaurant and new outdoor patio.

Chao Phraya will be located in the eastern suite of the south building that fronts Germann Road. The restaurant and outdoor patio are approximately 7,000 square feet in total floor area. The restaurant will employ around 30 full and/or part time positions. The restaurant will be open seven days a week. Hours of operation will be from 11 a.m. to 11 p.m. Seating is approximately 200 total, 100 seats indoors and 100 seats on the patio. The outdoor patio is surrounded by a three foot high solid block wall. Four televisions will be in the restaurant. A basic house speaker system will be installed throughout the restaurant for mellow background music including three outdoor speakers. No live entertainment is proposed.

A Series 12 Restaurant License allows the on-site sale of beer, wine, and spirits for on-premise consumption. Under a typical Series 12 license the establishment must derive at least 40 percent of its gross revenue from the sale of food and non-alcoholic beverages. See attached menu.

DISCUSSION

Planning Staff supports the request, finding that the restaurant and the outdoor patio are compatible with the existing retail and restaurant establishments at the Shops at Pecos Ranch. There have been no complaints filed with the Police Department or opposition during the neighborhood notification and public notification processes.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on August 22, 2013, at the Downtown Community Center. No one other than the applicant attended.
- The Police Department has been informed of the application and has no issues or concerns.
- As of this writing, Planning Staff has not received any phone calls or letters in opposition to the request.

PLANNING COMMISSION VOTE REPORT

Motion to Approve.

In Favor: 6 Opposed: 0 Absent: 1 (Baron)

RECOMMENDED ACTION

Planning Commission and Planning Staff, upon finding consistency with the General Plan and zoning, recommend approval of LUP13-0013 CHAO PHRAYA, subject to the following conditions:

1. The Use Permit granted is for a Series 12 license only, and any change of license shall require reapplication and new Use Permit approval.
2. The Use Permit is non-transferable to any other location.
3. Expansion or modification beyond the approved exhibits (Site Plan, Floor Plan and Narrative) shall void the Use Permit and require a new Liquor Use Permit application and approval.

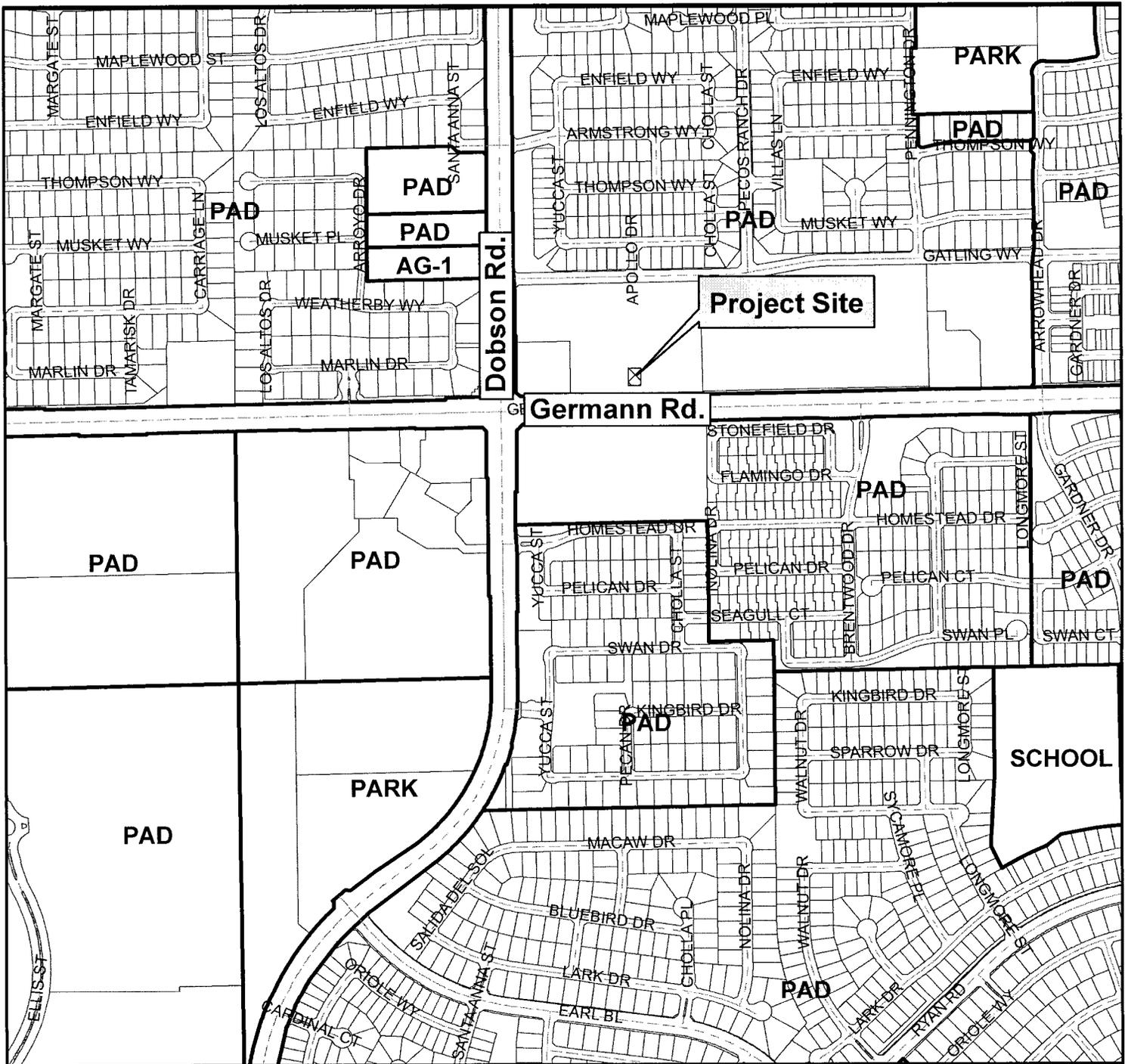
4. The site shall be maintained in a clean and orderly manner.
5. The patio shall be maintained in a clean and orderly manner.

PROPOSED MOTION

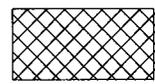
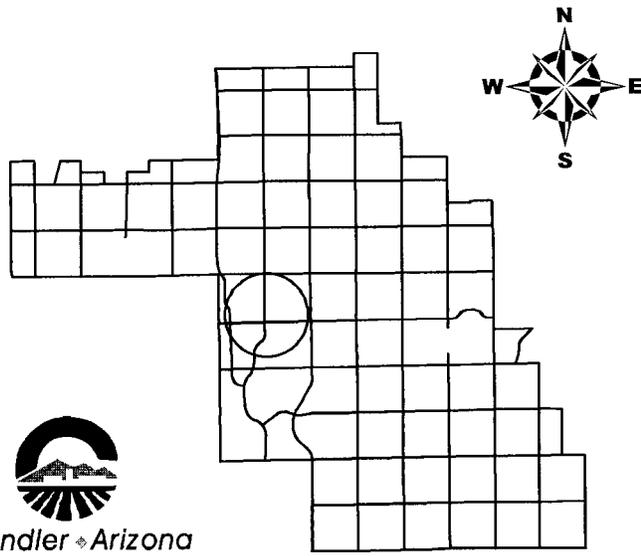
Motion to approve Liquor Use Permit, LUP13-0013 CHAO PHRAYA, subject to the conditions recommended by Planning Commission and Planning Staff.

Attachments

1. Vicinity Maps
2. Site Plan
3. Floor Plan
4. Narrative
5. Menu



Vicinity Map



LUP13-0013

**Chao Phraya
Liquor Use Permit**



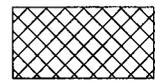
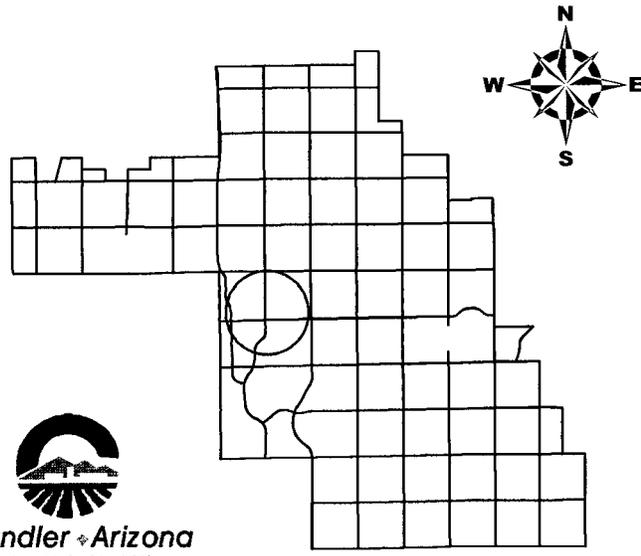
Dobson Rd.

Project Site

Germann Rd.

PAD

Vicinity Map



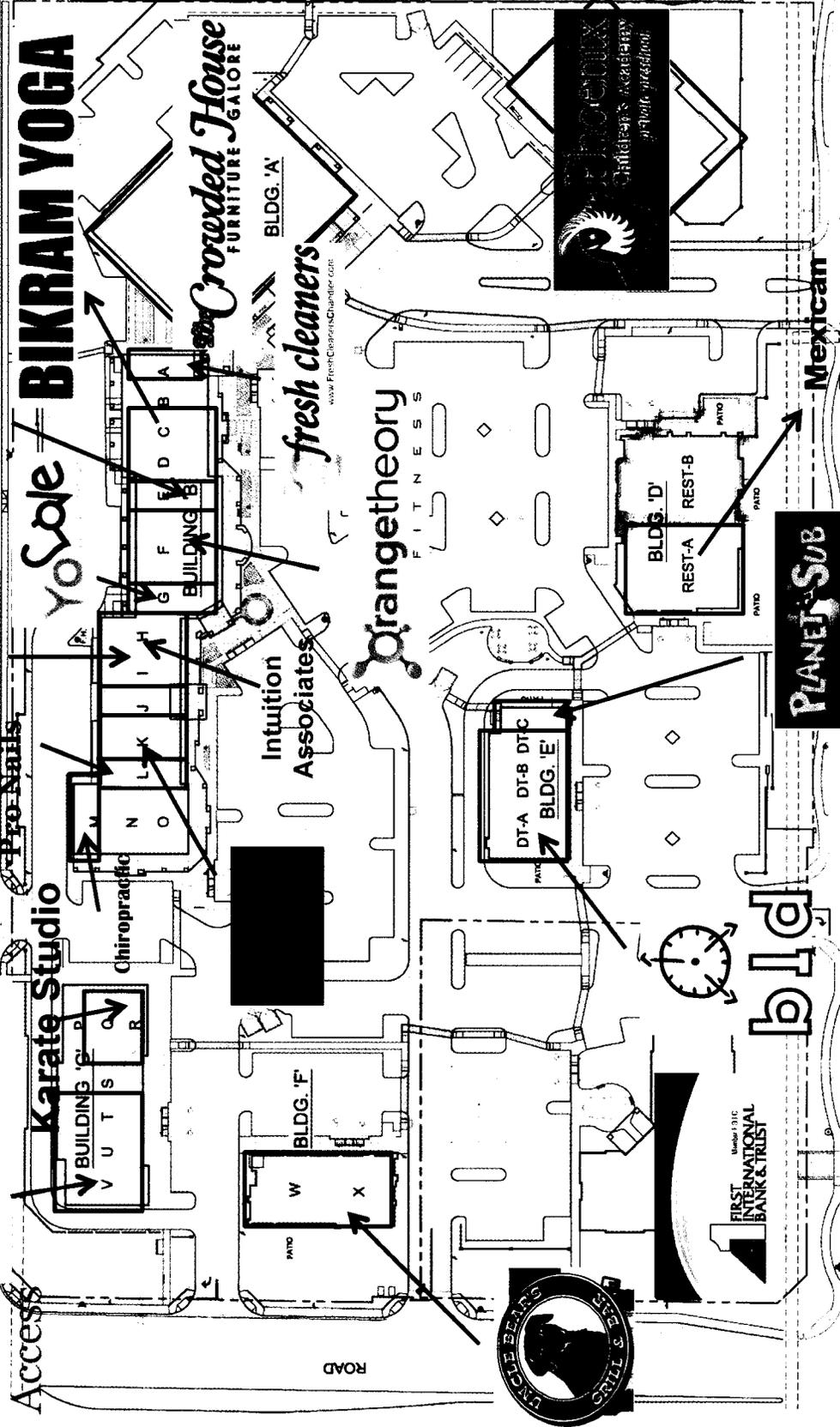
LUP13-0013

Chao Phraya
Liquor Use Permit

Oregano's
PIZZA BISTRO

Verde Salon
ORGANIC BEAUTY
GAILING

LOT



Building A: 1870 W. Germann Rd. The Crowded House: 16,133

Building B: 1900 W. Germann Rd. A: Fresh Cleaners 1,000 B: 1,245

Building C: 1850 W. Germann Rd. Phoenix Children's Academy

Building D: 1890 W. Germann Rd. Rest A: 5,570 sqft Rest B: 4,650

Building E: 1920 W. Germann Rd. BLD: 4,711 sqft Planet Subs: 1,221

Building F: 1950 W. Germann Rd. Oreganos: 4,415 S: 1,404 Sandoval Karate: 2,277 P: 1,165

Price Corridor- 65,000 daytime employees

Signalize Intersection

Full Access

GERMANN ROAD

ROAD

Building E: 1920 W. Germann Rd. BLD: 4,711 sqft Planet Subs: 1,221

Building F: 1950 W. Germann Rd. Oreganos: 4,415 S: 1,404 Sandoval Karate: 2,277 P: 1,165

The Shops at Pecos Ranch

Chao Phraya Restaurant
Project Narrative
1890 W Germann Road, Suite 1
Chandler, AZ 85286

Chao Phraya will be a new restaurant at 1890 W Germann Road, Suite 1 on the NE corner of Dobson and Germann in Ocotillo. It is a full service Asian restaurant, very family friendly. The center is named Pecos Ranch. Since it's a restaurant, we are applying for a Series 12 license. We project liquor sales to be about 25% of overall sales. We will serve beer, wine and basic liquor (for cocktails). There will be a small bar area on the inside. We will be open seven days a week, and hours will be 11am to 11pm.

We will likely employ 30 people (approximately 10 full time, 20 part time) total between the floor and the kitchen. We will not have any pool tables, dancing, live music. We will have two TV's – one at the bar with things like CNN or ESPN on, and the other at the rear of the restaurant for presentations. For music, we will have a basic speaker system throughout the restaurant with very mellow background music. There will be 3 outdoor speakers, which will play soft, ambient music at times. It will never loud enough to interfere with residents or neighboring retail/restaurants. The interior of the building is approximately 4,400SF and the outdoor patio is 2,600SF. So the entire area is approximately 7,000SF. Smoking will NOT be permitted on the patio. The patio will primarily be used for casual dining.

There will be several doors to the patio, two on the east side of the building and one large door on the south side of the building. There will be approximately 100 seats on the inside of the restaurant and 100 seats on the patio – so 200 seats total. The patio is fenced in by solid block wall, and there are 4 trees within the patio. Tables will be situated around the trees, providing a very tranquil, organic feel. There will also be some potted plants. The flooring on the patio will be concrete (the interior restaurant will also be stained concrete). There are not a lot of walls within the restaurant – there will be a glass sliding door inside the restaurant for a private dining room, a shorter pony wall dividing the bar and the restaurant and we are building 6 separate bathrooms. There will also be roll up “garage door” on the southeast corner of the building. The center provides ample parking for the restaurant and other tenants. There is also ample sidewalk space around the building and the rest of the center. We will have a sign on the south facing wall (Germann side), and there is a monument sign in the center that we are planning to put our name on as well.

The restaurant is a casual Asian restaurant, similar to a PF Chang's. It is nowhere near a bar feel, it is more of a sit down establishment. There won't be heavy liquor sales, but we will have a beer/wine list that compliments our food.

Please feel free to contact me at any time if I did not cover everything.

David Fliger
dfliger@yahoo.com
480-250-1411 (cell)

Preliminary Menu

Spring Roll Menu (with paired dipping sauce) (in qty of 2, set price - avg \$7)

Organic Vegetarian Rolls
Tofu & Herb Rolls
Peking Duck Rolls
Dungeness Crab Rolls
Scorpion Rolls (tiger prawns)
Smoked Salmon Rolls
Sweet Pork Sausage Rolls

Satay Menu (with paired dipping sauce) (in qty of 3 or 6, mix & match - avg \$8)

Chicken Satay
Tenderloin Satay
Marinated Duck Breast Satay
Shrimp Satay
Scallop Satay
Malaysian Lamb Satay
Thai Boar Satay
Pineapple Marinated Pork Satay
Local Vegetable Satay (seasonal)

Asian Salads (avg \$12.50)

Asian Chop Salad
Vietnamese Marinated Steak Salad
Thai Beef Salad
Ahi Tuna Salad
Mandarin Chicken Salad
Green Papaya Salad
Wild Leafy Green and Asian Pear Salad
Tropical Fruit and Jicama Salad

Other Appetizers (avg \$8.50)

Dungeness Crab Rangoon
Sautéed Green Beans
Hand Cut Calamari
Curried Crab Cakes
Coconut Flaked Prawns
Five-Spiced Edamame
The Better Egg Roll
House Made Pan Fried Dumplings
Rock Shrimp Tempura
Lettuce Wraps

Soup (avg \$7) (sized to share)

House Made Wonton Soup
Tom Yum Soup
Tom Kha Soup

Entrees (\$11-\$15, quality and presentation high)

Yellow Curried Chicken
Mango Beef Stirfry
Beef or Chicken Green Curry
Mu Shu Pork /Mandarin Pancakes
Lightly Crisped Orange Chicken
Kung Pao Chicken
Honey Crisped Pork Tenderloin
Caramelized Steak w/Baby Bok choy
Sweet & Spicy Garlic Chicken
Peppered Hanger Steak
Pineapple Fried Rice
Mom's Chicken Fried Rice
Thai Chicken Yellow Curry
Firecracker Shrimp
Malaysian Marinated Flank Steak

Specialty Dishes (\$14-\$22, seasonal, specials)

Hot Pot Bi-Bim-Bap
Steamed Sea Bass in Clay Pot
Peking Duck with Pancakes
Whole Soft Shell Crab

Menu Notes

Interactive/Fun
Inexpensive First Impression
Entrée prices approachable, can
be upgraded to seafood for more \$
Specialty dishes are seasonal,
more expensive
Satay & Spring Roll menus are mix
& match. Ordering similar to sushi
Great salads are a must, will be
light and fresh, important for women
Healthy, inventive menu, but not
"fusion". Traditional Asian, done
better, more fresh and local