

#51

OCT 23 2014



MEMORANDUM **Planning Division - CC Memo No. 14-117**

DATE: OCTOBER 23, 2014

TO: MAYOR AND COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *RD*
MARSHA REED, ASSISTANT CITY MANAGER *MR*
JEFF KURTZ, PLANNING ADMINISTRATOR *JK*
KEVIN MAYO, PLANNING MANAGER *ME*

FROM: ERIK SWANSON, SENIOR CITY PLANNER *ES*

SUBJECT: LUP14-0015 D’VINE GOURMET

Request: Use Permit approval to sell and serve liquor as permitted under a Series 7 Beer and Wine Bar Liquor License for on-premise retail sales and sampling within a new retail store

Location: 4955 South Alma School Road, Suite D-103;
Northeast corner of Alma School and Chandler Heights roads

Applicant: Andrew McCreery; Owner

RECOMMENDATION

Planning Commission and Planning Staff, finding consistency with the General Plan and Planned Area Development (PAD) zoning, recommend approval with conditions.

BACKGROUND

The subject site is located at the northeast corner of Alma School and Chandler Heights roads within The Promenade at Fulton Ranch shopping plaza. The center contains 150,000 sq. ft. of building area for use of retail shops, restaurants, and professional offices. The subject site is located at the northeast end of the shopping plaza and occupies 2,511 sq. ft.

D’Vine Gourmet has operated a store with a Use Permit for a Series 7 License at the southeast corner of McQueen and Riggs roads since 2010, and is in the process of relocating to The Promenade at Fulton Ranch. The business is a retail store that sells gourmet gift baskets including bottles of wine and beer. They offer a variety of 50 different wines. A Series 7 liquor

license allows the business to provide beer and wine sales for on-premise consumption, as well as on and off-premise sales. The business has no desire at this point in time to allow on-premise consumption, but rather will use the Series 7 license for the sale of gift baskets that may include wine and beer.

The business is open Monday through Friday 10 a.m. to 6 p.m. and Saturday 10 a.m. to 4 p.m. The store is currently managed by the owner and has one employee. It is anticipated that two additional employees will be hired in the coming months.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting is scheduled for Monday, September 29, 2014; no neighbors attended.

As of writing this memo, 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 PAD zoning, recommend approval of LUP14-0015 D’VINE GOURMET, Use Permit approval to sell and serve liquor as permitted under a Series 7 Beer and Wine Bar Liquor License for on-premise retail sales and sampling within a new retail store, subject to the following conditions:

1. 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.
2. The Use Permit is granted for a Series 7 license and any change of license shall require reapplication and new Use Permit approval.
3. The Use Permit is non-transferable to other locations.
4. The site shall be maintained in a clean and orderly manner.

PROPOSED MOTION

Move to approve LUP14-0015 D’VINE GOURMET, Use Permit approval to sell and serve liquor as permitted under a Series 7 Beer and Wine Bar Liquor License for on-premise retail sales and sampling within a new retail store, subject to the conditions recommended by Planning Commission and Planning Staff.

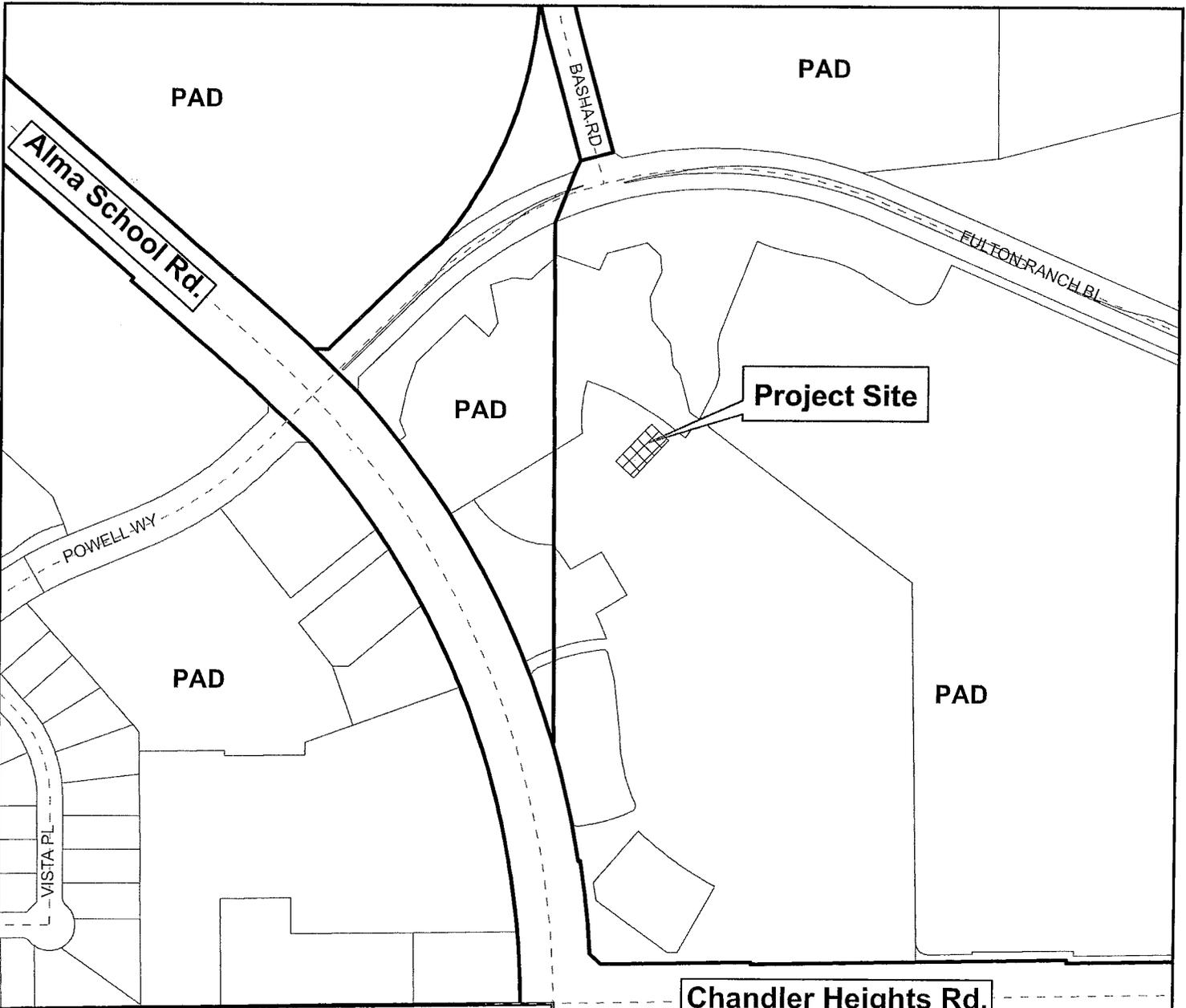
CC Memo No. 14-117

Page 3 of 3

October 23, 2014

Attachments

1. Vicinity Map
2. Site Plan
3. Floor Plan
4. Narrative



COUNTY

PAD

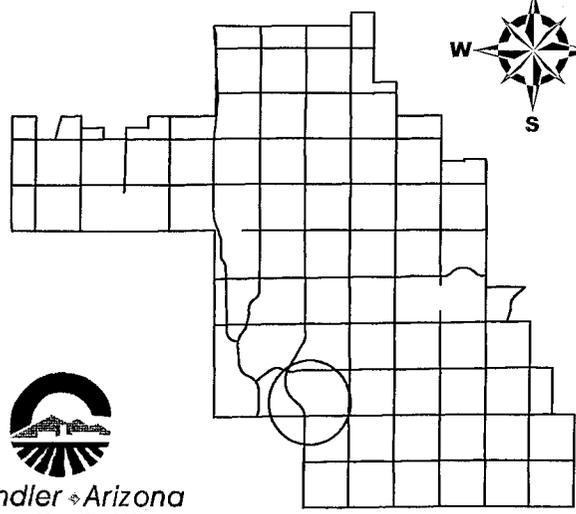
AG-1
CHERRYWOOD-DR

Vicinity Map

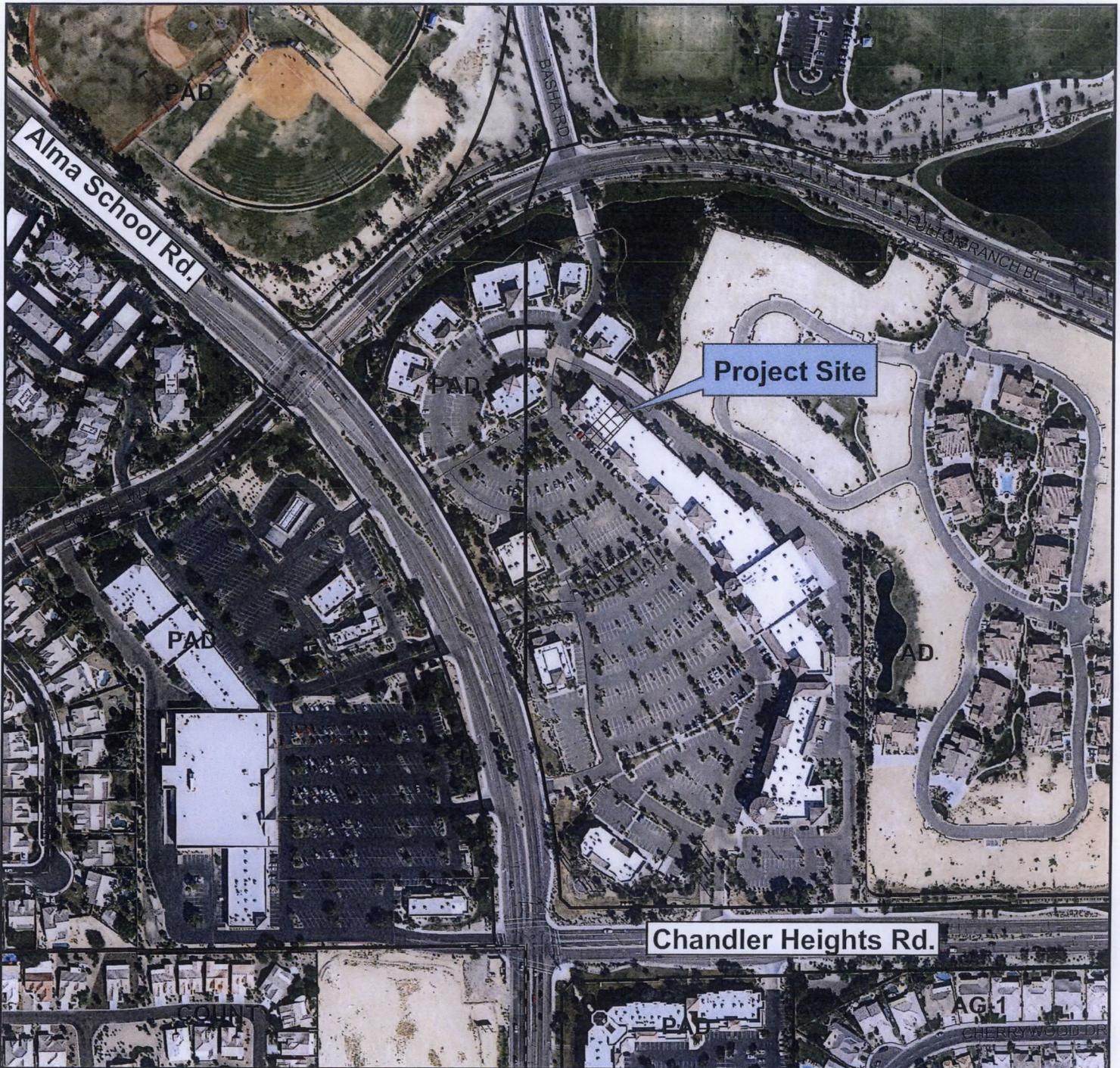


LUP14-0015

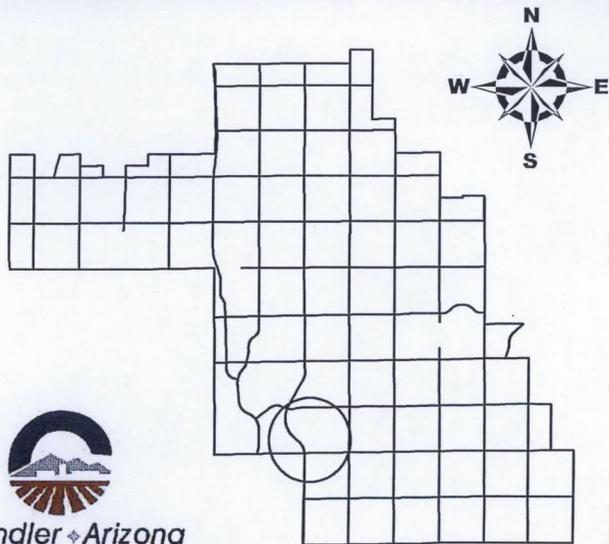
**D'Vine Gourmet
Liquor Use Permit**



Chandler Arizona
Where Values Make The Difference

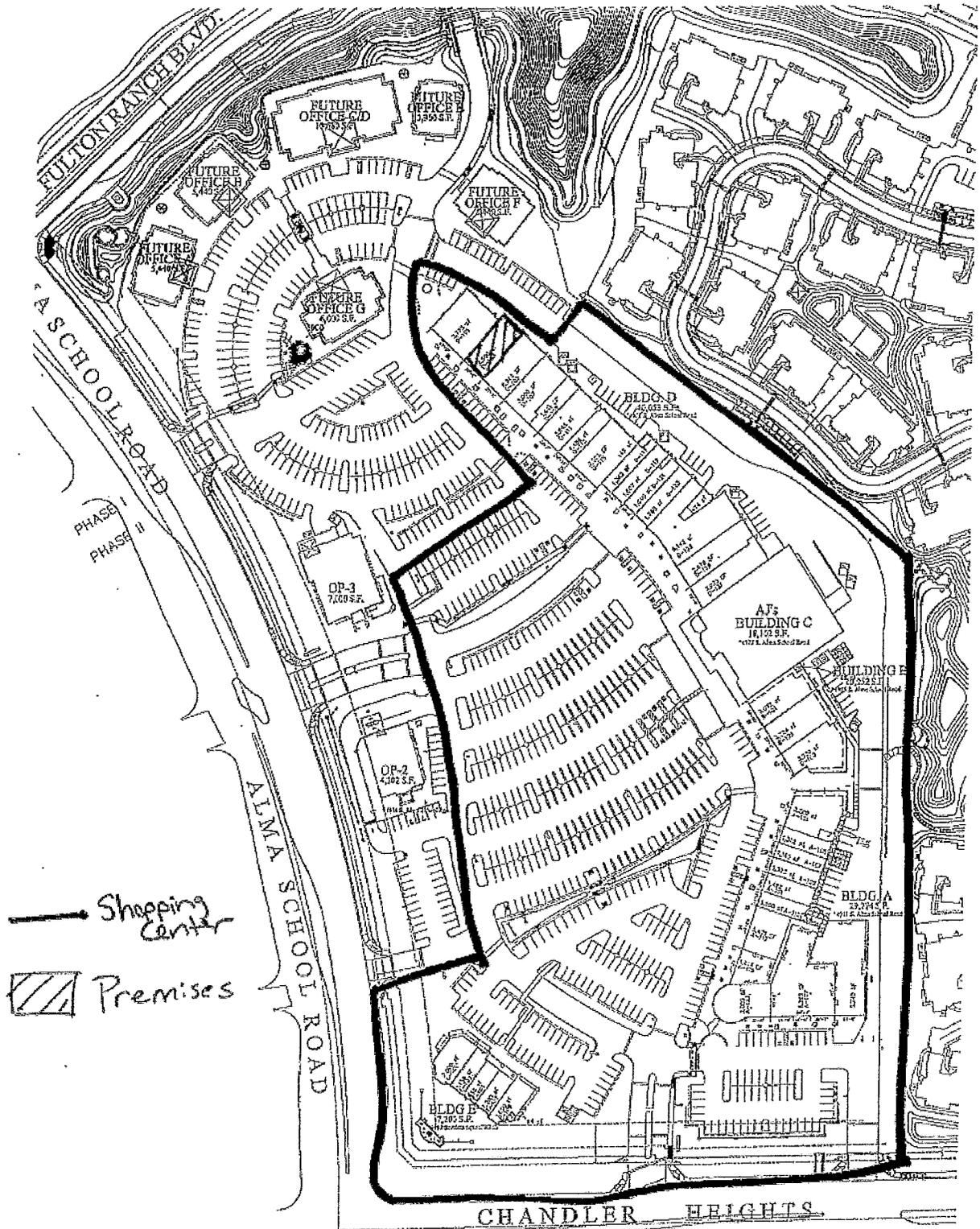


Vicinity Map



LUP14-0015

**D'Vine Gourmet
Liquor Use Permit**



ADDRESS
CHANDLER, AZ 85246

SP. - 5.I

NOTE: UNLESS OTHERWISE SPECIFIED, ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE INDICATED. DIMENSIONS ARE TO FACE UNLESS OTHERWISE INDICATED. DIMENSIONS ARE TO FACE UNLESS OTHERWISE INDICATED.

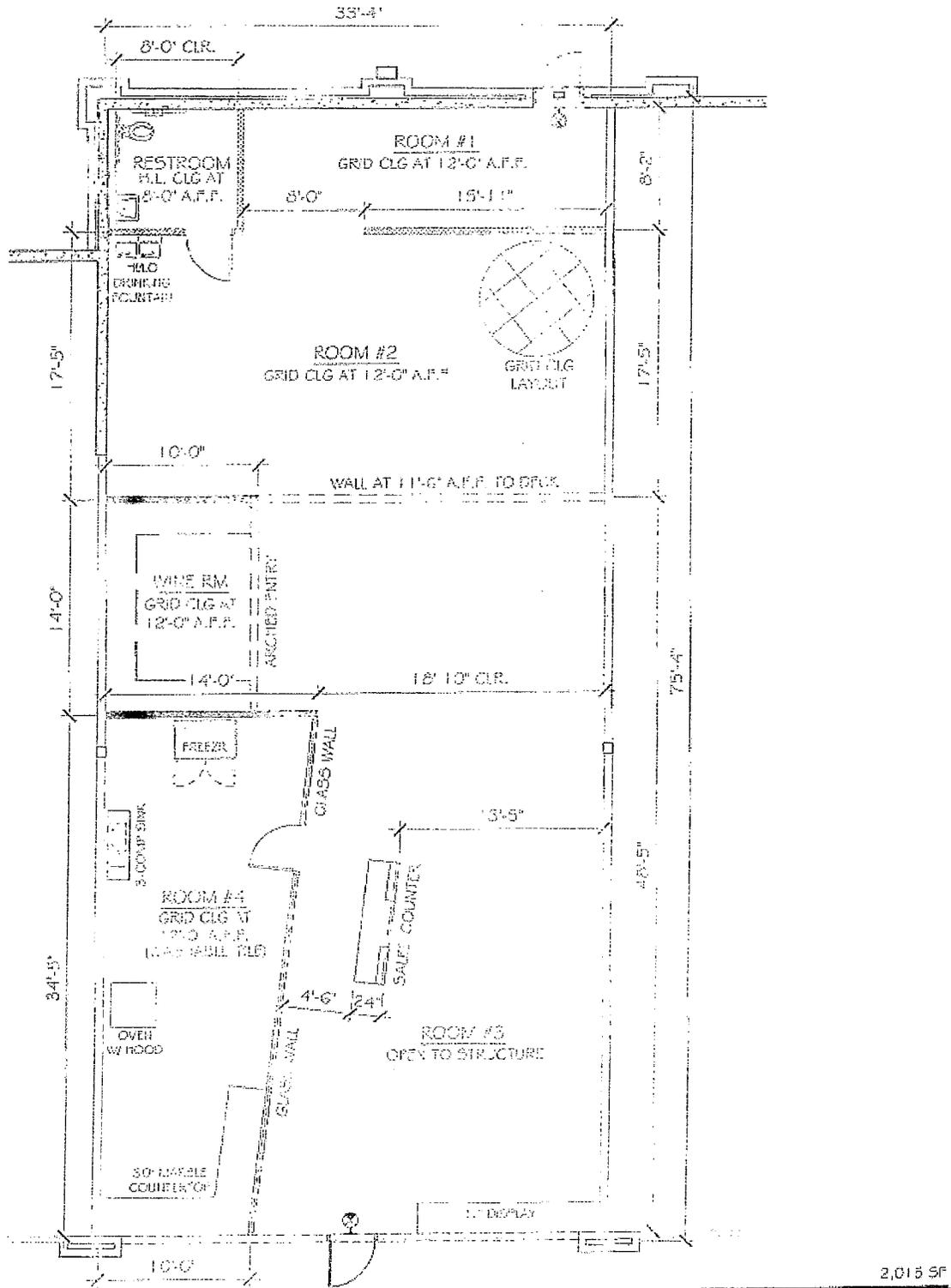
Project Designer:
PFD
Professional Firm Design

FULTON RANCH PROMENADE

CHANDLER, AZ

MAY 8, 2009

Floor Plan



- WALL LEGEND
- FULL HEIGHT WALL
- WALL TO 12'-0" A.F.F.
- DIVISING WALL
- GLASS WALL TO 10' A.F.F.
- WALL TO DECK ABOVE

D'Vine Gourmet 2045 S ALMA SCHOOL ROAD #D-103 Chandler, Arizona 85224 727.4111	2,016 SF

d'Vine Gourmet
City of Chandler
Liquor Use Permit: Narrative

d'Vine Gourmet currently has a retail store (Riggs & McQueen) that primarily sells gourmet gift baskets as well as offering retail wine. We are moving this store to 4955 S Alma School Road Suite D-103 at the Promenade at Fulton Ranch shopping center and look to be able to continue our same permitted use that we currently have (City License Number: 128030, Beer and Wine Bar Liquor). We are only using the retail aspect of this license and have no current or future plans to use the on premise aspect. Our lease has restrictions against this and stipulated that we cannot generate over 30% of our profit from on-site consumption of wine. Currently our sales are 95% wine and 5% beer. We currently offer about 50 different wines most in the \$8 - \$12 price range. We currently have a very respectable base of customers that are mostly professionals and retirees.

We are open M-F 10:00 am – 6:00 pm and Saturdays 10:00 – 4:00. Currently we have one employee and will be hiring two additional on or around Sept 1st. We have no plans for any live entertainment, pool tables, TV's, etc as it is a peaceful gift basket store where people are meant to shop in an upscale environment.

The size of the lot is 2,511 sq ft. We are a non-smoking establishment and will not have a patio.

The wine is managed and selected by the owner Andrew McCreery who is a Certified Sommelier and Specialist of Wine.

Andrew McCreery
Owner / Sales
d'Vine Gourmet
602 653 0807
andrew@dvinegourmet.com