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MEMORANDUM

Planning Division – CC Memo No. 15-039

DATE: MARCH 26, 2015

TO: MAYOR AND COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *RD*
MARSHA REED, ASSISTANT CITY MANAGER *MMR*
JEFF KURTZ, PLANNING ADMINISTRATOR *KH* *JK*
KEVIN MAYO, PLANNING MANAGER *KM*

FROM: JODIE M. NOVAK, MEP, SENIOR CITY PLANNER *JMN*

SUBJECT: LUP15-0001 CRUST SIMPLY ITALIAN

Request: Liquor Use Permit approval to allow liquor sales as permitted under a Series 12 Restaurant License along with an extension of premises for outdoor patios to sell and serve liquor for on-site consumption indoors and within outside patios including live entertainment at a new restaurant and bar in downtown Chandler

Location: 10 N. San Marcos Place, west of Arizona Avenue and south of Buffalo Street

Applicant: David Ross, Ross Design Group LLC

Project Info: Approximately 6,938 square foot restaurant and bar with outdoor dining patios and live entertainment

RECOMMENDATION

Planning Commission and Planning Staff, upon finding the Liquor Use Permit request to be consistent with the General Plan, recommend approval subject to conditions.

BACKGROUND

The application requests Liquor Use Permit approval to sell liquor as permitted by a Series 12 Restaurant License within an existing restaurant and outdoor patio area. A Series 12 Restaurant License allows the on-site sale of beer, wine, and spirits for on-site consumption. Under a Series 12 license, the establishment must derive at least forty (40) percent of its gross revenue from the sale of food and non-alcoholic beverages.

This restaurant will be located within the inline retail shops space of the Crowne Plaza San Marcos Golf Resort. The shop space is at the resort's southeast corner off of San Marcos Place and Commonwealth Avenue. The restaurant and bar is a two floor business; restaurant on the ground floor and a bar in the basement. The ground floor is an Italian and pizza restaurant. The restaurant is approximately 4,128 square feet with outdoor dining patios along both street frontages. The basement bar is approximately 2,810 square feet. The outdoor dining patios with liquor are part of the City Center District (CCD) zoning extension of premises within the City's right-of-way. The patios have been designed to meet the CCD zoning standards including location, distance from public infrastructure, passing space, and fence height. The bar is designed as a speakeasy lounge. The request includes live music/entertainment occurring in the speakeasy or the restaurant. The live music may be a small group, acoustic, non-amplified, and singing.

Hours of operation intend to be from 11 a.m. until 1 a.m., Sunday through Thursday, 11 a.m. until 2 a.m. on Friday and Saturday. The restaurant will be open seven days per week. A one-year time limit condition is recommended for the live music/entertainment.

In February 2015, the Architectural Review Committee (ARC) met to review the application for façade renovations. The ARC request was approved and the building is currently undergoing renovations. The restaurant's two patios will include indoor/outdoor seating and counter tops.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood notice was mailed to area property owners and City Registered Neighborhood Organization contacts.
- As of the writing of this memo, Planning Staff is not aware of any concerns or opposition.

PLANNING COMMISSION VOTE REPORT

Motion to Approve.

In Favor: 5 Opposed: 0 Absent: 2 (Baron, Wastchak)

RECOMMENDED ACTION

Planning Commission and Planning Staff, upon finding consistency with the General Plan, recommend approval of the Liquor Use Permit, LUP15-0001 CRUST SIMPLY ITALIAN, subject to the following conditions:

1. Expansion, modification, or relocation beyond the approved exhibits (Site Plan, Floor Plan, and Narrative) shall void the Liquor Use Permit and require new Liquor Use Permit re-application and approval.
2. The Liquor Use Permit is granted for a Series 12 (Restaurant License) only, and any change of licenses shall require re-application and new Liquor Use Permit approval.
3. The Liquor Use Permit is non-transferable to other store locations.
4. The site shall be maintained in a clean and orderly manner.

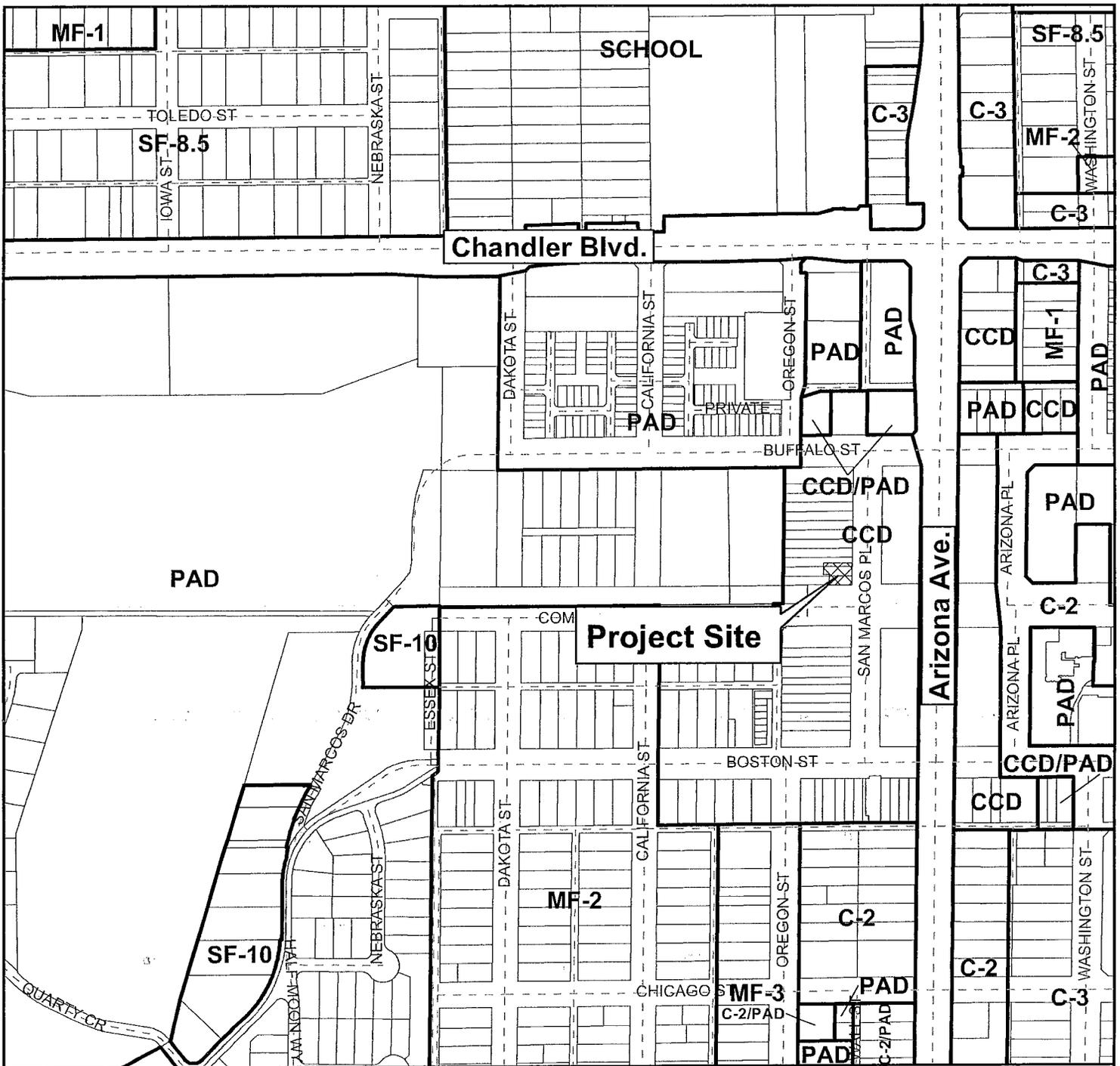
5. Music shall be controlled so as to not unreasonably disturb area residents and businesses and shall not exceed the ambient noise level as measured at the commercial property line.
6. Music shall occur indoors only.
7. The Liquor Use Permit shall remain in effect for one (1) year from the date of City Council approval. Continuation of the Liquor Use Permit beyond the expiration date shall require re-application to and approval by the City of Chandler.

PROPOSED MOTION

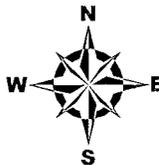
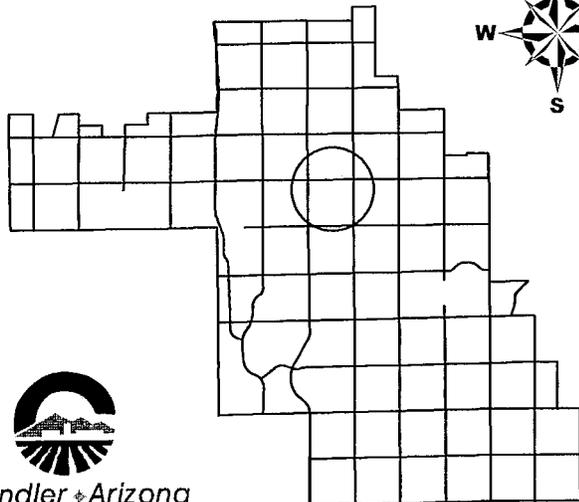
Move to approve Liquor Use Permit case LUP15-0001 CRUST SIMPLY ITALIAN, subject to the conditions as recommended by Planning Commission and Planning Staff.

Attachments

1. Vicinity Maps
2. Narrative
3. Site Plan
4. Floor Plans (Ground and Basement)



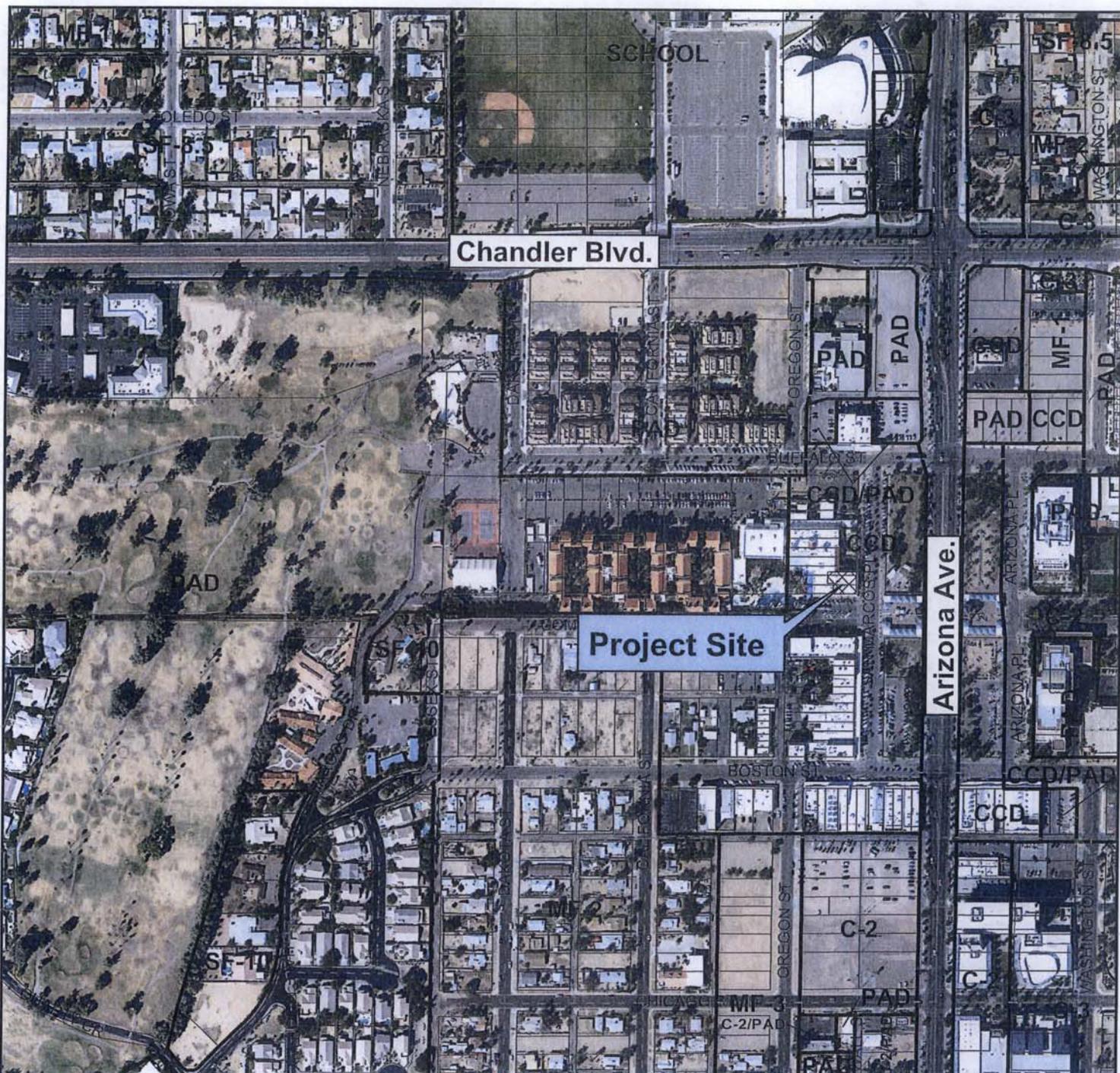
Vicinity Map



LUP15-0001

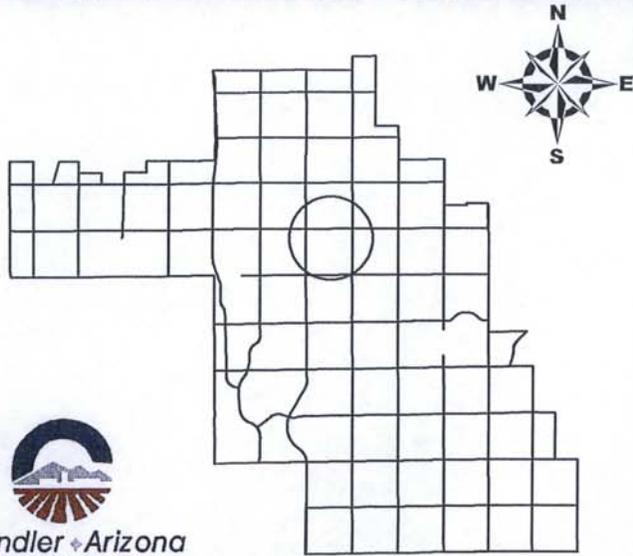
**Crust Simply Italian
Liquor Use Permit**





Project Site

Vicinity Map



LUP15-0001

**Crust Simply Italian
Liquor Use Permit**

1/2/15

Crust Restaurants is a family restaurant that started in Scottsdale in 2007. We have been granted the privilege of distributing liquor at our Scottsdale and North Phoenix location in addition to our sister concept My Pie located in Paradise Valley. Crust is looking to extend our positive reputation in the valley and is excited to call Chandler our next home. We have been fortunate enough to find a partnership in downtown Chandler in the historic San Marcos hotel, with our Crust Simply Italian concept. The address is 10 San Marcos Place, Chandler AZ 85255.

With this being a two floor endeavor, we are approaching the top floor as an east coast Italian and Pizza concept with our focus on being a value to the community, friendly service and an outstanding product. While we expect most of our alcohol sales to be concentrated around beer and wine, we would like to offer a full bar selection for variety. We will be requesting a series 12 license as we have in our other locations and will be looking to continue our high standards of service and responsibility to the public. We will have TV's, background music and at times we would like to offer live entertainment in an extremely scaled down way. This meaning if we decided to go ahead with live music it would only be the likes of 1-2 piece band, acoustic in style, perhaps singing, and 1-2 non amplified instruments. The downstairs will be more focused to being an extension of Crust while offering signature cocktails, and also the capability of a private dining room.

The upstairs will consist of a 4,128 sq footage of total restaurant space with the seating of approximately 74, and the downstairs will consist of a total sq footage of 2810 with the seating capacity of approximately 71. We are anticipating a patio area that will comply with all Arizona laws and be a smoke free area that will be approximately 500 sq ft and sit approx 35 guest.

The scope of work is a total revitalization of the premises and we are looking to have a full bar with liquor storage above and also an office in the back area where liquor will be stored under lock and key. We will be opening a full service Italian Restaurant that focuses on pizza so we are anticipating signage, parking, improvements that are in line with a fully built out restaurant. We are humbled in our opportunity to be part of such an exciting project and will also do our part in being a positive piece of society with taking our privilege and holding this to the highest standards.

Narrative

