

MEMORANDUM Planning Division – CC Memo No. 16-006

DATE: JANUARY 28, 2016
TO: MAYOR AND COUNCIL
THRU: MARSHA REED, ACTING CITY MANAGER
JEFF KURTZ, PLANNING ADMINISTRATOR
KEVIN MAYO, PLANNING MANAGER
FROM: LAUREN SCHUMANN, CITY PLANNER
SUBJECT: LUP15-0023 BELLA GUSTO

Request: Liquor Use Permit approval to allow liquor sales as permitted under a Series 12 Restaurant License for on-premise consumption within a new restaurant
Location: 1964 N. Alma School Road, Suite #1 Southwest corner of Alma School and Warner roads
Applicant: Matt Nobile, Business Owner

RECOMMENDATION

Upon finding the request to be consistent with the General Plan, Planning Commission and Planning Staff recommend City Council approve the Liquor Use Permit subject to conditions.

BACKGROUND

The subject restaurant is located at the southwest corner of Alma School and Warner roads, within the Warner Plaza. The restaurant occupies the most southern end of the shopping plaza and is adjacent to Stottler Drive. Residential properties are adjacent to the west and south of Stottler Drive. The subject site has been serving liquor since 1982 and was previously occupied by Ibiaz Blue, Mariscoc Mi Lindo Mazatlan #2, El Diamante Dining and Dancing, Boomers Dining and Dancing, Native New Yorker, Hitts Bar & Grille, and Casa Diego Restaurant. Previous liquor licenses have been for Series 7 (Beer and Wine), Series 6 (Bar License), and Series 12 (Restaurant License), which have all expired. In the past under previous owners, noise disturbances had been a problem at this site for surrounding neighbors.

The current request is for a Use Permit to sell and serve liquor as permitted under a Series 12 Restaurant License for a new restaurant. 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.

January 28, 2016

Bella Gusto is an urban pizzeria that plans to sell beer, wine, and house made lemon cello and sangria. The suite has been reduced from previous businesses to a total square footage of 4,350, which seats about 114. The restaurant will operate Sunday through Thursday from 11 a.m. to 9 p.m. with extended hours Friday and Saturday 11 a.m. to 10 p.m., and will employ 14 employees. Bella Gusto has represented they will not have live music or entertainment at any point. They plan to use a speaker system to play music at a low volume to enhance the dining experience. Planning Staff has added a stipulation to ensure music is controlled and will not disturb surrounding neighbors.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on January 12, 2016. No one attended other than the applicant.
- As of the writing of this memo, Planning Staff is not aware of any opposition to this request.

PLANNING COMMISSION VOTE REPORT

Motion to Approve.

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

RECOMMENDED ACTION

Upon finding consistency with the General Plan, Planning Commission and Planning Staff recommend City Council approve the Liquor Use Permit, LUP15-0023 BELLA GUSTO, subject to the following conditions:

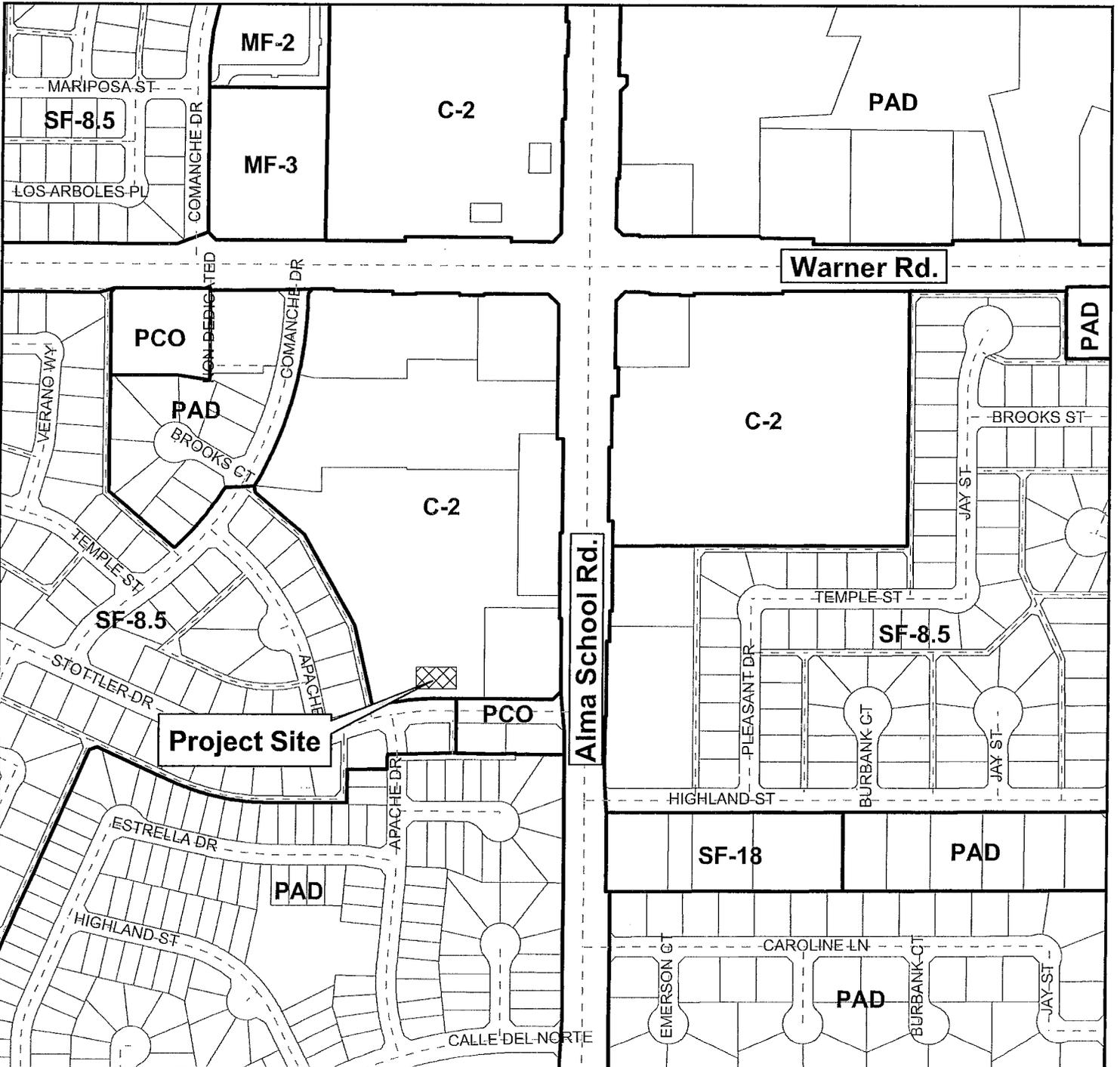
1. The Liquor Use Permit is granted for a Series 12 License only, and any change of license shall require reapplication and new Liquor Use Permit approval.
2. Expansion or modification beyond the approved exhibits (Site Plan, Floor Plan and Narrative) shall void the Liquor Use Permit and require new Liquor Use Permit application and approval.
3. The Liquor Use Permit is non-transferable to other store locations.
4. Any substantial change in the floor plan to include such items as, but not limited to, additional bar serving area or the addition of entertainment related uses shall require re-application and approval of a Liquor Use Permit.
5. Music shall be controlled so as to not unreasonably disturb area residents and shall not exceed the ambient noise level as measured at the commercial property line.

PROPOSED MOTION

Move City Council approve Liquor Use Permit case LUP15-0023 BELLA GUSTO, subject to the conditions as recommended by Planning Commission and Planning Staff.

Attachments

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



Alma School Rd.

Warner Rd.

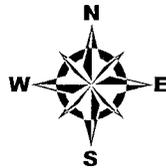
Project Site

Vicinity Map



LUP15-0023

**Bella Gusto
Liquor Use Permit**



Chandler Arizona
Where Values Make The Difference

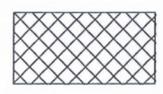


Project Site

Alma School Rd.

Warner Rd.

Vicinity Map



LUP15-0023

**Bella Gusto
Liquor Use Permit**



WARNER

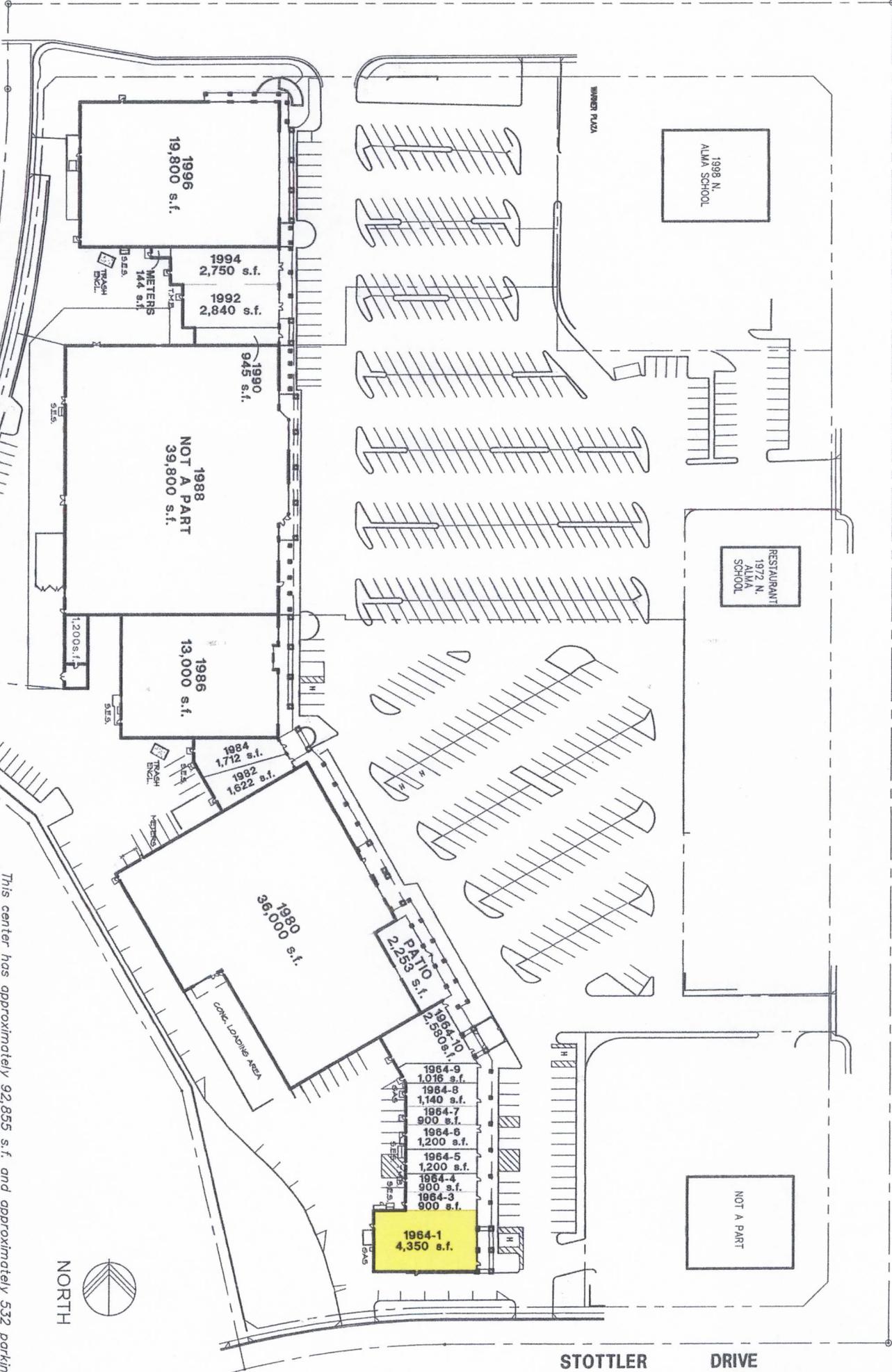
ROAD

WARNER PLAZA

LEASING PLAN

SWC WARNER RD. & ALMA SCHOOL RD.

1964 - 1996 N. ALMA SCHOOL RD., CHANDLER, AZ 85224



This center has approximately 92,855 s.f. and approximately 532 parking spaces. Any plan or exhibit attached to this property is intended to show only the general layout of the property or part thereof. Lessor reserves the right to alter, add to or omit in whole or in part the structures and/or common areas currently existing or hereafter constructed on the property or shown on any plan. The property is subject to change or modification as may be made by the landlord in its sole discretion or required by any authority having jurisdiction. Any and all measurements, distances or square footage are approximate. Lessor does not warrant or represent that any occupant currently or hereafter located at the property will remain a tenant. Lessor makes no representations, either expressed or implied as to the current or future addition or subtraction of tenants and/or occupancy of the property or any surrounding properties.

P. 114 921

Bella Gusto Urban Pizzeria is a concept that has developed over the last 35 years of combined restaurant experience. We've taken the passion, knowledge and expertise of 2 chefs that have devoted their entire lives and careers to mastering the culinary arts and sharing it with the ones they love.

Located inside the Warner Plaza at 1964 N Alma School Rd #1, Chandler, AZ 85224, the concept will include fresh handmade ingredients such as fresh mozzarella, fresh pizza dough and sauce and all fresh pastas and house cured salami. Bella Gusto will be applying to acquire a series #12 liquor license because we will be serving local and imported beers as well as a fine selection of Italian and domestic white and red wines. Along with those drinks, we will also be serving up our very own house made lemon cello and Sangrias. Our menu will consist of authentic wood-fired pizza Napolitano and fresh homemade pastas and sauces. On the lighter side, we will be serving a few different Italian sandwiches and salads. Our appetizers such as calamari and oven fired focaccia will be made fresh to order as well.

We will be planning on operating from 11am to 9pm, Tuesday through Thursday and Sunday and from 11am to 10pm, Friday and Saturday. With a total square footage of 4350sqft and 114 seats, we will have a total of 14 employees, 6 BOH and 8 FOH. We will have a two TV's over the bar so that people sitting there can enjoy their favorite team's game while they eat and drink. Music will be provided via our speaker system that will play an array of new and old, family friendly music at an enjoyable volume so our guests can enjoy their meal and friendly conversation.

To help enjoy the atmosphere and and the wonderful pizza, we are extending a portion of the bar to accommodate our authentic Neapolitan style, wood-fired oven. Patrons that sit at the pizza bar can enjoy watching our piazzios prepare our pizza Napolitano with all of our house made ingredients right in front of their very own eyes!

John Araujo – (214) 918-8144 (owner)

Matt Nobile – (702) 321-0121 (owner)