



**Chandler · Arizona**  
*Where Values Make The Difference*

#25

MAR 31 2016

**Chandler**



2010

**MEMORANDUM**                      **Planning Division – CC Memo No. 16-028**

**DATE:**            MARCH 31, 2016

**TO:**                MAYOR AND COUNCIL

**THRU:**            MARSHA REED, ACTING CITY MANAGER *MR*  
                          JEFF KURTZ, PLANNING ADMINISTRATOR *KA to JK*  
                          KEVIN MAYO, PLANNING MANAGER *KA*

**FROM:**            LAUREN SCHUMANN, CITY PLANNER *LS*

**SUBJECT:**        LUP16-0005 ALAMO DRAFTHOUSE CINEMA

**Request:**        Liquor Use Permit approval to sell and serve liquor as permitted under a Series 12 Restaurant License for on-premise consumption within a new movie theater including a restaurant

**Location:**       4955 S. Arizona Avenue  
                          Northeast corner of Arizona Avenue and Chandler Heights Road

**Applicant:**      Andrea Lewkowitz, Lewkowitz Law Office, PLC

**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 site is located within the Shoppes at Chandler Heights at the northeast corner of Arizona Avenue and Chandler Heights Road. Alamo Draffhouse Cinema is one component of the planned commercial center, which is currently being reviewed by Planning Staff. The movie theater will serve a variety of appetizers, pizzas, sandwiches, complete meals, and offer alcoholic beverages to compliment meals by guest over 21 years of age.

The request is for Liquor Use Permit approval to sell and serve liquor as permitted under a Series 12 Restaurant License for on-premise consumption within a new movie theater with lounge area. 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.

Alamo Drafthouse Cinema's new location will be the building previously planned for a fitness center and will occupy a 35,328 square foot major tenant suite. The subject site will include nine separate theaters seating 972 persons, a 3,000 square foot kitchen, and a bar in the lobby area seating 50 guest. Nearly all food and beverage are ordered from and delivered to guest in the theater, however, full menu is available at the bar in the lobby. The lobby will have recorded music and during special movie previews the theater may feature live theme music or entertainment. Typical hours of operation will be 8 a.m. to midnight. The theater will employ more than 90 employees for its food and beverage service.

### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on March 7, 2016. Two residents attended.
- 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: 5    Opposed: 0    Absent: 2 (Baron, Pridemore)

### **RECOMMENDED ACTION**

Upon finding consistency with the General Plan, Planning Commission and Planning Staff recommend City Council approve the Liquor Use Permit, LUP16-0005 ALAMO DRAFTHOUSE CINEMA, subject to the following conditions:

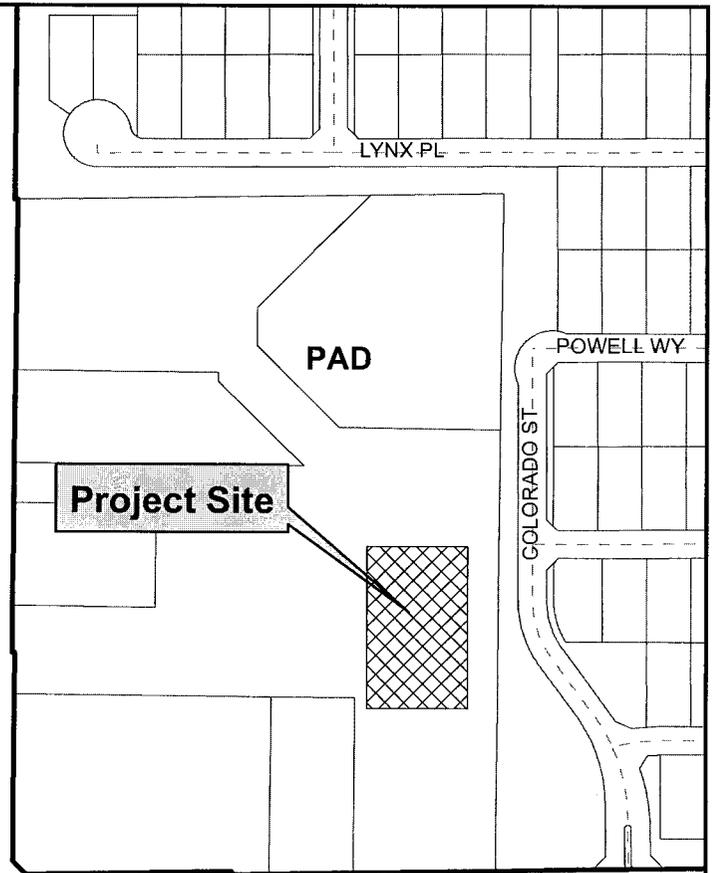
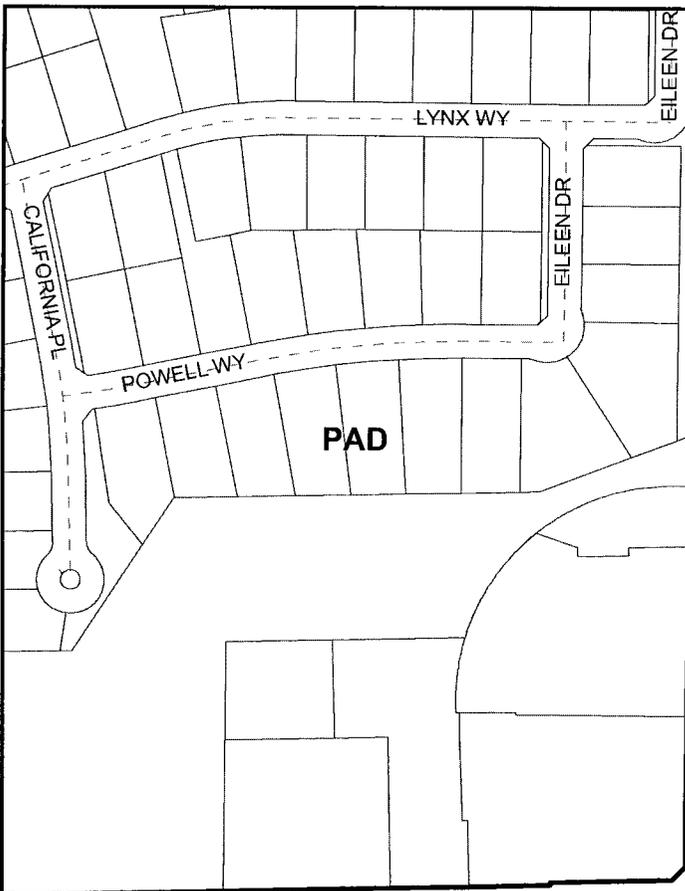
1. The Liquor Use Permit is granted for a Series 12 License only, and any change of license shall require reapplication and new Liquor Use Permit approval.
2. Expansion or modification beyond the approved exhibits (Site Plan, Floor Plan and Narrative) shall void the Liquor Use Permit and require new Liquor Use Permit application and approval.
3. The Liquor Use Permit is non-transferable to other store locations.
4. Liquor Use Permit approval does not constitute Final Development Plan approval; compliance with the details required by all applicable codes and conditions of the City of Chandler and this Liquor Use Permit shall apply.

### **PROPOSED MOTION**

Move City Council approve Liquor Use Permit case LUP16-0005 ALAMO DRAFTHOUSE CINEMA, subject to the conditions as recommended by Planning Commission and Planning Staff.

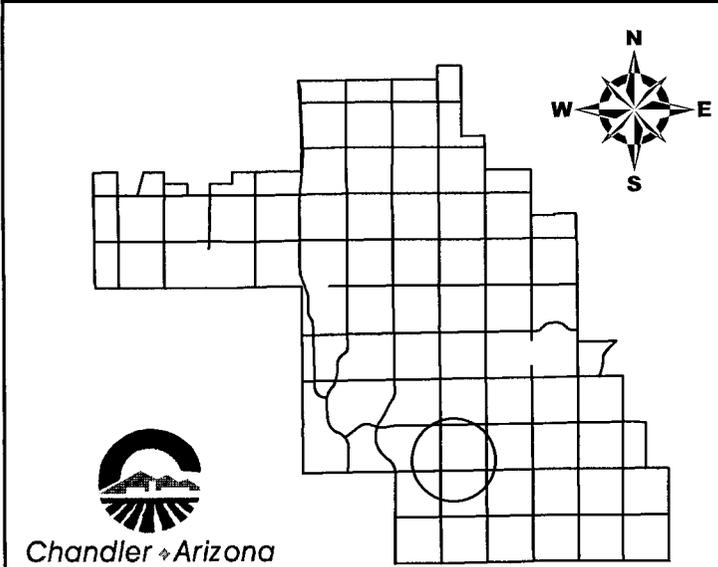
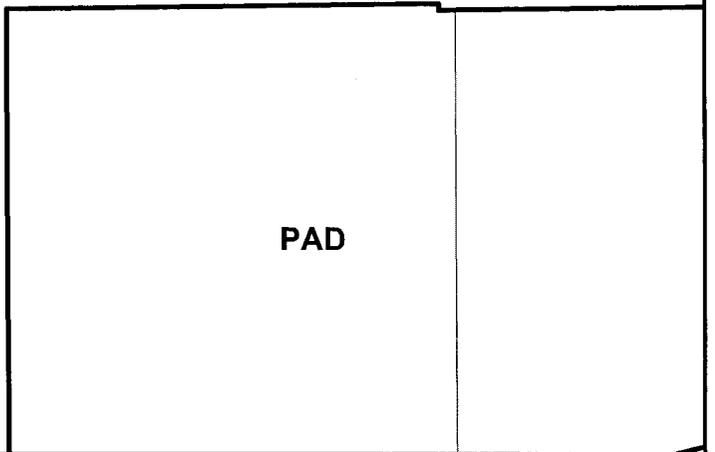
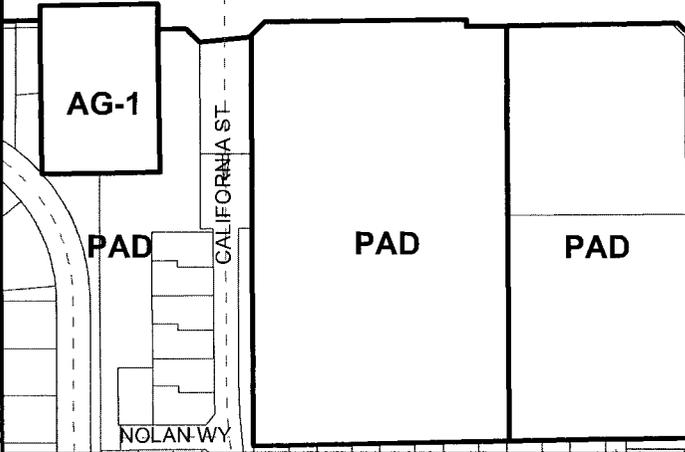
### **Attachments**

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

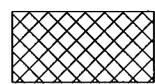


Arizona Ave.

Chandler Heights Rd.



**Vicinity Map**



LUP16-0005

**Alamo Drafthouse Cinema**

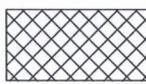


Arizona Ave.

Chandler Heights Rd.

Project Site

Vicinity Map



LUP16-0005

Alamo Drafthouse Cinema





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Andrea D. Lewkowitz  
H.J. Lewkowitz

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January 26, 2016

City of Chandler, Planning Division  
215 E. Buffalo St.  
Chandler, AZ 85226

Re: Liquor Use Permit / Alamo Drafthouse Cinemas, 4955 S. Arizona Avenue

Alamo Chandler, LLC, a franchisee of Alamo Drafthouse Cinemas, plans to open a theater at 4955 S. Arizona Avenue in the Shoppes at Chandler Heights on the northeast corner of Arizona Avenue and Chandler Heights Road. The company, which started in Austin Texas in 1997, currently has 21 locations with ten more under construction across nine states. The theaters offer full-service food menus, as well as alcoholic beverage options. Company-wide, approximately 70% of Alamo's gross food and beverage sales are from the sale of food. Applicant will apply for a series 12 restaurant liquor license for the Chandler theater. To qualify for a series 12 license, 40% of the theater's gross food and beverage sales must come from the sale of food.

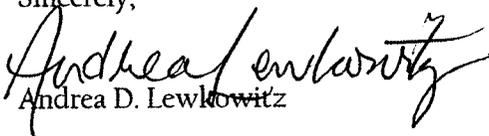
The Chandler theater will occupy approximately 35,000 square feet that includes 9 separate theaters (972 seats), a 3,000 square foot kitchen, and a large open lobby and bar. The lobby area will have four televisions and recorded music. There will not be any games or dancing; however, the theater may feature live "theme" music or entertainment to promote certain movies. The theater's regular hours will be 8 am – midnight.

Although the lobby will seat approximately 50 guests, nearly all food and beverages are ordered from and delivered to guests in the theaters. The theater will employ more than 90 employees for its food and beverage service, including a full-time executive chef and kitchen manager. The extensive food menu includes complete meals, as well as casual dining options and menu specials. Food and drinks are served on reusable dishes and glassware; alcoholic drinks are served in distinguishable glassware. Only employees over 19 will handle liquor sales and service.

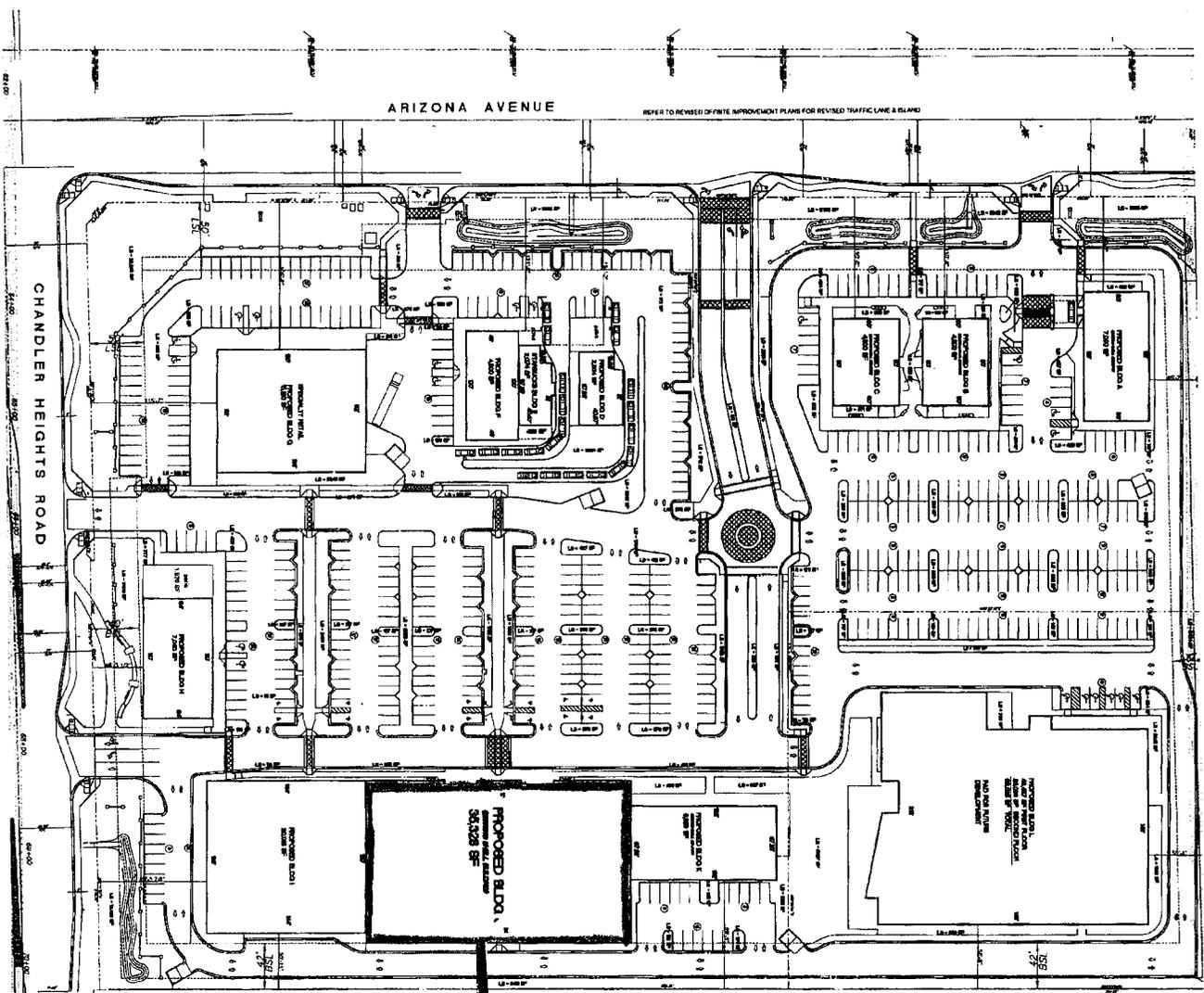
Alamo enforces the following liquor security policies:

- Guests under the age of 18 are not allowed in the theater without a parent/guardian; guests under 18 must sit immediately next to the parent/guardian in the theater.
- Guests who appear under the age of 30 must show ID to purchase alcohol.
- Staff will be trained in responsible alcohol service.

Sincerely,

  
Andrea D. Lewkowitz

Encl.: Menu, Site Plan + Floor Plan



ARIZONA AVENUE

CHANDLER HEIGHTS ROAD



**SITE PLAN "C"**

SCALE 1" = 50'-0"  
 GRAPHIC SCALE:  
 0 50 100 150 200 250'



**CONTACT INFORMATION:**

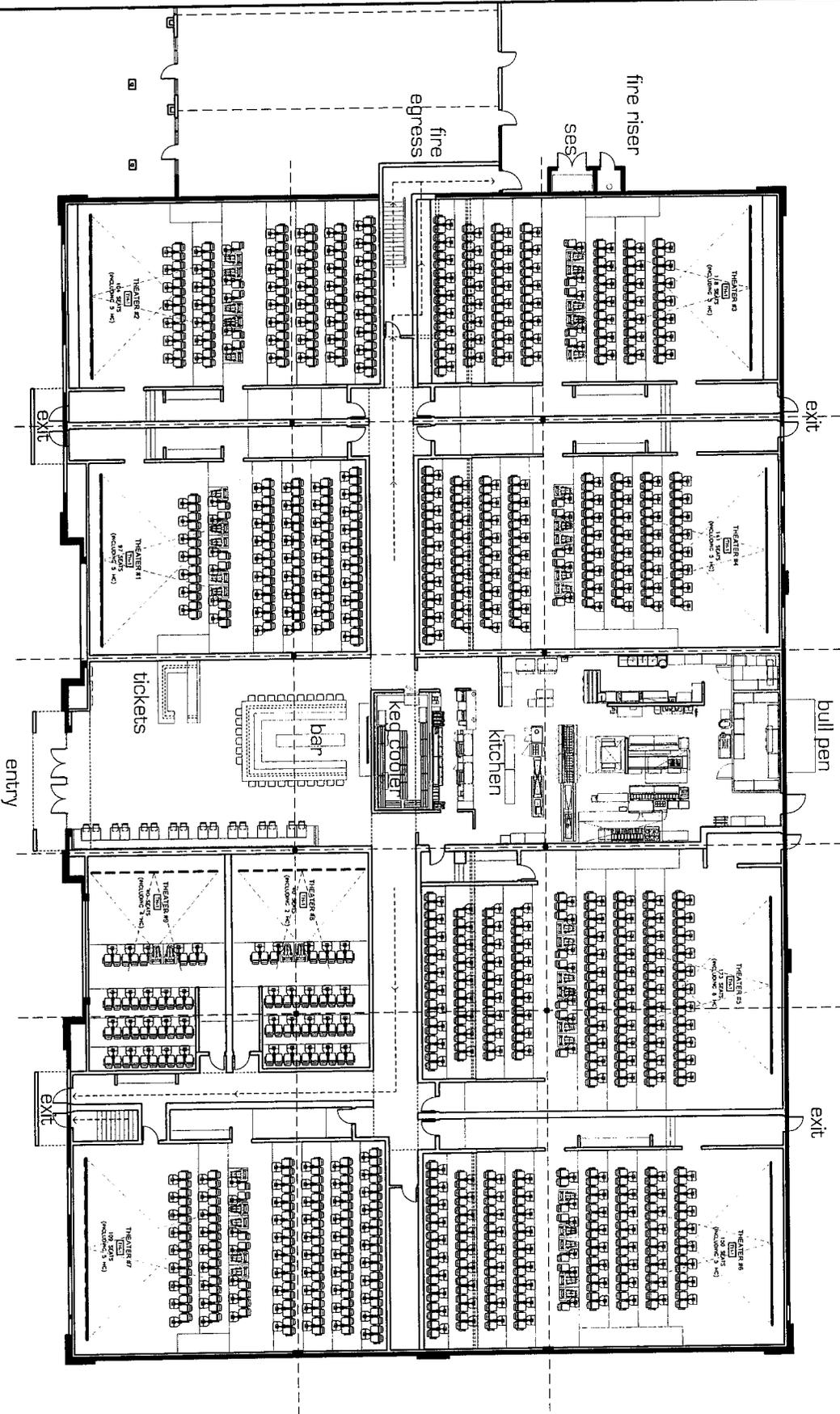
DEVELOPER:  
 TOWN WEST REALTY, INC.  
 3000 W. CAMPBELL AVE. # 200  
 TUCSON, ARIZONA 85718

ARCHITECT:  
 PAUL REYES  
 TOWNWEST DESIGN DEVELOPMENT, INC.  
 3000 W. CAMPBELL AVE. # 200  
 TUCSON, ARIZONA 85718  
 AZ REGISTRATION NO. 10951

CIVIL ENGINEER:  
 RCC DESIGN GROUP, PLLC  
 4595 E. CHANDLER BLVD.  
 PHOENIX, ARIZONA  
 AZ REGISTRATION NO. 41899

**PROJECT CALCULATIONS:**

PARCEL NO.: 303-46-001-C	
<b>SITE:</b>	17.01
<b>GROSS ACRES:</b>	67.016 S.F.
<b>GROSS SQUARE FEET:</b>	724,578 S.F.
<b>NET SQUARE FEET:</b>	724,578 S.F.
<b>NET LOT COVERAGE:</b>	55%
<b>MAXIMUM PROVIDED:</b>	21.3%
<b>LANDSCAPE COVERAGE PROVIDED:</b>	180 (27%)(21.3% - 22% COVERAGE) = 37.5% (21.3% COVERAGE) = 37.5%
<b>CURRENT ZONING:</b>	PAD
<b>PARKING PROVIDED:</b>	562 CAR SPACES
(REFER TO TRAFFIC IMPACT ANALYSIS FOR THE SHOPPES AT CHANDLER HEIGHTS CENTER FOR THE SHOPPES AT CHANDLER HEIGHTS CENTER FOR TOWN WEST DESIGN DEVELOPMENT, INC. INCLUDING SHARED PARKING ANALYSIS)	
<b>BUILDINGS:</b>	7,200 S.F.
"X" RETAIL:	4,800 S.F.
"Y" RESTAURANT:	2,400 S.F.
"Z" DRIVE THRU RESTAURANT:	2,400 S.F.
"AA" DRIVE THRU RESTAURANT:	2,074 S.F.
"BB" RETAIL:	15,300 S.F.
"CC" RETAIL:	7,040 S.F.
"DD" FITNESS CENTER:	20,016 S.F.
"EE" RETAIL:	35,326 S.F.
"FF" FIRST FLOOR:	46,427 S.F.
"GG" SECOND FLOOR:	23,098 S.F.
<b>TOTAL BUILDING AREA:</b>	182,204 S.F.
<b>CONSTRUCTION TYPE:</b>	VB
<b>OCCUPANCY TYPE:</b>	
<b>RETAIL GROUP:</b>	
<b>RESTAURANT GROUP:</b>	



total theater seating 972

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 architecture . concepts  
**aline**

alamo drafthouse cinema

chandler, az.  
 date: december 08, 2015  
 scale: 1"=240'-0"

