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JUL 28 2016

Chandler

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Where Values Make The Difference

MEMORANDUM **Planning Division – CC Memo No. 16-072**

DATE: JULY 28, 2016

TO: MAYOR AND COUNCIL

THRU: MARSHA REED, CITY MANAGER
JEFF KURTZ, PLANNING ADMINISTRATOR
KEVIN MAYO, PLANNING MANAGER

FROM: SUSAN FIALA, AICP, CITY PLANNER

SUBJECT: LUP16-0017 STREETS OF NEW YORK

Request: Liquor Use Permit approval to sell and serve all types of spirituous liquor for on-premise consumption indoors as permitted under a Series 12 Restaurant License

Location: 5965 West Ray Road, Suite 22, the southeast corner of Ray and Kyrene roads

Applicant: Lorraine Glaeser

RECOMMENDATION

Upon finding the request to be consistent with the General Plan, Planning Commission and Planning Staff recommend approval subject to conditions.

BACKGROUND

The existing restaurant is located at 5965 West Ray Road, Suite 22, at the southeast corner of Ray and Kyrene roads, within the Laguna Village shopping center. The nearest single-family residential subdivisions are Viewcrest, located to the south, and Village Court at Gila Springs, located to the west, across Kyrene Road. The restaurant currently operates under a Series 7 Beer and Wine Bar license, approved in 1997. A condition of the approval stated if there is a change in license type, a new liquor use permit application would be required.

Suite 22 is approximately 4,410 square feet and provides 140 indoor seats. Hours of operation are Monday through Thursday from 10:30 a.m. until 9:30 p.m., 9:30 a.m. until 10:30 p.m. on Friday and Saturday, and 11 a.m. until 9:30 a.m. on Sunday.

The request is for Liquor Use Permit approval to sell and serve all types of spirituous liquor for on-premise consumption indoors as permitted under a Series 12 Restaurant License. A Series 12

Restaurant License allows an establishment the on-site sale and serving of all types of spirituous liquor for on-premise consumption and requires at least 40% of gross revenue from the sale of food.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on June 21, 2016. No one attended other than the applicant.
- As of the writing of this memo, Planning Staff is not aware of opposition to the request.

PLANNING COMMISSION VOTE REPORT

Motion to Approve.
In Favor: 5 Opposed: 0 Absent: 1 (Wastchak)

RECOMMENDED ACTION

Upon finding consistency with the General Plan, Planning Commission and Planning Staff recommend City Council approve the Liquor Use Permit, LUP16-0017 STREETS OF NEW YORK, subject to the following conditions:

1. 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.

2. The Liquor Use Permit is granted for a Series 12 Restaurant license, and any change of license shall require reapplication and new Liquor Use Permit approval.

3. The Liquor Use Permit is non-transferable to any other location.

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

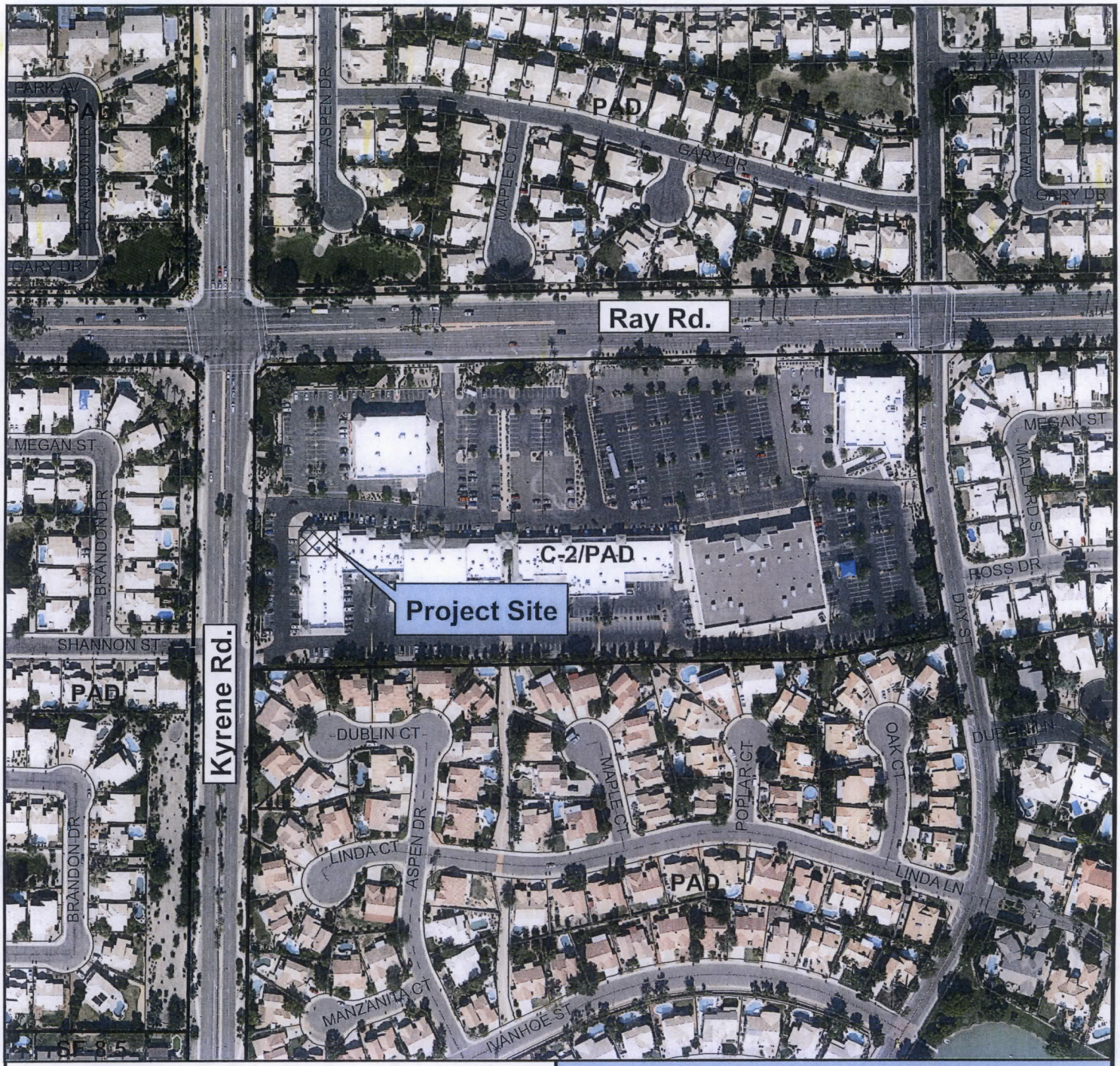
5. Any substantial change in the floor plan to include such items as, but not limited to, additional bar serving area or the addition of entertainment related uses shall require re-application and approval of a Liquor Use Permit.

PROPOSED MOTION

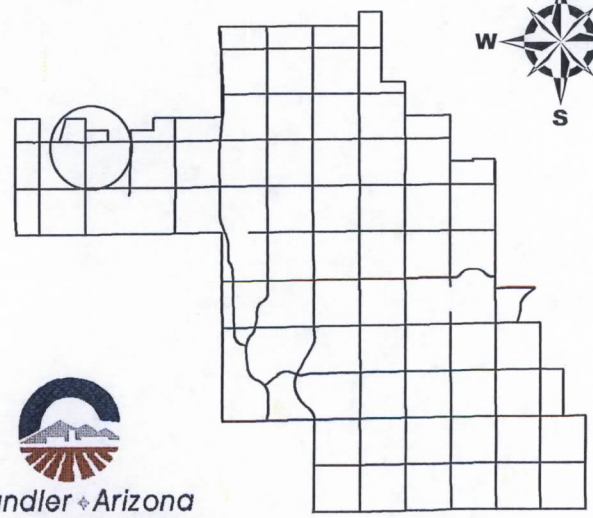
Move City Council approve Liquor Use Permit case LUP16-0017 STREETS OF NEW YORK, subject to the conditions as recommended by Planning Commission and Planning Staff.

Attachments

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



Vicinity Map



LUP16-0017

Streets of New York
Liquor Use Permit

Chandler Arizona
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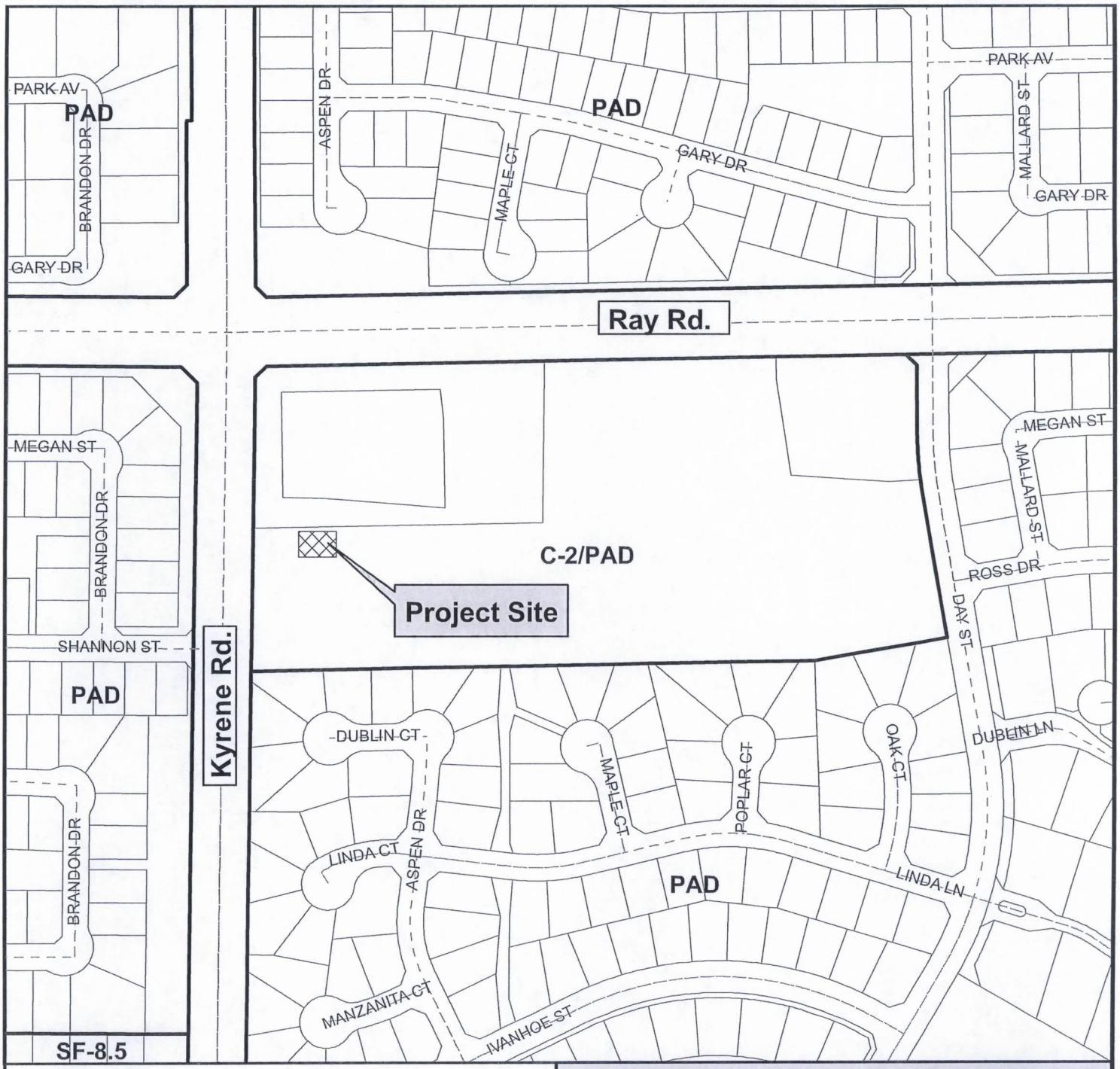
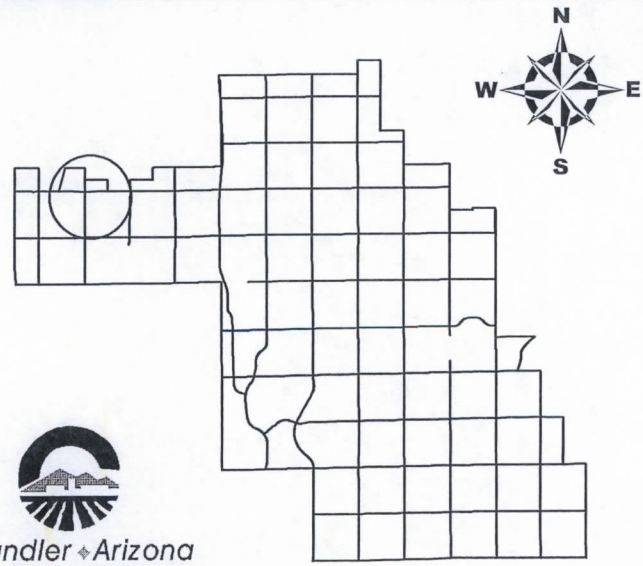
CITY OF CHANDLER 6/6/2016



Vicinity Map



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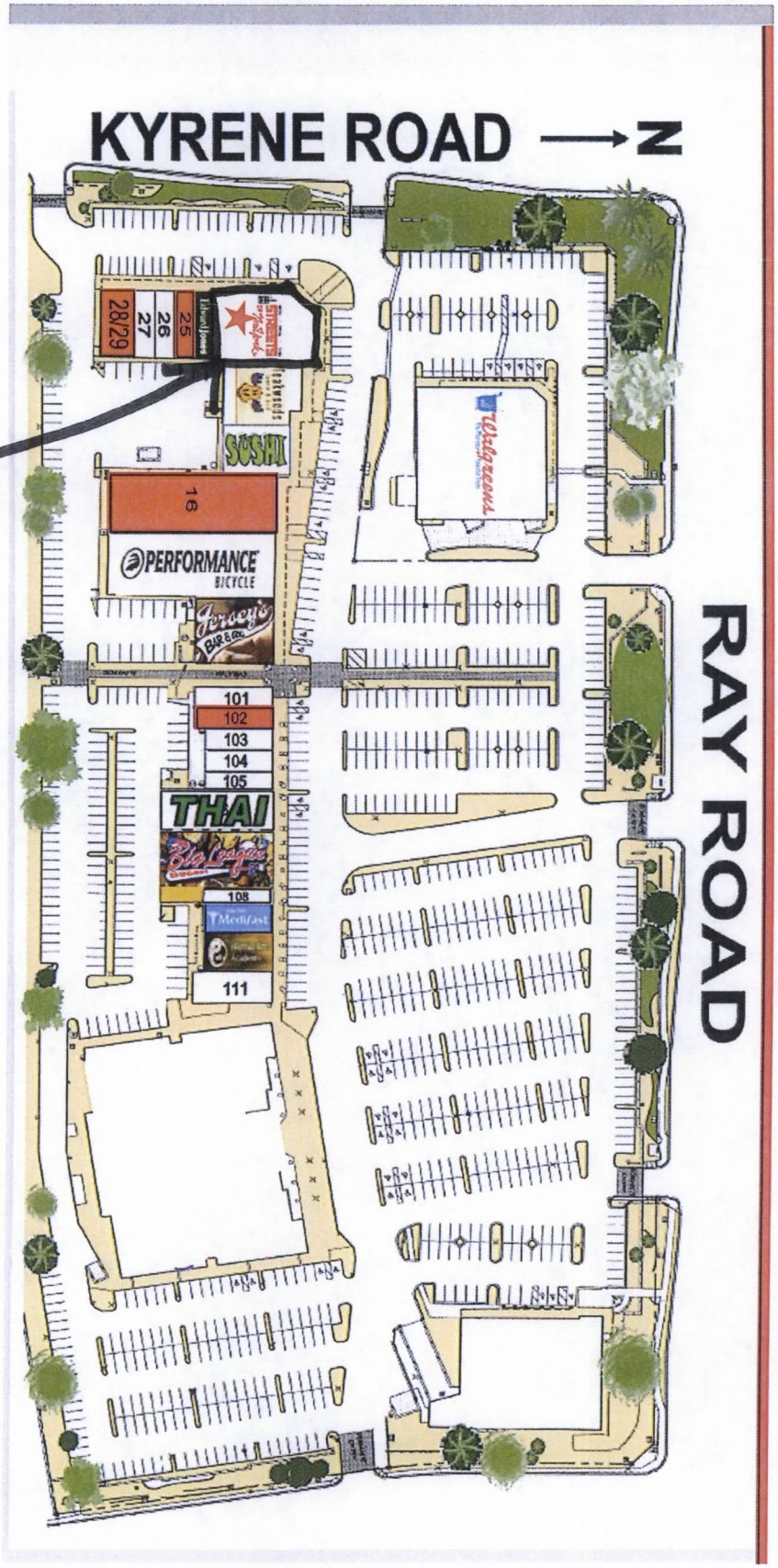
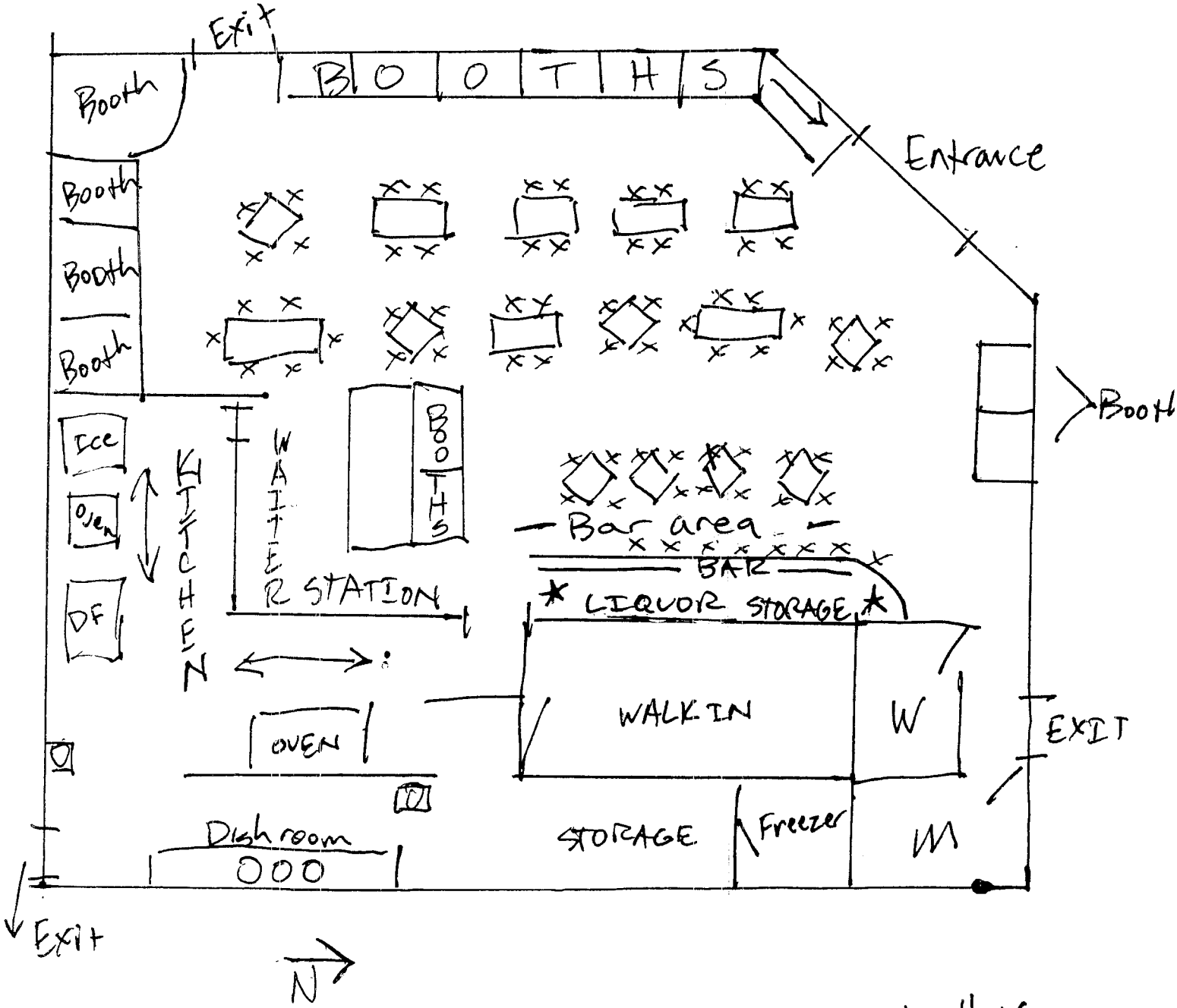


Suite 22

SITE PLAN



Streets of New York #16
5965 W. Ray Rd
Suite 22
Chandler

Streets of New York

Corporate Narrative

The first Streets of New York restaurant was established in 1976 by Bernd & Lorraine Glaesar when they acquired an existing restaurant at 32nd St & Cactus in Phoenix, Arizona. They revised the menu, created their own unique decor, trained staff and began promoting the restaurant to the neighborhood. The success of this first Streets of New York led to the creation of what is today a twenty two restaurant chain operating in the Phoenix metropolitan area with additional locations reaching as far as Las Vegas, Nevada. Continued, well conceived menu changes, commitment to quality in both food offering and serving environment have contributed to what is now more than a forty year track record of success.

The size of this restaurant chain has merited a corporate staff involved full-time in corporate and restaurant accounting, all centralized, a Director of Operations and Operations Manager who train, implement new menu items and maintain overall quality control. Three area supervisors currently oversee the management of the restaurant locations.

Streets of New York describes its marketing position to be that of casual dining - serving high quality, tasty food in an inviting, comfortable environment. Since a guest's perception of value is based on their measurement of food quality, manner of service and ambiance of the restaurant as compared to price, Streets of New York manages its restaurants will all three of these components as the driving forces.

Service

Streets of New York has developed a comprehensive program comprised of Function Descriptions for each position in the restaurant and Restaurant Operations Manuals describing each function performed. This program addresses food preparation, cooking and presentation, guest service

from entry to order taking to bill processing and cash handling. Each employee is trained, tested and evaluated on this operations program. Corporate policies are strictly enforced to provide consistency throughout all of the locations.

Restaurant Environment

Streets of New York provides dine in service with both interior dining areas and exterior patio service (at select locations). Great care is taken to design and decorate these areas in a manner that is warm, inviting and "guest friendly." The kitchen serves the dining area through one or more pass-through windows which allows guest awareness of the kitchen activity. The Streets of New York is fastidious in its commitment to cleanliness. Staff is trained and regularly scheduled for specific cleaning tasks and Restaurant Managers utilize our Operations Checklist daily to assure each task is performed properly. As needed, Streets of New York undertakes a redecoration program to keep each restaurant up to date thereby instilling in the guest a feeling of comfort concerning the restaurant

Introducing Full Bar

The Streets of New York has introduced the full bar concept to multiple locations. Expanding from the beer and wine menu has allowed guests more options and enhanced the overall quality of the dining experience. Implementing a full bar also adds a competitive edge which is now a standard expectation in the business. There is a comprehensive training program in place to secure a safe and responsible drinking atmosphere. Staff is trained on proper handling procedures and Arizona liquor laws.

The Streets of New York located at 5965 W Ray Rd, Suite 22, in Chandler has recently applied for a Series 12 Restaurant & Liquor license. This location has already conducted extensive training in preparation for the upcoming license change from our current Series 7 Beer & Wine license. All eighteen

employees have been educated on the license and those who will be serving liquor will continue to receive training on a regular basis. This location seats 140 people and consists of indoor seating only, there is not an outdoor patio. The unit itself is 4,410 square feet. Entertainment consists of televisions and music. Music is limited to radio only. There is no live entertainment or music. The Streets of New York is open seven days a week, Monday through Thursday 10:30 am to 9:30 pm, Friday and Saturday 9:30 am to 10:30 pm and Sunday 11:00 am to 9:30 pm. This location can be referred to as Location #16. Upon approval of license, this location is fully ready to implement a full bar.

Contacts:

Lorraine Glaesar - Owner

Rick Peterson - C.O.O.

Zane Rome - Area Supervisor

Fawn Melquist - General Manager

Phone Numbers:

Corporate Office - (602) 953-8777

Location #16 - (480) 893-6700