



Chandler · Arizona
Where Values Make The Difference



MEMORANDUM Transportation & Development - PZ Memo No. 12-123

DATE: DECEMBER 3, 2012

TO: PLANNING AND ZONING COMMISSION

THRU: R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR
 JEFF KURTZ, PLANNING ADMINISTRATOR
 KEVIN MAYO, PLANNING MANAGER *KM* *J*

FROM: JESSICA SARKISSIAN, AICP, CITY PLANNER *J*

SUBJECT: LUP12-0029 EL ZACATECANO

Request: Use Permit approval to sell liquor as permitted under a Series 12 (Restaurant) liquor license for on-premise consumption only

Location: 474 W. Ray Road,
 East of the northeast corner of Ray Road and Iowa Street

Applicant: Noelia Ortiz, Owner

RECOMMENDATION

The request is for Use Permit approval to sell liquor as permitted under a Series 12 (Restaurant) liquor license for on-premise consumption only within an existing restaurant. The subject site has an expired Liquor Use Permit which was approved on April 14, 2011. The 2011 approval included the addition of live music to an existing approved Liquor Use Permit. Staff, upon finding consistency with the General Plan and zoning, recommends approval of the use permit.

BACKGROUND

The subject site is located east of the northeast corner of Ray Road and Iowa Street, approximately 1/3 of a mile west of Arizona Avenue. The subject site is 2,400 square feet and is part of a larger 7,400 square foot inline shop space. West of the inline shops space is a convenience store; east of the center is a Sonic drive-thru restaurant; north of the commercial center is the Thunderbird Estates single-family residential neighborhood.

The previous restaurant was approved for a Series 12 Restaurant liquor use permit with live entertainment in April 2010 with a one-year condition for Staff review. That restaurant has since vacated and El Zacatecano has taken over the site with a new restaurant with different owners. The restaurant is proposing to be open Monday through Wednesday from 9 a.m. to Midnight and Thursday through Sunday from 9 a.m. to 2 a.m. The restaurant has seating for 40 or more patrons and will employ roughly 8-10 people. In addition to the sale of alcohol, the restaurant is also proposing to continue to have occasional live music on the weekends with all events taking place indoors. The live music area is located at the front of the building, furthest away from residential homes in the same location as the previously approved liquor use permit. Staff has added a condition to further address the live music/entertainment component.

A Series 12 Restaurant License allows the on-site sale of beer, wine, and spirits for on-site consumption only. The establishment must derive at least 40 percent of its gross revenue from the sale of food and non-alcoholic beverages.

DISCUSSION

Staff supports the request, finding that a restaurant is appropriate at this location. Staff supports the addition of the Series 12 Restaurant License with the stipulation for a one-year timing condition for Staff to monitor potential concerns regarding the live music/entertainment for the new owner.

PUBLIC/NEIGHBORHOOD NOTIFICATION

This request was noticed in accordance with the requirements of the Chandler Zoning Code.

- Notices were mailed to all property owners within a six hundred foot radius and all Registered Neighborhood Organizations (RNOs) within ¼ mile.
- A neighborhood meeting was held on Wednesday, November 28, 2012. No neighbors were in attendance.

At the time of this writing, Staff has received no opposition for this application.

RECOMMENDED ACTION

Staff, upon finding consistency with the General Plan and zoning, recommends approval of LUP12-0029 EL ZACATECANO, subject to the following conditions:

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

5. No noise shall be emitted from music occurring indoors, that exceeds the general level of noise emitted by uses outside the premises of the business and further will not disturb adjacent businesses and residents.

PROPOSED MOTION

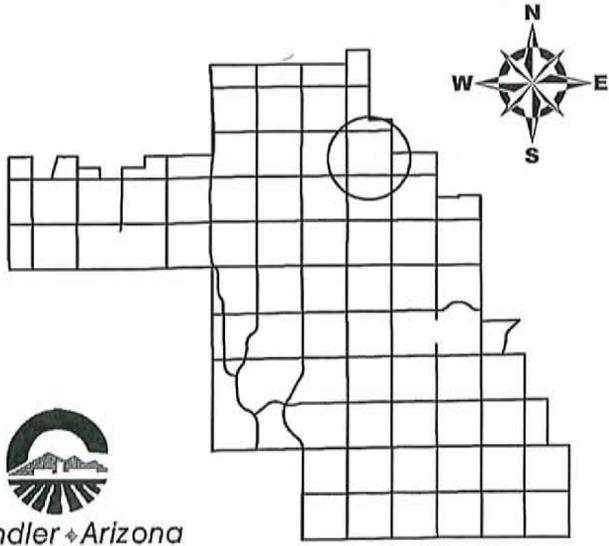
Motion to recommend approval of LUP12-0029 EL ZACATECANO, Use Permit to sell liquor as permitted under a Series 12 liquor license for on-premise consumption only; subject to the conditions recommended by Staff.

Attachments

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



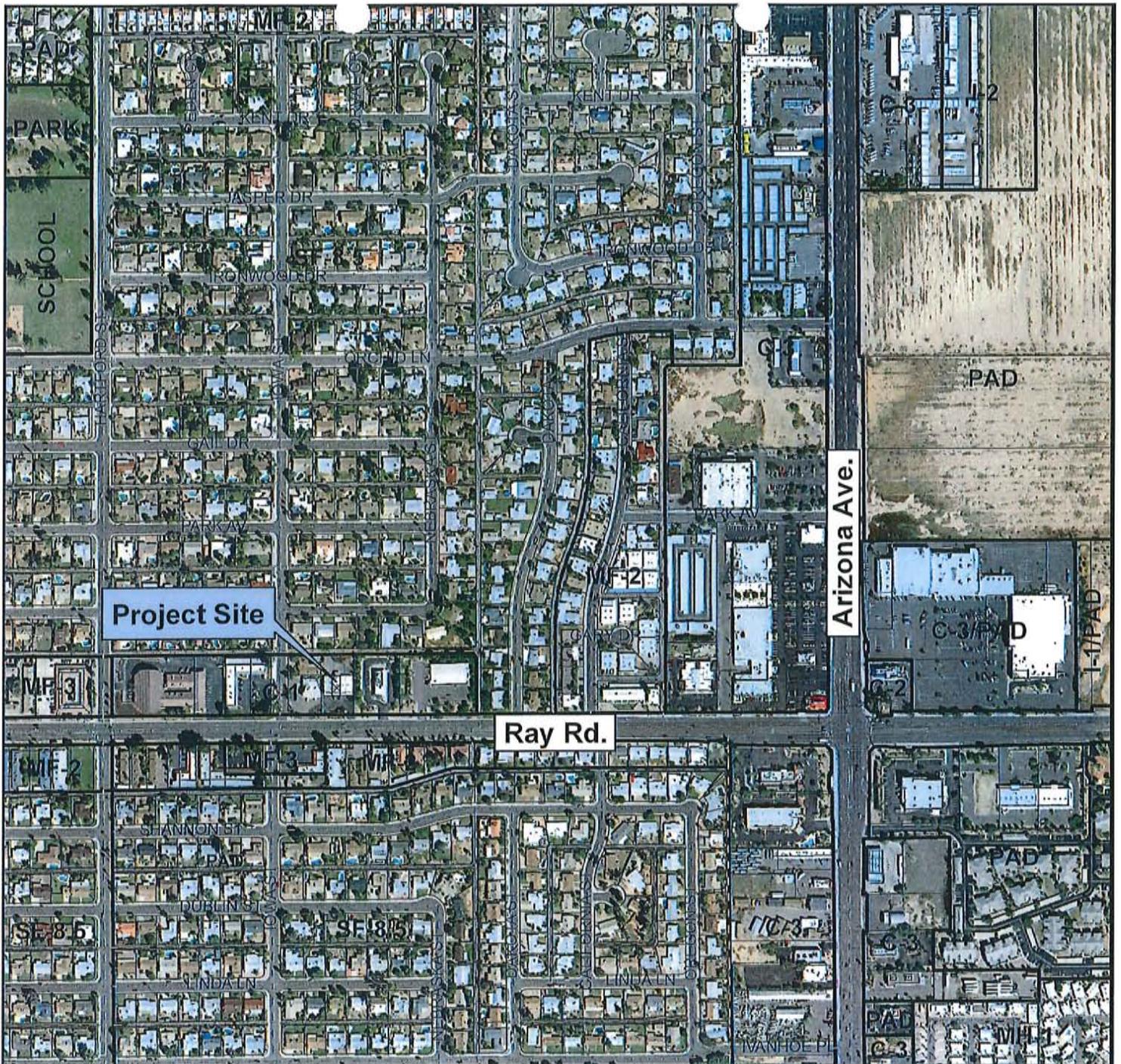
Vicinity Map



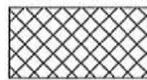
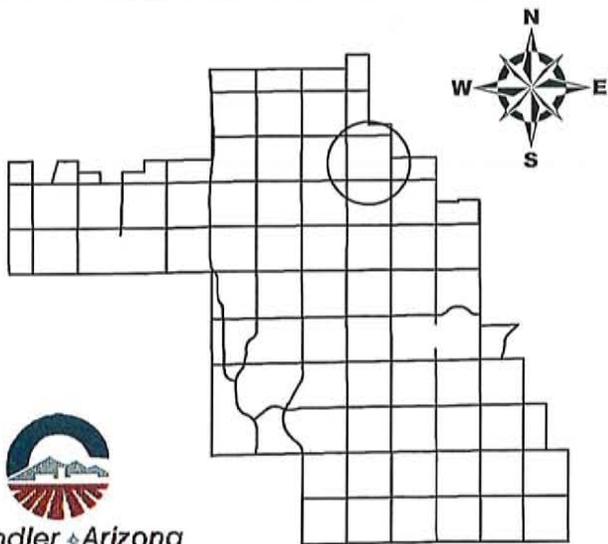
LUP12-0029

**El Zacatecano
Liquor Use Permit**





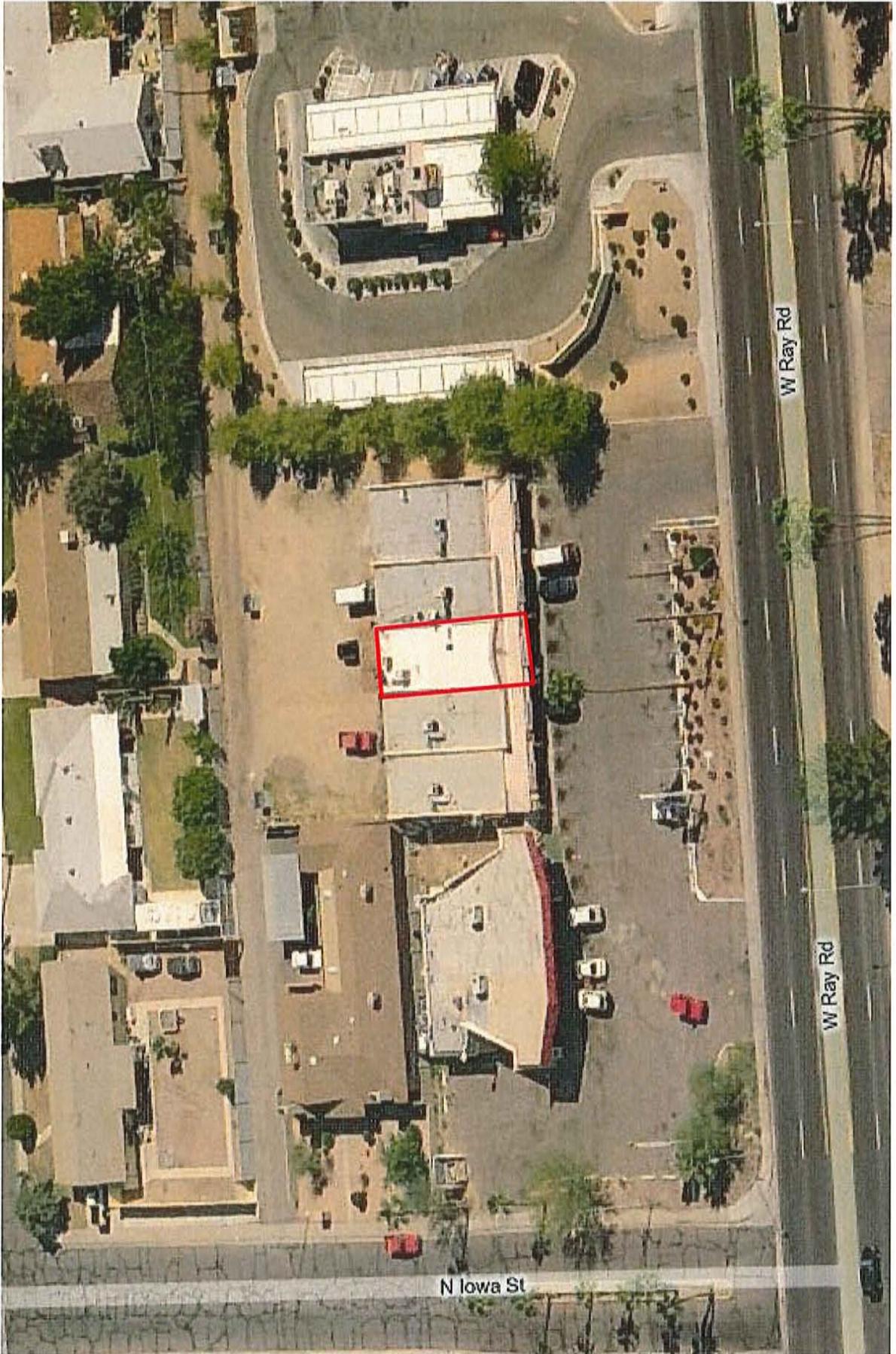
Vicinity Map



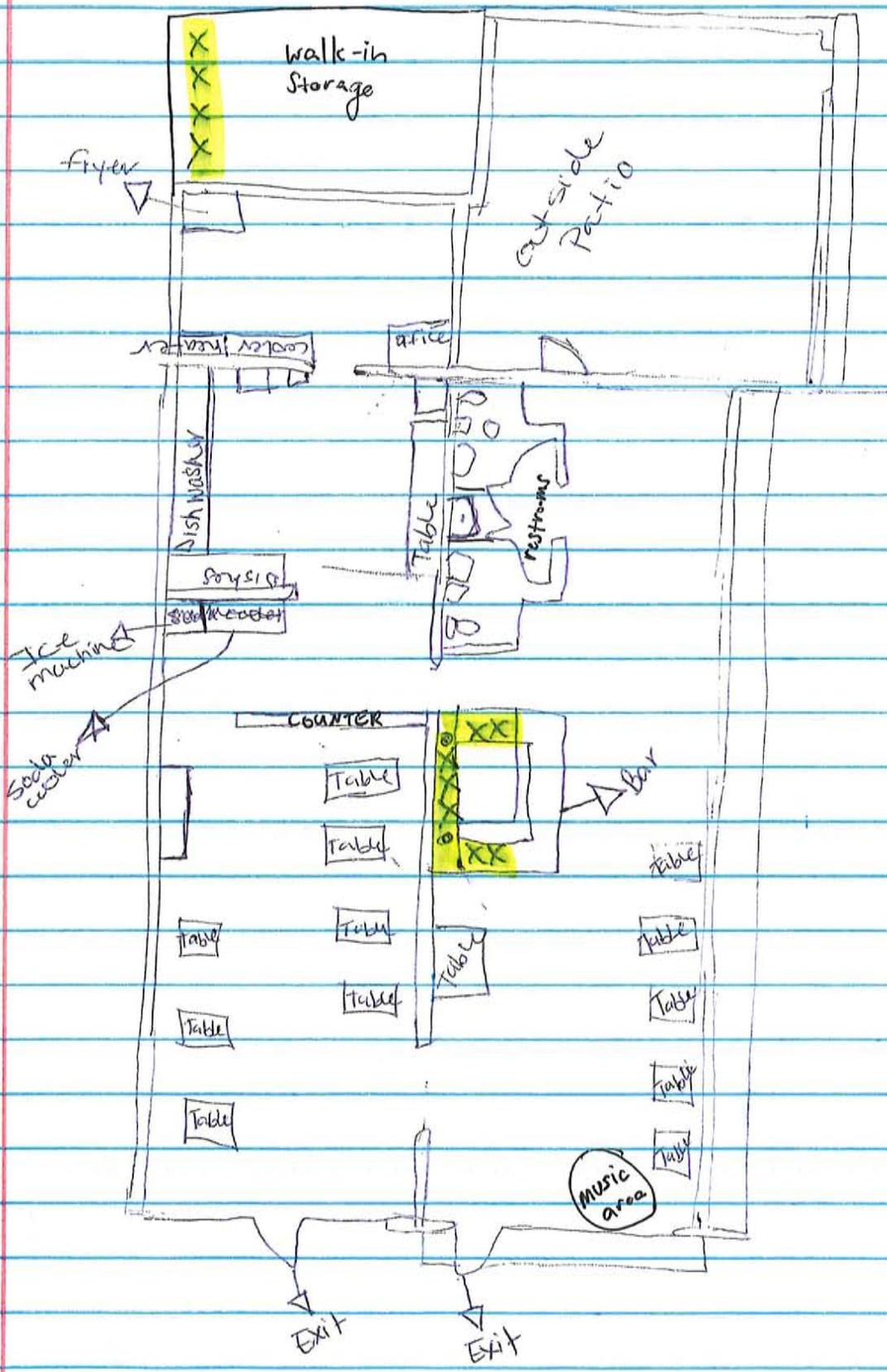
LUP12-0029

**El Zacatecano
Liquor Use Permit**

LUP12-0029
AERIAL MAP



XXXX = liquor storage



I Noelia Ortiz is side owner of El Zacatecano located at Thunderbird Plaza 474 W. Road Chandler AZ, 85225, This business has been open since 2003, former names are Don Jose's Taqueria, Carnitas Michoacan, La Parrilla Garden Restaurant, I became the new owner of this business in August 2012, The Restaurant is total 2600 Square feet with the expanded side included.

Current ~~business~~ hours are 8am to 8pm Sunday thru Saturday, however if the business license #12 that I am applying for is approved, I would like to have my business hours change to 9am to 12 mid Monday thru Wednesday; 9am ^{to} ~~thru~~ 2am Thursday thru Sunday. My plan consist of continuing to have the same specialized menu of Mexican food, liquor, extended hours of operation and same occasional entertainment of the weekends such as local bands to attract more customers.

When I have a band they would be set up at the Southeast corner of the restaurant which would be close to the door to minimize noise towards the back of the building. I understand that even if the houses behind the business are not too close it is important not to disturb the neighbors with noise and the best way to maintain everything quiet without po complains

all entertainment will be inside the building.
I will also have 4 televisions for customers to watch sports.

My plan to make sure the restaurant runs smoothly is to have $\frac{3-4}{2-3}$ waitresses to start and then upon request if business is more busy I will hire more to make sure customers are well taken care of. I want to make sure I have enough employees to serve the customers and keep track of liquor sales. I will be the manager for the business. I will have 2 cooks.

RESTAURANT EL ZACATECANO MEXICAN FOOD 480-963-2297



474 W. Ray Rd. ~ Chandler AZ 85225

Con el Delicioso Sabor de la Comida Mexicana

Mariscos/Sea Food

Tostada de Ceviche de Camaron	\$3.00
Camarones a la Diabla	\$8.95
Mojarra Frita	\$8.95
Caldo de Camaron	\$8.95
Camarones empanizados	\$8.95
Camarones Rancheros	\$8.95
Fajitas de Camaron	\$8.95
Cocktel de Camarones G.\$11.99 Ch. \$7.99	

BREAKFAST PLATE

Huevos a la mexicana	\$6.95
Huevos con Jamon	\$6.95
Huevos con Machaca	\$6.95
Huevos con chorizo	\$6.95
Huevos con Bistek	\$6.95
Huevos Rancheros	\$6.95

BREAKFAST BURRITO

Ham & Eggs	\$3.50
Machaca	\$3.50
Chorizo	\$3.50

BEBIDAS

Aguas and Sodas	Med. \$1.75 G.\$2.00
	(Refills 1/2 price)
Mexican Sodas	\$1.75
Jugos	Med.\$2.50 G.\$3.50
Licuados	Med.\$2.50 G.\$3.50

CARNES:

**ASADA*PASTOR*CABEZA*
LENGUA*CHORIZO*BUCHE*
CARNITAS*POLLO*BIRRIA**

Tacos	\$1.25
Tortas	\$4.50
Sopes	\$2.50
Burritos	\$3.99

House Specialties

Especialidades de Casa

Fajitas de Res, Pollo y Camaron (Orden para 2 personas)	\$14.99
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QUESADILLAS

Puro Queso	\$3.50
Con Carne	\$5.50

SIDE ORDERS

Rice/Beans	\$1.50
Chesse or Guacamole	\$.50
Corn Tortillas (x3)	\$.50
Chips and Salsa	\$1.50
French Fries	\$1.75
Order of Guacamole	\$1.99

**SABADOS Y DOMINGOS
SABADO**