



MEMORANDUM Transportation & Development – PZ Memo No. 13-072

DATE: SEPTEMBER 18, 2013
TO: PLANNING AND ZONING COMMISSION
THRU: R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR *RJZ*
 JEFF KURTZ, PLANNING ADMINISTRATOR *JK*
 KEVIN MAYO, PLANNING MANAGER *KM*
FROM: SUSAN FIALA, CITY PLANNER *SJAF*
SUBJECT: LUP13-0009 MORENO’S MEXICAN GRILL

Request: Liquor Use Permit approval to sell liquor as permitted under a Series 12 Restaurant License for on-premise consumption in a new restaurant and new outdoor patio
Location: 2100 South Gilbert Road, Suite 14, southwest corner of Germann and Gilbert roads
Applicant: Jose A. Moreno and Martina Moreno

RECOMMENDATION

Planning Staff, finding consistency with the General Plan and the Planned Area Development (PAD) zoning, recommends approval subject to conditions.

BACKGROUND

The subject site is located at the southwest corner of Germann and Gilbert roads in the Mill Crossing shopping center. JCPenney, McDonald’s, Firehouse Subs, Comerica Bank, and other retailers are existing businesses in the center.

The request is for Liquor Use Permit approval to sell liquor as permitted under a Series 12 Restaurant License for on-premise consumption in a new restaurant and new outdoor patio.

Moreno’s Mexican Grill is a new restaurant, located in an interior suite. The restaurant and outdoor patio are approximately 2,275 square feet in total floor area. The restaurant will be open seven days a week. Hours of operation will be from 9 a.m. to 9 p.m., Monday through Thursday, 9 a.m. to 9:30 p.m. on Friday and Saturday, and 9 a.m. to 8 p.m. on Sunday. Seating is approximately 68 seats indoors and 20 seats in the outdoor patio. The 216 square foot outdoor

patio is surrounded by a three foot high wrought iron fence. Two twelve inch speakers are located in the outdoor patio area and broadcast traditional Mexican music from a Pandora box. No live entertainment is proposed.

A Series 12 Restaurant License allows the on-site sale of beer, wine, and spirits for on-premise consumption. 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. See attached menu.

DISCUSSION

Planning Staff supports the request, finding that the restaurant and the outdoor patio are compatible with the existing retail and restaurant establishments at Mill Crossing. There have been no complaints filed with the Police Department or opposition during the neighborhood notification and public notification processes.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on July 29, 2013, at the Downtown Community Center. No one other than the applicant attended.
- The Police Department has been informed of the application and has no issues or concerns.
- As of this writing, Planning Staff has not received any phone calls or letters in opposition to the request.

RECOMMENDED ACTION

Planning Staff, upon finding consistency with the General Plan and zoning, recommends approval of LUP13-0009 MORENO'S MEXICAN GRILL, subject to the following conditions:

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

PROPOSED MOTION

Move to recommend approval of Liquor Use Permit, LUP13-0009 MORENO'S MEXICAN GRILL, subject to the conditions recommended by Planning Staff.

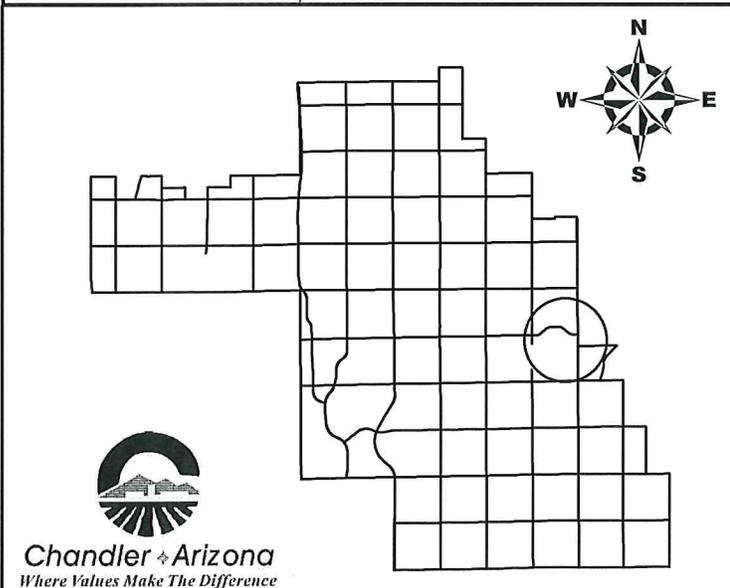
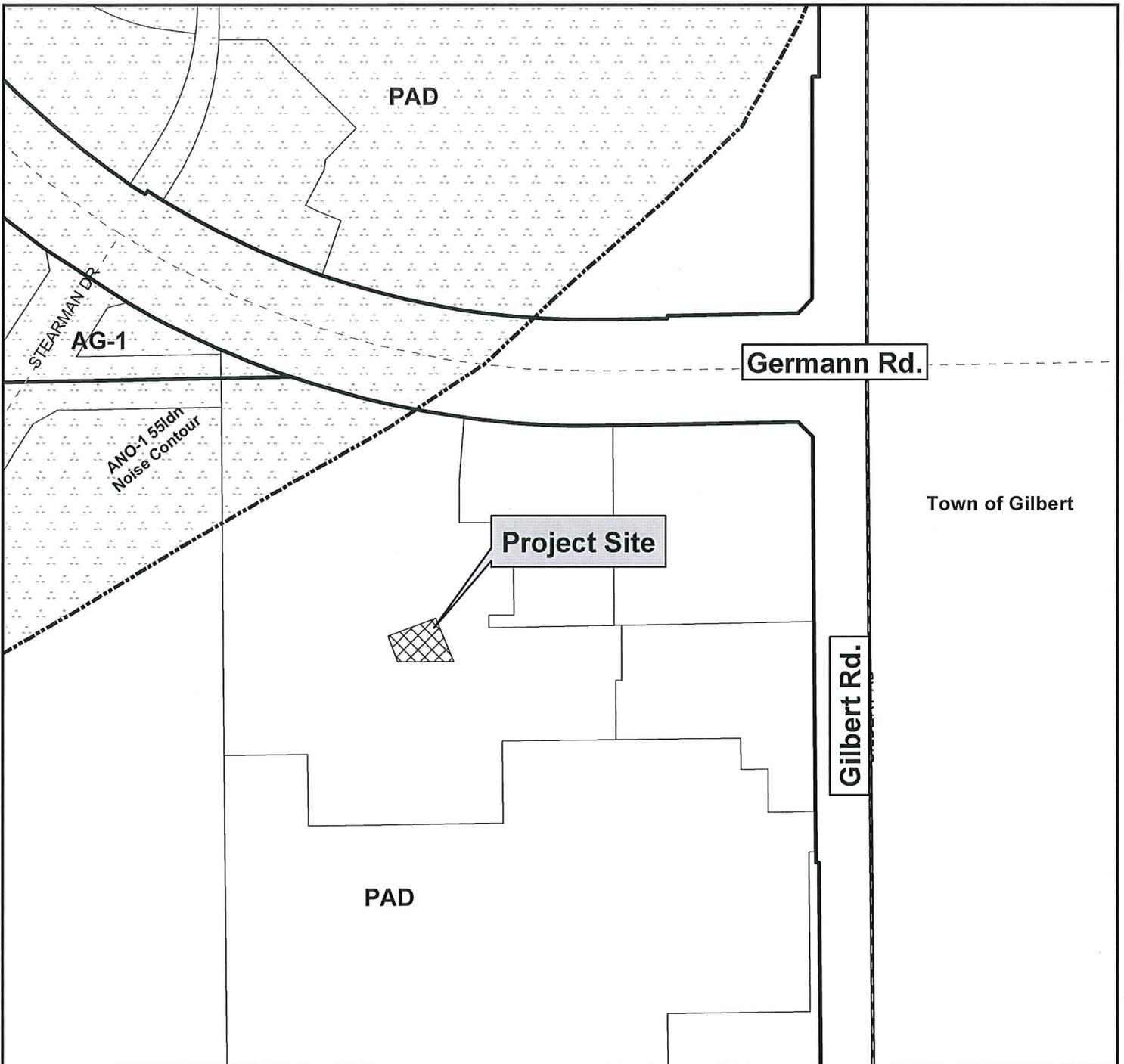
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Attachments

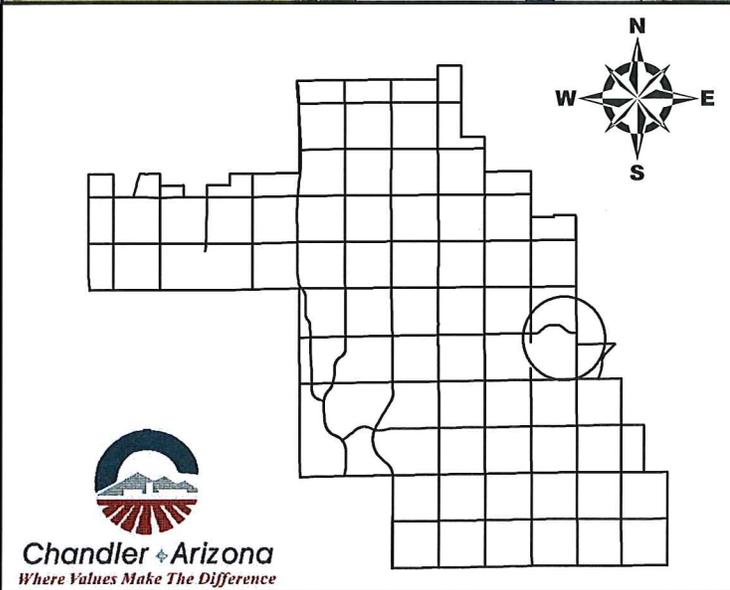
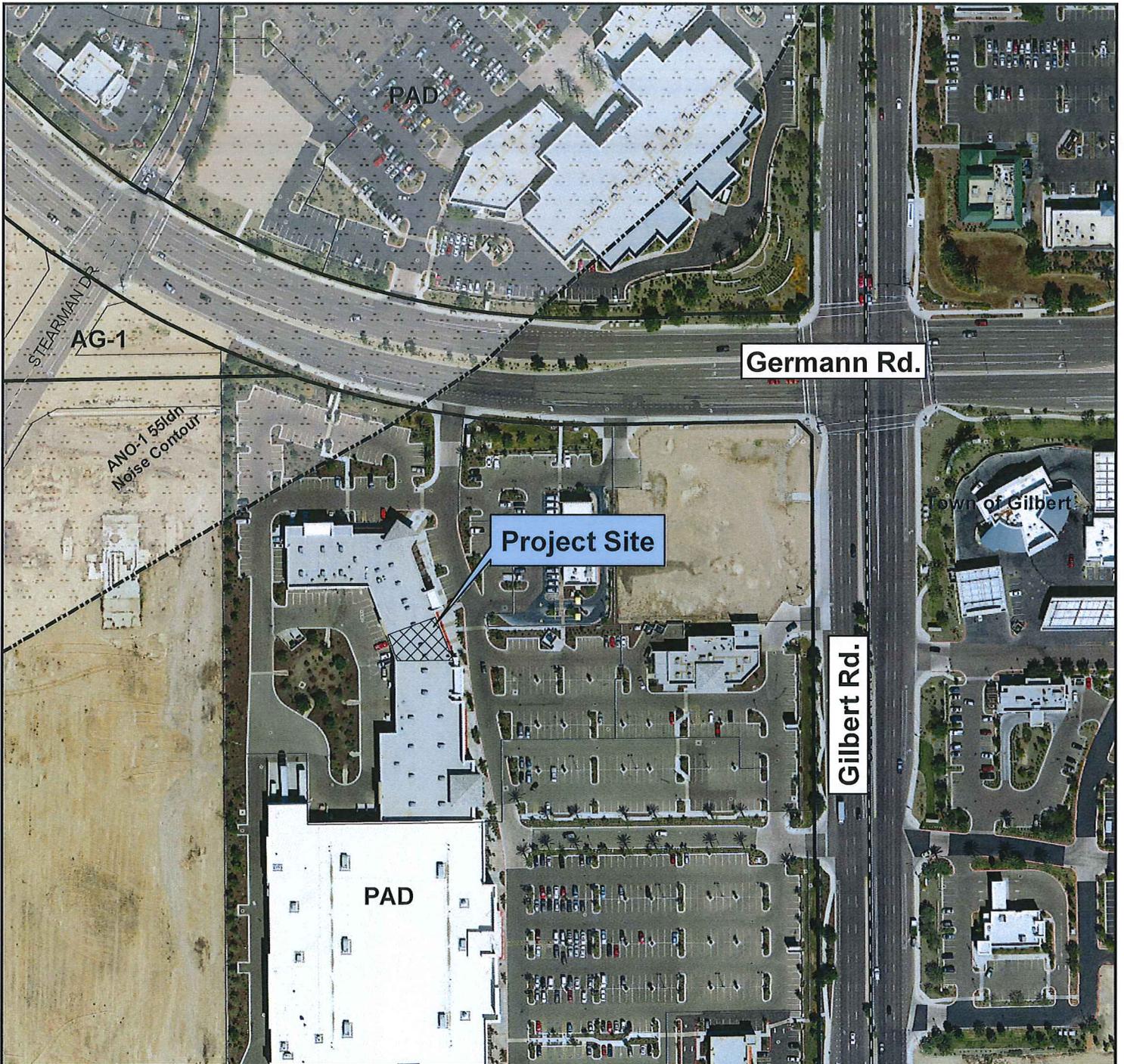
1. Vicinity Maps
2. Site Plan
3. Floor Plan
4. Narrative
5. Menu
6. Photos



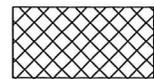
Vicinity Map

 **LUP13-0009**

**Moreno's Mexican Grill
Liquor Use Permit**



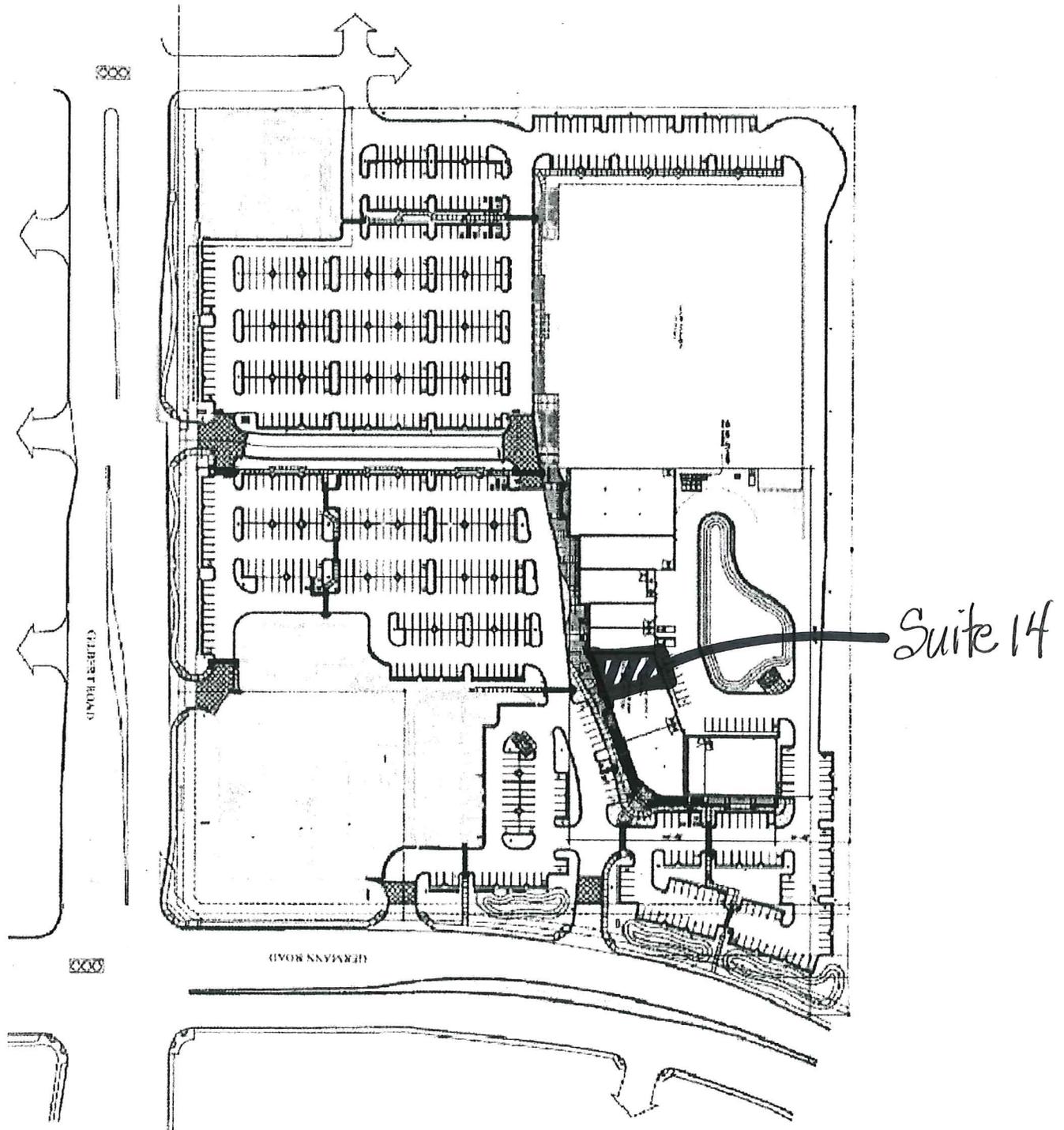
Vicinity Map



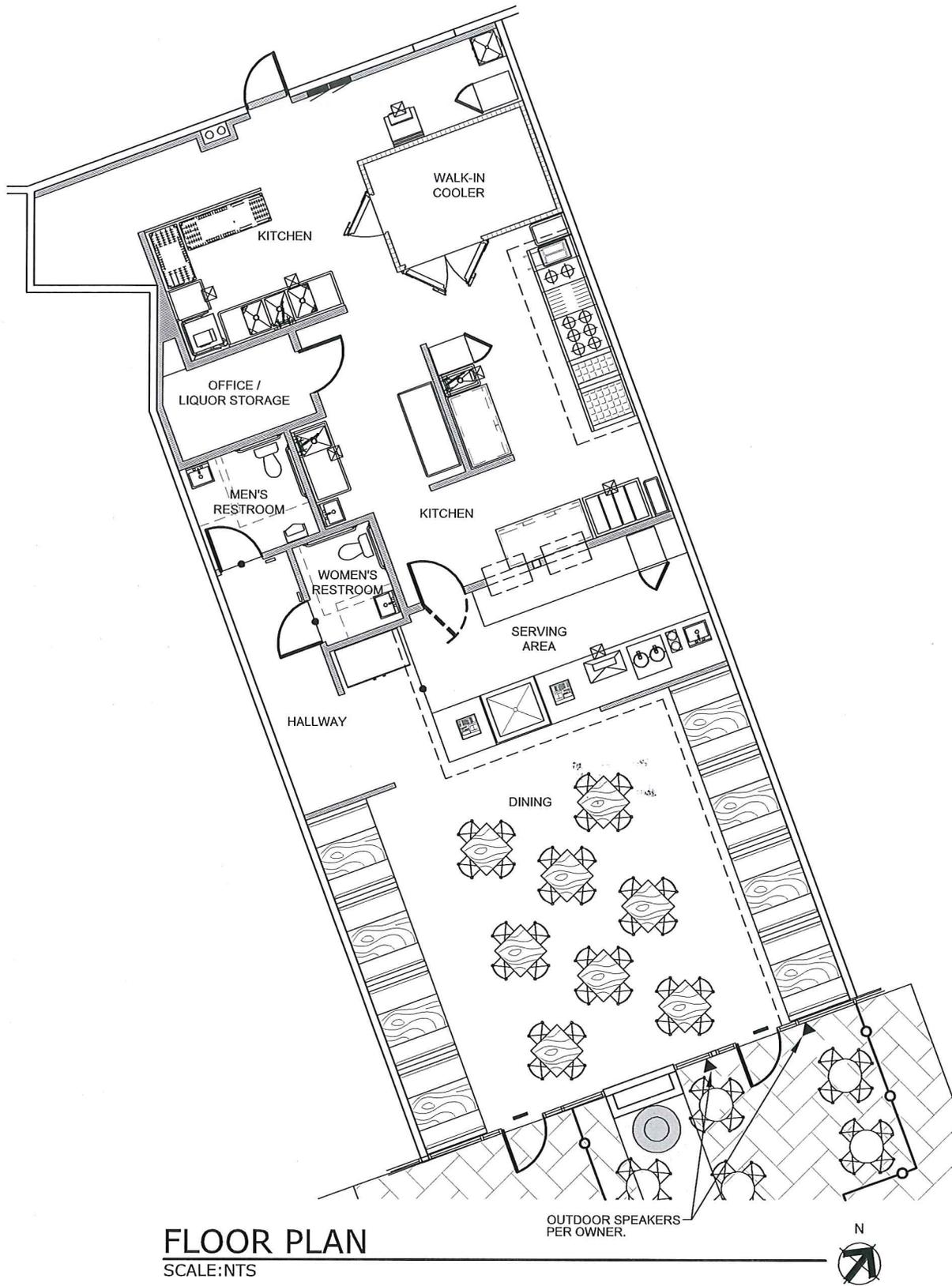
LUP13-0009

**Moreno's Mexican Grill
Liquor Use Permit**

EXHIBIT A, PART ONE
SITE PLAN OF SHOPPING CENTER



NOTE: The purpose of this Exhibit A is to depict the approximate location of certain buildings and Common Area improvements in the Shopping Center. Landlord makes no warranty that any other tenant is or will be located in the Shopping Center or in the location shown. Landlord reserves the right at any time to relocate, reduce, enlarge, remove or reconfigure the various buildings, parking areas and other Common Areas shown herein, subject to the other terms and conditions of this Lease. Landlord does not own or control the areas and improvements shown herein in grey, and the Shopping Center excludes such areas and improvements for all purposes under this Lease.

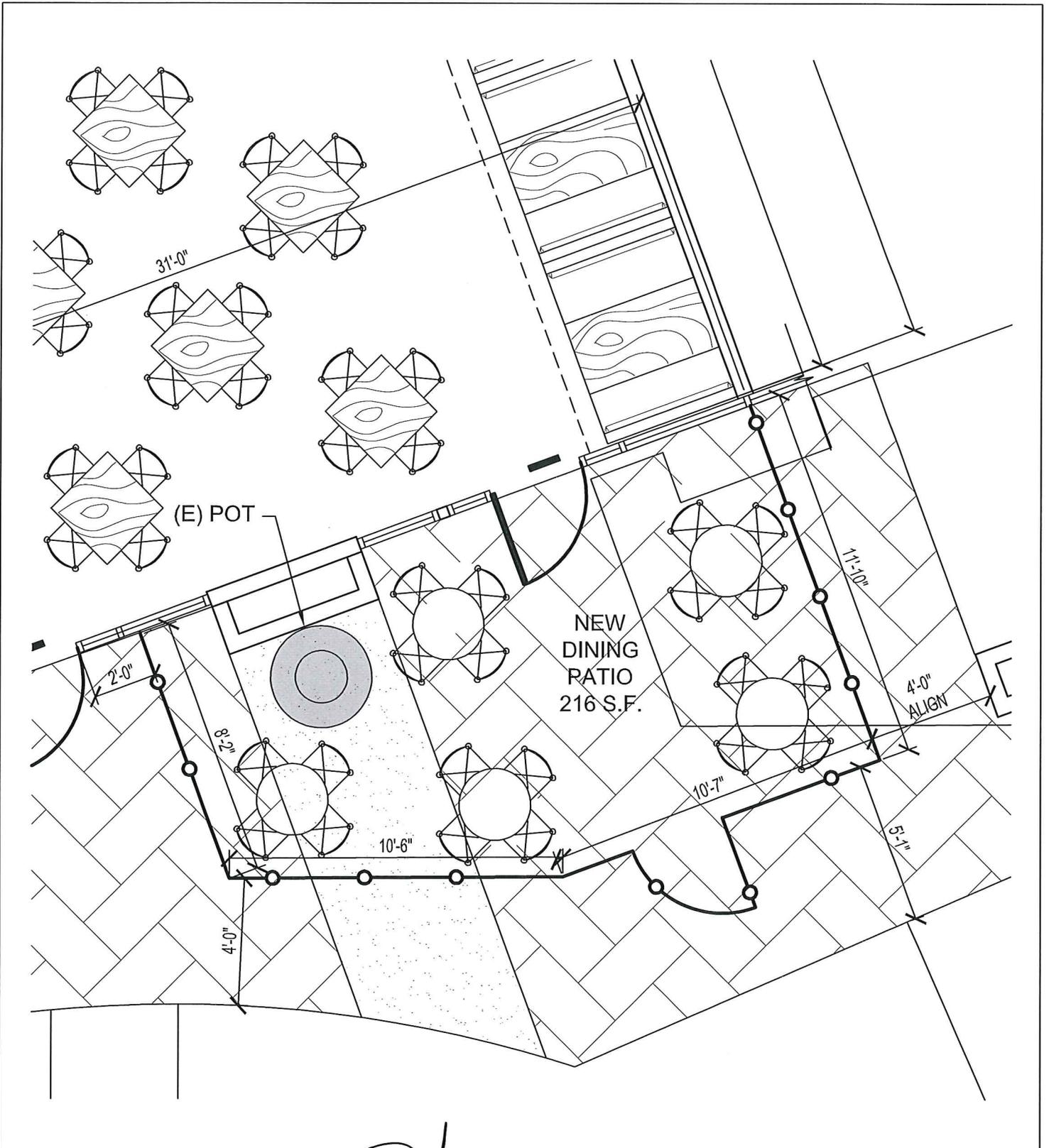


FLOOR PLAN
SCALE: NTS

OUTDOOR SPEAKERS
PER OWNER.



Floor Plan for Liquor Department:
Moreno's Mexican Grill #5
2100 S. Gilbert Rd., Suite #14
Chandler, AZ 85286



PROJECT NAME AND ADDRESS
Patio Square Footage:
Moreno's Mexican Grill #5
 2100 S. Gilbert Rd., Suite #14
 Chandler, AZ 85286



PDC

PARAMOUNT DESIGN & CONSULTING

3949 North Arboles Cir. Mesa, Arizona 85207
 T: 602-882-5608 F: 480-478-0617

Written Narrative:

Moreno's Mexican Grill LLC number five DBA Moreno's Mexican Grill is requesting a liquor use permit at 2100 S. Gilbert Rd #14 Chandler AZ located in the Kp Mill Crossing Plaza. The license applied for is the restaurant #12, we will be serving margaritas, domestic and imported beers. The hours of operation are from 9am-9pm Monday to Thursday, 9am-9:30pm Friday and Saturday and 9am-8pm on Sunday. There will be no live entertainment but will have speakers. There will be a patio gated with black wrought iron railing. There will be four tables in the patio with access from one of the two front doors which will be a smoke free patio with the appropriate sign stating it since its immediately outside with a maximum of 16 seats. The patio is not covered. There will be two speakers at the patio playing traditional Mexican music from a Pandora box, the size of the speakers is 1'x1'. The sitting capacity inside the restaurant is 68. The square footage of the restaurant is 2275.

This is a preexisting building in which we are doing the tenant improvements inside and the fence for the patio, the outside is already landscaped. The building signage and monument sign are already approved and installed.

Moreno's Mexican Grill is a sit down and takeout restaurant , It will complement the rest of the tenants occupying the plaza like the Firehouse subs, a Chinese buffet and Native New Yorker.

For any questions please contact Martina Moreno at 480-241-6955.

Specialties

Add Rice and Beans to any Item 1.99

Our Famous and Award-Winning Sonoran-Style Hot Dogs 2.99

On our signature bread; whole beans, bacon, fresh chopped onions, grilled onions, tomatoes, jalapeño sauce, mustard and mayonnaise

Tampiqueña 11.99
Carne Asada (char-broiled steak) and a queso enchilada served with beans, rice, guacamole and salsa fresca

Caramelo Quesadilla 7.49
A 10-inch folded flour tortilla stuffed with Monterey Jack cheese, whole beans and your choice of meat

Gecko Quesadilla Grande 8.99

A 13-inch folded flour tortilla stuffed with your choice of meat, mixed cheese, cream cheese and guacamole

Moreno's Burrito 7.29
Stuffed with your choice of meat, rice, beans, special salsa, onion with cilantro and cabbage and topped with green or red enchilada sauce

Combinations

All served with beans and rice. Substitution extra charge

#1 Cheese Enchilada and a Crispy Taco 8.49

#2 Burrito and Taco 8.99
Shredded beef, asada, chicken, adobada pork

#3 Two Crispy Tacos 7.99 (regular size)

#4 Enchilada and Bean Tostada 8.49

#5 Two Enchiladas 8.49
Cheese, shredded beef, asada, chicken or pork

#6 Flautas (3 rolled tacos) 7.99
With guacamole, sour cream, cheese and pico de gallo

#7 Sopos 8.29

(2) handmade thick corn masa tortillas topped with beans, meat, avocado, sour cream, cheese and pico de gallo

#8 Cheese Relleno 7.29
Add meat 1.99

#9 (3) Mexico City Style Tacos (small) 6.99

#10 Tamale and Cheese Enchilada 7.99

Sides

Sour Cream 1.29

Guacamole 1.59

Beans 1.99

Rice 1.99

Chips and Salsa 1.99

Pico de Gallo 1.29

Pineapple or Mango Salsa 1.89

Boz Salsa 2.49

Bean Dip 1.99

Tortillas 1.25

Southwestern Corn 2.29

Charro Whole Beans 2.15

Jalapeño Cream Cheese 1.49

Enchilada Sauce 1.59

French Fries 2.25

1 Lb. of Chips 3.99

The FDA advises consuming raw or undercooked meats, poultry, seafood or eggs increases your risk of foodborne illness. Prices subject to change without notice.

PANEL 6

Gecko Favorites Are Back

Shrimp Mango Quesadilla 10.99

A 13-inch flour tortilla with sautéed shrimp, mango and cheese

Make it a Chicken Mango Quesadilla 9.99

Arroz Con Pollo 8.99

Char-broiled chicken strips, mixed with bell peppers and onion and served on top of rice covered in spinach sauce. Served with a side of charro beans

Sizzling Fajitas

Chicken 11.99

Steak 12.99

Shrimp or Combo 14.99

Grilled marinated steak, shrimp, chicken or combo served with beans, rice, guacamole, pico de gallo and a flour tortilla

Crab Relleno Meal 7.99

A La Carta 5.39

Fresh roasted green chile stuffed with crab and topped with a special creamy sauce. Served with rice and beans

Seafood Grande 11.99

Crispy flour tortilla stuffed with char-broiled fish, sautéed shrimp and crab, topped with a creamy sauce and melted cheese. With rice and beans

Fiesta Burro 7.19

Stuffed with grilled chicken breast, fresh mango salsa, cheese and rice

Special Chiml 8.99

Stuffed with your choice of meat and topped with spinach cheese sauce. Served with rice and beans

Two of a Kind 9.99

Your choice of two tacos. Choose from char-broiled salmon and mango, char-broiled fish and cabbage or shrimp and pineapple

Vallarta Enchiladas 11.99

Two corn tortillas stuffed with fish, shrimp and cheese topped with green sauce. Served with rice and southwestern corn

Gecko Salad 9.29

Crispy flour tortilla shell topped with beans, rice, romaine, steak or grilled chicken fajita meat, guacamole, salsa fresca, tortilla strips and cheese

Spinach Enchiladas 8.79

Two corn tortillas stuffed with spinach and cheese, topped with your choice of green sauce, creamy sauce or spinach sauce. Served with rice and southwestern corn

Fiesta Combo 8.99

Two tacos with grilled marinated chicken breast topped with mango salsa and cheese and served with rice and beans

Salmon Enchiladas 10.99

Two enchiladas stuffed with char-broiled salmon and mango salsa topped with green enchilada sauce. Served with southwestern corn and rice

Southwestern Shrimp Burro 7.19

Stuffed with shrimp, rice, pineapple salsa and cheese

Chicken Fajita Burro 7.69

Stuffed with grilled chicken breast, vegetables, spinach sauce and beans. Served with guacamole and sour cream

Pollo Fundido 7.99

A golden crisp chicken burro topped with cream sauce and melted cheese, served with rice and beans

Special Chiml 8.99

Stuffed with your choice of meat and topped with spinach cheese sauce. Served with rice and beans

Two of a Kind 9.99

Your choice of two tacos. Choose from char-broiled salmon and mango, char-broiled fish and cabbage or shrimp and pineapple

Vallarta Enchiladas 11.99

Two corn tortillas stuffed with fish, shrimp and cheese topped with green sauce. Served with rice and southwestern corn

Desserts

Strawberries with Cream 3.89

Churro 1.99

Churro with Ice Cream 3.99

Flan 3.69

Arroz con leche (rice pudding) 2.29

Fried Ice Cream 3.49

Soft Drinks

Proudly serving Pepsi products

Pepsi, Diet Pepsi, Mountain Dew, Dr. Pepper, Sierra Mist,

Lipton Brisk Raspberry Iced Tea, Orange Crush, Mug

Root Beer, Iced Tea, Fruit Punch and Lemonade

Mexican Bottled Sodas

Coca-Cola

Manzanita

Sprite

Alcoholic Beverages

Domestic and Imported Beers and Margaritas

Aguas Frescas

Spanish for "fresh (cold) waters" are a combination of fruits, cereals or seeds and sugar and water, blended together to make a refreshing beverage. Try one of our delicious flavors! No refills!

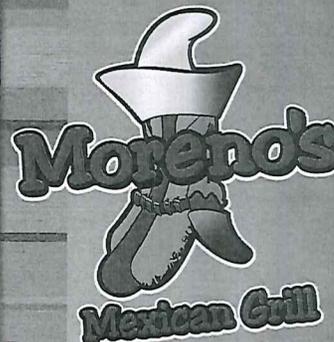
Piña (pineapple)

Horchata (sweetened rice water with cinnamon)

Fresa (strawberry)

Jamaica

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PANEL 1

Breakfast Favorites

Choose Egg Beaters or egg whites (extra charge)

Country Fried Steak and Eggs 8.29
Served with two eggs, hash browns and a biscuit and gravy or toast

Huevos Rancheros 7.99
Two eggs over corn tortillas topped with a sautéed salsa served with beans and hash browns

Chorizo Plate 6.99
Two scrambled eggs with chorizo, served with hash browns, salsa and a flour tortilla

Santa Fe Breakfast Burrito 6.99
Scrambled eggs with bacon, sausage, beans, tomatoes, onions and potatoes, topped with melted cheese and jalapeño slices

Make It Your Way 6.29
Begin with: Two eggs and hash browns
Pick any two sides: bacon strips (2), ham, sausage links (2), pancakes (2), toast

Pancakes & More

Short Stack Of Three Pancakes 4.99

Strawberry Pancakes (3) 5.39
Topped with strawberries and whipped topping

French Toast 4.29
Six fluffy triangle-shaped slices topped with powdered sugar

Chocolate Chip Pancakes (3) 4.99
Filled with chocolate chips and topped with powdered sugar and whipped cream

Additional Toppings .99ea
Bananas, strawberries and more

Omelettes

3 egg omelettes, served with hash browns, toast or tortillas

Moreno's Omelette 7.99
Mixed with ham, sausage, bacon, cheese and jalapeños

Ham and Cheese Omelette 6.99
Fresh steamed spinach and mushrooms mixed with cheese

Chorizo Omelette 6.99
Topped with melted cheese and pico de gallo

Create Your Own Omelette 5.99
Begin with our 3-egg omelette and cheese
Add your favorite ingredients for .99 each

Sandwiches

Served with your choice of hash browns or fries

Ham, Egg and Cheese 5.99

Bacon, Egg and Cheese 5.99

Spinach, Mushroom, Egg and Cheese 5.19

Club Sandwich 6.99
Ham, bacon, lettuce, tomatoes, cheddar cheese and mayonnaise

Breakfast Specials

#1 Hash Browns Your Way 7.99
Start with hash browns and add one meat (bacon, ham, sausage, chorizo, machaca) and three veggies (spinach, mushroom, onion, green or red bell peppers, jalapeño, cilantro) topped with choice of sauce and two eggs, served with toast or tortillas
Additional meals .99

#2 Breakfast Quesadilla 6.49
A folded 10-inch flour tortilla stuffed with cheddar and Jack cheeses, scrambled egg, your choice of one meat and two vegetables

#3 Egg-Chiladas 7.99
Two corn or flour tortilla enchiladas stuffed with egg mixed with your choice of two: ham, bacon, sausage, onion, tomato, jalapeño, spinach, mushroom. Topped with green or red enchilada sauce and cheese, served with hash browns and beans.

#4 Huevos Mexicanos 6.29
Scrambled eggs mixed with onion, tomato and jalapeño, melted cheese on top, served with beans, hash browns and flour tortillas

#5 Machaca Burro 4.99
Egg and machaca (cheese optional)

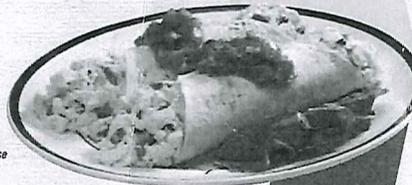
#6 Chorizo Burro 4.49
Egg and chorizo (cheese optional)

#7 Sopitas Con Huevo 6.49
Grilled soft corn tortillas cut up and mixed with egg, onion and jalapeño, melted cheese on top, served with beans and hash browns

#8 Chilaquiles 7.99
With your choice of green or red sauce, topped with two eggs and served with hash browns and beans

#9 Machaca Plate 7.99
Grilled shredded beef mixed with egg, bell peppers, onions and tomatoes, served with beans, hash browns and a flour tortilla

Try our variety of pancakes: strawberry, banana, chocolate, blueberry, plain
Menudo served Friday, Saturday and Sunday all day



Breakfast Sides

Bacon (4) 2.19

Sausage Links (4) 2.19

Grilled Ham 2.69

Eggs (each) 1.49

Hash Browns 1.99

Toast 1.49

Tortilla .99

Biscuit and Gravy 1.99

Appetizers

First Chips and Salsa Free Additional Basket .89

Bean Mini Chimis (6) 6.79
With 1 cream cheese, sour cream or guacamole

Nachos with Beans and Cheese 6.49

Cheese Quesadillas 5.79

Nachos Supreme 8.69
Topped with shredded beef, chicken, asada or pork beans, cheese, guacamole, sour cream and pico de gallo on the side

Cup of Famous Gecko Bean Dip 1.99

Con Queso Dip 4.89

Salads

Taco Salad 7.99
Choice of shredded beef, asada, chicken or pork. Topped with guacamole, sour cream, salsa fresca and cheese and served in a flour tortilla shell

Fiesta Chicken Taco Salad 8.69
Stuffed with grilled chicken breast, fresh mango salsa, avocado, lettuce and cheese served in a flour tortilla shell

Crispy Chicken Salad 8.99
Topped with lightly fried chicken breast tenders, smoked bacon, tomato, cheese, croutons and your choice of dressing

Tacos

Add Rice and Beans to any Item 1.99

Mexico City Style Tacos 1.55
With cilantro, onion and cabbage on a small corn tortilla

Shredded beef, asada, adobada, chicken, lengua, tripa

Crispy Regular Size Tacos 3.79
A 6" corn tortilla, your choice of meat and topped with lettuce, salsa fresca, and cheese

Gecko's Fiesta Tacos 4.29
Grilled marinated chicken breast topped with mango salsa and cheese

Baja Fish Tacos 3.49
Breaded and fried fish topped with baja salsa, green cabbage and salsa fresca

Gecko's Shrimp Tacos 4.49
Sautéed shrimp, fresh pineapple, salsa and cheese

Gecko's Fish Tacos 4.29
Char-broiled fish, garnished with purple cabbage and cheese

Gecko's Salmon Tacos 4.49
Char-broiled salmon topped with fresh mango salsa and cheese

Enchiladas

Cheese Enchilada 3.99

Chicken, Beef or Pork 5.15

Sopes

Sopes (1) 3.79
A handmade thick corn masa tortilla, topped with beans, meat, avocado, sour cream, lettuce, cheese and pico de gallo

Tostadas

Tostadas 4.49
Topped with your choice of meat, beans, lettuce, cheese and pico de gallo

Bean Tostada 3.49
With lettuce, pico de gallo and cheese

Tortas

Tortas 6.79
With your choice of carne asada, adobada pork, chicken or mixta, a touch of beans, guacamole, lettuce, tomato, mayo and onions, all served on our delicious torta bread. Served with French fries.



Seafood

Shrimp Cocktail 10.99

Ceviche Tostada 4.89

Fish and Chips (4) 6.99

Breaded Shrimp (7) 10.39
Jumbo breaded shrimp served with your choice of 2: beans, rice, salad or fries

Burritos

Add Enchilada Style 1.59 • Add Deep-Fried .99

Carne Burrito 5.99
A 13-inch flour tortilla stuffed with your choice of shredded beef, carne asada, chicken, adobada pork or mixta (pork and asada) beans, rice, cabbage and onion with cilantro

Bean and Cheese Burrito 4.49

Burro Grande 7.29
Stuffed with choice of meat, cheese and pico de gallo

Green Chile Burrito 5.99
Stuffed with beans, guacamole, sour cream, pico de gallo and cheese

Encha Burrito 8.69
Green chile burro topped with enchilada sauce, served with rice and beans

Tamales

Tamales 3.99 (2 per order)
Red chile beef or pork, green chile chicken and gecko green sweet corn

Chimichangas

Chimichangas 8.99
A deep-fried 13-inch flour tortilla stuffed with your choice of meat or beans, topped with guacamole, sour cream, cheese and pico de gallo

Mini Chimis 7.49
3 mini chicken and 3 mini beef chimis, served with choice of one: guacamole, sour cream or cream cheese

The FDA advises consuming raw or undercooked meats, poultry, seafood or eggs increases your risk of foodborne illness.
Prices subject to change without notice.

PANEL 2

PANEL 3

PANEL 4

PANEL 5



Moreno's

 **Moreno's**
Mexican Grill
Now Open

14
OPEN

PUBLIC HEARING



