



**MEMORANDUM                      Transportation & Development – PZ Memo No. 13-071**

**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:**                      LUP13-0013 CHAO PHRAYA

**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:**                      1890 West Germann Road, Suite 1, northeast corner of Germann and Dobson roads  
**Applicant:**                      David Fliger

**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 northeast corner of Germann and Dobson roads in the Shops at Pecos Ranch. Nando’s, Planet Sub, Uncle Bear’s Grill & Bar, Crowded House Furniture Galore, Phoenix Children’s Academy, and other retailers are existing businesses in the center. The Pecos Ranch Apartments are east of the center and the Stonefield Luxury Apartments, under construction, are south, across Germann Road.

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.

Chao Phraya will be located in the eastern suite of the south building that fronts Germann Road. The restaurant and outdoor patio are approximately 7,000 square feet in total floor area. The restaurant will employ around 30 full and/or part time positions. The restaurant will be open

seven days a week. Hours of operation will be from 11 a.m. to 11 p.m. Seating is approximately 200 total, 100 seats indoors and 100 seats on the patio. The outdoor patio is surrounded by a three foot high solid block wall. Four televisions will be in the restaurant. A basic house speaker system will be installed throughout the restaurant for mellow background music including three outdoor speakers. 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 the Shops at Pecos Ranch. 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 August 22, 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 LUP13-0013 CHAO PHRAYA, 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, LUP13-0013 CHAO PHRAYA, subject to the conditions recommended by Planning Staff.

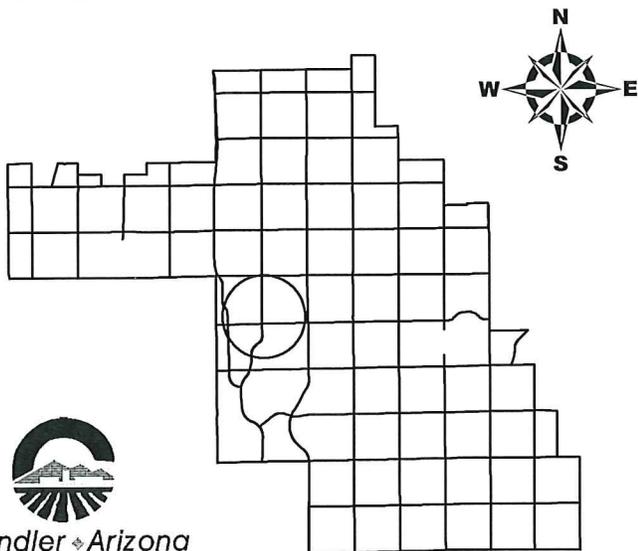
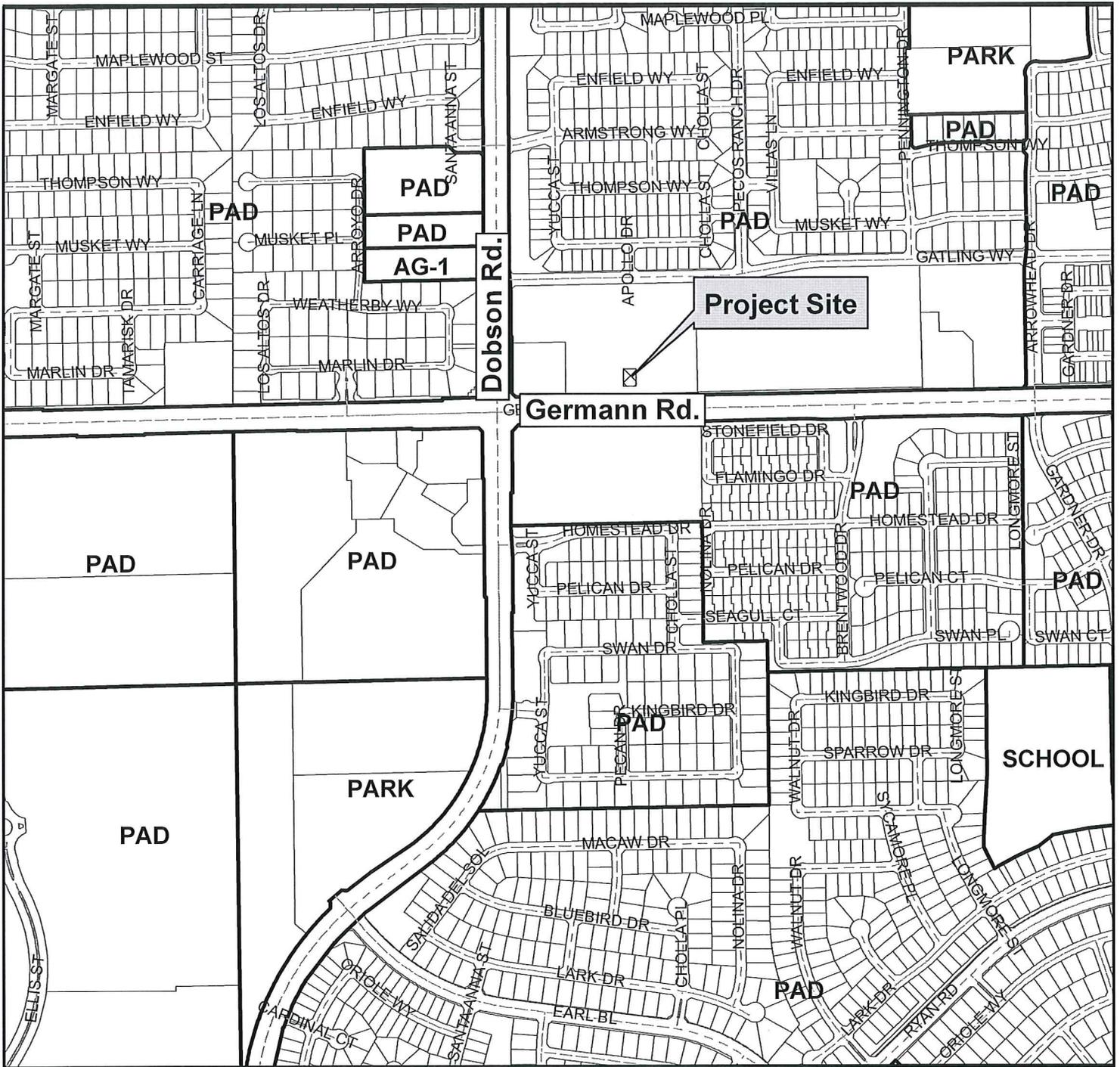
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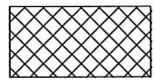
September 18, 2013

**Attachments**

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

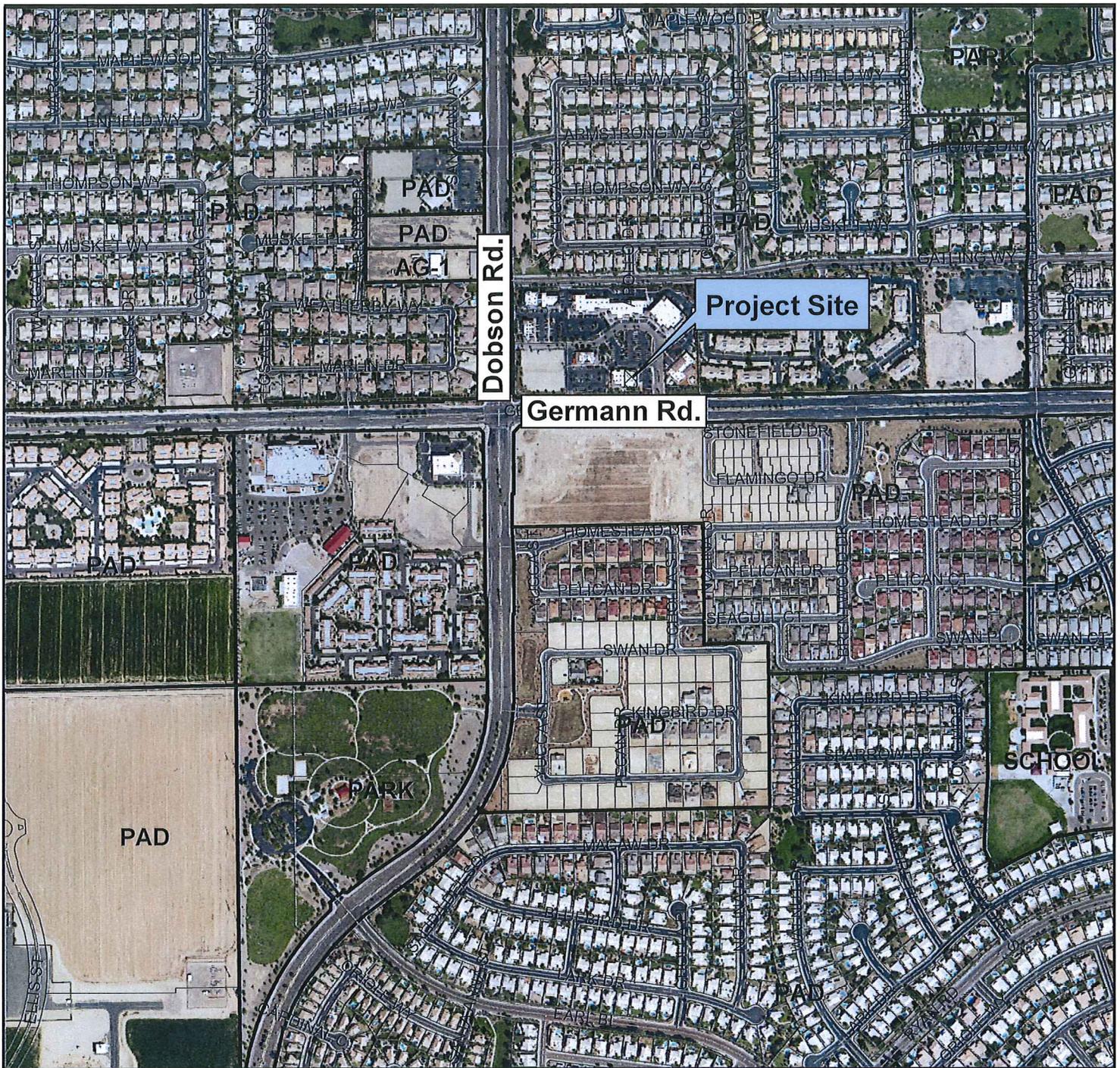


## Vicinity Map



LUP13-0013

**Chao Phraya  
Liquor Use Permit**

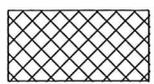
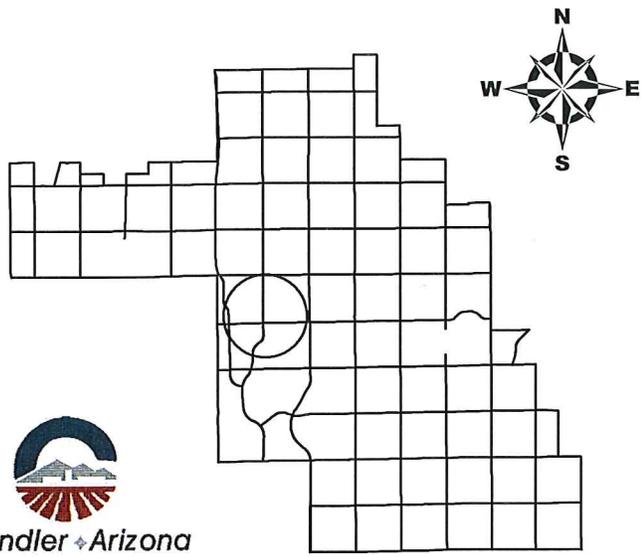


Dobson Rd.

Project Site

Germann Rd.

## Vicinity Map



LUP13-0013

Chao Phraya  
Liquor Use Permit

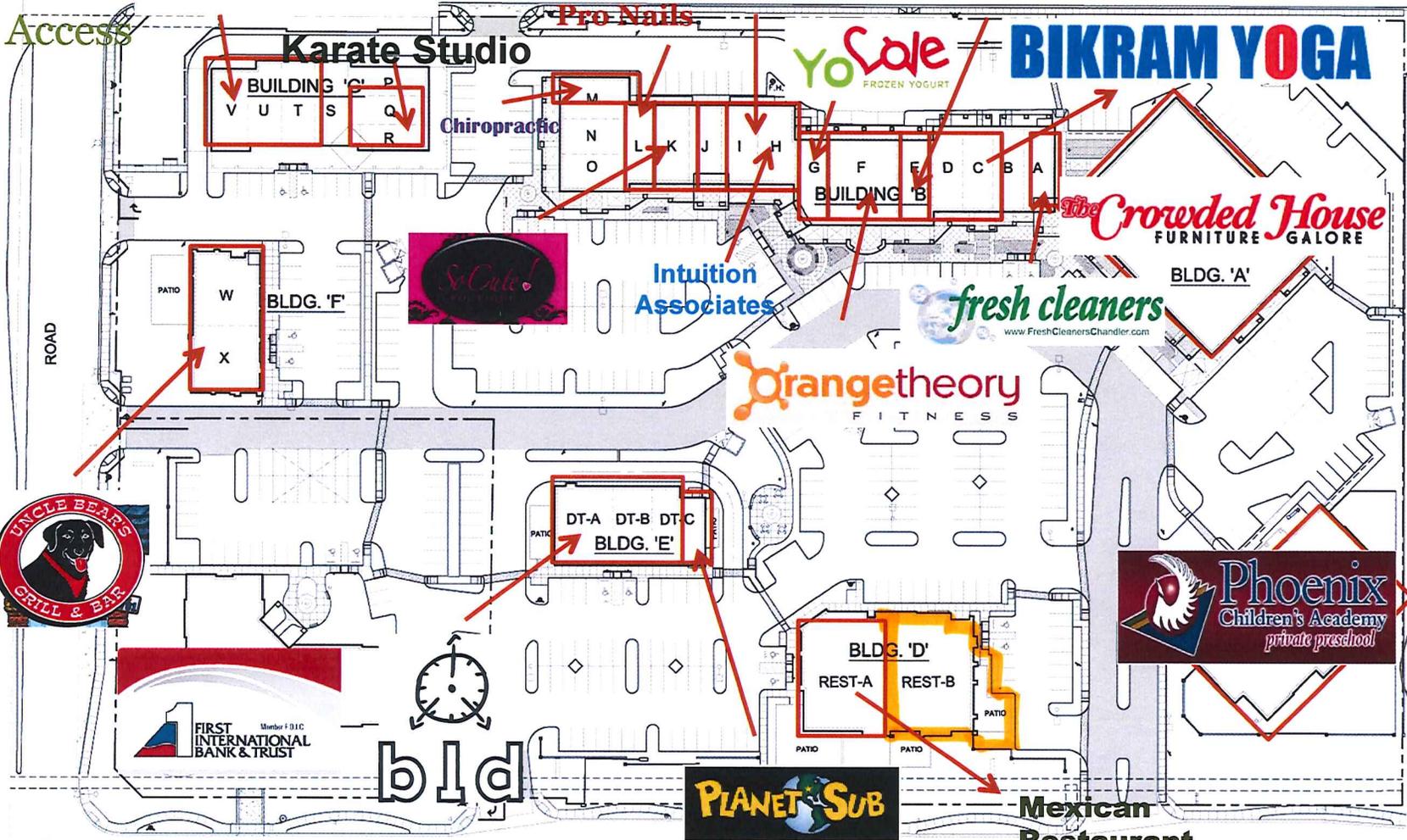
**OREgano's**  
PIZZA BISTRO

*Verde Salon*  
ORGANIC BEAUTY  
GATLING

iBeach Tan



Full  
Access



**Building A:** 1870 W. Germann Rd.  
The Crowded House: 16,133

**Building B:** 1900 W. Germann Rd.  
A: Fresh Cleaners 1,000  
B: 1,245  
C-D: Bikram Yoga 3,000  
E. I Beach Tan: 1,600  
F: OTF: 2,810  
G: Yo Love: 1,530  
H-I: Intuition: \$2,400  
J: Verde Salon 1,650  
K: So Cute Boutique: 1,005  
L: Pro Nails: 1,400  
M: 1,520  
N and O: 2,470

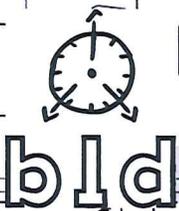
**Building C:** 1850 W. Germann Rd.  
Phoenix Children's Academy

**Building D:** 1890 W. Germann Rd.  
Rest A: 5,570 SUITE 1  
Rest B: 4,650

**Building E:** 1920 W. Germann Rd.  
BLD: 4,711 sqft  
Planet Subs: 1,221

**Building F:** 1980 W. Germann  
Uncle Bears: 4,855

**Building G:** 1950 W. Germann Rd.  
Oregonos: 4,415  
S: 1,404  
Sandoval Karate: 2,277  
P: 1,165



Mexican  
Restaurant

← Price Corridor- 65,000 daytime employees

GERMANN

ROAD

Signalize  
Intersection

Full Access

# The Shops at Pecos Ranch



Chao Phraya Restaurant  
Project Narrative  
1890 W Germann Road, Suite 1  
Chandler, AZ 85286

Chao Phraya will be a new restaurant at 1890 W Germann Road, Suite 1 on the NE corner of Dobson and Germann in Ocotillo. It is a full service Asian restaurant, very family friendly. The center is named Pecos Ranch. Since it's a restaurant, we are applying for a Series 12 license. We project liquor sales to be about 25% of overall sales. We will serve beer, wine and basic liquor (for cocktails). There will be a small bar area on the inside. We will be open seven days a week, and hours will be 11am to 11pm.

We will likely employ 30 people (approximately 10 full time, 20 part time) total between the floor and the kitchen. We will not have any pool tables, dancing, live music. We will have two TV's – one at the bar with things like CNN or ESPN on, and the other at the rear of the restaurant for presentations. For music, we will have a basic speaker system throughout the restaurant with very mellow background music. There will be 3 outdoor speakers, which will play soft, ambient music at times. It will never loud enough to interfere with residents or neighboring retail/restaurants. The interior of the building is approximately 4,400SF and the outdoor patio is 2,600SF. So the entire area is approximately 7,000SF. Smoking will NOT be permitted on the patio. The patio will primarily be used for casual dining.

There will be several doors to the patio, two on the east side of the building and one large door on the south side of the building. There will be approximately 100 seats on the inside of the restaurant and 100 seats on the patio – so 200 seats total. The patio is fenced in by solid block wall, and there are 4 trees within the patio. Tables will be situated around the trees, providing a very tranquil, organic feel. There will also be some potted plants. The flooring on the patio will be concrete (the interior restaurant will also be stained concrete). There are not a lot of walls within the restaurant – there will be a glass sliding door inside the restaurant for a private dining room, a shorter pony wall dividing the bar and the restaurant and we are building 6 separate bathrooms. There will also be roll up “garage door” on the southeast corner of the building. The center provides ample parking for the restaurant and other tenants. There is also ample sidewalk space around the building and the rest of the center. We will have a sign on the south facing wall (Germann side), and there is a monument sign in the center that we are planning to put our name on as well.

The restaurant is a casual Asian restaurant, similar to a PF Chang's. It is nowhere near a bar feel, it is more of a sit down establishment. There won't be heavy liquor sales, but we will have a beer/wine list that compliments our food.

Please feel free to contact me at any time if I did not cover everything.

David Fliger  
[dfliger@yahoo.com](mailto:dfliger@yahoo.com)  
480-250-1411 (cell)

## Preliminary Menu

### Spring Roll Menu (with paired dipping sauce) (in qty of 2, set price - avg \$7)

Organic Vegetarian Rolls  
Tofu & Herb Rolls  
Peking Duck Rolls  
Dungeness Crab Rolls  
Scorpion Rolls (tiger prawns)  
Smoked Salmon Rolls  
Sweet Pork Sausage Rolls

### Satay Menu (with paired dipping sauce) (In qty of 3 or 6, mix & match - avg \$8)

Chicken Satay  
Tenderloin Satay  
Marinated Duck Breast Satay  
Shrimp Satay  
Scallop Satay  
Malaysian Lamb Satay  
Thai Boar Satay  
Pineapple Marinated Pork Satay  
Local Vegetable Satay (seasonal)

### Asian Salads (avg \$12.50)

Asian Chop Salad  
Vietnamese Marinated Steak Salad  
Thai Beef Salad  
Ahi Tuna Salad  
Mandarin Chicken Salad  
Green Papaya Salad  
Wild Leafy Green and Asian Pear Salad  
Tropical Fruit and Jicama Salad

### Other Appetizers (avg \$8.50)

Dungeness Crab Rangoon  
Sautéed Green Beans  
Hand Cut Calamari  
Curried Crab Cakes  
Coconut Flaked Prawns  
Five-Spiced Edamame  
The Better Egg Roll  
House Made Pan Fried Dumplings  
Rock Shrimp Tempura  
Lettuce Wraps

### Soup (avg \$7) (sized to share)

House Made Wonton Soup  
Tom Yum Soup  
Tom Kha Soup

### Entrees (**\$11-\$15, quality and presentation high**)

Yellow Curried Chicken  
Mango Beef Stirfry  
Beef or Chicken Green Curry  
Mu Shu Pork /Mandarin Pancakes  
Lightly Crisped Orange Chicken  
Kung Pao Chicken  
Honey Crisped Pork Tenderloin  
Caramelized Steak w/Baby Bok choy  
Sweet & Spicy Garlic Chicken  
Peppered Hanger Steak  
Pineapple Fried Rice  
Mom's Chicken Fried Rice  
Thai Chicken Yellow Curry  
Firecracker Shrimp  
Malaysian Marinated Flank Steak

### Specialty Dishes (**\$14-\$22, seasonal, specials**)

Hot Pot Bi-Bim-Bap  
Steamed Sea Bass in Clay Pot  
Peking Duck with Pancakes  
Whole Soft Shell Crab

#### Menu Notes

**Interactive/Fun**  
**Inexpensive First Impression**  
**Entrée prices approachable, can**  
**be upgraded to seafood for more \$**  
**Specialty dishes are seasonal,**  
**more expensive**  
**Satay & Spring Roll menus are mix**  
**& match. Ordering similar to sushi**  
**Great salads are a must, will be**  
**light and fresh, important for women**  
**Healthy, inventive menu, but not**  
**"fusion". Traditional Asian, done**  
**better, more fresh and local**