

MEMORANDUM Planning Division - PZ Memo No. 14-082

DATE: OCTOBER 1, 2014
TO: PLANNING AND ZONING COMMISSION
THRU: JEFF KURTZ, PLANNING ADMINISTRATOR JC
KEVIN MAYO, PLANNING MANAGER KM
FROM: ERIK SWANSON, SENIOR CITY PLANNER ES
SUBJECT: LUP14-0015 D'VINE GOURMET

Request: Use Permit approval to sell and serve liquor as permitted under a Series 7 Beer and Wine Bar Liquor License for on-premise retail sales and sampling within a new retail store
Location: 4955 South Alma School Road, Suite D-103; Northeast corner of Alma School and Chandler Heights roads
Applicant: Andrew McCreery; Owner

RECOMMENDATION

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

BACKGROUND

The subject site is located at the northeast corner of Alma School and Chandler Heights roads within The Promenade at Fulton Ranch shopping plaza. The center contains 150,000 sq. ft. of building area for use of retail shops, restaurants, and professional offices. The subject site is located at the northeast end of the shopping plaza and occupies 2,511 sq. ft.

D'Vine Gourmet has operated a store with a Use Permit for a Series 7 License at the southeast corner of McQueen and Riggs roads since 2010, and is in the process of relocating to The Promenade at Fulton Ranch. The business is a retail store that sells gourmet gift baskets including bottles of wine and beer. They offer a variety of 50 different wines. A Series 7 liquor license allows the business to provide beer and wine sales for on-premise consumption, as well

October 1, 2014

as on and off-premise sales. The business has no desire at this point in time to allow on-premise consumption, but rather will use the Series 7 license for the sale of gift baskets that may include wine and beer.

The business is open Monday through Friday 10 a.m. to 6 p.m. and Saturday 10 a.m. to 4 p.m. The store is currently managed by the owner and has one employee. It is anticipated that two additional employees will be hired in the coming months.

### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting is scheduled for Monday, September 29, 2014. Results of the neighborhood meeting will be provided to the Planning Commission at the hearing.

As of writing this memo, 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 PAD zoning, recommends approval of LUP14-0015 D'VINE GOURMET, Use Permit approval to sell and serve liquor as permitted under a Series 7 Beer and Wine Bar Liquor License for on-premise retail sales and sampling within a new retail store, subject to the following conditions:

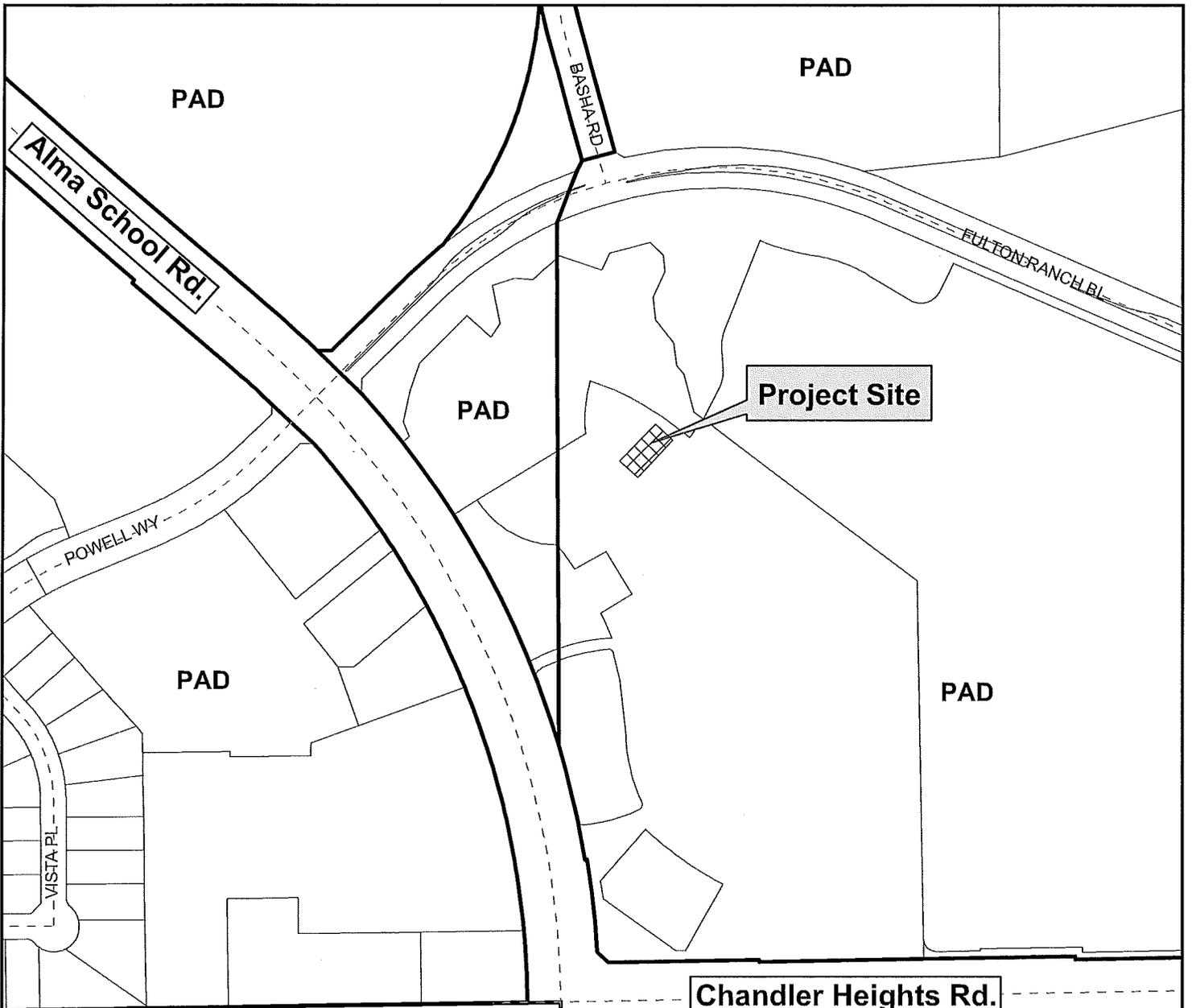
1. Expansion or modification beyond the approved exhibits (Site Plan, Floor Plan, and Narrative) shall void the Use Permit and require a new Liquor Use Permit application and approval.
2. The Use Permit is granted for a Series 7 license and any change of license shall require reapplication and new Use Permit approval.
3. The Use Permit is non-transferable to other locations.
4. The site shall be maintained in a clean and orderly manner.

### **PROPOSED MOTION**

Motion to recommend approval of LUP14-0015 D'VINE GOURMET, Use Permit approval to sell and serve liquor as permitted under a Series 7 Beer and Wine Bar Liquor License for on-premise retail sales and sampling within a new retail store, subject to the conditions recommended by Planning Staff.

### **Attachments**

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



Chandler Heights Rd.

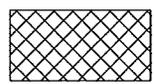
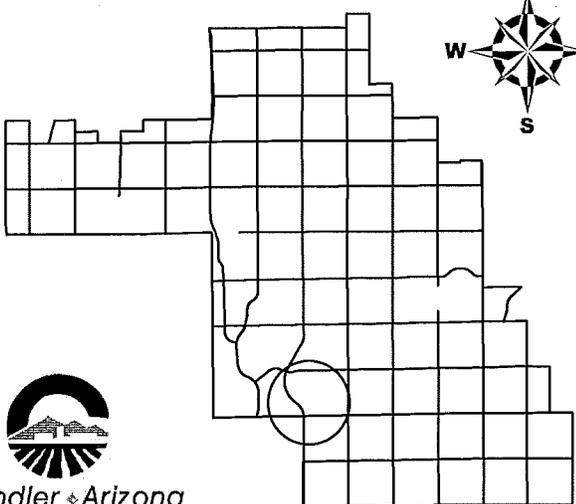
COUNTY

PAD

AG-1

GERRYWOOD DR

## Vicinity Map



LUP14-0015

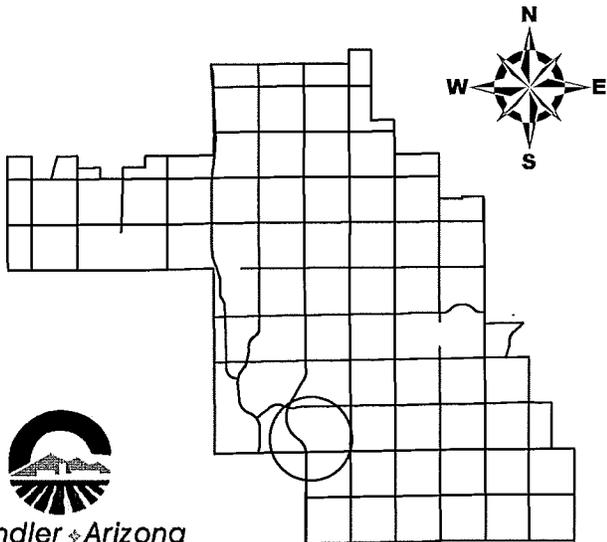
**D'Vine Gourmet  
Liquor Use Permit**



Chandler ♦ Arizona  
Where Values Make The Difference



## Vicinity Map



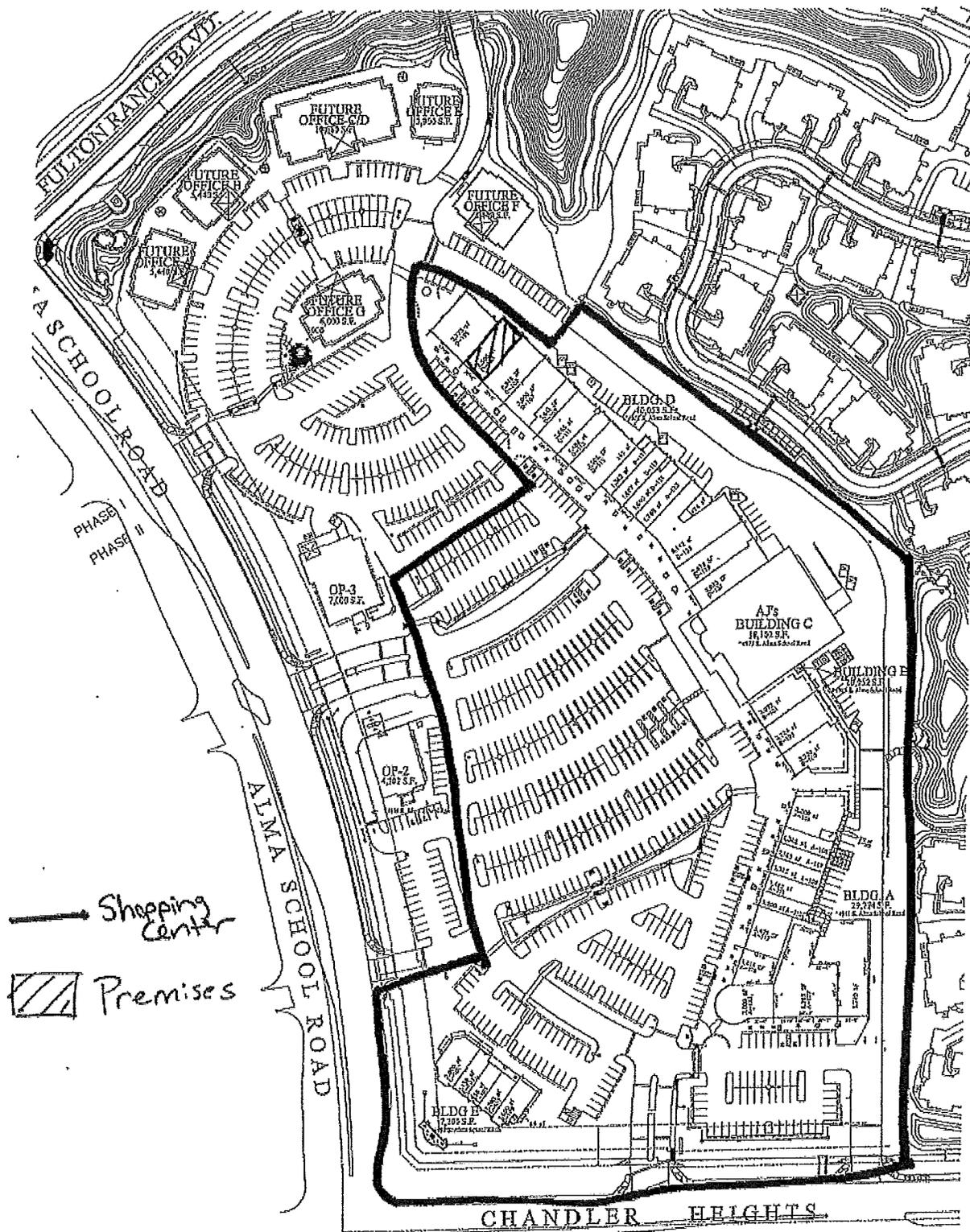
LUP14-0015

**D'Vine Gourmet  
Liquor Use Permit**



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

CITY OF CHANDLER 8/25/2014



ADDRESS  
CHANDLER, AZ 85288

SP. - 5.I

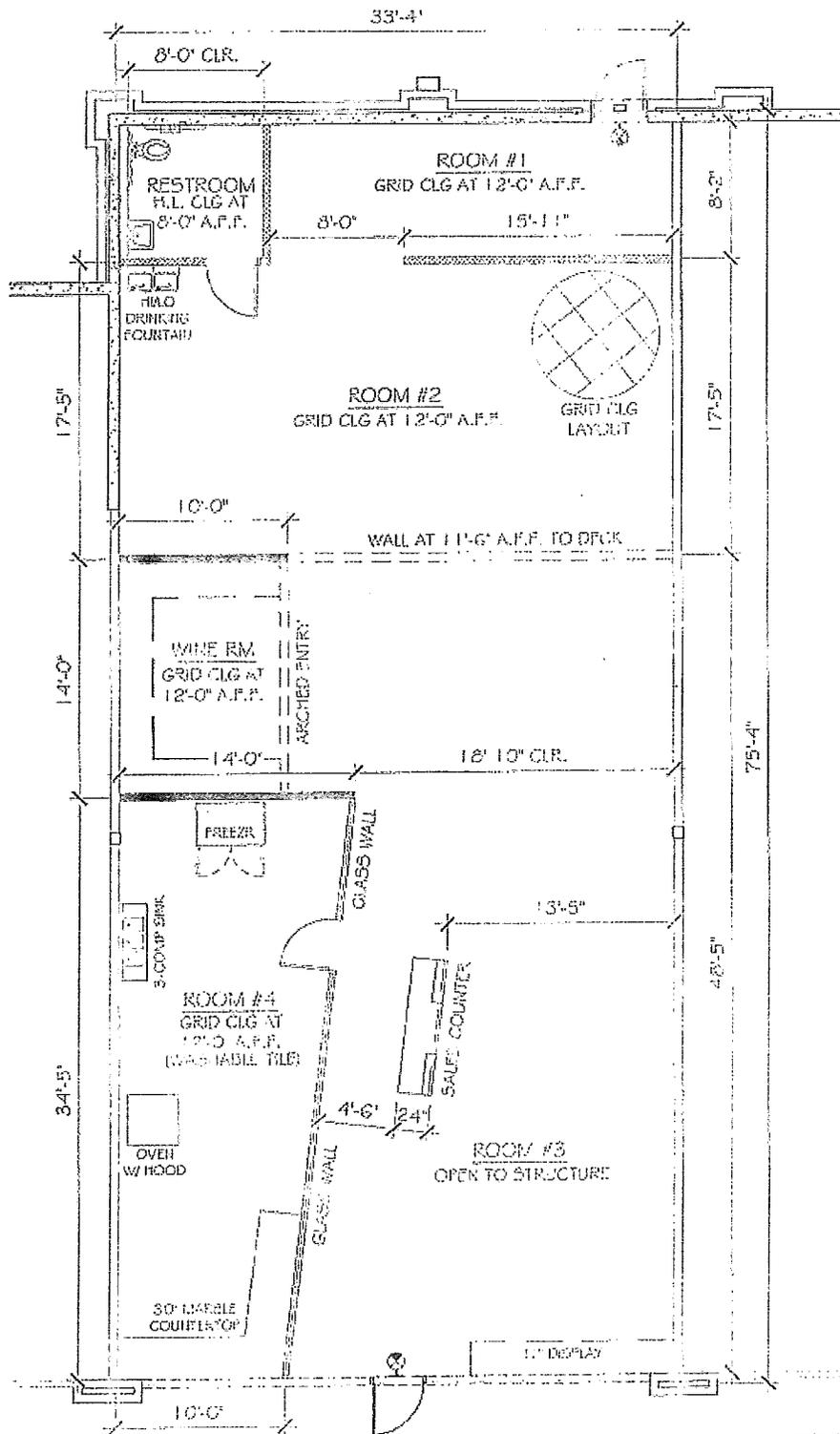
NOTE: UNLESS OTHERWISE SPECIFIED, ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.  
DIMENSIONS ARE GIVEN IN FEET AND INCHES TO THE NEAREST 1/8".  
CONSTRUCTION OF CONCRETE STRUCTURES.



FULTON RANCH PROMENADE  
CHANDLER, AZ

MAY 8, 2009

# Floor Plan



- WALL LEGEND**  
 [Symbol] FULL HEIGHT WALL  
 [Symbol] WALL TO 12'-0" A.F.F.  
 [Symbol] DIMMING WALL  
 [Symbol] GLASS WALL TO 10' A.F.F.  
 [Symbol] WALL TO DECK ABOVE

2,015 SF

<b>D'Vire Gourmet</b> 7045 S RIVER ROAD RD-103 Chandler, Arizona 85224 480-948-7337	

d'Vine Gourmet  
City of Chandler  
Liquor Use Permit: Narrative

d'Vine Gourmet currently has a retail store (Riggs & McQueen) that primarily sells gourmet gift baskets as well as offering retail wine. We are moving this store to 4955 S Alma School Road Suite D-103 at the Promenade at Fulton Ranch shopping center and look to be able to continue our same permitted use that we currently have (City License Number: 128030, Beer and Wine Bar Liquor). We are only using the retail aspect of this license and have no current or future plans to use the on premise aspect. Our lease has restrictions against this and stipulated that we cannot generate over 30% of our profit from on-site consumption of wine. Currently our sales are 95% wine and 5% beer. We currently offer about 50 different wines most in the \$8 - \$12 price range. We currently have a very respectable base of customers that are mostly professionals and retirees.

We are open M-F 10:00 am – 6:00 pm and Saturdays 10:00 – 4:00. Currently we have one employee and will be hiring two additional on or around Sept 1<sup>st</sup>. We have no plans for any live entertainment, pool tables, TV's, etc as it is a peaceful gift basket store where people are meant to shop in an upscale environment.

The size of the lot is 2,511 sq ft. We are a non-smoking establishment and will not have a patio.

The wine is managed and selected by the owner Andrew McCreery who is a Certified Sommelier and Specialist of Wine.

Andrew McCreery  
Owner / Sales  
d'Vine Gourmet  
602 653 0807  
[andrew@dvinegourmet.com](mailto:andrew@dvinegourmet.com)