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FEB 22 2007



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MEMORANDUM

Planning & Development - CC Memo No. 07-024

DATE: FEBRUARY 8, 2007

TO: MAYOR AND CITY COUNCIL

THRU: W. MARK PENTZ, CITY MANAGER
DOUG BALLARD, PLANNING & DEVELOPMENT DIRECTOR
JEFF KURTZ, ASSISTANT PLANNING & DEVELOPMENT DIRECTOR
BOB WEWORSKI, PRINCIPAL PLANNER

FROM: ERIK SWANSON, CITY PLANNER

SUBJECT: UP06-0060 ZPIZZA

Request: Use Permit approval for a Series 12 liquor license

Location: 7131 W. Ray Road, Suite #9
Casa Paloma shopping center

Applicant: John Von Der Ahe

RECOMMENDATION

The request is for a Use Permit to sell liquor by individual portions for on-premise consumption (Series 12 license) to restaurant patrons in a new restaurant. Planning Commission and Staff, finding consistency with the General Plan and Planned Area Development (PAD) zoning, recommend approval subject to conditions.

BACKGROUND

The subject site is located within the Casa Paloma shopping center. The subject site is part of a portion of inline shops that face 54th Street, but is located in the interior of the center. Neighboring businesses include Pei Wei Asian Bistro, Talbot's Clothing Store, and a tanning salon.

ZPizza is a fast-casual pizza parlor that specializes in providing gourmet, health-conscious pizzas, salads, calzones, and sandwiches. This site will be the first for Chandler and the third for Arizona. ZPizza will be open from 11 a.m. to 9 p.m. seven days a week and will employ approximately 10-15 people, with 5-7 employees and 2 managers being present during each

shift. The subject site is approximately 1,300 square feet. The dining area is approximately 677 sq. ft. The kitchen and food preparation area is approximately 184 sq. ft. and the storage area is 263 sq. ft. Indoor dining will seat approximately 15 patrons. No outdoor dining is being provided.

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

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 description of the Use Permit request was advertised in the newspaper.
- An orange 11" X 17" placard public hearing sign was posted on the property.
- The Police Department has been informed of the application and has not responded as of the writing
- A neighborhood meeting was held on Monday January 29, 2007 at the Downtown Community Center. No neighbors were in attendance.

As of the writing of this memo, Staff has received no calls or letters of opposition to the Use Permit request.

PLANNING COMMISSION VOTE REPORT

Motion to Approve: In Favor: 6 Opposed: 0 Absent: 1 (Anderson)

RECOMMENDED ACTION

Planning Commission and Staff, upon finding consistency with the General Plan and PAD zoning, recommend approval of the Use Permit subject to the following conditions:

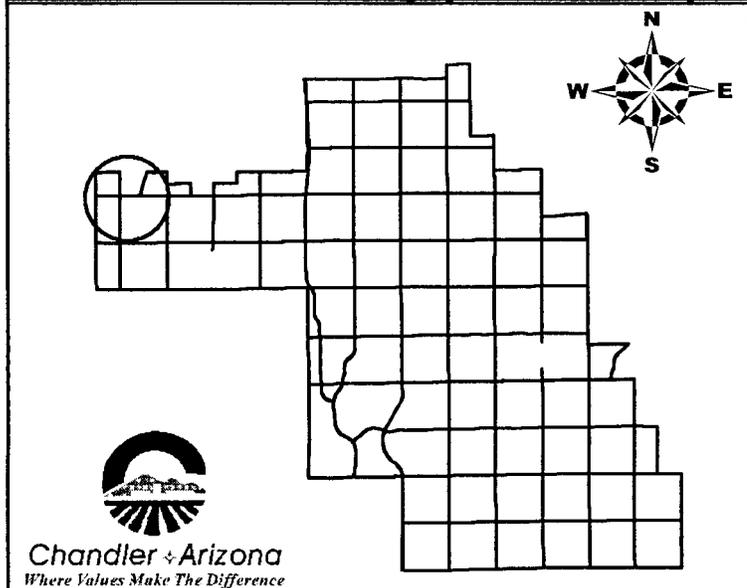
1. The Use Permit is granted for a Series 12 license only, and any change of license shall require reapplication and new Use Permit approval.
2. Expansion or modification beyond the approved exhibits (Site Plan, Floor Plan and Narrative) shall void the Use Permit and require new Use Permit application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

PROPOSED MOTION

Move to approve UP06-0060 ZPIZZA, use permit for liquor sales, subject to the conditions recommended by Planning Commission and Staff.

Attachments:

1. Vicinity Map
2. Floor Plan
3. Applicant Narrative



Vicinity Map



UP06-0060

**ZPizza
Liquor Use Permit**



Chandler, Arizona
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CITY OF CHANDLER 9/28/2006

ZPizza

ZPizza is a fast casual restaurant specializing in gourmet pizza's, salads and sandwiches. A typical restaurant will be in the 1,200-1,500 sq. ft. range, with about 15 seats inside and 10 seats outside. The unit décor and theme is simple and attractive, centered around an open kitchen with visible brick ovens, window displays and photographs emphasizing, through text and imagery, ZPizza's focus on quality, unique offerings and healthy, worldly ingredients. The energetic and friendly atmosphere will attract individuals, families and groups. ZPizza will cater to middle and upper class consumers who look beyond the traditional lunch and dinner choices. ZPizza is defined by an outstanding menu of hand crafted, brick oven baked signature pizzas, gourmet salads, calzones and specialty sandwiches. The recipes have been created to meet two main goals; strong flavors through the use of fresh, quality ingredients and a health consciousness defined by ZPizza's use of part skim mozzarella cheese over whole milk cheese; it's critically acclaimed thin crust which includes a whole wheat version, its vegetarian menu items including soy cheese and much more.

We are a small neighborhood pizza restaurant offering various options as dine in, take out, deliver and catering as well, with 70-80 percent of business coming from take-out and delivery. We operate between the hours of 11 am-9 pm, and will have 5-7 employees working during these hours with two managers on during every shift. We are looking to obtain a series 12 liquor license to serve both beer and wine only. We will only allow alcohol to be consumed on premises, with no off premises sales allowed. We will not have a bar area, nor will we have any live entertainment at any time.

Our busiest meal periods are lunch from 11:30am-1:30pm, and dinner from 5:30pm-7:30pm on weekdays. Weekend business is anticipated to be a bit more sporadic during the lunch hours. We will also host children's birthday parties and small groups (church groups, sports teams, class trips, etc.).

We do not anticipate liquor sales to be a large part of our sales (projections estimated at approximately 3-5 percent of overall sales), but simply an option for those dine-in customers that would like to enjoy a nice mug of beer or glass of wine with their meal.