Maloney's Project Narrative

Maloney's is located at 8608 E Shea Blvd formerly a restaurant location with live entertainment from 1995 to September 2005. Maloney's proposes to remodel the existing location to a more upscale Tavern environment. Maintaining a similar use in the community.

This proposed location, Maloney's newest; at 8608 E. Shea Blvd in North Scottsdale is a Bar restaurant Hybrid of the original concept. Mastro Companies has worked to improve the concept and evolve with our customer base. The new Maloney's is very different that the original counterpart. Maloney's On Shea has been designed to cater to the north Scottsdale customer. Men and Women in their mid late thirties to late forties whom are looking for a comfortable cozy restaurant tavern setting to enjoy great food and drinks with friends with classic songs to which everyone knows the words and can sing along. A "matured" version of everyone's favorite place. A Restaurant Tavern setting that is high energy fun in a refined setting suitable for the community and target age group.

This is the second location where Mastro Companies will be operating the Restaurant Tavern concept here in town. The first location to successfully launch the concept was Cocomo Joe's in 2001. Located in Tatum ranch this concept is an island version of the Maloney's Concept with many similarities. A center Bar, elevated dining rooms with large booths, open patio areas and a large restaurant kitchen with expanded menu serving Dinner entrees such and "The Mastro Filet". At it's location in the popular 101 loop corridor Maloney's will have a concentration on the professional crowd offering a broad lunch menu and excellent service that our customer has come to expect at a Mastro Restaurant.

Maloney's full menu will be offered till at lease 12 midnight seven nights per week and open for lunch daily at 11am. There is no cover charge at Maloney's thus promoting the Restaurant / Tavern concept that offers something for everyone and all our guests can feel comfortable in our upscale high energy fun environment.

Maloney's physical plant has been augmented to accommodate the concept changes. The typical size has grown from 2,500 to 5,000 square feet to the new location at 7,475 square feet with a large 1,450 square foot kitchen which is over 20 percent of the facility. The bar area occupies a smaller percentage of the restaurant at 570 square feet or approximately 8 percent of the restaurant.

In our continuous efforts to improve what we do as we grow. Mastro Companies is very excited to offer our newest concept to the North Scottsdale area and we are looking forward to continuing our long term contribution and positive relationship with our community.

Please see response to specific criteria of Sec. 1.403,D. on following page.

Section D

1. **The use shall not disrupt the existing balance of daytime and nighttime uses.** *Ans.* Maloney's will not disrupt the existing balance of daytime or nighttime uses as Maloney's location has been a restaurant use with live entertainment since 1995. The change to a series 6 liquor license poses no material change in balance of use in the center.
2. **The use shall not disrupt pedestrian oriented daytime activity.** *Ans.* Maloney's will have no impact on daytime pedestrian activity as its location is on a "pad site" not directly adjacent to any other businesses in the center. There is no foot traffic pattern that would cause any pedestrian traffic near the location.
3. **If the use is located with in the downtown overlay district then the following apply:** *Ans.* This is not applicable. The site is not ion the overlay district.
4. **If the use is located with in 500 feet of a residential use or district then**:
    a. **The use shall not adversely impact residential uses**. *Ans.* Maloney's will not have any adverse impact on neighboring residential uses due to it's location with in the pima crossing shopping center and all of the center's existing buffers of landscaping, retention basin and a 8ft wall to the north. To the south there is approximately 150 feet of shopping center property including two buildings and landscaping before reaching Shea blvd and 4 lanes of traffic and a median. Finally the residential district is buffered by additional 8 foot wall and mature landscaping. To the east and west there are commercial uses.
    b. **The use shall provide methods of buffering residential uses**. *Ans.* Please see answer to section 4a.

5. **An active management and security plan shall be created, approved, implemented maintained and enforced for the business.** *Ans.* Maloney's Tavern is a division of Mastro Restaurants and is long time members of the north Scottsdale Business community. We take pride in our positive contributions to the community. Maloney's has created and submitted a security and Management plan and will implement and maintain it avidly. Additionally please see enclosed sample of Maloney's management operations manual.
6. **The applicant shall provide with the application for a conditional use permit, a written exterior refuse control plan which must be approved by the planning and development services department staff as complying with the written guidelines of the department.** Ans. Maloney's Tavern has provided a detailed plan attached to this application. The highlights of this plan are; the location has an enclosed trash area surrounded by an 8 foot wall and attached to the building so that all trash dumping and container storage are with in the area of the building and not in the parking lot. Furthermore Maloney's employs a cleaning crew that patrols the adjacent parking areas to the building removing any potential trash deposited by patrons to our

establishment of or those of any of our surrounding neighboring businesses. This is done twice per day.

7. **The applicant shall demonstrate how noise and light generated by the use shall be mitigated.** Ans. Maloney's is predominantly an interior use with a very small patio area facing east toward the shopping center. Maloney's use produces no light, sound, smoke or vibration above the existing adjacent ambient levels.
8. **The applicant shall demonstrate that the use shall meet required parking and shall not exceed traffic capacity for the area.** Ans. As detailed in the traffic and parking impact study attached to this application Maloney's is well with in the parking requirements and dose not negatively impact traffic in the area as this location was intended for this use and has been in operation since 1995. Maloney's with a Series 6 liquor license does require more parking and at this level needs 148 spaces at capacity. The unused spaces provided in the center during peak hours are over 1,000 of the total 1,500 plus in the center.
9. **After hours establishments must maintain a valid after hours license.** Ans. Maloney's is not an after hours establishment and thus does not maintain an after hours license.