Project Narrative

Conditional Use Permit for Vines & Hops Beer and Wine Bar

For its project narrative, in accordance with the requirements of the City of Scottsdale's Conditional Use Permit for a Bar, Vines & Hops, LLC dba Vines & Hops states as follows:

Vines & Hops is requesting approval of a Conditional Use Permit for a Bar to allow a Series 7 bar liquor license on the premises and alcoholic beer and food consumption in the interior and on the enclosed, fenced patio of the building located at 4216 North Brown Avenue, Scottsdale, AZ 85251. The existing location is currently licensed under a Series 7 bar liquor license with alcohol and food consumption insides and on the enclosed, fenced patio of the establishment. Vines & Hops is applying for the existing Series 7 liquor license currently registered to Badwater Brewing to be transferred to Vines & Hops.

Vines & Hops will continue to sell food at the establishment in accordance with the restrictions of operating a "cold kitchen" in which no raw food will be served. Vines & Hops will operate in full compliance with the limitations of the license issued by Maricopa County regarding the operation of the kitchen and service of food. Vines & Hops will also continue to serve alcohol on premises and sell ancillary closed liquor bottles for retail as previously approved by the City of Scottsdale. Therefore, the applicant is requesting approval of a Conditional Use Permit for a Bar allowing a Series 7 liquor license for on-site consumption of alcoholic beverages as well as food consumption inside the premises and on the enclosed, fenced patio, and for auxiliary off-site sales of alcohol, which meets the requirements of the Arizona Department of Liquor License and Control as well as the City of Scottsdale (as previously approved for the existing series 7 liquor license approved for the location).

The consumption of alcohol at this site will not negatively impact residents or other businesses within the surrounding area, as most adjacent businesses close by 6:00 p.m. The building has been operated as a Series 7 liquor license bar since 2014 when it opened and has served alcohol for on-site consumption and off-site sales since it opened, and has served food for consumption since its opening. Vines & Hops will continue to operate largely in the same manner as the previous business operated, with the inly change being that the bar will serve wine in addition to beer. No changes to the physical layout of the building are planned. Vines & Hops will offer service from 11:00 a.m. to 11:00 p.m. seven days per week, but anticipates that most of its business will take place in the evening hours, between 6:00 p.m. and 11:00 p.m.

A copy of the existing food menu, beer list and wine list is attached. Vines & Hops will specialize in serving local Arizona beer and a wide selection of high quality wine. We expect for food sales to comprise 35% of total sales, and the food will be sourced from local vendors and feature only the highest quality products. Vines & Hops intends to be a cozy, inviting place for guests to come and enjoy a drink, some food, and friendly company in a relaxed atmosphere for people looking to escape the loudness of the Scottsdale club scene. The operations will largely continue as previously approved by the city when the existing license was approved. The small approximately 200 square feet attached patio is enclosed by an iron fence and has small seating, and will provide a safe, quiet place for customers.

As Vines & Hops will close at 11:00 p.m. every day, its operations will not disrupt the existing balance of daytime and nighttime uses.

Conditional Use Permit Criteria for a Bar:

A. That the granting of such conditional permit will not be materially detrimental to the public health, safety or welfare. In reaching this conclusion, the Planning Commission and the City Council's consideration shall include, but not be limited to, the following factors:

1. Damage or nuisance arising from noise, smoke, odor, dust, vibration or illumination.

   Response: Vines & Hops will have no impact on the surrounding area regarding the above. The existing and proposed use does not generate smoke, odors or dust. Light from Vines & Hops will not be visible on the west, north or south sides due to the existing full height masonry wall. The existing wall will also act as a buffer for noise. Noise and light from the east side will be controlled through the use of controlled volume levels, the masonry wall, and limited tinted, paned windows.

2. Impact on surrounding areas resulting from an unusual volume or character of traffic.

   Response: Vines & Hops is primarily an evening establishment that will offer limited service during lunch hours. It will operate largely the same hours as the existing establishment, only on more days of the week. The primary anticipated times of heavy traffic will be evenings and weekends when the surrounding businesses are closed. To date, the existing operation has not had an impact on the surrounding area resulting from an unusual volume or character of traffic. The addition of the Conditional Use Permit for a Bar is not anticipated to cause an effect on the surrounding area resulting from any unusual volume or character of traffic.

B. The characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas.

   Response: The proposed Conditional Use Permit for a Bar is compatible with the other high-end bars, hotels, offices, restaurants and businesses in the area. Appropriately, this site has been operating as a beer bar and is zoned accordingly, subject to the approval of a Conditional Use Permit for a Bar.

C. Bars, cocktail lounges and/or after hours establishments.

1. The use shall not disrupt the existing balance of daytime and nighttime uses.

   Response: Vines & Hops will occupy the currently occupied premises at 4216 North Brown Avenue. No new construction will occur resulting in an immediate seamless blending of Vines & Hops into the surrounding business environment. The operating hours and nature of operations of Vines & Hops will integrate with, and not disrupt, the existing balance of daytime and nighttime uses in the area.

2. The use shall not disrupt pedestrian-oriented daytime activities.

   Response: Vines & Hops will primarily operate in the evenings and weekends, and anticipates having minimal traffic during the hours during which the surrounding businesses mainly operate for a

limited lunch service. As such, there will be minimal impact on existing weekday, daytime operations of the adjacent businesses.

3. If the site is located within the Downtown Overlay District D-O then:
   a. The use shall not encourage displacement of daytime retail uses unless it can be demonstrated that the proposed use shall promote diversity of first floor uses along the street.

      Response: Vines & Hops has existed in its current location in the daytime and evening business since it opened in 2014, and the new operations will not significantly change the character of the operation from how it has operated. The addition of the conditional use permit will not displace any daytime retail uses.

   b. The required parking for the use shall be within 600 feet of the property and shall not be separated from the property by a major or minor arterial street.

      Response: Vines & Hops has three dedicated parking spots behind its location and is allocated 5.79 P-3 Parking Credits by the City's zoning. In addition, the owner is requesting to participate in the in-lieu parking program for 2.89 in-lieu parking credits to meet the additional parking required for the Conditional Use Permit for a Bar.

4. If the use is located within 500 feet of a residential use or district then:
   a. The use shall not adversely impact residential uses.

      Response: The Vines & Hops location (formerly Badwater Brewing) has existed at the current location since 2014 and has not had any known effect on the residential uses within 500 feet of the establishment. Other than obtaining a Conditional Use Permit for a Bar, no modification to the business operations is intended. Therefore, the addition of a Conditional Use Permit for a Bar at this location is not anticipated to have an adverse effect on the residential uses within 500 feet of the business.

   b. The use shall provide methods of buffering residential uses.

      Response: The distance to the nearest residential use will provide a significant buffer itself, as the building is surrounded in the immediate vicinity by business operations and hotels and restaurant establishments. In addition, with the exception of a small 200 square foot patio between the buildings, all operations will be within the building. Also, light from Vines & Hops will not be visible on the west, north or south sides due to the existing full height masonry wall. The existing wall will also act as a buffer for noise. Noise and light from the east side will be controlled through the use of controlled volume levels, the masonry wall, and limited tinted, paned windows.

5. An active management and security plan shall be created, approved, implemented, maintained, and enforced for the business.

Response: The owner of the establishment and Vines & Hops tenant have obtained approval of a Public Safety Plan from the City's Police Department, which is maintained on file with the city and a copy is maintained on the business premises.

6. The property owner shall create a written exterior refuse control plan for approval by the city.

   Response: The refuse control plan is part of the Public Safety Plan created by the owner and tenant of the business which has been approved by the City's Police Department. The plan will be implemented and enforced by management. A refuse enclosure is on site and located on the property behind the building in the alley. Vines & Hops will utilize its plan to control exterior refuse.

7. The applicant shall demonstrate how noise and light generated by the use shall be mitigated.

   Response: Light from Vines & Hops will not be visible on the west, north or south sides due to the existing full height masonry wall. With the exception of a small 200 square foot patio between the buildings, all operations will be within the building. The existing walls around the patio will act as a buffer for noise. Noise and light from the east side will be controlled through the use of controlled volume levels, the masonry wall, and limited tinted, paned windows.

8. The use shall conform to the parking requirements of Article IX and shall not exceed capacity for traffic in the area.

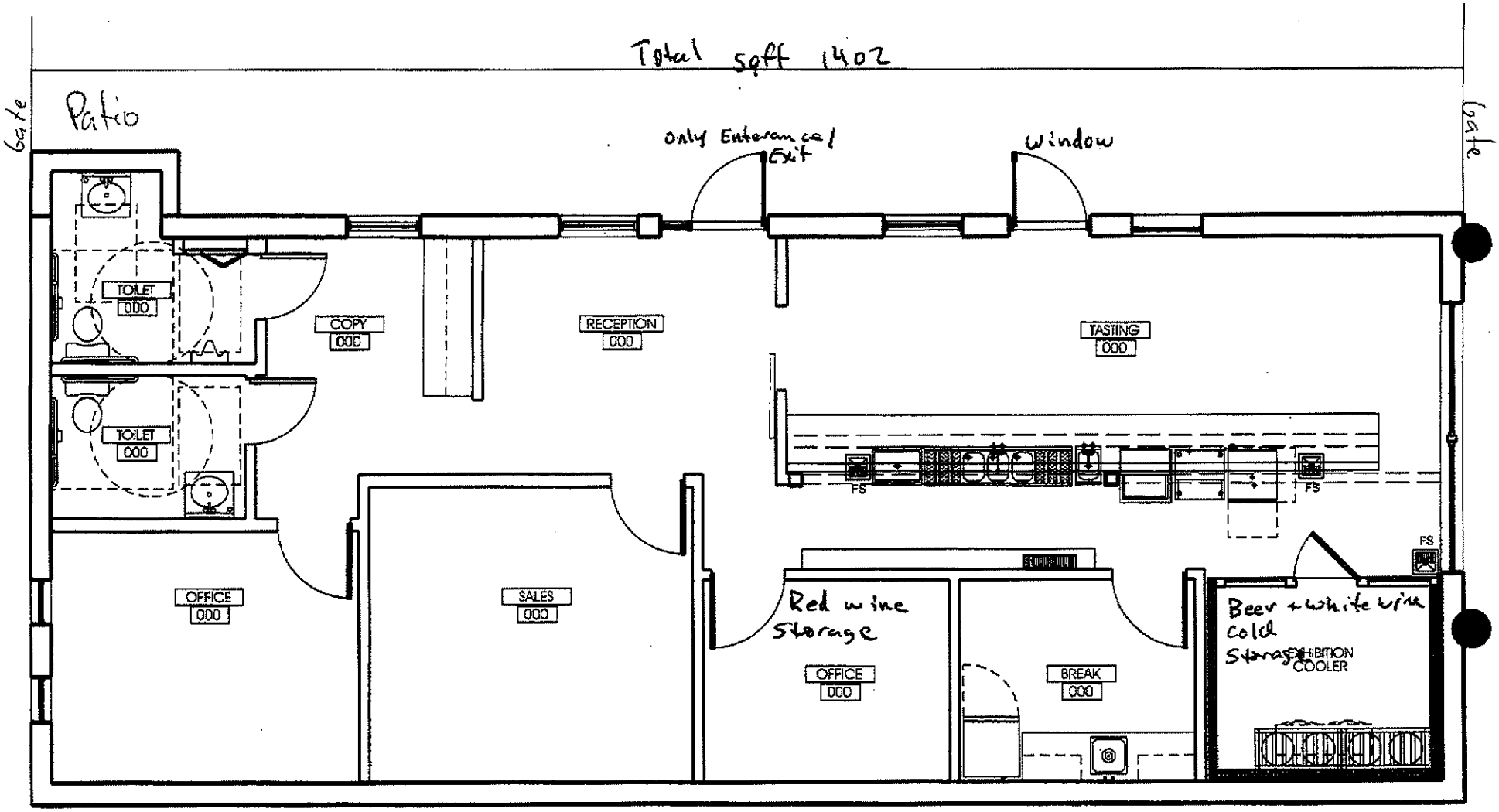
   Response: Vines & Hops will require approximately 11.68 parking spaces. Three parking spaces are allocated to the business in the alley behind the establishment. In addition, the property has 5.79 P-3 parking credits. The remaining 2.89 spaces will be allocated to the business through the City's in-lieu parking agreement, for which the owner has applied, if approved by the City Council. Vines & Hops operates mostly in the evening in an area that contains mostly businesses that operate during daytime hours. Vines & Hops is a small establishment that will not add significantly to the traffic in excess of that which already exists in the area.

9. After hours establishments must maintain a valid after hours establishment license.

   Response: Vines & Hops will close at 11:00 p.m. daily, therefore an after hours establishment permit will not be required.

Respectfully,

Chad DeVille/Owner
602-338-4553



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