

750' MAILING

November 8, 2010

minibar Project Narrative

The minibar is respectfully requesting a Conditional Use Permit be granted to open a location at 15307 N. Scottsdale Road, Suite J-160, Scottsdale, Arizona, 85254 within the Scottsdale Quarter development.

The minibar technically does not qualify as a restaurant because it does not have 15% of its space dedicated to a traditional kitchen. Even though this is the case, the minibar will in fact function as a full service restaurant serving lunch and dinner daily with 41 seats. All of the food is prepared daily in an off site kitchen by the acclaimed Vincent's on Camelback. Additionally the minibar has a series 7 liquor license serving spirits along the lines of beer, wine, sake, port and champagne.

The minibar will not disrupt the existing balance of daytime and nighttime uses as it is located within Scottsdale Quarter, a mixed use development, which was specifically designed and zoned to accommodate daytime and nighttime shopping and dining.

The minibar will not disrupt pedestrian-oriented daytime activities as it is totally self contained and will not impede any pedestrian walkways.

The minibar will promote diversity of first floor uses so retail customers will have a convenient dining alternative while shopping without having to drive to another location to eat. The parking for the minibar is within 600 feet and customers will not have to cross a major or minor arterial street to access it.

The minibar is within 500 feet of a residential district, however it will not adversely impact the residential uses. In fact it will provide a safe and fun alternative to dining at home. The minibar is located within a commercial development which provides the necessary residential buffering.

The minibar Security, Maintenance and Operations Plan is clearly outlined below.

We have outlined the Security, Maintenance and Operations Plan Musikantow & Associates, LLC DBA the minibar will be using to comply with all Scottsdale Revised Codes under a Bar Use Permit. The minibar will actually function as a full service restaurant serving lunch and dinner seven days a week with a full menu plus spirits under a series 7 beer and wine license. The menu will consist of an array of sandwiches, sides, salads, pastas, dips, home made chips, fresh baked breads, cheese/fruit platters and desserts. Vincent's on Camelback will be preparing and delivering our food daily, additionally we will be offering all of our food to go as well. There is no dance floor or live music venue at the minibar.

We do not expect the minibar to cause any significant increase in vehicular or pedestrian traffic, nor any adverse effects upon parking, traffic or circulation in the area. Through proper management, we plan to control disruptive behavior both inside and outside the premises

including property damage and refuse issues. We also will be compatible with the surrounding structures and uses.

The minibar is not planning on holding promotional events, use a security staff, hire off duty police officers or an outside security company. The minibar's management will work with the Scottsdale Quarter Security and the local Scottsdale Police Department to maintain a quiet and safe environment for both the customers and the local neighbors. There will a manager on duty during peak nights, a general manager and one assistant on duty during hours of operation and 30 minutes after closing. A manager will be identified as the "Security Manager" who will be on duty for one hour after closing.

The minibar management will be responsible for any designated parking areas including any lots used by Permittee's contracted valet company. Management will also ensure that parking areas are not used as gathering places; for consumption of spirituous liquor; for violations of state or city law; for acts of violence, or disorderly conduct. Management will ensure that all patrons have left the parking areas within 30 minutes after the designated closing time. Permittee will ensure that the valet company meets all requirements of the City of Scottsdale and has a valid valet license and permit prior to conducting business.

The minibar management will ensure refuse containers are properly used and the area around the business will be kept clean. At closing, management will be responsible for refuse pick-up and any appropriate cleaning, for any refuse found within a 300 foot radius of the business. This will also include patron parking lots, valet parking lots and employee parking lots. All bottles, trash, bodily fluids or secretions and refuse found on streets, sidewalks, private property, and empty lots within the above designated area will be placed in the refuse container or cleaned appropriately.

The minibar will not have a dance floor or live music, so the noise and light generated will be very minimal.

The minibar meets the required parking requirements and will not exceed capacity for traffic in the area. A copy of the developers parking and traffic analysis is included with this narrative.

The minibar will not operate after hours, therefore there will be no need to obtain or maintain an after hours establishment license.

Furthermore, the granting of a Conditional Use Permit for the minibar will not be materially detrimental to the public health, safety or welfare because the use will not cause damage, nuisance arising from noise, smoke, odor, dust, vibration or illumination.

The characteristics of the minibar's proposed use is reasonably compatible with the types of uses permitted immediately within the Scottsdale Quarter development and the surrounding areas.

Additionally, the minibar complies with and satisfies all the conditions outlined in the Zoning Ordinance Section 1.403.

We are excited about this project and sincerely hope the customers at Scottsdale Quarter and the City of Scottsdale enjoy this new concept.

Warmest regards,

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