



ARIZONA LIQUOR
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June 15, 2023

City of Scottsdale
Planning & Development Department
7447 East Indian School Road
Suite #105
Scottsdale, Arizona 85251

Re: Application # 284-PA-2023

To whom it may concern:

Our firm represents Good Heavens Entertainment, LLC dba Paloma ("applicant"), an Arizona Limited Liability Company registered with the Arizona Corporation Commission with file # 23449231. The applicant wishes to apply for a Conditional Use Permit ("CUP") to allow for the sales, service, and on-sale consumption of alcoholic beverages on their premises located at 4439 North Saddlebag Trail, Scottsdale, Arizona 85251.

The property owner, Selena Properties, LLC ("property owner") is an Arizona Limited Liability Company registered with the Arizona Corporation Commission with file # 23267188. Mr. Ryan Jocque is the Managing Member of said LLC and the Managing Member of Good Heavens Entertainment, LLC, and as such no property owner permission letter to use the premises for the stated purpose is required. Further, Selena

Properties, LLC has authorized AZLIC to act on behalf of the property owner and the applicant for the purpose of the CUP application. Upon the issuance of the CUP applied for herein, applicant has authorized Arizona Liquor Industry Consultants ("AZLIC") to apply for a Location Transfer of their existing Arizona Department of Liquor License and Control ("ADLLC") Series 6 liquor license for a bar (006070014492).

ADLLC Series 6 liquor license is being transferred from Winfield's, 4440 North Saddlebag Trail, Scottsdale, Arizona 85251 to Paloma, 4439 North Saddlebag Trail, Scottsdale, Arizona 85251 .

The applicant has performed extensive remodeling construction of the property located at 4439 North Saddlebag Trail which totals three thousand six hundred eighty (3,680) square feet and is a two (2) story/level property. The business has a seating capacity of one hundred fifty-five (155) persons. All dining will be on the attached outdoor patios with a combined seating capacity of one hundred ten (110) persons and the bar areas will have a combined seating capacity of forty-five (45) persons. The business will have several wall mounted televisions in the bar area, but will have no dancing and no electronic entertainment devices.

The business will be open from 5:00 PM until 2:00 AM Monday through Friday, and from 10:00 AM until 2:00 AM on Saturday and Sunday. All outdoor speakers be directional inward to the business to minimize any detectable music on the outside. The business plans to employ seventy-five (75) employees with various job functions.

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The applicant has developed and submitted a Public Safety Plan ("PSP") in accordance with the requirements of City of Scottsdale Ordinance 4109. Applicant's PSP is being reviewed by the Scottsdale Police Department's Liquor Enforcement Unit and is expected to be approved in conjunction with the CUP applied for herein.

The premises at 4439 North Saddlebag Trail are currently under remodeling construction and the applicant is planning to be ready to open for their normal course of business on or before November 1, 2023.

The issuance of this CUP will not cause any significant vehicular and/or pedestrian traffic in adjacent areas. The surrounding area contains other restaurants and stores, and therefore, will not cause any additional nuisances such as odors, dust, gas, vibration, heat, or glare.

Respectfully submitted,



Jeffrey Craig Miller

On behalf of Good Heavens Entertainment, LLC dba Paloma