

# CITY COUNCIL REPORT



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Meeting Date: *June 10, 2025*  
General Plan Element: *Land Use*  
General Plan Goal: *Support a diversity of businesses.*

## **ACTION**

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**Liquor License Request for 29-LL-2025 Society Swan (333297).** To consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a New Application Series 12 (restaurant) State liquor license for an existing location and new owner.

## **OWNER**

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FRC Fashion Square LLC

## **APPLICANT CONTACT**

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SAMUEL WILLIAM FOX

## **LOCATION**

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7014 E. Camelback Road Ste. 559

## **REQUEST**

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The applicant is seeking a favorable recommendation on a Series 12 (restaurant) liquor license for an existing location with new owner. This has been a licensed location most recently operating with liquor since 2019 as a restaurant.

This liquor license allows the licensee to sell and serve spirituous liquor solely for consumption on the premises of an establishment which derives at least forty percent (40%) of its total revenue from the sale of food.

The applicant has indicated that this establishment will serve liquor between the hours of 11 am and 11 pm Monday – Thursday, 11 am – 12 am Friday, 10 am -12 am Saturday, 10 am – 11 pm Sunday; however, due to state liquor license processing requirements, they are not required to notify the city or the state if they change their hours of operation.

## IMPACT ANALYSIS

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### Reliability and Location

#### **A.R.S. Section 4.-203.A and R19-1-702 Granting a License for a New Owner for a Certain Location.**

The capability, qualifications and reliability of the applicant has been shown.

### Restaurant

#### **A.R.S. Section 4-205.02 and R19-1-206 Criteria for Restaurant Operations.**

This owner intends to operate this location as a restaurant. This establishment is 7,655 sq. ft. in size. The bar service area is 329 sq. ft. or 4% of gross floor area, and the kitchen area is 1,922 sq. ft. or 25% of the gross floor area. The operational characteristics and floor plan qualify as a restaurant.

### Outdoor Patio

There is no proposed or existing patio with this application.

### Zoning

This site is zoned D/DRU-2 PBD DO (Downtown/Downtown Regional Use Type 2 Planned Block Development Downtown Overlay). The D/DRU-2 PBD DO district allows restaurants as a permitted use. The applicant has been notified of the city's expectation that the business will operate as a restaurant.

### Public Safety

**Police Department:** No Opposition

**Major life safety issues:** None noted

### Public Notice and Proximity

#### **A.R.S. Section 4-201.B. Petitions from Persons in Close Proximity.**

The applicant has maintained the required posting notice for the State mandated 20-day period. No petitions or protests were received during the 20 (twenty) day posting period.

## COUNCIL OPTIONS & STAFF RECOMMENDATION

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### Council Options

The City Council has the option of recommending approval, disapproval or no recommendation to the Arizona Department of Liquor Licenses and Control.

### Staff Recommendation

Staff advises that the license request meets the criteria imposed for determining the capability, qualifications, and reliability of the applicant.

### Next Steps

The City Council's recommendation will be forwarded to the Department of Liquor Licenses and Control for their consideration. If the application is approved by the Department of Liquor Licenses and Control, the applicant should receive their license from the State within 105 days of original application.

## RESPONSIBLE DEPARTMENT(S)

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Jason McWilliams, Planning Technician, [jmcwilliams@scottsdaleaz.gov](mailto:jmcwilliams@scottsdaleaz.gov)  
Planning and Development Services

Thomas Myers, Lieutenant, [tmyers@scottsdaleaz.gov](mailto:tmyers@scottsdaleaz.gov)  
Police Special Investigations

## APPROVED BY

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Tim Curtis, AICP, Current Planning Director  
480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)

5/26/2025

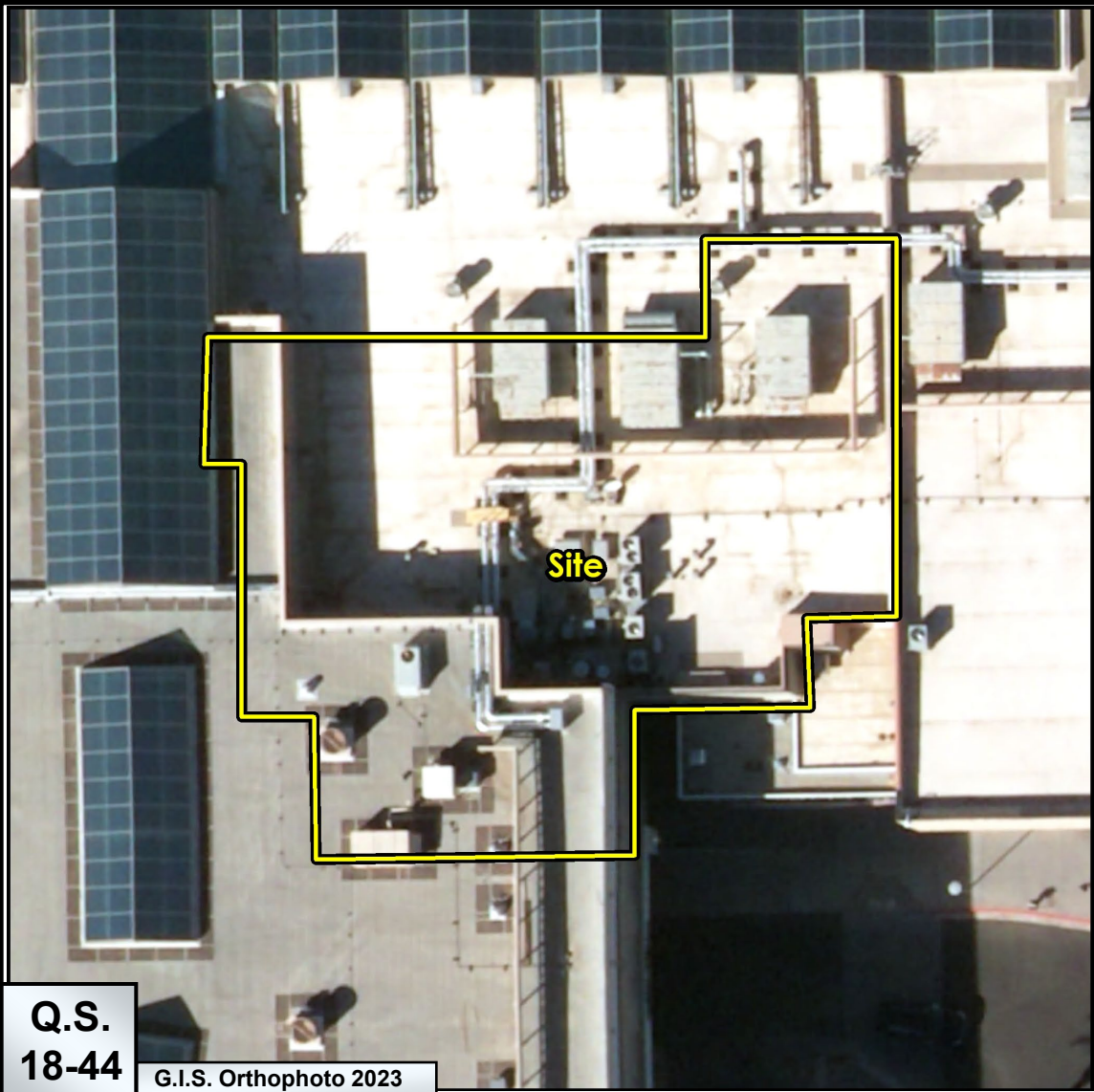
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Date

## ATTACHMENTS

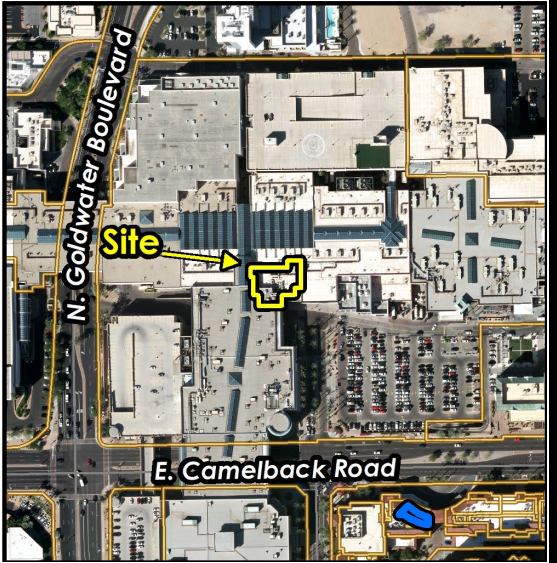
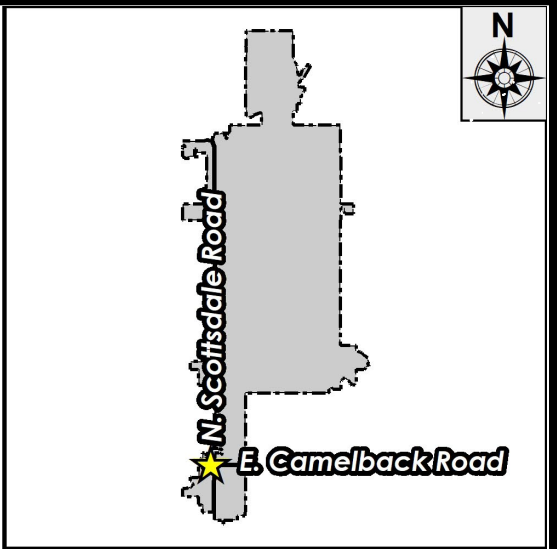
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1. Map
2. City of Scottsdale Applicant Questionnaire
3. State Application (Front Page, including menu)
4. Floor Plan



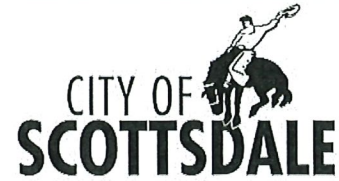
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G.I.S. Orthophoto 2023



29-LL-2025

Society Swan (333297)



# Liquor License Questionnaire

## (Existing Location)

**Restaurants & Bars (Series 11, 12, 6, 3, 7, 13)**

Please complete all questions and return within 3 business days.

Name of Business: FRC Fashion Square LLC, dba Society Swan  
 Business Address: 7014 E Camelback Rd, Suite 559, Scottsdale, AZ 85251  
 Total Gross Square Footage of Establishment (Minus the Patio): 7655

Is this business under construction or being remodeled?  Yes  No  
 Does this business have an existing patio?  Yes  No Dimensions of patio \_\_\_\_\_  
 Does this business have a proposed patio?  Yes  No Dimensions of patio \_\_\_\_\_  
 Was liquor sold at this location prior to this application?  Yes  No  
 If **yes**, what type of license? Series 12  
 Is this business currently open?  Yes  No  
 If **yes**, is this business operating with an Interim license?  Yes  No  
 If **no**, what is the proposed opening date? August 2025

**For Restaurants, Bars and Restaurants/Bars:**

Will the bar service area be less than 15% of the gross floor area?  Yes  No\*  
 Gross square footage of bar service area: 329 SF  
*(includes the floor area under indoor and outdoor bars and the floor area behind the bars used for storage, prep and serving of food or drinks. NOT kitchen/backroom storage)*  
 Will the kitchen be less than 15% of the gross floor area?  Yes\*  No  
 Gross square footage of kitchen: 1,922 SF  
 Will the full kitchen close before 9:00 p.m.?  Yes\*  No  
 Will less than 40% of gross revenues be derived from the sale of prepared food?  Yes\*  No  
 During what hours will the establishment offer liquor sales? Mo-Th 11am-11pm, Fr 11am-12am Sa 10am-12am, Su 10am-11pm

**For admittance:**

Will age verification be required/requested at any time during business operations?  Yes\*  No

**For admittance:**

Is a cover charge required at any time during business operations?  Yes\*  No

**\*May require a Conditional Use Permit**

Please check **one** of the following that best describes the primary business operation:

- packaged retail  restaurant  bar  personal service  education service  
 manufacturing  hotel / tourist accommodation  residential facility  sports / theater

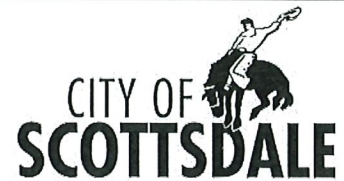
### Planning and Development Services

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ www.ScottsdaleAZ.gov

# Liquor License Questionnaire

## (Existing Location)

Restaurants & Bars (Series 11, 12, 6, 3, 7, 13)



Please complete all questions and return within 3 business days.

**Will this business feature any of the following:**

- |                      |                               |  |                           |                               |  |
|----------------------|-------------------------------|--|---------------------------|-------------------------------|--|
| Patron Dancing?      | <input type="checkbox"/> Yes* | <input checked="" type="checkbox"/> No | Karaoke?                  | <input type="checkbox"/> Yes* | <input checked="" type="checkbox"/> No |
| Live Bands?          | <input type="checkbox"/> Yes* | <input checked="" type="checkbox"/> No | DJ?                       | <input type="checkbox"/> Yes* | <input checked="" type="checkbox"/> No |
| Amplified music?     | <input type="checkbox"/> Yes* | <input checked="" type="checkbox"/> No | Games?                    | <input type="checkbox"/> Yes* | <input type="checkbox"/> No            |
| Adult Entertainment? | <input type="checkbox"/> Yes* | <input checked="" type="checkbox"/> No | Four or more pool tables? | <input type="checkbox"/> Yes* | <input type="checkbox"/> No            |
| After hours?         | <input type="checkbox"/> Yes* | <input checked="" type="checkbox"/> No |                           |                               |  |

**\*May require a Conditional Use Permit**

**Applicant Narrative:**

ARS 4-201-G: Except for a person to person transfer of a transferable license for use at the same location and as otherwise provided in section 4-203, subsection A, in all proceedings before the governing body of a city or town, the board of supervisors of a county or the board, the applicant bears the burden of showing that the public convenience requires and that the best interest of the community will be substantially served by the issuance of a license.

1. I have the capability, qualifications and reliability to hold a liquor license because:

I have the capability, reliability and qualifications to hold a liquor license because I have owned and operated restaurants in Arizona in compliance with all liquor laws over the last 25 years. I have completed the Dept of Liquor and Licenses Control liquor service training as well.

2. Please describe your business:

Society Swan is a restaurant that will be a blend of classic American cuisine with an European influence. We believe that the public will benefit from having a cocktail, wine or beer with their dine-in meal.

The City's forwarding of a recommendation to the AZ Department of Liquor Licenses and Control does not waive and is not a substitute for the Licensee's obligation to comply with all state, local and federal laws, policies and regulations applicable to the license. The Recommendation is not a permit or regulatory approval to hold any events or construct or demolish any improvements. Zoning processes, building permit processes, and similar regulatory requirements may apply to Licensee's contemplated Improvements and are completely separate from the Recommendation. Licensee shall be responsible to, separate and apart from this Recommendation, directly obtain all necessary permits and approvals from any and all governmental or other entities including the City's having standing or jurisdiction over the subject areas. For more information regarding zoning processes, building permit processes, and similar regulatory requirements and approvals please call 480-312-2611.

Print Name: Samuel W. Fox Signature:  Date: 4/30/2025

**Planning and Development Services**

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ www.ScottsdaleAZ.gov

ATTACHMENT 3

State of Arizona  
Department of Liquor Licenses and Control

Created 04/14/2025 @ 04:20:33 PM

Local Governing Body Report

**LICENSE**

Number:		Type:	012 RESTAURANT
Name:	SOCIETY SWAN		
State:	Pending		
Issue Date:		Expiration Date:	
Original Issue Date:			
Location:	7014 E CAMELBACK ROAD #559 SCOTTSDALE, AZ 85251 USA		
Mailing Address:	4455 E CAMELBACK ROAD #B100 PHOENIX, AZ 85018 USA		
Phone:	(480)905-6920		
Alt. Phone:			
Email:	LKIM@FOXRC.COM		

**AGENT**

Name:	SAMUEL WILLIAM FOX
Gender:	Male
Correspondence Address:	4455 E CAMELBACK ROAD #B100 PHOENIX, AZ 85018 USA
Phone:	(480)905-6920
Alt. Phone:	
Email:	LKIM@FOXRC.COM

**OWNER**

60<sup>th</sup> day - 06/13/2025  
 105<sup>th</sup> day - 06/05/2025



**DINNER**

2024

SOCIETY SWAN  
AMERICAN RESTAURANT

**APPETIZERS**

- Roasted Tomato Soup .....18  
fried cheese & basil
- Brioche Pull Apart .....15
- Whipped garlic herb butter, flake sea salt
- Shrimp & Crab Cocktail .....24  
oyster crackers
- Burrata .....20  
butternut squash, cranberry preserve,  
pumpkin seed granola, arugula, grilled bread
- Waygu Pigs in a Blanket .....18
- Butter Poached Artichokes .....18  
garlic aioli, grilled bread
- Edamame Potstickers .....18  
ginger sake broth

**SUSHI**

- Tuna Crudo .....18
- Pressed Yellowtail .....22
- Spicy Tuna & Crispy Rice .....19
- Lump Crab California Roll .....20  
avocado, cucumber
- Chile Crunch Salmon .....20  
honey miso, serrano, furikake

**SALADS**

- Add* AVOCADO +6, GRILLED CHICKEN +9  
GRILLED SHRIMP +11, SKIRT STEAK +13  
SCOTTISH SALMON +14
- Little Gem .....18  
fried cotija croutons, pecorino breadcrumb
- Bibb .....15  
avocado, clementine, hazelnut,  
citrus-hazelnut vinaigrette
- Greek .....17  
marinated tomato, cucumber, sheep's milk feta,  
sun-dried onion, lemon, kalamata olives, oregano
- Sesame Peanut Chicken .....21  
purple kale, avocado, jicama, scallion,  
spicy soy dressing, vao

**ENTRÉES**

- Loup de Mer .....28  
haricot vert, lemon supremes, brown butter  
sauce, almond
- Chicken Frites .....28  
truffle chicken gravy
- Steak Frites .....29  
café de paris butter
- English Ale Fish & Chips .....25  
house-cut fries, tartar sauce
- Ravioles du Dauphine .....26  
ricotta, comté, beurre monté, chive oil
- Prime Cheeseburger .....23
- 12oz New York Strip .....74  
cheddar & Chive baked potato
- Ahi Tuna .....34  
double egg fried rice, spicy ginger miso sauce
- Lobster Spaghetti .....52
- Pork Milanese .....27  
arugula, parsley, lemon

**SIDES**

- HOUSE-CUT FRENCH FRIES 15
- BRUSSELS SPROUTS 14
- GRILLED BROCCOLINI 14
- CRISPY SWEET POTATO 15

**BUBBLES**

- Champagne .....31  
legras & haas 'brut intuition' chouilly, france
- Champagne .....16  
veuve clicquot "yellow label" brut, reims, france
- Prosecco .....16  
bisol, jelo, valdobbiadene, veneto, italy
- Brut Rosé .....22  
domaine carneros by tattering, carneros, california

**WHITE**

- Sauvignon Blanc .....14 / 22  
vavasour, marlborough, new zealand
- Pinot Grigio .....13 / 19  
bottega vinaria, trentino doc, italy
- Riesling .....15 / 22  
schloss vollrads "estate", rheingau, germany
- Chardonnay .....18 / 23  
talbott "kali hart", monterey co, california

**RED**

- Pinot Noir *en face* .....13 / 19  
rickshaw, california
- Pinot Noir .....18 / 23  
louis jadot, bourgogne, france
- Malbec .....14 / 21  
terrazas reserva, mendoza, argentina
- Cabernet Sauvignon .....38 / 57  
silverado, napa valley, california
- Cabernet Sauvignon .....15 / 23  
robert hall, paso robles, california
- Red Blend .....16 / 23  
daou "pessimist", paso robles, california

**BEER**

- HEINEKEN SILVER 6.5
- MICHELOB ULTRA 6.5
- MODELO ESPECIAL 6
- STELLA ARTOIS 7
- Soleras*  
HIGH NOON  
TEQUILA SELTZER 7
- DOS EQUIS 6.5

*Cocktails*

- OLD FASHIONED 15  
elijah craig small batch bourbon,  
lemon & orange oil,  
aromatic bitters, luxy cherry
- SPICY MARGARITA 15  
corazon reposado tequila,  
fluffy pineapple, espiellette pepper,  
spiced black salt
- AU POIVRE MARTINI 16  
belvedere vodka, "dirty" vermouth,  
tellicherry peppercorn,  
blue cheese stuffed olives
- NEGRONI 16  
tanqueray london gin, campari,  
carpano antica vermouth,  
orange bitters
- MANHATTAN 15  
maker's mark bourbon,  
carpano antica vermouth,  
angostura bitter, luxy cherry
- SAZERAC 16  
lip service rye, absinthe,  
peychauds, lemon oil
- JALISCO & GINGER 14  
el tesoro reposado, smashed lime,  
grand marnier, ginger beer
- EL CARAJILLO 17  
lunazul añejo tequila, licor 43, cold brew,  
bruléed banana, horchata crema
- THE PAINKILLER 17  
rumhaven coconut rum, bacardi spiced,  
fluffy orange, pressed pineapple,  
nutmeg bontfire



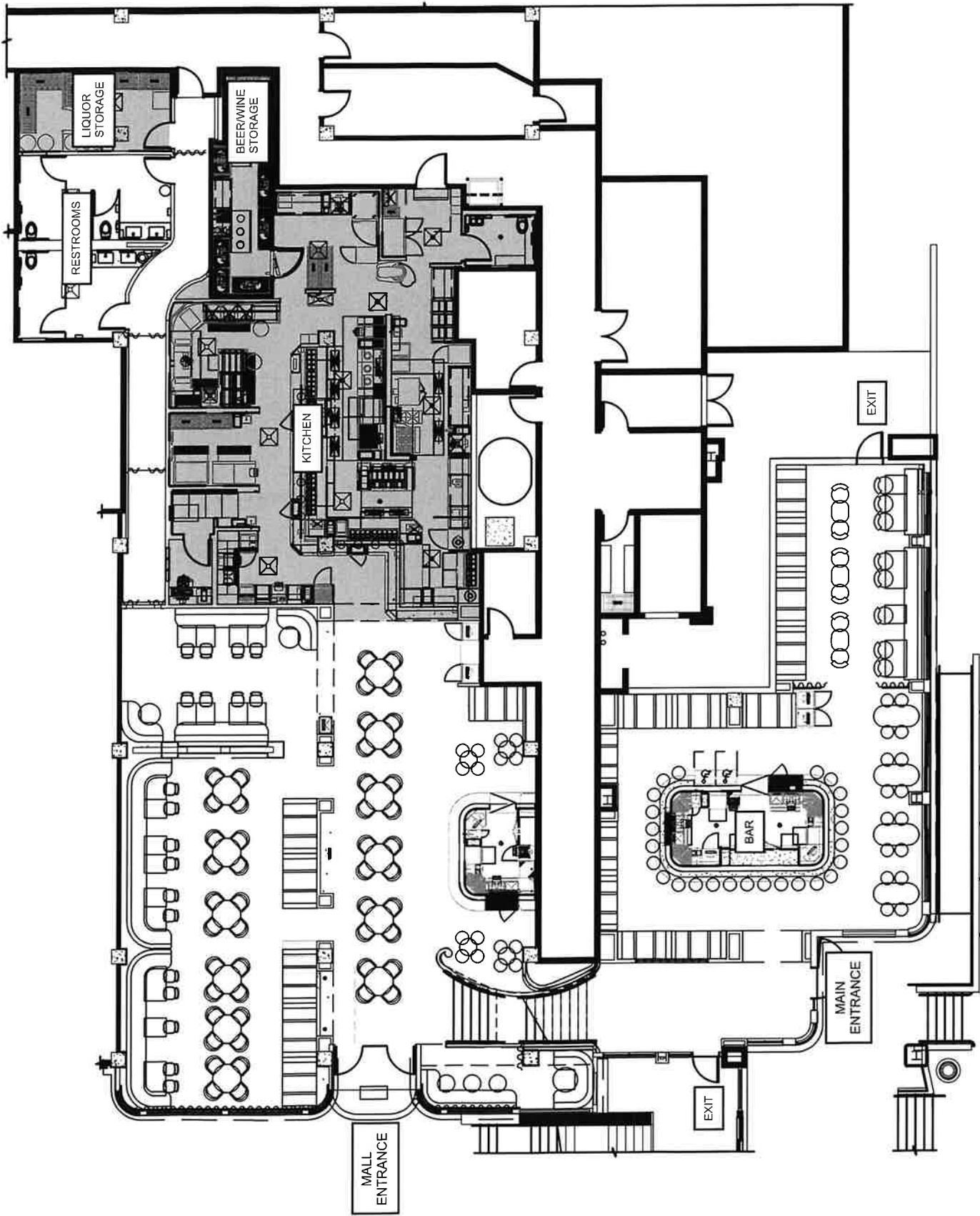
\*These items may be served raw or undercooked. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

**FRC Fashion Square LLC, dba Society Swan**  
**7014 E Camelback Rd, Ste 559, Scottsdale, AZ 85251**  
**Liquor License Application 333297**  
**Non-Alcoholic Beverages List**

1. Coca-Cola Products including Coke, Sprite, Diet Coke, Root Beer \$3.95
2. Iced Tea = \$3.50
3. Lemonade = \$3.50
4. Coffees & Hot teas = \$3.50
5. Espresso drinks = \$3.50 - \$6.00

# ATTACHMENT 4

25 3 4 Lic. Dept PW 1/19



SEAL COUNT:

INTERIOR	253	SEALS
PATIO		SEALS
TOTAL		253

SQUARE FOOTAGE

INTERIOR	7,055	SQ FT
PATIO		SQ FT
TOTAL	7,055	SQ FT

1 SOCIETY SWAN SCOTTSDALE FASHION SQUARE, SCOTTSDALE  
 SCALE: NTS  
 ADDRESS: 7014 E CARROLLWOOD RD STE 559