

CITY COUNCIL REPORT



Meeting Date: *June 27, 2023*
General Plan Element: *Land Use*
General Plan Goal: *Support a diversity of businesses.*

ACTION

Liquor License Request for 29-LL-2023 Arizona Froze (244846). To consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a New Application for a Series 12 (Restaurant) State liquor license for a new location and new owner.

OWNER

Froze and Eatery LLC

APPLICANT CONTACT

Courtney Harrison

LOCATION

4151 N Marshall Way #7

REQUEST

The applicant is seeking a favorable recommendation on a Series 12 liquor license for a new location and new owner.

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 7 PM; 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

Reliability and Location

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

The capability, qualifications and reliability of the applicant has been shown, and the public convenience and best interest of the community will be substantially served by the issuance.

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 1,200 sq. ft. in size. The bar service area is 3 sq. ft. or .25% of gross floor area, and the kitchen area is 500 sq. ft. or 42% 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 C-2 DO (Central Business, Downtown Overlay). The Central Business 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.

Parking and Traffic

The surrounding street network provides sufficient access.
Parking is in compliance with the zoning ordinance.

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

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 that the community's best interest is substantially served by the issuance of the liquor license and 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)

Karissa Rodorigo, Planning Specialist, krodorigo@scottsdaleaz.gov
Planning and Development Services

Thomas Myers, Lieutenant, tmyers@scottsdaleaz.gov
Police Special Investigations

APPROVED BY



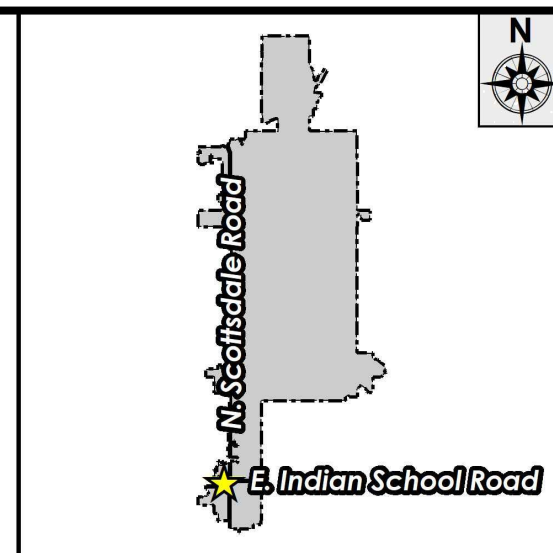
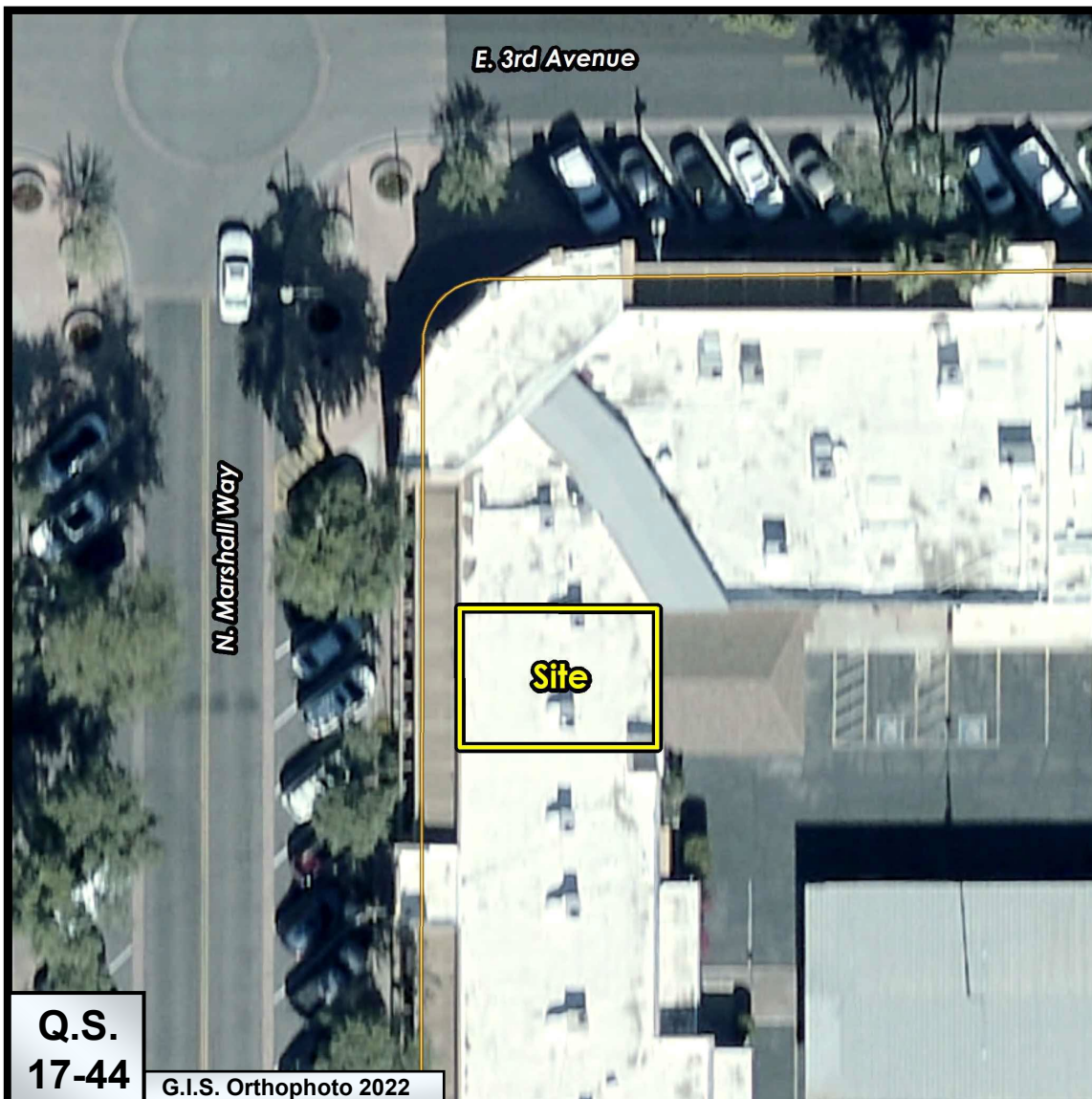
Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

6/7/2023

Date

ATTACHMENTS

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



29-LL-2023

Arizona Froze (244846)

Liquor License Questionnaire

(New Location)

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



Please complete all questions and return within 3 business days.

Name of Business: Arizona Froze'

Business Address: 4151 N Marshall Way Ste 7 Scottsdale, AZ 85251

Total Gross Square Footage of Establishment (Minus the Patio): 1200

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? _____

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 2023

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: 3ft

(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: 500ft

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? 11am-7pm

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

(New 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 type="checkbox"/> No	Karaoke?	<input type="checkbox"/> Yes*	<input type="checkbox"/> No
Live Bands?	<input type="checkbox"/> Yes*	<input type="checkbox"/> No	DJ?	<input type="checkbox"/> Yes*	<input type="checkbox"/> No
Amplified music?	<input type="checkbox"/> Yes*	<input type="checkbox"/> No	Games?	<input type="checkbox"/> Yes*	<input type="checkbox"/> No
Adult Entertainment?	<input type="checkbox"/> Yes*	<input type="checkbox"/> No	Four or more pool tables?	<input type="checkbox"/> Yes*	<input type="checkbox"/> No
After hours?	<input type="checkbox"/> Yes*	<input 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:

2. The best interest of the community will be substantially served by the issuance of the liquor license because:

3. Please describe your business:

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: _____ Signature: Courtney Harrison Date: _____

Planning and Development Services

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

State of Arizona
Department of Liquor Licenses and Control

Created 05/11/2023 @ 04:07:15 PM

Local Governing Body Report

LICENSE

Number:		Type:	012 RESTAURANT
Name:	ARIZONA FROZE		
State:	Pending		
Issue Date:		Expiration Date:	
Original Issue Date:			
Location:	4151 N MARSHALL WAY #7 SCOTTSDALE, AZ 85251 USA		
Mailing Address:	4340 E INDIAN SCHOOL ROAD #21-484 PHOENIX, AZ 85018 USA		
Phone:	(480)737-8676		
Alt. Phone:	(602)951-1473		
Email:	EAT@ARIZONAFROZE.COM		

AGENT

Name:	COURTNEY BLAIR HARRISON
Gender:	Female
Correspondence Address:	4340 E INDIAN SCHOOL ROAD #21-484 PHOENIX, AZ 85018 USA
Phone:	(602)295-1473
Alt. Phone:	
Email:	EAT@ARIZONAFROZE.COM

OWNER

Arizona Froze Menu

Egg salad sandwich \$9.95

Chicken salad sandwich \$11.95

Caprese \$11.95

Turkey Cranberry Croissant \$11.95

Avocado BLT \$10.95

Walnut pesto \$10.95

Grilled Cheese \$10.95

Peanut butter & Jelly \$6.95

Kids Grille Cheese \$6.95

Bagged chips 2.60

Bottled soft drinks and bottled water \$3.00

Assorted Brownies \$4.00, Cupcakes \$5.50, Cookies \$3.00

Frose 16oz \$11.03

Frose 24 Oz \$18.06

Frose Otter Pops- \$25

ATTACHMENT 4

23 MAY 11 11:47 AM 258

Total Sq Ft – 1200

Kitchen Sq Ft- 500

Liquor Sq ft - 25

