

CITY COUNCIL REPORT



Meeting Date: *June 23, 2026*
General Plan Element: *Land Use*
General Plan Goal: *Support a diversity of businesses.*

ACTION

Liquor License Request for LL-0025-2026 & LL-0031-2026 Turquoise Wine Bar North Scottsdale (398223 & 398329). To consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Location and Owner Transfer Series 7 (Beer and Wine Bar) and for a New Application Series 10 (Beer and Wine Store) State liquor license for a new location and new owner.

OWNER

Sunroots LLC

APPLICANT CONTACT

Ariel McBride Sheely

LOCATION

10405 E. McDowell Mountain Ranch Rd Suite 100

REQUEST

The applicant is seeking a favorable recommendation on a Series 7 (Beer and Wine Bar) and a Series 10 (Beer and Wine store) liquor license for a new location and new owner.

This liquor license allows a beer and wine bar retailer to sell and serve beer and wine, primarily by individual portions, to be consumed on the premises and in the original container for consumption on or off the premises.

This liquor license allows a liquor store retailer to sell beer and wine, only in the original package, to be taken away from the premises of the retailer and consumed off the premises.

Action Taken _____

The applicant has indicated that this establishment will serve liquor Tuesday through Sunday between the hours of 11:30 am and 9:00 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.

Bar

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

This owner intends to operate this location as a Beer and Wine Bar with Retail. This establishment is 1,796-sq. ft. in size, **plus** an existing 700 sq. ft. patio. The operational characteristics and floor plan qualify as retail wine bar.

Outdoor Patio

The existing patio on the southside of the building is 700 sq. ft. and does not encroach into the adjacent pedestrian walkway.

Zoning

This site is zoned C-2 ESL (Central Business Environmentally Sensitive Lands Overlay). The Central Business district allows retail wine bars as a permitted use. The applicant has been notified of the city's expectation that the business will operate as a retail wine bar.

Parking and Traffic

The surrounding street network provides sufficient access.

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

A.R.S. Section 4-207. Restrictions on Licensing premises near school or church buildings (within 300 ft.)

City Council Report | Turquoise Wine Bar North Scottsdale (398223 & 398329)

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.

There are no school buildings or church buildings within 300 feet. Other surrounding uses are compatible.

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)

John Kelly, Planning Technician, Jkelly@scottsdaleaz.gov
Planning and Development Services

Matt Evans, Commander, mevans@scottsdaleaz.gov
Special Operations Division

APPROVED BY

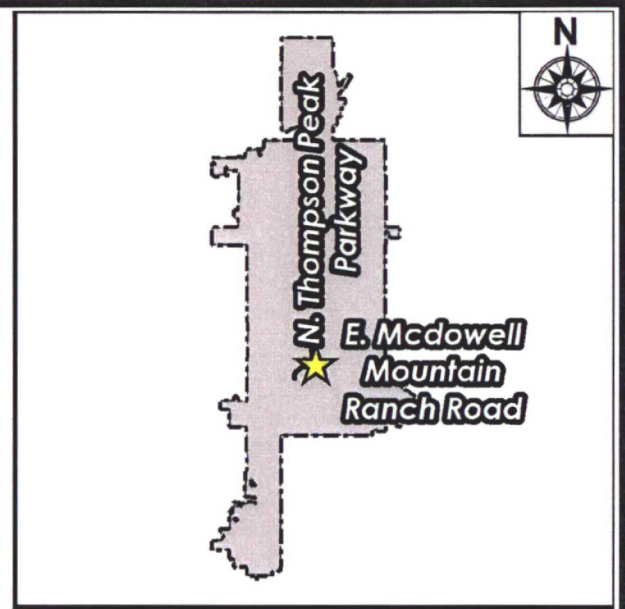


Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

6/9/2026
Date

ATTACHMENTS

1. Map
2. City of Scottsdale Applicant Questionnaires
3. State Applications (Front Pages)
4. Floor Plan



Q.S.
35-53

G.I.S. Orthophoto 2023

LL-0031-2026

Turquoise Wine Bar North Scottsdale (398329)

Liquor License Questionnaire**(New Location)****Restaurants & Bars (Series 3, 6, 7, 11, 12, 13)**

Please complete all questions and return within 3 business days.

Name of Business: TURQUOISE WINE BAR NORTH SCOTTSDALE (SUNROOTS LLC)Business Address: 10405 EAST McDOWELL RANCH RD, SUITE 100, SCOTTSDALE, AZ 85255Total Gross Square Footage of Establishment (Minus the Patio): 1,796 SQUARE FEETIs this business under construction or being remodeled? Yes No Does this business have an existing patio? Yes No Dimensions of patio: N/ADoes this business have a proposed patio? Yes No Dimensions of patio: APPROX 700 SQUARE FEETWas liquor sold at this location prior to this application? Yes No If yes, what type of license? N/AIs 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? 9/1/2026**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 the bar service area? APPROX 270 SQUARE FEET
(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: APPROX 260 SQUARE FEETWill the 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? TUE-SUNDAY 11:30am - 9:00pm (closed Monday)**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 Accomodation 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 3, 6, 7, 11, 12, 13)



Please complete all questions and return within 3 business days.

Will this business feature any of the following:

Patrons Dancing?	Yes* <input type="checkbox"/> No <input checked="" type="checkbox"/>	Karaoke?	Yes* <input type="checkbox"/> No <input checked="" type="checkbox"/>
Live Bands?	Yes* <input checked="" type="checkbox"/> No <input type="checkbox"/>	DJ?	Yes* <input type="checkbox"/> No <input checked="" type="checkbox"/>
Amplified Music?	Yes* <input type="checkbox"/> No <input checked="" type="checkbox"/>	Games?	Yes* <input checked="" type="checkbox"/> No <input type="checkbox"/>
Adult Entertainment?	Yes* <input type="checkbox"/> No <input checked="" type="checkbox"/>	Four or more pool tables?	Yes* <input type="checkbox"/> No <input checked="" type="checkbox"/>
After Hours?	Yes* <input type="checkbox"/> No <input checked="" type="checkbox"/>		

*May require a Conditional Use Permit
Definition of Live Entertainment

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:

Sunroots LLC is committed to full compliance with all applicable laws & regulations. Sunroots LLC affirms that it is capable & qualified. The owners of Sunroots LLC respect the laws to include law enforcement officers. Sunroots LLC owners have 6 years of law enforcement experience & highly value being law abiding to maintain a safe community environment.

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

The mission of Sunroots LLC/Turquoise Wine Bar N. Scottsdale is to provide great wine, great food & an inclusive community space for local events. Sunroots LLC values the connection & a safe atmosphere for all. Sunroots LLC provides a safe & professional managed environment. It intends to meet local demand and support local economic activity in the area.

3. Please describe your business:

Sunroots LLC, DBA Turquoise Wine Bar N. Scottsdale will operate as a restaurant & under a Series 7 Beer & Wine license for on-site consumption & a Series 10 off-site retail license with limited sampling. The business offers boutique wines, tasting flights, beer, food, & a safe local community space.

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.

Ariel Sheely
 Print Name

Ariel Sheely member manager
 Sunroots LLC
 Agent/Applicant Signature

5/8/2026
 Date

Planning and Development Services

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Liquor License Questionnaire

(Existing Location)

Packaged Retail, Wholesale, Manufacturing (Series 1, 2, 3, 4, 9, 10, 19)



Please complete all questions and return within 3 business days.

Name of Business: TURQUOISE WINE BAR NORTH SCOTTSDALE (SUNROOTS LLC)

Business Address: 10405 E MCDOWELL MOUNTAIN RANCH RD, SUITE 100, SCOTTSDALE AZ, 85258

Type of Business (packaged retail, wholesale, manufacturing): PACKAGED RETAIL

Total Gross Square Footage of Establishment: 1,790 SQ FT

Was liquor sold at this location prior to this application? Yes No

If yes, what type of license? N/A

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? 9/1/2020

Is this business under construction? Yes No starts Late June

Is this business being remodeled? Yes No

Does this business have a drive thru window? Yes No

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:

SUNROOTS LLC IS COMMITTED TO FULL COMPLIANCE WITH ALL APPLICABLE LAWS & REGULATIONS. SUNROOTS LLC AFFIRMS THAT IT IS CAPABLE & QUALIFIED. THE OWNERS OF SUNROOTS LLC RESPECT THE LAWS TO INCLUDE LAW ENFORCEMENT OFFICERS. SUNROOTS LLC OWNERS HAVE 6 YEARS OF LAW ENFORCEMENT EXPERIENCE HIGHLY VALUE BEING LAW ABIDING TO MAINTAIN A SAFE COMMUNITY ENVIRONMENT.

2. Please describe your business:

SUNROOTS LLC DBA TURQUOISE WINE BAR NORTH SCOTTSDALE WILL OPERATE AS A RESTAURANT & UNDER A SERIES 7 BEER & WINE LICENSE FOR ON SITE CONSUMPTION & A SERIES 10/105 FOR OFF SITE RETAIL WITH LIMITED SAMPLING. THE BUSINESS OFFERS BOUTIQUE WINES, TASTING FLIGHTS, BEER, FOOD, & A SAFE LOCAL COMMUNITY SPACE.

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Liquor License Questionnaire

(Existing Location)

Packaged Retail, Wholesale, Manufacturing (Series 1, 2, 3, 4, 9, 10, 19)



Please complete all questions and return within 3 business days.

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Print Name: Artie Sheely member manager
SUNROOTS LLC

Print Name

Agent/Applicant Signature: Artie Sheely member manager
SUNROOTS LLC

Agent/Applicant Signature

Date: 5/12/2026

Date

Planning and Development Service

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

State of Arizona
Department of Liquor Licenses and Control

Created 05/04/2026 @ 01:45:47 PM

Local Governing Body Report

LICENSE

Number: 07070720 **Type:** 007 BEER AND WINE BAR
Name: TURQUOISE WINE BAR NORTH SCOTTSDALE
State: Pending
Issue Date: **Expiration Date:** 02/28/2027
Original Issue Date: 07/05/1984
Location: 10405 E MCDOWELL MOUNTAIN RANCH ROAD
#100
SCOTTSDALE, AZ 85255
USA
Mailing Address: 10405 E MCDOWELL MOUNTAIN RANCH ROAD
#100
SCOTTSDALE, AZ 85255
USA
Phone: (651)319-6057
Alt. Phone:
Email: ARIEL4WORK3@GMAIL.COM

Currently, this license has pending applications.

AGENT

Name: ARIEL MCBRIDE SHEELY
Gender: Female
Correspondence Address: 10405 E MCDOWELL MOUNTAIN RANCH ROAD
#100
SCOTTSDALE, AZ 85255
USA
Phone: (651)319-6057
Alt. Phone:
Email: ARIEL4WORK3@GMAIL.COM

OWNER

look Day
7-3-2026

State of Arizona
Department of Liquor Licenses and Control

Created 05/12/2026 @ 12:35:57 PM

Local Governing Body Report

LICENSE

Number:	Type:	010 BEER AND WINE STORE
Name:	TURQUOISE WINE BAR NORTH SCOTTSDALE	
State:	Pending	
Issue Date:	Expiration Date:	
Original Issue Date:		
Location:	10405 E MCDOWELL MOUNTAIN RANCH ROAD #100 SCOTTSDALE, AZ 85255 USA	
Mailing Address:	10405 E MCDOWELL MOUNTAIN RANCH ROAD #100 SCOTTSDALE, AZ 85255 USA	
Phone:	(651)319-6057	
Alt. Phone:		
Email:	ARIEL4WORK3@GMAIL.COM	

AGENT

Name:	ARIEL MCBRIDE SHEELY
Gender:	Female
Correspondence Address:	10405 E MCDOWELL MOUNTAIN RANCH ROAD #100 SCOTTSDALE, AZ 85255 USA
Phone:	(651)319-6057
Alt. Phone:	
Email:	ARIEL4WORK3@GMAIL.COM

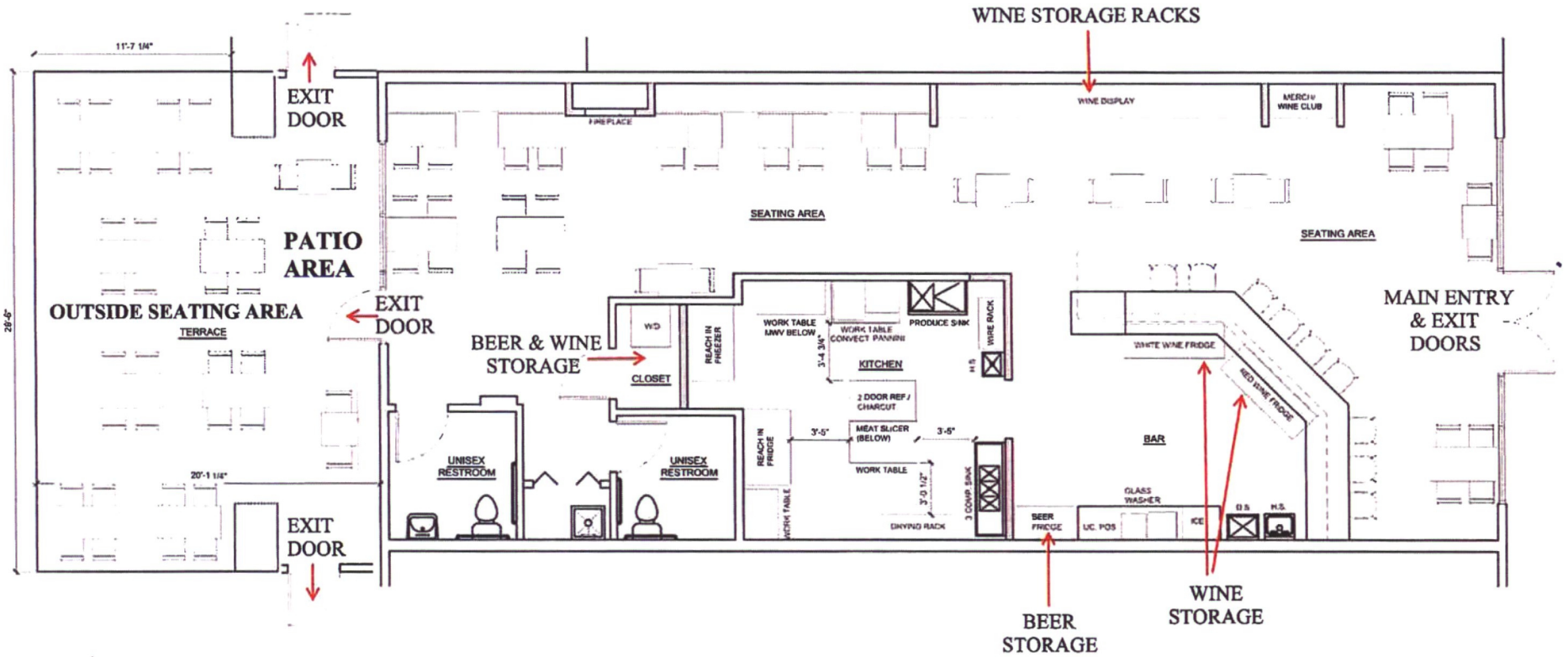
OWNER

60th Day -
7/11/26

26 APR 21 PM 1:51 AZDILLC

TURQUOISE WINE BAR

10405 East McDowell Mountain Ranch Road
Scottsdale, AZ 85255



ATTACHMENT 4

1,796 total square feet