

CITY COUNCIL REPORT



Meeting Date: July 1, 2024
General Plan Element: *Land Use*
General Plan Goal: *Support a diversity of businesses.*

ACTION

Liquor License Request for 37-LL-2024 Morning Squeeze (297405). 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 an existing location and new owner.

OWNER

We Begg to Differ LLC

APPLICANT CONTACT

AMY NATIONS

LOCATION

4233 N Scottsdale Rd

REQUEST

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 2014 as a Series 12 (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.

Action Taken: Approved on Consent

The applicant has indicated that this establishment will serve liquor between the hours of 7 am and 2 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 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 2,692 sq. ft. in size, **plus** an existing 847 sq. ft. patio. The bar service area is 403 sq. ft. or 15% of gross floor area, and the kitchen area is 1,076 sq. ft. or 40% of the gross floor area. The operational characteristics and floor plan qualify as a restaurant.

Outdoor Patio

The existing patio, on the west and north sides of the building is 847 sq. ft. and does not encroach into the adjacent pedestrian walkway.

Zoning

This site is zoned C-2 DO (Central Business, Downtown Overlay). The C-2 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

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)

Caitlin Clark, Planning Specialist, cclark@scottsdaleaz.gov
Planning and Development Services

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

APPROVED BY



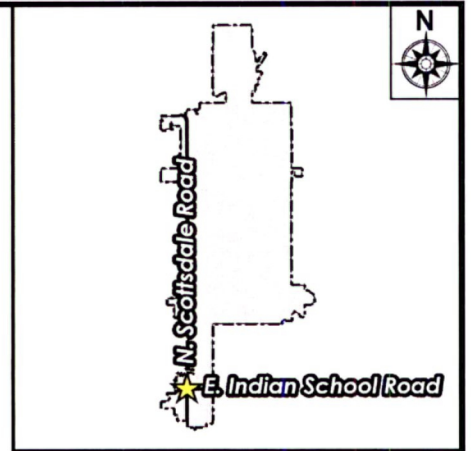
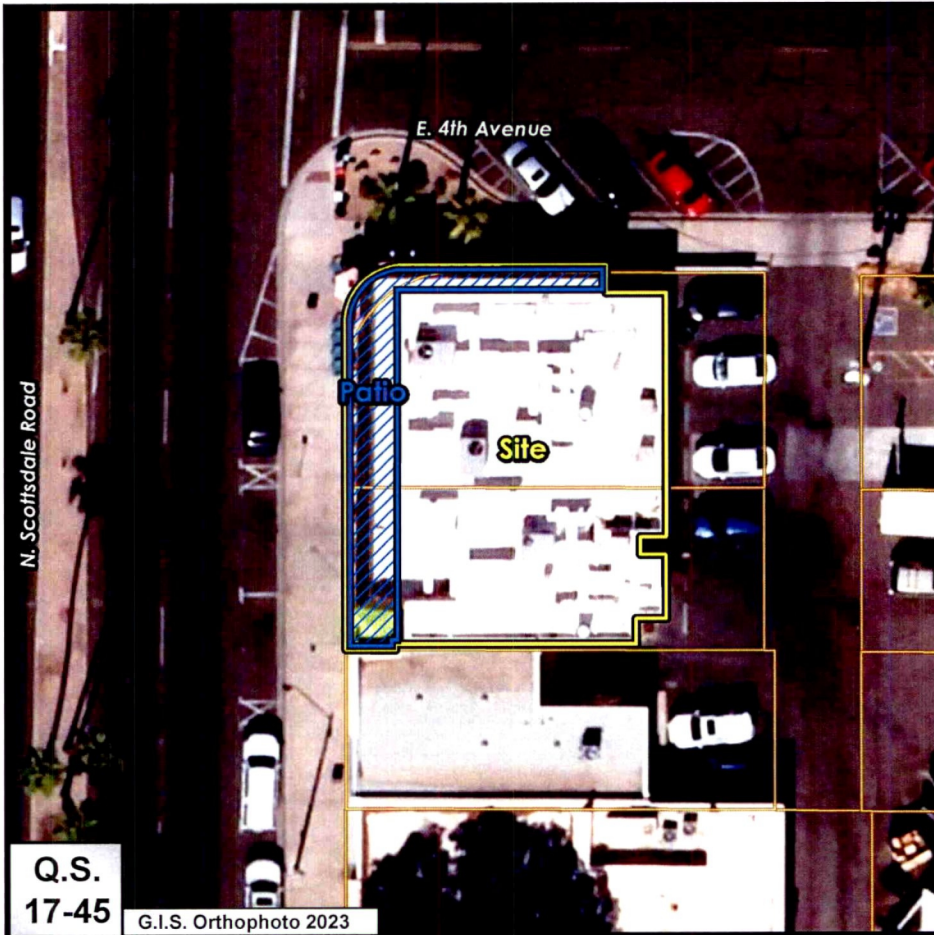
Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

6/14/2024

Date

ATTACHMENTS

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



37-LL-2024

Morning Squeeze (297405)

State of Arizona
Department of Liquor Licenses and Control

Created 06/05/2024 @ 03:00:46 PM

Local Governing Body Report

LICENSE

Number: Type: 012 RESTAURANT
Name: MORNING SQUEEZE
State: Pending
Issue Date: Expiration Date:
Original Issue Date:
Location: 4233 N SCOTTSDALE ROAD
SCOTTSDALE, AZ 85251
USA
Mailing Address: PO BOX 2502
CHANDLER, AZ 85244
USA
Phone: (480)945-4669
Alt. Phone: (480)730-2675
Email: LIQUORLICENSE@AZLIC.COM

AGENT

Name: AMY S NATIONS
Gender: Female
Correspondence Address: PO BOX 2502
CHANDLER, AZ 85244
USA
Phone: (480)730-2675
Alt. Phone:
Email: LIQUORLICENSE@AZLIC.COM

OWNER

Name: WE BEGG TO DIFFER DT SCOTTSDALE LLC
Contact Name: AMY S NATIONS
Type: LIMITED LIABILITY COMPANY
AZ CC File Number: 23680740 State of Incorporation: AZ
Incorporation Date: 05/14/2024
Correspondence Address: PO BOX 2502
CHANDLER, AZ 85244
USA
Phone: (480)730-2675
Alt. Phone:
Email: LIQUORLICENSE@AZLIC.COM

Officers / Stockholders

60th day
08-04-2024
105th day
09-18-2024

MAY 31 11:41 AM 2023

LOVIN' TOUCHIN' SQUEEZIN'

FRESH & CLEAN®

CRUST & PASTRY PLATTER 18

Assorted pastries to start served with lemon curd, butter, mixed berry jam

GRUENE 15

All-serve for daily selection, served with a salad

WILD BERRY PACHAFT 15

Yogurt, fresh berries, mixed berry jam, almond granola

AVOCADO FOCUS 16

Shredded avocado, tomato vinaigrette, tomatoes, goat cheese, microgreens

LOX & BAGEL 18

Smoked salmon, cream cheese, tomato, avocado, poached red onion, capers, everything bagel

OVERNIGHT OATS 10

Mixed berries, apple, coconut milk, poppy seeds, pumpkin granola

BENEDICTS®

Choice of smoked trout or cottage cheese
Rustic Potatoes \$2.25, Jollof \$5.50

CLASSIC 16

Canadian bacon, poached eggs, hollandaise

LOX 17

Avocado, spinach, tomato, poached eggs, hollandaise

SMOKED SALMON 18

Smoked salmon, avocado, fried capers, poached eggs, churros hollandaise

CARNE ASADA 19

Carne asada, avocado, corn tortillas, poached eggs, chipotle hollandaise, grilled lime

OMELETTES®

Choice of smoked trout or cottage cheese and toast
Rustic Potatoes \$2.25, Jollof \$5.50, Sub Egg Whisk \$3.00

LOX 17

Poached eggs, tomato, black bean hatch chile, avocado, jack cheese, ranchero sauce

CLASSIC 16

Spinach, tomato, bell pepper, mushrooms, onion, avocado, goat cheese

BACON 18

Bacon, ham, sausage, cheddar

CLASSIC 17

Turkey, egg, onion, bell pepper, mushrooms, onion

CLASSIC 15

Ham, onion, red cabbage, cheddar

GRIDDLE TOWN

Rustic Potatoes, Blueberries, Bananas, or Chocolate Chips \$2
Rustic Mixed Berries with Jam \$3

CLASSIC 14

Rustic Potatoes, Blueberries, Bananas, or Chocolate Chips \$2

Rustic Mixed Berries with Jam \$3

Rustic Potatoes, Blueberries, Bananas, or Chocolate Chips \$2

Rustic Mixed Berries with Jam \$3

Rustic Potatoes, Blueberries, Bananas, or Chocolate Chips \$2

Rustic Mixed Berries with Jam \$3

Rustic Potatoes, Blueberries, Bananas, or Chocolate Chips \$2

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Rustic Mixed Berries with Jam \$3

YOLKING DELICIOUS®

1. Select from choice of potatoes, hash, or french fries
Rustic Potatoes \$2.25, Jollof \$5.50, Sub Egg Whisk \$3.00

2. DISCOUNT & GRATE 10

2 eggs, 2 freshly baked biscuits, sausage gravy

3. HANDSOME BEAN 16

2 eggs, green chile pork, potatoes, black beans, jack cheese, red or green sauce

4. EGGS MY WAY 15

2 eggs, choice of toast, and choice of bacon, sausage links, turkey sausage, Canadian bacon or avocado

5. SUNDAY 10

3 or 4 scrambled eggs, jack cheese, sour cream, roasted salsa, choice of bacon, sausage, or avocado
Come and \$2

6. BURRITO 15

2 eggs, chicken, potatoes, black beans, jack cheese, red or green sauce

7. CHICKEN & Waffles 17

1/4 Belgian waffle, fried chicken, sausage gravy, maple syrup
Add waffle \$3

8. STEAK & EGGS 25

2 eggs, 10 oz steered NY strip, herb butter, blistered tomatoes, potatoes

9. GREEN CHILE PEPPER SPICED 17

2 eggs, green chile pork, potatoes, jack cheese, avocado, grilled lime, flour tortilla
Veggie \$11.50

10. CHICKEN ASADA, FRIES 15

French fries, carne asada, Jollof's smacking cheese sauce, avocado, lemon aioli, corita cheese, pico de gallo
Add 2 eggs \$4

11. CML AGUACATE 16

2 eggs, chicken, corn tortillas, ranchero salsa, red crema, cheddar, jack cheese, avocado, lettuce, pico de gallo

12. BASIC 15

2 eggs, cheddar, everything bagel, choice of bacon, sausage, turkey sausage or avocado

AFTERNOON DELIGHT®

Choice of potatoes, hash, cottage cheese, or toast
Berry, only fruit, red, red house or Caramel \$2

13. FANTASY AT BURGER 15

8 oz Angus beef patty, bun, cheese, tomato, Jollof's smacking cheese sauce, lettuce, tomato, cheddar, onion
Add 2 eggs \$4

14. FISH & CHIPS 16

Fried chicken, bacon, avocado, lettuce, tomato, lemon aioli, sourdough

15. BURRITO 15

Bacon, lettuce, tomato, cheddar, onion, mayo

16. BURRITO 15

Pastrami, 100% island Swiss, sauerkraut

17. BURRITO 10

Spinach, red onion, lettuce, tomato, cheddar, onion, mayo
Ranch, blueberry and fruit, Caramel, Caramel, Caramel, or Honey Mustard

18. BURRITO 10

Ranchero, cheddar, onion, tomato, cheddar, onion, mayo
Add 2 eggs \$4

19. BURRITO 15

Sausage, cheddar, onion, tomato, cheddar, onion, mayo
Handmade egg, ranch

Toast 3
Papa John's 5
McG's 5
Fries 4
Potatoes 4

100% 4
Fruit 3
Cottage Cheese 3
Bacon 5
Sausage Links 5

Canadian Bacon 5
Turkey Fatties 5
Vegan Sausage 6
Sautéed Veggies 5

DRINKS

COCKTAILS

IRISH COFFEE 12
(Hot or iced)
Jameson, Irish cream,
coffee, whipped cream

ESPRESSO MARTINI 11
Tito's, coffee liqueur, cream,
cold brew, chocolate drizzle

BRUNCH PUNCH 10
Ask your server for flavor

HUCK YEAH! 11
Huckleberry vodka,
house-made mixed berry jam,
lemon, prosecco

RISE & SHINE 13
Don Julio, orange,
pineapple, cherry

**RENEWING MY GIN
MEMBERSHIP 9**
Seasonally inspired G&T

SQUEEZE SLUSH 9
Rosé, vodka, strawberry,
coconut cream

BLOODY MARY'S

(House-made bloody mary mix with
roasted garlic, jalapeño, horseradish)

CLASSIC AF 8
Vodka, house-made bloody
mix, lime, worcestershire,
salted rim

DILLIN' WIT YOU 9
Vodka, house-made bloody
mix, pickle juice, lime,
worcestershire

BACON ME CRAZY 12
Tito's, house-made bloody
mix, lime, worcestershire,
candied bacon, salted rim

DOWN THE HATCH 12
Hatch Chile vodka, house-
made green bloody mix,
charred melon, cucumber, lime

MICHELADA 7
Modelito, lime, tajin rim,
house-made bloody mix

WINES

MIMOSA 7
MIMOSA FLIGHT 15
Strawberry, Pomegranate,
Orange
(No modifications)

DO THAT S&T YOURSELF 35
Bottle of prosecco and
choice of two juices:
orange, grapefruit, pineapple,
apple, or cranberry

RED/WHITE FUSION 7

CAN & BOTTLES

(12oz servings unless noted)

6
6
6
6
(7oz) 3

MORNING SQUEEZE

31 Day, 114 PM 1:40

COFFEE



(Proudly serving Passport Coffee)

DRIP COFFEE 3
AMERICANO 3
CAFÉ AU LAIT 3
ESPRESSO 2.75
CAPPUCCINO 5
LATTE 5/6
COLD BREW 6
CHAI 5/6 (dirty + 2)

Substitutes (+ 1.50)
Oat, Coconut, or Almond Milk

Syrups (+ 1.50)
Vanilla, Hazelnut, Cinnamon
Bun, Mocha, White Mocha,
Caramel, Sugar-Free Vanilla,
Sugar-Free Caramel, or
Sugar-Free White Chocolate

HOT TEAS

JAPANESE SENCHA 3.5
EARL GREY 3.5
ENGLISH BREAKFAST 3.5
CHAMOMILE 3.5
MINT VERBENA 3.5

FRESH FRUIT SMOOTHIES

BERRY MADNESS 9
STRAWBERRY BANANA 8
GROOVY GREENS 10

Additional Options (+ 2)
Protein Powder, Peanut Butter,
Strawberry, or Banana

Substitutes (+ 1.50)
Oat, Coconut, or Almond Milk

PROTEIN SHAKES

(made with whey protein)

THE JOLT 10
Chocolate protein, peanut
butter, banana, cold brew

FIT PROTEIN SHAKE 9
Chocolate or Vanilla

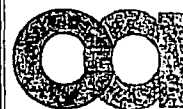
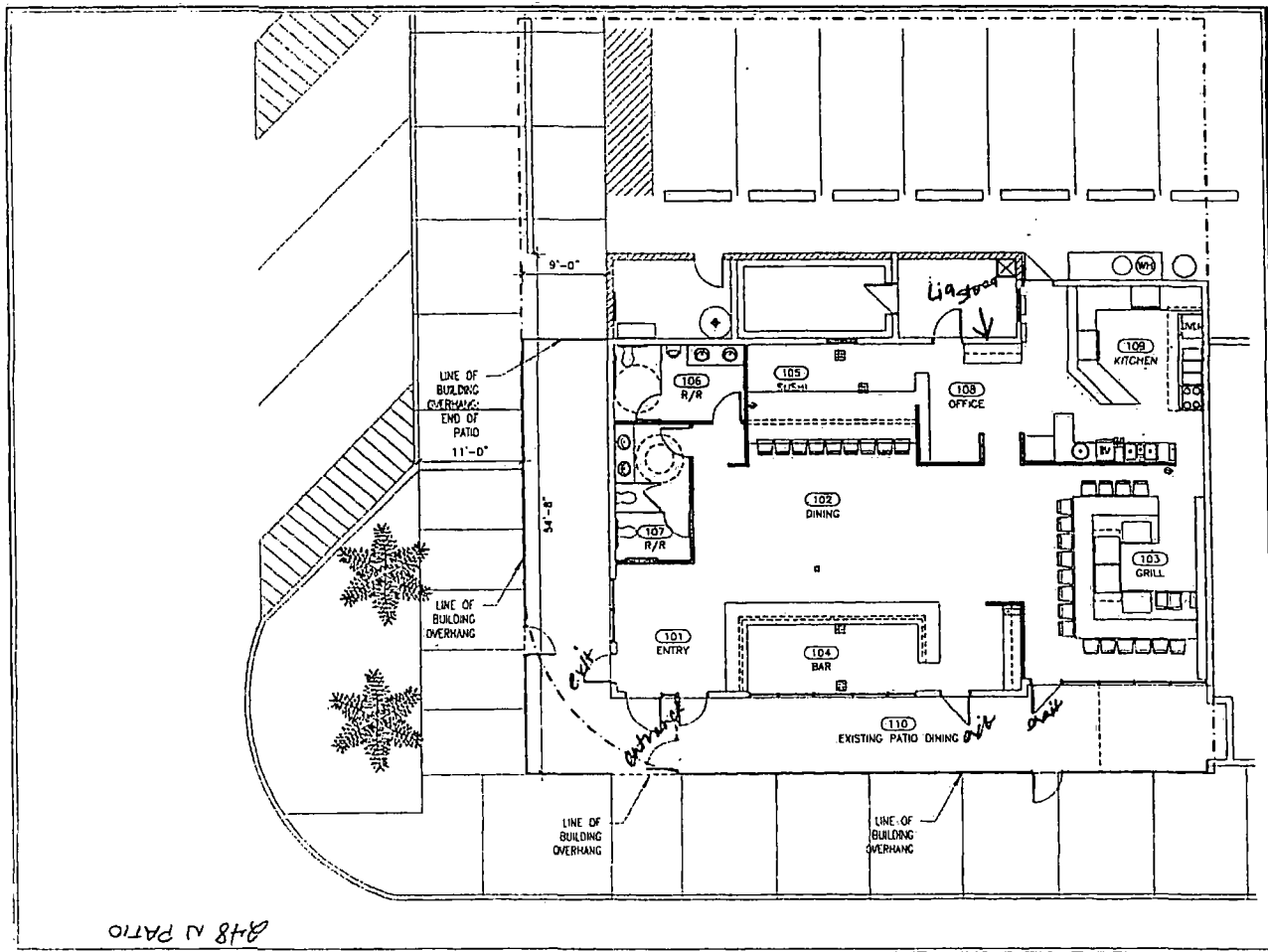
NON- ALCOHOLIC

(Proudly serving fresh locally
squeezed orange juice, 10oz/16oz)

ORANGE JUICE 4/7
APPLE JUICE 3/5
TOMATO JUICE 3/5
PINEAPPLE 3/5
CRANBERRY 3/5
MILK 3/5
ICE CREAM 3
COFFEE 3
SODA 3
MILK 3
LEMONADE 3
SODA 4

LEVIN'
TOUCHIN'
SQUEEZIN'

Attachment 4



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