

# CITY COUNCIL REPORT



Meeting Date: November 26, 2018  
General Plan Element: ***Land Use***  
General Plan Goal: ***Support a diversity of businesses.***

## **ACTION**

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**Liquor License Request for 75-LL-2018 House Brasserie.** To consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for an existing location and new owner.

## **OWNER**

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JJI LLC

## **APPLICANT CONTACT**

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Joseph Ieraci

## **LOCATION**

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6936 E. Main Street

## **BACKGROUND**

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This request is for a Series 12 (restaurant) liquor license for an existing location with new owner. This has been a licensed location since 2011, most recently operating with liquor as a restaurant.

## **APPLICANT'S PROPOSAL**

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The applicant is seeking a favorable recommendation on a Series 12 (restaurant) liquor license. This allows the holder of a restaurant license 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 4:00 p.m. to 1:00 a.m.; 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 according to the applicant's responses to the State's Restaurant Operation Plan categories: Personnel, Equipment, Menu, Live Entertainment, Bar Games/Televisions, Name of Establishment, Bar Seating Area and Dinnerware. This establishment is 1,512 sq. ft. in size, plus an existing 1,660 sq. ft. patio. The bar service area is 152 sq. ft. or 10% of gross floor area, and the kitchen area is 265 sq. ft. or 18% of the gross floor area. The operational characteristics and floor plan qualify as a restaurant.

### **Zoning**

This site is zoned C-2 DO (Central Business, Downtown Overlay). The C-2 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 as defined by City Code.

### **Public Safety**

**Police Department:** Recommendation 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**

The City of Scottsdale staff has conducted a review 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 of approval, disapproval or no 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)

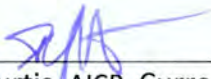
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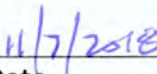
Alex Acevedo, Planning Specialist, aacevedo@ScottsdaleAZ.gov  
Planning and Development Services

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

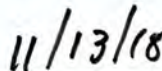
### APPROVED BY

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

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Randy Grant, Director  
Planning and Development Services  
480-312-2664, rgrant@scottsdaleaz.gov

  
\_\_\_\_\_  
Date

### ATTACHMENTS

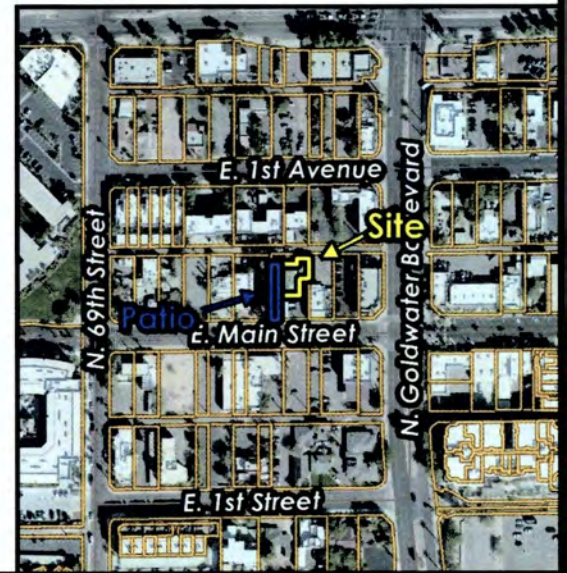
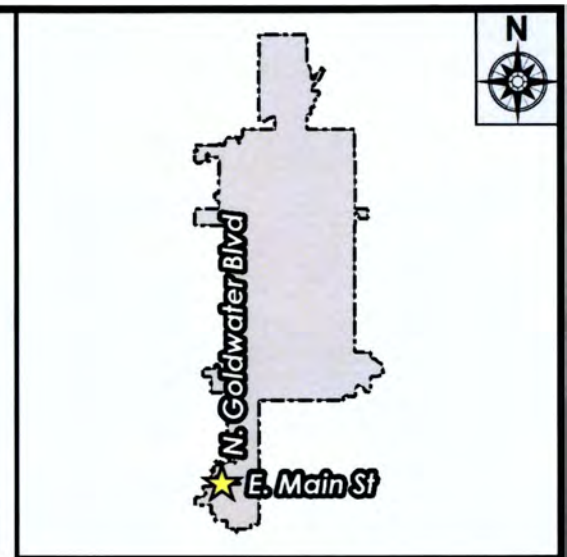
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1. Map
2. City of Scottsdale Applicant Questionnaire
3. State Application (Front Page, including menu)
4. Floor Plan





75-LL-2018



House Brasserie



# 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: The House Brasserie

Business Address: 6936 E. Main St

Total Gross Square Footage of Establishment (Minus the Patio): 1,512

Is this business under construction or being remodeled? ☐ Yes ☒ No

Does this business have an existing patio? ☒ Yes ☐ No

Dimensions of patio 16'x80' 1,660 sq. ft.

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? 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? \_\_\_\_\_

#### 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: 152 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: 265 feet

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? 4pm to 1am

#### 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](http://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 checked="" type="checkbox"/> Yes*	<input type="checkbox"/> No	Games?	<input type="checkbox"/> Yes*	<input checked="" type="checkbox"/> No
Adult Entertainment?	<input type="checkbox"/> Yes*	<input checked="" type="checkbox"/> No	Four or more pool tables?	<input type="checkbox"/> Yes*	<input checked="" 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 been in the restaurant business for the past 30 years in the state of California  
I have owned and operated restaurants with full service bars and am well aware of the responsibilities and liabilities that come with having a liquor license  
I have completed the title 4 liquor training and received certification

2. Please describe your business:

full service sit down restaurant, currently open 5 nights, no lunch  
offering prepared meals, wine, beer, and cocktails

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: Joseph Ieraci Signature: *Joseph Ieraci* Date: 10/25/18

### Planning and Development Services

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ [www.ScottsdaleAZ.gov](http://www.ScottsdaleAZ.gov)

**State of Arizona**  
**Department of Liquor Licenses and Control**

Created 10/12/2018 @ 09:51:18 AM

Local Governing Body Report

**LICENSE**

Number:		Type:	012 RESTAURANT
Name:	HOUSE BRASSERIE		
State:	Pending		
Issue Date:		Expiration Date:	
Original Issue Date:			
Location:	6936 E MAIN STREET SCOTTSDALE, AZ 85251 USA		
Mailing Address:	6936 E MAIN STREET SCOTTSDALE, AZ 85251 USA		
Phone:	(480)634-1600		
Alt. Phone:	(818)292-5638		
Email:	IERACIJO@HOTMAIL.COM		

**AGENT**

Name:	JOSEPH IERACI
Gender:	Male
Correspondence Address:	6936 E MAIN STREET SCOTTSDALE, AZ 85251 USA
Phone:	(818)292-5638
Alt. Phone:	
Email:	IERACIJO@HOTMAIL.COM

**OWNER**

Name:	JJI LLC		
Contact Name:	JOSEPH IERACI		
Type:	LIMITED LIABILITY COMPANY		
AZ CC File Number:	1893387	State of Incorporation:	AZ
Incorporation Date:	09/01/2018		
Correspondence Address:	6936 E MAIN STREET SCOTTSDALE, AZ 85251 USA		
Phone:	(818)292-5683		
Alt. Phone:			
Email:	IERACIJO@HOTMAIL.COM		

**Officers / Stockholders**

Name:	Title:	% Interest:
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## COCKTAILS

### SEASONAL OLD FASHIONED 16

Templeton Rye, Angostura Bitters  
Seasonal Housemade Shrub, Clarified Ice Cube

### PRIMARITA 14

Corrido Reposado, Hand Pressed Lime, Agave  
Make it a Cadillac +2

### Night Flight 15

Nolets gin, Cardamaro Amaro Luxardo Cherry  
Creme de Mure, Lemon, Egg white, Chamomile

### GREEN LANTERN 15

Arizona Distilling Gin, Green Chartreuse  
Honeydew, Lime, Serrano

### CLEAR CONSCIENCE 16

Tanqueray 10, Dimmi Italian liquor, Salers Apertif  
Charred Orange, Clarified Ice Cube

### BEACH, PLEASE 14

Don Q rums, Banane du Bresil, Coco Real  
Pineapple, Orange, Peychaud's bitters

### KEEPS THE DOC AWAY 14

Pierre Ferrand 1er Cru De Cognac, Lemon  
Orange Liquors, Fresh Press Apple Juice  
Served Cold... Or Hot

### SMOKED MANHATTAN 16

Bulleit Bourbon, Carpano Antica, Cherry Coke  
Redux, Smoked Cedar, Black Walnut Bitters

### COFFEE FOR THE WIN 14

Fresh espresso, House made Kahula, Becherovka, Montenegro  
Like It Sweet? Add House Made Bourbon Cream

## BEER

UINTA FARMSIDE Saison 5.26% 6  
Barcelona, Spain

HAZED HOPPY Session Ale 5.0% 6  
Boulder, Colorado

UNCLE BEARS Ocean Beach I.P.A. 6.9% 6  
Phoenix, Arizona

KRONENBOURG 1664 5.0% 6  
Obernai, France

ESTRELLA DAMM "INEDIT" 375ml Whitbier 4.8% 7  
Barcelona, Spain

ORVAL Trappist Ale 6.9% 12  
Gaume region of Belgium

## SANGRIA

\$12 glass

### HOUSEMADE RED SANGRIA

Red wine, Citrus, Pyrat Rum

### HOUSEMADE ROSE SANGRIA

Rose Wine, Stoli, Strawberry, Citrus

## NON-ALCOHOLIC

STEWART'S Micro-Brewed Root Beer 5

STEWART'S Micro-Brewed Cream Soda 5

SAN PELLEGRINO Limonata 4

EVIAN STILL 1L 7

BADOIT SPARKLING 750ml 7

HOUSE MADE STRAWBERRY LEMONADE 5

COKE, DIET COKE, SPRITE 3



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## BUBBLES

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### SEASONAL ROSÉ SELECTIONS 13/48

LIP CHENET Brut Blanc De Blanc, France 10/42

LA MARCA Prosecco, Veneto, Italy 11/45

GRUET Brut Rosé, American Sparkling 13/60

TAITTINGER "La Française" Brut Champagne, France 23/95

DOM PERIGNON Brut 2004, Champagne, France 45/259\*

\* 4oz Glass Pour

VEUVE CLICQUOT "Yellow Label" Brut Champagne, France 100

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## CHARDONNAY

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FRONTERA Chardonnay, Central Valley, Chile 12/4

WILLIAM FEVRE Chardonnay, Chablis, France 14/50

SIMI Chardonnay, Sonoma County, California 14.5 / 52

BOUCHAINE Chardonnay, , California 16/58

STANFORD Chardonnay, Santa Barbra County, California 18/ 66

JORDAN Chardonnay, Napa Valley, California 23/ 86

WAYFARER Chardonnay, Sonoma County, California 50/179

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## SAUVIGNON BLANC

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JUSTIN Sauvignon Blanc, Central Coast , California 11/42

GIESEN Sauvignon Blanc, Marlborough, New Zealand 12/44

CHATEAU DE SANCERRE Sauvignon Blanc, Sancerre, France 18/66

FRANCISCAN Sauvignon Blanc , Napa Valley , California 19/ 70

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## OTHER WHITE'S

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SEEKER Pinot Grigio, Veneto, Italy 10/35

AUGUST KESSLER Riesling Kabinett, Rheingau, Germany 11.5/42

TRIMBACH Pinot Blanc, Alsace, France 15/54

DARIOUSH Viognier, Napa Valley, California 28/104

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## PINOT NOIR

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10 SPAN Pinot Noir, California 12/44  
BOUCHAINE Pinot Noir, Anderson Valley, California 18/66  
DOMAINE LOUIS JADOT "CLOS VOUGEOT" Burgundy, Beaune, France 95/365

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## CABERNET SAUVIGNON

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CHARLES SMITH Substance Cabernet Sauvignon, Washington State 15/54  
JUGGERNAUT Hillside Cabernet, California 16/58  
TY CATON Cabernet Sauvignon, Sonoma County, California 20/74  
FRANCISCAN Cabernet Sauvignon, Napa Valley, California 20/74  
WILD HORSE Cabernet Sauvignon, Central Coast, California 21/76  
STAG'S LEAP WINE CELLARS "ARTEMIS" Cabernet, Napa Valley, California 30/117  
FREEMARK ABBEY Cabernet Sauvignon, Napa Valley California 34/127  
ROBERT CRAIG Cabernet Sauvignon, Napa Valley California 36/137  
INGLENOOK "RUBICON" Cabernet Sauvignon, Napa Valley, California 105/385  
OPUS ONE Cabernet Sauvignon, Napa Valley, California 200/660

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## RED BLEND'S

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BOGLE Red Blend, California 10/35  
CASHMERE BLACK MAGIC Red Blend, California 14/50  
CHATEAU BLOUIN Bordeaux, France 15/54  
TREANA Red Blend, Paso Robles, California 20/74  
ARCANUM Red Blend, Toscana, Italy 38/145  
PENFOLDS "BIN 389" Cabernet Shiraz, South Australia 40/152  
CHATEAU GAUDIN Pauillac, Bordeaux, France 40/152  
ORIN SWIFT "PAPILLION" Red Blend, Napa Valley, California 45/170  
PAHLMAYER Proprietary Red, Napa Valley, California 95/365

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## OTHER RED'S

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WILLIAM HILL Merlot, Central Coast, California 12/44  
ICARIA Zinfandel, Dry Creek Valley, California 15/54  
BROQUEL Malbec, Mendoza, Argentina 13/46  
TY CATON Merlot, Sonoma County, California 20/74  
MICHAEL DAVID "INKBLOT" Cabernet Franc, Lodi, California 26/98  
BANFI Brunello Di Montalcino, Tuscany, Italy 40/135  
EMMOLO Merlot, Napa Valley, California 40/145  
DAMILANO "CANNUBI" Barolo, Piedmont, Italy 48/178  
DOMAINE BARVILLE Chateauneuf Du Pape, Rhone Valley, France 34/131

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## SHARED PLATES

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CHICKEN THIGH SATAY Cucumber Mint Yougurt, Garlic Peanut Crumb, Fresno Chili 12

CREEKSTONE STEAK TARTARE Roast Pepper, Radish, Frites, Gribiche, Olive Powder\* 16

MAINE LOBSTER GNOCCHI Crispy Fingerling, Trumpet Mushrooms, Black Truffle 20

CHICKEN MEATBALLS & GNOCCHI Tomato, Parmesan, Oregano Crisps\* 14

ROAST ZUCCHINI Heirloom Tomato, Piquillo Pepper, Ricotta Salata 12

BRUSSELS SPROUTS Smoked Ham, Sherry Date Gastrique, Dried Bleu Cheese 14

CHARCUTERIE Seasonal Accoutrements 26

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## CHEF'S CHOICE

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HUDSON VALLEY FOIE GRAS 20

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## SOUPS & SALADS

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CUCUMBER APPLE GAZPACHO Rock Shrimp, Grapes, Jicama, Mint- Dill Crema 16

GEM LETTUCE Farro, Apples, Bleu Cheese, Walnuts, Poppy seed, Apple Cider Vinaigrette 12

BLACK KALE CAESAR Focaccia, Castelvetrano Olive, Lemon, Parmesan 12

ARUGULA Crispy Shallot, Strawberry, Pt. Reyes Bleu Cheese, Mission Figs, Sesame Balsamic 12

\*CONSUMING RAW OR UNDERCOOKED FOOD MAY BE HAZARDOUS TO YOUR HEALTH

\*THESE ITEMS ARE SERVED RAW OR UNDERCOOKED \*COOKED IN PEANUT OIL • 20% SERVICE CHARGE PARTIES OF SIX OR MORE

## MAIN DISHES

- SEARED DIVER SCALLOP Chorizo Salmon Cream, Zucchini, Trumpet Mushroom, Black Rice 38
- NEW YORK STRIP Cumin Sabayon, Beluga Lentils, Smoked Chimichurri, Grilled Broccolini\* 54
- CREEKSTONE FILET Shishito Peppers, Roast Corn, Sherry Onion Demi\* 40
- FAROE ISLAND SALMON Black Garlic Beurre Blanc, Beet Pickled Turnips, Parsnip Bark, Carrot Riquillo Puree 34
- JERK TOMAHAWK PORK CHOP Smoked Parsnip Puree, Apricot Demi, Ginger Apples, Wheatberry Gremolata\* 38
- UMAMI RIBEYE Turmeric Mashed Potatoes, Roasted Garlic Puree, Trumpet Mushroom\* 68
- CITRUS BRINED CHICKEN Buttermilk Fried Breast, Conchita Leg, Mustard Potato, Brown Butter Maple Treadle 30
- LAMB BOLOGNESE Cavatelli, Whipped Ricotta, Braised Lamb, Castelvetro Olive, San Marzano Tomato 28

## SIDES

- CHARRED BROCCOLINI 'Nduja, Lemon, Poached Egg, Parmesan 12
- HOUSE MAC & CHEESE Vermont White Cheddar, Smoked Ham, Mustard Pretzel Crust 10
- ROAST CAULIFLOWER Brown Butter Aioli, Parmesan, Raisin, Caper 8
- HOUSE CRINKLE CUT FRIES\* Celery Salt, Harissa Ketchup 6
- SHISHITOS Ginger, Pickled Fresno, Parmesan 6
- CHICHARRONES Togarashi, Curried Egg, Lime 6

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\*THESE ITEMS ARE SERVED RAW OR UNDERCOOKED \*COOKED IN PEANUT OIL • 20% SERVICE CHARGE PARTIES OF SIX OR MORE



Total 3172 Sq feet

