

STAFF REPORT

Date: October 12, 2022

To: Mayor and City Council

Thru: Doug Thornley, City Manager

Subject: Staff Report (For Possible Action): Approval of Privileged Business License - New Alcohol - Voodoo Brewery Co, Michael Hitchcock, 550 West Plumb Lane, Suites E and F, On-Premises Alcohol, Package Wine and Beer [Ward 1]

From: Lance Ferrato, Business License Manager

Department: City Manager's - Business License

Summary:

This is an application (R156723Q-APP-2022) for a new restaurant offering on-premises alcohol and package wine and beer located on the southeast corner of West Plumb Lane and Arlington Avenue. The site location was approved by the Planning Division and has a zoning designation of Plumgate SPD. Zoning hours of operation are 11:00 a.m. to 11:00 p.m.

The SPD was approved August 28, 2001 and subsequently amended twice; January 28, 2003 and May 26, 2010. Currently, as it pertains to the referenced applications, the following conditions apply and will be met.

- Restaurants, maximum of three (3) with each limited to 5,000 square feet. The area of the three restaurants combined may not exceed 8,000 square feet. Table service of alcohol is allowed in two of the three restaurants. Alcohol may not be purchased for off-premise consumption. No gaming is allowed.
 - Voodoo Brewery Co (“Voodoo”) will be one of the three restaurants; the others being The Kitchen Table and Starbucks
 - No restaurant will exceed 5,000 square feet
 - Starbuck’s – approximately 1,612 sqft
 - The Kitchen Table – approximately 1,574 sqft
 - Vacant Space – approximately 4,600 sqft
 - Total square footage will not exceed 8,000 square feet
 - The total square footage equals approximately 7,786 sqft
 - Table service of alcohol will occur at Voodoo and The Kitchen Table
 - Package beer will be sold; however, it will not be sold in conjunction with the restaurant. Package beer will be sold as specialty retail; see below.

- Specialty retail shops (i.e., jewelry, boutiques, books, craft, antiques, groceries, etc.)
 - This is an allowed use that compliments the next item

- Alcohol service and sales (as an ancillary use to specialty retail) may be permitted on parcel number 019-033-50 only and shall not exceed 50% of the overall gross floor area or 1,200 square feet. Food in the form of appetizers shall be available at all times when the bar is open and drinks are being served. Water shall also be made available. Package alcohol sales are restricted to wine and beer, including all gift baskets.
 - Voodoo will be located on parcel number 019-033-50
 - The alcohol service and sales area will not exceed 50% of the overall gross floor area or 1,200 square feet
 - The alcohol service and sales has been interpreted to be the bar area and “grab and go cooler” (approximately 162 square feet)
 - The specialty retail area consists of t-shirts, hats and other merchandise (approximately 242 square feet)
 - Food will be available through the restaurant at all times when the bar is open and drinks are being served
 - Water will be available
 - Package sales will consist of beer only

Attachments:

Privileged License Application Approval - Background, Discussion and Legal Implications

Vicinity Map - Voodoo Brewery Co

Specific Plan District Handbook - Plumgate - Voodoo Brewery Co