

**LICENSES AND CONSUMER SERVICES
LICENSE INSPECTOR'S REPORT**

License Number: L171-50022 **Police File Number:** 13239

Date of Application: March 21, 2012

Inspector: Phil Schliesman, 612-673-3907

Applicant/Legal Entity: Lund Beverages, LLC

DBA/Trade Name: Lunds Wine Market

Complete Address: 1208 Harmon Place, Minneapolis, MN 55403

Licenses Requested: Off-Sale Liquor

Current License: None

Responsible person within 75 miles of Minneapolis City Hall: Von Martin

Public Hearing Requirement: Required

License Conditions: No

Neighborhood/Ward: Loring Park / 7

Zoning: B4N – This is a permitted use in the Downtown Business District.

5 acre requirement: Met

Off-Street Parking: There is no requirement however 78 off street parking stalls will be provided on site.

Churches or schools within 300 feet of the proposed premises: Exempt from requirement as the establishment is located in the B4 zoning district

Seating: None

Fire Occupancy: Inside: As this is a new construction project, the number is TBD Maximum Capacity Outside: N/A

Food Service Requirement: N/A

Hours of operation proposed: 8:00 am to 10:00 pm. Closed Sundays, Thanksgiving Day, Christmas Day and closing at 8:00 pm on Christmas Eve

Metropolitan Council Service Availability Charges: There are no net SAC charges.

HISTORY OF LOCATION

This location was built in 1916 and was once a warehouse.

APPLICANT

The applicant is Lund Beverages, LLC, a Minnesota company formed on January 5, 2001, under Chapter 322B (Charter Number 20284-LLC), having the required restriction on the transfer of shares and has the following owner:

<u>Name</u>	<u>Title</u>	<u>Shares</u>
Lunds, Inc.	Owner	100%
Russell T. Lund III	CEO, President, Chairman	0%
Von Martin	Sr. Vice Pres., CAO	0%

The applicant ownership group includes being licensees at 12 other licensed establishments in the metropolitan area under the business names of Byerly’s Wines and Spirits, Byerly’s Restaurant, Lunds Wine Market, and Lunds-Central. The applicant and its officers meet all minimum requirements including criminal background checks.

MANAGER

The general manager for this location will be Gary Eagan. Mr. Eagan has over 20 years experience in retail liquor industry and has passed the criminal background check.

POLICE REVIEW

Police Licensing and this Inspector have reviewed the expenses and source of funds reported in this application. The applicant has provided documentation showing adequate legal and traceable funding for this venture and has passed the criminal background check. The First Precinct of the Minneapolis Police Department has discussed security issues with the applicant.

PREMISES

The applicant owns the entire building in which the premises are located. The licensed premises are on the first floor of the establishment. The premises occupy approximately 5600 gross square feet. There will be the main sales floor will include a wine tasting area and a 440 square foot walk in cooler. The rear entrance will be separate from a shared vestibule with tenants on the floor above. The public restrooms will be located in the vestibule area. A micro brew area will be included to highlight micro brews and to give tasting and demonstrations on how to make beer. Storage will be directly adjacent to the main sales floor. The licensed premises space is compact and contiguous. There are no undefined spaces. There is no outdoor area.

BUSINESS PLAN/OPERATIONS

The Lunds family has been in the retail grocery business since 1936 and continues to provide extraordinary customer service, quality, and expertise to their customers. The Lund family has been in the retail liquor industry since acquiring Byerly's Wine and Spirits liquor stores in 1997. They have since opened their first Lunds Wine Market in 2001.

All staff shall undergo alcohol server training on an annual basis. Their policies state that they will not knowingly admit or serve obviously intoxicated or underage customers. They will create an atmosphere to promote responsible drinking. Employees will be provided a handbook upon hire highlighting basic rules and policies as they relate to safety and security.

Lunds will install digital security cameras with real-time surveillance. Lunds will employ off-duty Minneapolis police officers to assist with security at both this location as well as the adjacent grocery store. Private security will be utilized as necessary for supplemental security as well as special events. Electronic article surveillance will be installed at each entrance to deter and identify shoplifters. Plain clothes Lunds loss prevention employees will also be utilized for store security as well as shoplifting deterrence and apprehension. Current plans are to utilize the radioLINK program through the D.I.D. for both this establishment and the grocery store.

The Lunds Wine Market will be open Monday through Saturday from 8:00 am to 10:00 pm and will not be open during the required legal holiday closures. Business hours will be regularly reviewed by the management team and may be adjusted based on the needs of the surrounding community and neighbors within the approved city guidelines if needed.

Wine tastings will be held in the wine tasting area which is part of the main work station/check-out area. Wine tastings will be scheduled regularly on weekends and on special occasions/holidays. Special events will also be offered and will include, featured guest servers, Italian and Spanish themed promotions. All open bottles of left over demo products will be emptied on site. No employee or guest will be permitted to take home an opened bottle.

Non-food items will include: bar supplies (glass and plastic), gift sets and other miscellaneous household bar related items. Service related items will include bar syrups and juices, condiments, nonalcoholic mixers and nonalcoholic beverages.

All litter and trash will be removed from a 100 feet radius of the premises on a daily basis, during and immediately after events and the following morning starting at 5:00am.

Noise is not anticipated to be an issue. They will not tolerate excessive noise and will resolve any noise complaints timely and completely.

There will be no mechanical amusement devices or team sponsorships.

No charitable gambling is anticipated.

PUBLIC HEARING SUMMARY

A public hearing is required for this license application. 133 notices were mailed to residents and property owners within 300 feet of the premises and emailed to the Loring Park Neighborhood Association and the Loring Business Association on April 18, 2012. All multi-residential buildings within the 300 foot radius were posted as well. The public hearing was held on April 30, 2012 at City Hall.

RECOMMENDATION

The Licenses and Consumer Services Division recommends approving this application for an On-Sale Liquor license.