

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

**License Number:** L184-50006      **Police File Number:** 13344

**Date of Application:** November 9, 2012

**Inspector:** Phil Schliesman, 612-673-3907

**Applicant/Legal Entity:** 730 Washington, LLC

**DBA/Trade Name:** Borough

**Complete Address:** 730 Washington Avenue North, MPLS, MN 55401

**License Requested:** On-Sale Liquor Class D with Sunday Sales, Sidewalk Café, 2 AM, Food Caterer, and Liquor Caterer

**Current License:** No prior business license at this location

**Purpose of Application:** New business

**Responsible person within 75 miles of Minneapolis City Hall:** Brent Frederick

**Public Hearing Requirement:** Required

**License Conditions:** None

**Neighborhood/Ward:** North Loop / 7

**Zoning:** B4N – This is a permitted use in the Downtown Neighborhood District/Downtown Parking Overlay District.

**7 acre requirement:** Met

**Off- Street Parking:** No parking requirement

**Churches or schools within 300 feet of the proposed premises:** No

**Seating:** Inside: 163    Outside: 64

**Fire Occupancy:** Inside: 300    Maximum Capacity Outside: 64

**Food Service Requirement:** The applicant meets the minimum food service requirement.

**Hours of operation proposed:** Inside: 11:00 am to 2:00 am daily  
Outside: 11:00 am to 2:00 am daily

**Metropolitan Council Service Availability Charges:** Already paid

## **HISTORY OF LOCATION**

This location was formerly a building housing light industrial uses and is being converted into a multi-tenant mixed use building. No business license history exists at this building.

## **APPLICANT**

The applicant is 730 Washington LLC, a Minnesota company formed on August 2, 2012, under Chapter 322B (File Number 602542200027) having the required restriction on the transfer of stock and lists the following members and officers:

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Shares</u></b>
Jester Concepts LLC	Member	67.6%
Minority Members under 10% each	Members	22.4%
Bear Cheese LLC	Member	10%
Brent Frederick	Governor, Chief Manager	0%
Jacob Toledo	Governor	0%

Jester Concepts, LLC is a registered Minnesota company organized on August 19<sup>th</sup>, 2008. The ownership of this entity is:

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Shares</u></b>
Brent Frederick	President and CEO	50%
Jacob Toledo	Vice Pres., Secretary, Treasurer	50%

Bear Cheese LLC is a registered Minnesota company organized on November 11<sup>th</sup>, 2012. The ownership of this entity is:

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Shares</u></b>
Nick O'Leary	Chief Manager	50%
Tyler Shipton	Manager	50%

The minority members are: But It's Good LLC (Mike & Debbie Chapman); Steve Nelson; Chad Bester; Scott Knutson.

All principals meet the minimum requirements including a criminal background check.

## **MANAGER**

The Chief Manager will be Brent Frederick. Mr. Frederick has worked in the restaurant/alcohol service industry for more than five years, and has passed the criminal background check.

## **POLICE REVIEW**

Police Licensing has 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. The First Precinct of the Minneapolis Police Department has discussed security issues with the applicant.

## **PREMISES**

The lease shows exclusive use of premises by applicant. The licensed premises are on the first floor and lower level of the establishment. The premises occupy approximately 7,000 square feet. Approximately 4300 square feet is for seating and bar/lounge areas. The rest of the establishment consists of a kitchen, coolers, offices, storage, and rest rooms. The licensed premises space is compact and contiguous. The bar area on the first floor will serve both the indoor area as well as the outdoor seating area that is directly adjacent to the indoor space. There will be seating at the bar on the inside for 12 persons. Seating along the bar on the outdoor seating area will be for 10 guests. There will be a sidewalk café area along the sidewalk in front of the building facing Washington Avenue, seating 28 guests at seven tables. There are stairs and a dedicated elevator for staff and guests to use to traverse to and from the lower level. The lower level will be used for overflow seating and a lounge area. There is a semi-private lounge area in the lower level that will be used for private functions or on a reservation basis for larger groups wishing to dine together. Seating for 100 guests will be at tables and chairs and bar area on the first floor, with seating for 63 guests at booths, tables and chairs and small bar downstairs. There are no undefined spaces.

## **BUSINESS PLAN/OPERATIONS**

This restaurant will be a simple décor casual eatery with a 'food first concept.' A heavy focus will be on evening dining from 6 to 11 pm. The kitchen will be an open concept to allow the guests to experience the food and dining experience. Dark woods with eclectic detail will be used to highlight the colors of the food on the table. The atmosphere will be mellow to capture the pulse of the historic North Loop Neighborhood. The menu will be created by the two executive chefs, Tyler Shipton and Nick O'Leary. Simple offerings will consist of locally sourced seasonal ingredients. The menu consists of those items typically offered at a full service sit-down restaurant. All staff will undergo alcohol server training prior to opening and then on an annual basis. Alcohol Compliance Services is the chosen provider, whom is an approved provider by Minneapolis Licenses and Consumer Services. All new staff will receive in-house alcohol server training prior to their first shift and alcohol server training within thirty days of hire. The carding policy will require service staff to ask for valid ID from all patrons who appear to be under the age of 35. All guests will be required to present valid, government-issued identification. Any employee that fails to adhere to the identification policies and allows an underage person to purchase or consume alcoholic beverages on the premises will be disciplined and face possible termination. All employees will also be advised that they will be held criminally responsible for serving alcoholic beverages to any persons under the age of 21. Service to obviously intoxicated guests is prohibited. Patrons will not be allowed to remove alcohol from the premises. On Friday and Saturday nights, there will be five managers/supervisors on site and will be available to conduct security inside and outside the premises. They will constantly monitor the activities within the premises. The managers will also be responsible for occupancy load counts to ensure over capacity does not happen. They will also make rounds to monitor activities outside the premises. Last call will be communicated to guests at 1:45 am. Sales of beverage alcohol will cease at 2:00 am. Staff will endeavor to remove all alcoholic beverages from tables and customer areas no later than 2:15 am. Staff will then communicate to any remaining guests that the restaurant will be closed at 2:30. All guests will be vacated from the premises by 2:30 am. The restaurant will maintain and adhere to a 'no admittance' list to ensure consistency of a secure and safe environment.

Loitering will not be allowed at closing time on the public sidewalk. Staff meetings will be held monthly and staff will be trained to know when to call the fire and/or the police department.

The entertainment will be radio, pre-recorded music, TV, and one musician playing non-amplified music such as an acoustic guitar player or a piano. Entertainment offered at the restaurant is intended to serve as background music kept at correspondingly low-mid range levels to allow for a relaxing dining and socialization experience allowing for conversation among guests. No amusement devices will be offered at the premises.

The management and staff will regularly monitor noise generated from the restaurant. Staff will promptly respond to any concerns or complaints, with all decisions to be made by either the general manager or assistant manager, or in their absence the shift manager on duty. It is the intent of the restaurant to comply with all noise-related ordinances and to be a good neighbor and asset to the surrounding community.

Security cameras will be located both inside and outside of the premises covering all of the seating areas, entrances and exits. High wattage commercial lighting near the loading dock will come on at the close of business and last until dawn to provide a highly visible area.

All staff will be trained on trash sorting to separate compost, trash and cardboard/recycling, properly dispose of grease, and to keep the trash area clean at all times. Dedicated staff will be employed to daily patrol 100 feet from the perimeter of the restaurant, to sweep the area especially directly in front of the restaurant where smoking may occur, and to remove any and all litter found thereon. Patrols will take place just prior to opening, during the evening meal rush, and just before leaving for the night after restaurant closing time.

There is no intent to offer charitable gambling or sports sponsorships

### **PUBLIC HEARING SUMMARY**

The public hearing will be held at the regularity scheduled Regulatory, Energy & Environment Committee meeting on December 10<sup>th</sup>, 2012.

### **RECOMMENDATION**

The Licenses and Consumer Services Division recommends approving this application for: On-Sale Liquor Class D with Sunday Sales, Sidewalk Café, 2 AM, Food Caterer, and Liquor Caterer licenses.

### **LICENSE CONDITIONS**

There are no license conditions being placed on this license at this time.