

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

License Number: L206-50285 **Police File Number:** F13686

Date of Application: May 12, 2015

Inspector: Julie Casey

Applicant/Legal Entity: Michael Reid, LLC

DBA/Trade Name: Parella

Complete Address: 3001 Hennepin Avenue, Minneapolis, MN

License Requested: On Sale Liquor, Class E with Sunday Sales,
Food Catering and Sidewalk Cafe

Current License: None

Purpose of Application: The applicant is applying for a full service restaurant
with all forms of alcohol served.

Responsible person within 75 miles of Minneapolis City Hall: Michael Larson

Public Hearing Requirement: Not required

Neighborhood/Ward: CARAG/Ward 10

Zoning: C3A

7 acre requirement: Met

Off-Street Parking: 27 spaces. Requirement met in the Calhoun Square
parking ramp.

Seating: Interior: 196
Bar area (stage, dance floor, entertainment area): No bar area
Exterior: 21

Food Service requirement: Restaurant required.
Server Training: The owners and managers will be conducting server
training.
Health risk level: High

Hours of operation proposed:
Interior: Monday to Thursday 11:00 a.m. to 1:00 a.m.
Friday: 11:00 a.m. to 2:00 a.m.
Saturday and Sunday: 10:00 a.m. to 2:00 a.m.

Exterior: Same hours of operation as the interior
Hours of Food Service: Reduced menu hours: 10:00 p.m. on weekdays
closing
11:00 p.m. on weekends until closing

Metropolitan Council Service Availability Charges: A SAC determination letter has been filed to the Metro Counsel for consideration.

History of Location

Parella will be location in Calhoun Square. Formerly this was the location of Prime Bar, Il Gato and Figilio's. All previous businesses held an On Sale Liquor with Sunday Sales, Class E license.

Applicant

Michael Reid, LLC is a registered under Minnesota Statute 322B, certificate number 811011200024.

<u>Name</u>	<u>Title</u>	<u>Shares</u>
Michael Larson	Owner	60%
Reid Sellgren	Owner	20%
Todd Mcdonald		9.99%
Bob Verhey		6.66%
Frank Sellgren		3.33%
Tom King		3.33%
Dean Trongard		3.33%
Doug Burman		3.33%
Flying Swine Restaurant Management Inc.		30%

Manager

The manager will be the owner Michael Larson. Mr. Larson has an extensive background in the alcohol/restaurant industry. He has opened 35 restaurants in his career. Several of those establishments were within the City of Minneapolis. Some of those restaurants include, Eat Shop, Digby's, Chino Latino, Stella's Fish Café, Il Gato, Cafeteria and Burger Jones.

Police Review

Minneapolis Police License Division has reviewed the applicant for financial and criminal histories. They have determined the applicants meet minimum ordinance requirements. Minneapolis 5th Police Precinct has met with the applicants to review their security plan. They are satisfied it meets the standards necessary to prevent the business from having a negative effect on the surrounding community.

Premises

The premises will be located on the ground level of Calhoun Square. It will occupy 8830 square feet. There will be seating for 196 persons on the interior and 21 persons on the exterior. The sidewalk café will be located on public space. It will consist of stools against the exterior of Calhoun Square with a counter inside of the restaurant.

Business Plan/Operations

The applicants will be operating a full service restaurant with primarily Italian food. They do not plan on hosting any live music. Music will be prerecorded music through a speaker system at an ambient sound level. There will be no outdoor speakers.

The interior seating capacity is 196. 34 seats will be at a bar counter. The rest will be at tables.

The sidewalk café is planned to consist of 3 table with two seats each and 15 counter level stools. The sidewalk café will be accessed by wait staff through open windows in the restaurant. There will be a counter inside the restaurant that services the sidewalk café.

RECOMMENDATION

Licenses and Consumer Services Division recommends approval of an On Sale Liquor, Class E with Sunday Sales, Food Catering and Sidewalk Café.

