

CLERK'S OFFICE

APPROVED

Date: 11-8-11

Submitted by: Chair of the Assembly at the
Request of the Mayor

Prepared by: Community Development
Department

For reading: October 25, 2011

**Anchorage, Alaska
AR 2011-285**

**A RESOLUTION OF THE ANCHORAGE MUNICIPAL ASSEMBLY
APPROVING AN ALCOHOL BEVERAGES CONDITIONAL USE TO ALLOW
CATERED EVENTS BY VARIOUS LICENSEES WITH A BEVERAGE
DISPENSARY LICENSE AND CATERING PERMIT, IN THE B-2B (CENTRAL
BUSINESS DISTRICT, INTERMEDIATE) AND B-2C (CENTRAL BUSINESS
DISTRICT, PERIPHERY) DISTRICTS FOR THE MUNICIPALITY OF
ANCHORAGE, ON BEHALF OF CIVICVENTURES, DBA DENA'INA
CONVENTION CENTER, AT 600 WEST 7TH AVENUE; LOCATED WITHIN
ORIGINAL TOWNSITE, BLOCK 80, TRACT 1; GENERALLY LOCATED
SOUTH OF 7TH AVENUE, EAST OF F STREET, NORTH OF 8TH AVENUE,
AND WEST OF G STREET.**

(Downtown Community Council) (Case 2011-112)

THE ANCHORAGE ASSEMBLY RESOLVES:

Section 1. A conditional use permit is approved for an Alcoholic Beverages Conditional Use to allow catered events by various licensees with a Beverage Dispensary License and Catering Permit, in the B-2B (Central Business District, Intermediate) and B-2C (Central Business District, Periphery) for the Municipality of Anchorage, on behalf of CIVICVentures, dba Dena'ina Convention Center, at 600 West 7th Avenue; located within Original Townsite, Block 80, Tract 1, generally located south of 7th Avenue, east of F Street, north of 8th Avenue, and west of G Street, which generally meets the applicable provisions of AMC 21.15.030, AMC 21.40.160.D13, AMC 21.40.170D.14, and AMC 21.50.160.

Section 2. This conditional use is approved subject to the following conditions:

1. A Notice of Zoning Action shall be filed with the District Recorder's Office within 120 days of the Assembly's approval for this alcohol beverages use in the B-2B and B-2C districts.

2. All uses shall conform to the plans and narrative submitted with this conditional use application.

3. This alcohol beverages conditional use approval is to allow catered events by various licensees with a beverage dispensary license and catering permit, in the B-2B (Central Business District, Intermediate) and B-2C (Central Business District, Periphery) per AMC 21.15.030, AMC 21.40.160D.13, AMC

21.40.170D.14, and AMC 21.50.160 for approximately 91,830 square feet of gross leasable area at 600 West 7th Avenue, located within Original Townsite, Block 80, Tract 1

4. On-premise sale of alcohol beverages will be seven days a week as permitted per Anchorage Municipal Code 10.50.015.C and the Alaska Alcoholic Beverage Control Board requirements.

5. All employees will be trained in accordance with the Alcoholic Beverage Control Board's "Liquor Server Awareness Training Program." Upon demand, the applicant shall demonstrate compliance with a liquor "Server Awareness Training Program" approved by the State of Alaska Alcoholic Beverage Control Board, such as or similar to, the program for "Techniques in Alcohol Management (T.A.M.)."

6. The use of the property by any person for the permitted purposes shall comply with all current and future Federal, State and local laws and regulations including, but not limited to, laws and regulations pertaining to the sale, dispensing, service and consumption of alcoholic beverages and the storage, preparation, sale, service and consumption of food. The owner of the property, the licensee under the Alcoholic Beverage Control license and their officers, agents and employees shall not knowingly permit or negligently fail to prevent the occurrence of illegal activity on the property.

7. A copy of the conditions imposed by the Assembly in connection with this conditional use approval shall be maintained on the premise at a location visible to the public.

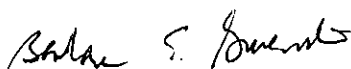
Section 3. Failure to comply with the conditions of this conditional use permit shall constitute grounds for its modification or revocation.

Section 4. This resolution shall become effective immediately upon passage and approval by the Anchorage Assembly.

PASSED AND APPROVED by the Anchorage Assembly this
8th day of November, 2011.

ATTEST:


Chair


Municipal Clerk



**MUNICIPALITY OF ANCHORAGE
ASSEMBLY MEMORANDUM**

No. AM 586-2011

Meeting Date: October 25, 2011

From: MAYOR

Subject: AN ALCOHOL BEVERAGES CONDITIONAL USE TO ALLOW CATERED EVENTS BY VARIOUS LICENSEES WITH A BEVERAGE DISPENSARY LICENSE AND CATERING PERMIT, IN THE B-2B (CENTRAL BUSINESS DISTRICT, INTERMEDIATE) AND B-2C (CENTRAL BUSINESS DISTRICT, PERIPHERY) DISTRICTS FOR THE MUNICIPALITY OF ANCHORAGE, ON BEHALF OF CIVICVENTURES, DBA DENA'INA CONVENTION CENTER, AT 600 WEST 7TH AVENUE; LOCATED WITHIN ORIGINAL TOWNSITE, BLOCK 80, TRACT 1; GENERALLY LOCATED SOUTH OF 7TH AVENUE, EAST OF F STREET, NORTH OF 8TH AVENUE, AND WEST OF G STREET.

1 The Municipality of Anchorage, on behalf of CIVICVentures, dba Dena'ina
2 Convention Center, has made application for an alcoholic beverages conditional
3 use to allow catered events by various licensees with a beverage dispensary
4 license and catering permit, in the B-2B (Central Business District, Intermediate)
5 and B-2C (Central Business District, Periphery) districts, located at 600 West 7th
6 Avenue, Original Townsite, Block 80, Tract 1; generally located south of 7th
7 Avenue, east of F Street, north of 8th Avenue, and west of G Street.

8
9 On August 16, 2011, the Assembly approved AR 2011-218, which allowed a
10 temporary conditional use for alcoholic beverage sales at the Dena'ina Convention
11 Center, subject to a public hearing for this full application.

12
13 The site is approximately 91,830 square feet. Hours of operation are as allowed
14 by Municipal ordinance and the Anchorage Beverage Control Board, seven days a
15 week. All employees will be trained in accordance with the Alcoholic Beverage
16 Control Board's Liquor Server Awareness Training Program.

17
18 Within 1,000 feet of this application, there are twenty-eight alcohol licenses. There
19 is one Package Store, fourteen Beverage Dispensary, five Beverage Dispensary
20 Duplicates, one Beverage Dispensary Tourism, five Restaurant/Eating Place, and
21 two Brewpub Licenses for a total of twenty-eight alcohol licenses.

1
2 There was no comment received from the public in opposition to this conditional
3 use. The Downtown Community Council did not comment either.
4

5 There are no delinquent property taxes owing at this time. No comments were
6 received from the Anchorage Police Department or Department of Health and
7 Human Services at the time this report was written.
8

9 **THE ADMINISTRATION RECOMMENDS APPROVAL OF THIS ALCOHOLIC**
10 **BEVERAGES CONDITIONAL USE TO ALLOW CATERED EVENTS BY**
11 **VARIOUS LICENSEES WITH A BEVERAGE DISPENSARY LICENSE AND**
12 **CATERING PERMIT, IN THE B-2B and B-2C DISTRICTS GENERALLY MEETS**
13 **THE REQUIRED STANDARDS OF ANCHORAGE MUNICIPAL CODE TITLE 10**
14 **AND TITLE 21, AND ALASKA STATUTE TITLE 4.11.230.**
15

16 Prepared by: Angela C. Chambers, AICP, Current Planning Section
17 Supervisor, Planning Division

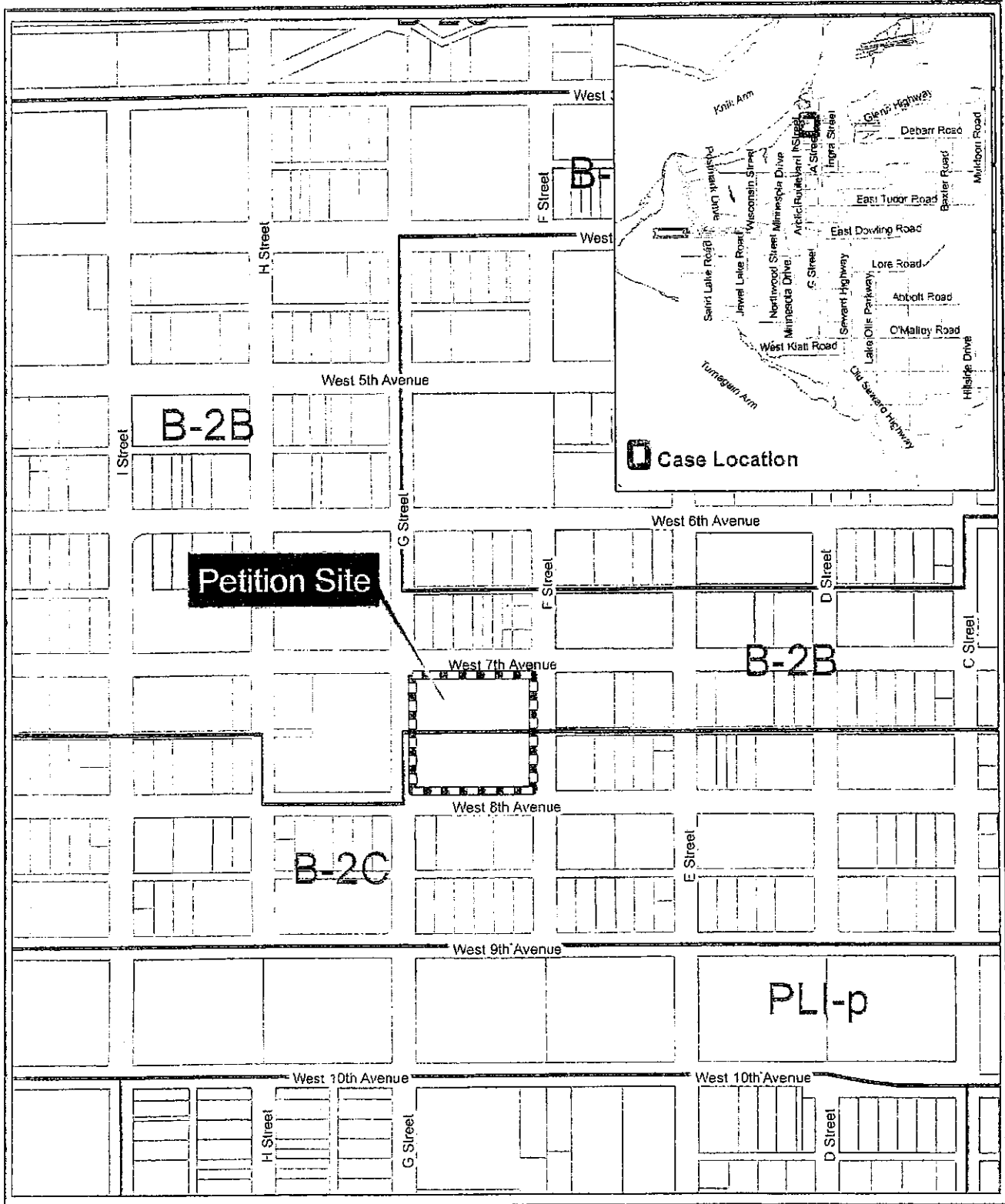
18 Approved by: Jerry T. Weaver Jr, Director
19 Community Development Department

20 Concur: Dennis A. Wheeler, Municipal Attorney




21 Concur: George J. Vakalis, Municipal Manager

22 Respectfully submitted: Daniel A. Sullivan, Mayor

2011-112



Municipality of Anchorage
Planning Department
Date: August 31, 2011

Flood Limits
 100 Year
 500 Year
 Floodway

0 187.5 375 750 Feet



PLANNING DIVISION

STAFF ANALYSIS

CONDITIONAL USE - ALCOHOLIC BEVERAGE SALES

DATE: October 25, 2011

CASE NO.: 2011-012

APPLICANT: Municipality of Anchorage, dba Dena'ina Convention Center

REPRESENTATIVE: Dennis Wheeler, Municipal Attorney

REQUEST: An alcohol beverages conditional use to allow catered events by various licensees with a beverage dispensary license and catering permit, in the B-2B (Central Business District, Intermediate) and B-2C (Central Business District, Periphery) per AMC 21.15.030, AMC 21.40.160D.13, AMC 21.40.170D.14, and AMC 21.50.160.

LOCATION: Original Townsite, Block 80, Tract 1

STREET ADDRESS: 600 West 7th Avenue

COMMUNITY COUNCIL: Downtown

TAX PARCEL: 002-114-48 / Grid SW1330

ATTACHMENTS:

1. Departmental Comments
2. Application
3. Posting Affidavit and Historical Information

RECOMMENDATION SUMMARY:

This conditional use generally meets the required standards of AMC Title 10 and Title 21, and State Statute 04.11.090.

SITE:

Acres: ±91,830 SF lot

Vegetation: Developed

Zoning: B-2B (Central Business District, Intermediate) and B-2C (Central Business District, Periphery)

Topography: Flat

Existing Use: Convention Center

Soils: Public sewer and water

COMPREHENSIVE PLAN

Classification:	<p>"Commerical" in the <i>1982 Anchorage Bowl Comprehensive Development Plan's</i> Generalized Land Use Plan</p> <p>"Major Employment Center" and "Redevelopment/Mixed Use Area" in the <i>Anchorage 2020</i> Land Use Policy Map</p> <p>"Opportunity Site" in the Downtown Comprehensive Plan Strategy Diagram</p>
Density:	N/A

SURROUNDING AREA

	NORTH	EAST	SOUTH	WEST
Zoning:	B-2B	B-2B/B-2C	B-2C	B-2B/B-2C
Land Use:	Parking Lot and Restaurants	Office and Church	Offices and Hotel	Office

SITE DESCRIPTION AND PROPOSAL

The Dena'ina Convention Center is approximately 91,830 square feet in the Downtown Central Business District. The petitioner requests an alcohol beverages conditional use to allow catered events by various licensees with a beverage dispensary license and catering permit.

The Municipality of Anchorage wants to utilize more than 12 catering permits in a year at the site, issued by the State of Alaska Alcohol Control Board, at the Dena'ina Convention Center. AMC 21.50.160.G *Conditional use standards – Uses involving the sale of alcoholic beverages.* states: "Catering and special events permits, issued by the State Alcoholic Beverages Control Board, and held no more than 12 times in a calendar year at the same physical location, are exempt from the conditional use requirements, but shall meet Title 10 requirements."

SMG Alaska, Inc. (SMG) is the operator of the Dena'ina Convention Center, and has an alcoholic beverages conditional for a beverage dispensary use and license at the Egan Convention Center. Currently, SMG uses their beverage dispensary license to obtain catering permits to serve alcoholic beverages at the Dena'ina Convention Center. Since SMG intends to obtain more than 12 catering permits, this conditional use would need to be approved before they could operate that frequently.

The Dena'ina Convention Center is split zoned B-2B (Central Business District, Intermediate) and B-2C (Central Business District, Periphery). Hours of operation are

as allowed by Municipal ordinance and the Anchorage Beverage Control Board, seven days a week. All employees will be trained in accordance with the Alcoholic Beverage Control Board's Liquor Server Awareness Training Program.

There is one Package Store, fourteen Beverage Dispensary, five Beverage Dispensary Duplicates, one Beverage Dispensary Tourism, and two Brewpub Licenses within a 1,000-foot radius of the petition site. Approving this alcohol beverages conditional use will add a twenty-ninth license within a 1,000-foot radius of the petition site.

PUBLIC COMMENTS

Fifty-eight public hearing notices were mailed on October 3, 2011. At the time this report was written, no public comments were received. Also, no comments were received from the Downtown Community Council.

FINDINGS

A. Furthers the goals and policies of the Comprehensive Development Plan and conforms to the Comprehensive Development Plan in the manner required by Chapter 21.05.

The standard is met.

The subject property is identified as "Commercial" in the *1982 Anchorage Bowl Comprehensive Development Plan's* Generalized Land Use Plan. The site is identified as a "Major Employment Center" and a "Redevelopment/Mixed Use Area" in the *Anchorage 2020 Land Use Policy Map*.

The Downtown Comprehensive Plan Strategy Diagram identifies that site as an "Opportunity Site." One of the goals of the Downtown Comprehensive Plan is to attract tourism and the sales of alcohol at the Dena'ina Convention Center will further this goal.

The *Anchorage 2020 Comprehensive Plan* does not specifically address the sale of alcoholic beverages in the community. A strategy of the adopted *Anchorage 2020 Plan*, however, calls for the development of locational standards and criteria for retail sales/service of alcoholic beverages. To date this has not been done.

Several goals of the *Anchorage 2020 Plan* address related issues such as recreational and economic opportunities. The sale of alcoholic beverages is part of the social, recreational and economic environment of the community. Hotel dining, night clubs, bars, and restaurants which serve alcohol enhance the hospitality and tourism industry in Anchorage, and provide eating places for local residents and downtown employees. Another of the Plan's stated economic development goals are: "Business Support and Development: a quality

of life and a financial climate that encourages businesses to start up, expand, or relocate in Anchorage" (p. 41).

B. Conforms to the standards for that use in this title and regulations promulgated under this title.

The standard is met.

The B-2B and B-2C district zoning regulations allow alcoholic beverage sales through the conditional use permit process.

C. Will be compatible with existing and planned land uses in the surrounding neighborhood and with the intent of its use district.

The standard is met.

There are religious, office, and restaurant uses surrounding the petition site.

AMC 21.50.160.B asks that a list of all alcohol licenses located within a minimum of 1,000 feet of the proposed conditional use be provided. There is one Package Store, fourteen Beverage Dispensary, five Beverage Dispensary Duplicates, one Beverage Dispensary Tourism, and two Brewpub Licenses within a 1,000-foot radius of the petition site. Approving this alcohol beverages conditional use will add a twenty-ninth license within a 1,000-foot radius of the petition site.

Alaska Statute 04.11.410 restricts beverage dispensary and package store licenses from being located in a building with a public entrance within 200-feet of the public entrance of a church building or school grounds. Alaska Statute 04.11.410 does not apply to this case because the petitioner is requesting conditional use for catering permits, and Alaska Administrative Code Title 13.104.685 does not restrict the location of catering permits.

D. Will not have a permanent negative impact on the items listed below substantially greater than that anticipated from permitted development:

1. Pedestrian and vehicular traffic circulation and safety.

The standard is met.

The B-2B and B-2C districts do not require off-street parking. On-street parking, as well as parking lots and parking garages, are available.

2. The demand for and availability of public services and facilities.

The standard is met.

A new conditional use for alcohol sales at this location will not impact public services. Electrical, water and sewer, natural gas are available on site. Road infrastructure and public transit is already in place. The petition site is within ARDSA and the Building Safety, Police, and Fire service areas.

3. Noise, air, water, or other forms of environmental pollution.

The standard is met.

As a land use, a conditional use for alcohol sales will not cause or contribute to any environmental pollution.

4. The maintenance of compatible and efficient development patterns and land use intensities.

The standard is met.

The zoning, land use, and the general area land use will not change as a result of this conditional use permit for alcohol sales.

Standards Chapter 10.50 Alcoholic Beverages

In the exercise of its powers and under AS 04.11.480 and 13 AAC 104.145 to protest issue, renewal and transfer or alcoholic beverage licenses within the Municipality of Anchorage, the Assembly shall consider whether the proposed license meets each and every factor and standard set forth below

A. Concentration and land use. Whether transfer of location or issue of the requested license will negatively impact the community through an increase in the concentration of uses involving the sale or service of alcoholic beverages within the area affected and will conform to the separate standards of AMC 21.50.020.

Approval of this conditional use will add a twenty-ninth conditional use for alcoholic beverages within 1,000-feet.

Café 817	817 W 6 th Ave	Lic. 4449	Rest./Eating Place
Yamaya Restaurant	825 W 6 th Ave	Lic. 3728	Rest./Eating Place
Platinum Jaxx Bar and Grill	901 W 6 th Ave	Lic. 4531	Bev. Dispensary
Platinum Jaxx Bar and Grill	901 W 6 th Ave	Lic. 4551	Bev. Dispensary Dup.
Platinum Jaxx Bar and Grill	901 W 6 th Ave	Lic. 4552	Bev. Dispensary Dup.
Club Paris	417 W 5 th Ave	Lic. 258	Bev. Dispensary
Anchorage Marriot Hotel	820 W 7 th Ave	Lic. 3945	Bev. Dispensary Tourism
Solstice Cafe	720 W 5 th Ave	Lic. 847	Bev. Dispensary
William Egan Convention	555 W 5 th Ave	Lic. 3234	Bev. Dispensary

Center			
Crush	343 W 6 th Ave #1	Lic. 4780	Rest./Eating Place
Sullivan's Steakhouse	320 W 5 th Ave	Lic. 3412	Bev. Dispensary
Darwin's Theory	426 G St	Lic. 987	Bev. Dispensary
Cellar	343 W 6 th Ave #2	Lic. 4820	Bev. Dispensary
Glacier Brewhouse	737 W 5 th Ave	Lic. 3985	Brewpub
The Anchor	712 W 4 th Ave	Lic. 3607	Bev. Dispensary
Uncle Joes Pizzeria	428 G St #D	Lic. 3847	Rest./Eating Place
Jalapenos Mexican Rest.	11823 Old Glenn Highway	Lic. 3518	Bev. Dispensary
Glacier Brewhouse	737 W 5 th Ave	Lic. 3978	Bev. Dispensary
Orso Restaurante	737 W 5 th Ave	Lic. 4258	Brewpub
Restaurante Orso	737 W 5 th Ave	Lic. 4012	Bev. Dispensary Dup.
Bernie's Bungalow Lounge	626 D St	Lic. 4425	Bev. Dispensary Dup.
Bernie's Bungalow Lounge	626 D St	Lic. 3781	Bev. Dispensary
McGinley's Alaskan Pub	645 G St	Lic. 4545	Bev. Dispensary
Humpy's Great Alaskan Alehouse	610 W 6 th Ave	Lic. 3427	Bev. Dispensary
SubZero	610 W 6 th Ave	Lic. 4261	Bev. Dispensary Dup.
Straight out of Philly Downtown	508 W 6 th Ave	Lic. 4295	Rest./Eating Place
Grape Expectations	510 W 6 th Ave	Lic. 4779	Package Store
Brew Brothers	517 W 7 th Ave	Lic. 4846	Bev. Dispensary

- B. Training.** If application is made for issue, renewal or transfer of a beverage dispensary license, restaurant or eating place license, or package store license, whether the applicant can demonstrate prospective or continued compliance with a Liquor "Server Awareness Training Program approved by the State of Alaska alcoholic Beverage Control Board, such as or similar to the program for techniques in alcohol management (T.A.M.). Until such plan is approved, training by a licensee's employees in the T.A.M. shall constitute compliance with this ordinance.

The standard is met.

The applicant states that all employees involved in the dispensing of alcoholic beverages will be trained in accordance with the T.A.M. training and hold the appropriate certificates.

- C. Operations procedures.** If application is made for issue, renewal or transfer of a license, whether the applicant can demonstrate prospective or continued compliance with operations procedures for licensed premises set forth in Section 10.50.035 of this code.

The standard is met.

AMC 10.50.035 sets forth that persons seeking the issue or transfer of a license shall comply with restrictions regarding happy hours, games or contests involving the consumption of alcohol, public transportation, notice of penalties, availability of nonalcoholic drinks, compliance determination with techniques in alcohol management (T.A.M.), solicitation of purchase of alcoholic beverages for consumption by employees, and warning signs. The petitioner has stipulated in his application that he will abide by requirements of AMC 10.50.035.

- D. Public safety. When application is made for the renewal or transfer of location or transfer of ownership of a beverage dispensary license restaurant or eating place license, or package store license, the Assembly shall consider whether the operator can demonstrate the ability to maintain order and prevent unlawful conduct in a licensed premise. In determining the operator's demonstrated ability to maintain order and prevent unlawful conduct, the Assembly may consider police reports, testimony presented before the Assembly, written comments submitted prior to or during the public hearing, or other evidence deemed to be reliable and relevant to the purpose of this subsection. For purposes of this section and Section 10.50.035 "licensed premises" shall include any adjacent area under the control or management of the licensee.**

The standard is met.

According to the application the petitioner states that order will be maintained by properly trained staff and management. The premises will be clean and well-lit. No additional safety procedures are mentioned in the application. At the time this report was completed, no written comment had been received from the Anchorage Police Department.

- E. Payment of taxes and debts. When application is made for renewal of a license the assembly shall consider, pursuant to AS 4.11.330, whether the applicant is delinquent in payment of taxes owed to the Municipality. When application is made for transfer of ownership of a license the Assembly shall consider, pursuant to AS 4.11.360, whether the municipality has received either payment or adequate security, for the payment of any debts or taxes, including any estimated taxes for the current year, arising from the conduct of the licensed business. Adequate security for the payment of debts and taxes may be in the form of: 1) escrowed funds sufficient to pay the debts and taxes claimed and any escrow fees; 2) actual payment of debts and taxes claimed; or, 3) a guarantee agreement in accordance AMC 10.50.030. Any guarantee agreement shall be in writing, signed by the transferor, transferee and Municipality**

The standard is met.

There are no outstanding Business Personal Property taxes owing, according to the Treasury Division.

- F. Public health.** If application is made for the renewal or transfer of location or transfer of ownership of a license, the Assembly shall consider whether the operator has engaged in a pattern of practices injurious to public health or safety such as providing alcohol to minors or intoxicated persons, committing serious violations of State law relevant to public health or safety, or other actions within the knowledge and control of the operator which place the public health or safety at risk. In determining if a pattern of practices injurious to public health or safety exists, the Assembly may consider criminal convictions, credible proof of illegal activity even if not prosecuted, police reports, testimony presented before the Assembly, written comments submitted prior to or during the public hearing, or other evidence deemed to be reliable and relevant to the purpose of this subsection.

No comments were received from the Department of Health and Human Services at the time this report was written.

- G. Municipality of Anchorage Alcoholic Beverage Licensee Compliance Form.** In order to determine whether applicants seeking issue, renewal or transfer of alcoholic beverage licenses have complied with the provisions of this chapter, applicants shall, at the request of the Assembly, submit to the municipal clerk such information as is required on a municipal form prepared by the municipal clerk known as the Municipality of Anchorage Alcoholic Beverage Licensee Compliance Form. Upon request, operators shall also provide the municipal clerk with certificates from all current employees demonstrating that those employees have successfully completed a "Liquor Service Awareness Training Program" such as the program for techniques in alcohol management (T.A.M.) as approved by the State of Alaska Alcoholic Beverage Control Board.

This form was not requested of this applicant.

RECOMMENDATION:

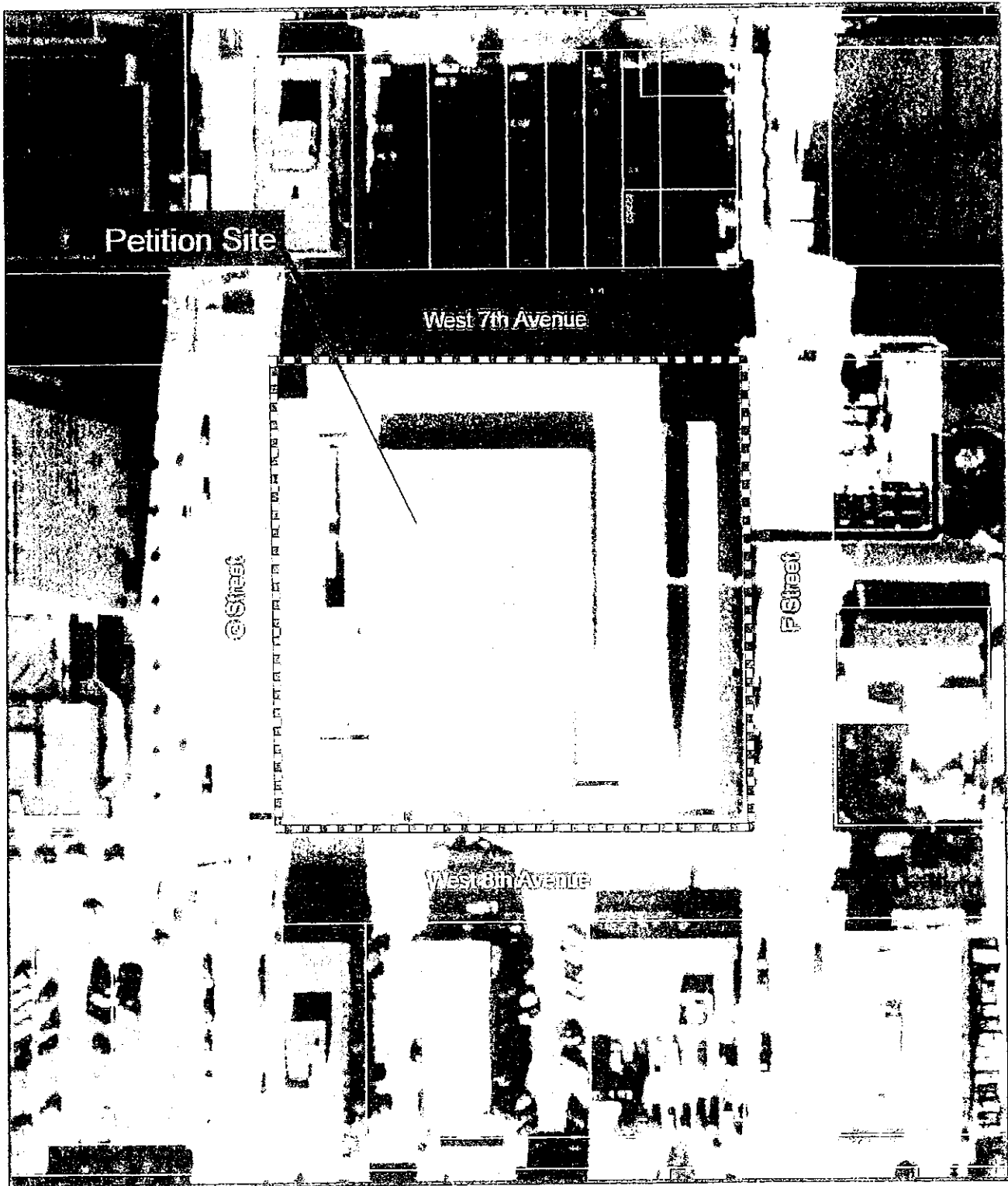
An alcohol beverages conditional use for an alcohol beverage use to allow catered events by various licensees with a beverage dispensary license and catering permit, in the B-2B (Central Business District, Intermediate) and B-2C (Central Business District, Periphery), generally meets the required standards of AMC Title 10 and Title 21.

If after a public hearing on the matter, the Anchorage Assembly finds that the required standards have been met, staff recommends the following conditions of approval:

1. A Notice of Zoning Action shall be filed with the District Recorder's Office within 120 days of the Assembly's approval for this alcohol beverage use in the B-2B and B-2C districts.

2. All uses shall conform to the plans and narrative submitted with this conditional use application.
3. This alcohol beverages conditional use approval is to allow catered events by various licensees with a beverage dispensary license and catering permits, in the B-2B (Central Business District, Intermediate) and B-2C (Central Business District, Periphery) per AMC 21.15.030, AMC 21.40.160D.13, AMC 21.40.170D.14, and AMC 21.50.160 for approximately 91,830 square feet of gross leasable area at 600 West 7th Avenue, located within Original Townsite, Block 80, Tract 1
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7. A copy of the conditions imposed by the Assembly in connection with this conditional use approval shall be maintained on the premise at a location visible to the public.

2011-112

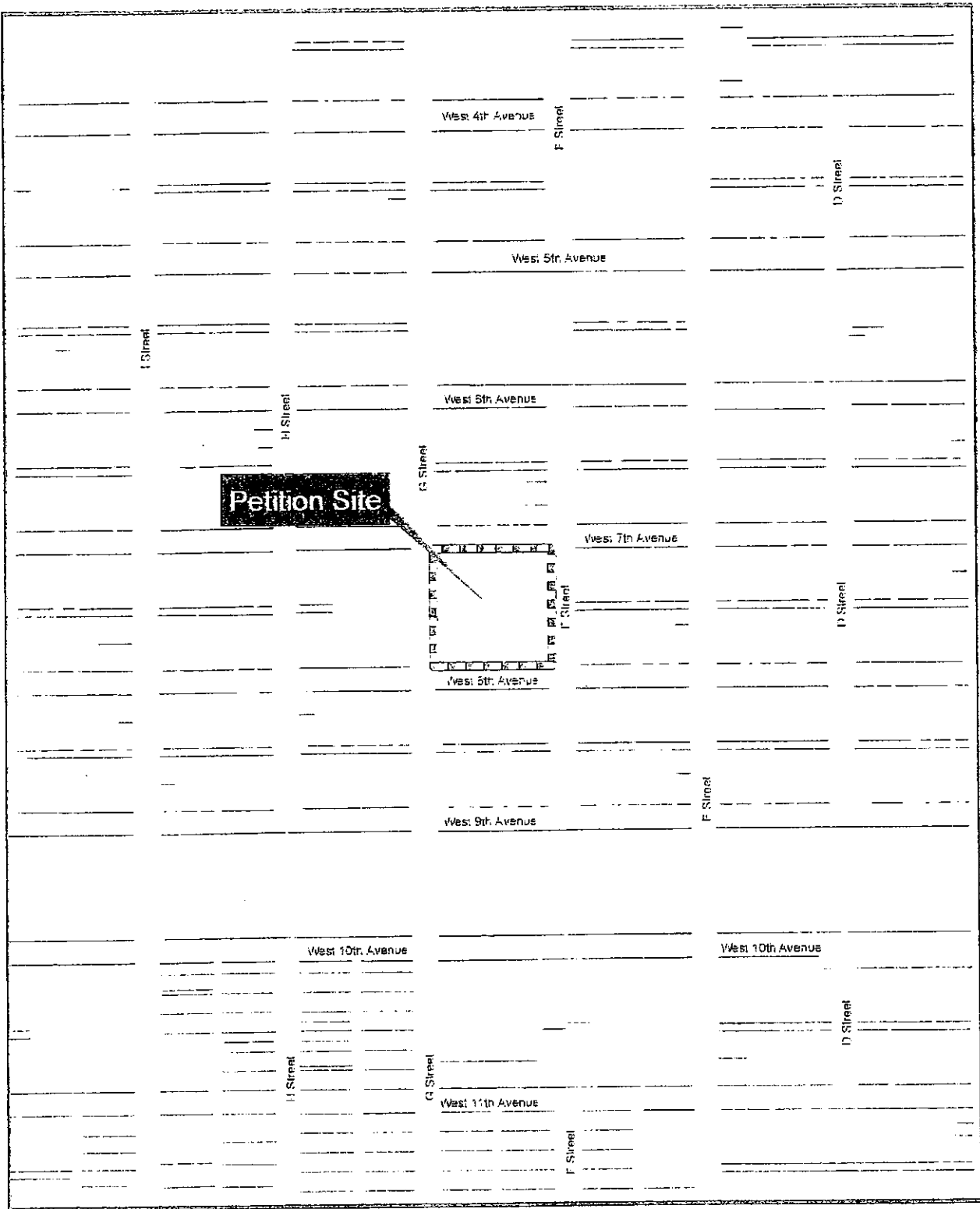


Municipality of Anchorage
Planning Department
August 31, 2011

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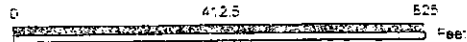


2011-112



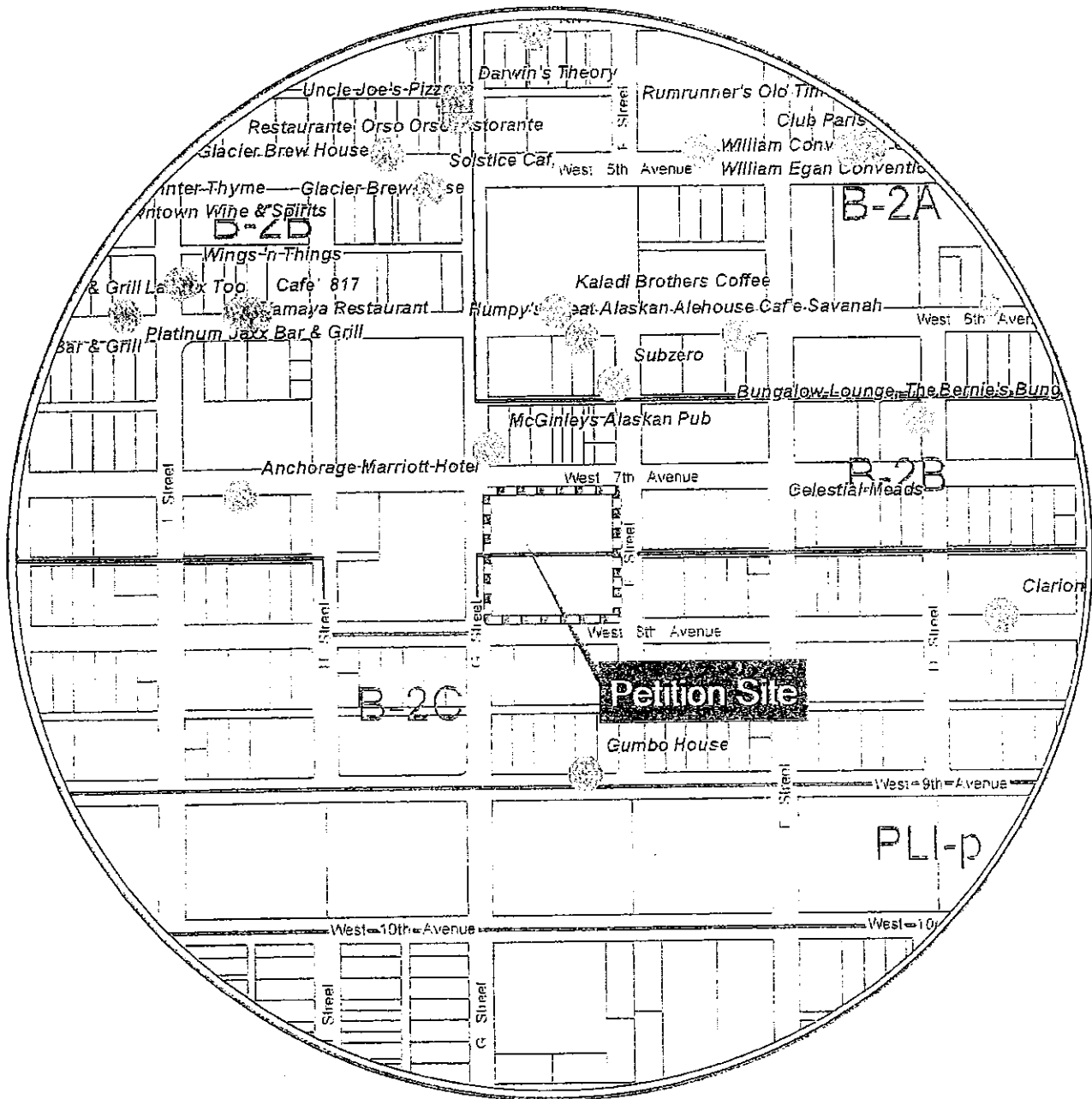
Municipality of Anchorage
Planning Department
Date: August 31, 2011

Mobile Home Park
Multi-Family
Single Family



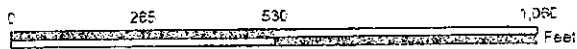
2011-12

EXISTING LIQUOR LICENSES WITHIN 1000'



Municipality of Anchorage
Planning Department

Date: August 31, 2011



Alcohol Church and School List Report

Case Number: 2011-112 Description: 200'

Parcel	Parcel Owner Name	Parcel Site Address	Description
00211332000	ALL SAINTS EPISCOPAL CHURCH	545 W 8TH AVE	RELIGION
00211383000	ALL SAINTS EPISCOPAL CHURCH		RELIGION
00211411000	FIRST UNITED METHODIST CHURCH	722 W 8TH AVE	RELIGION
00211412000	FIRST UNITED METHODIST CHURCH	710 W 8TH AVE	RELIGION
00211413000	FIRST UNITED METHODIST CHURCH	804 G ST	RELIGION

distance 200'

Wed Aug 31, 13:43:15, 2011

Map: Parcels—Basic Layers



Scale 1:4000

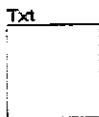
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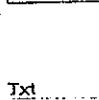
PARCELS



ALCOHOL



STREET_NAME



ZONING



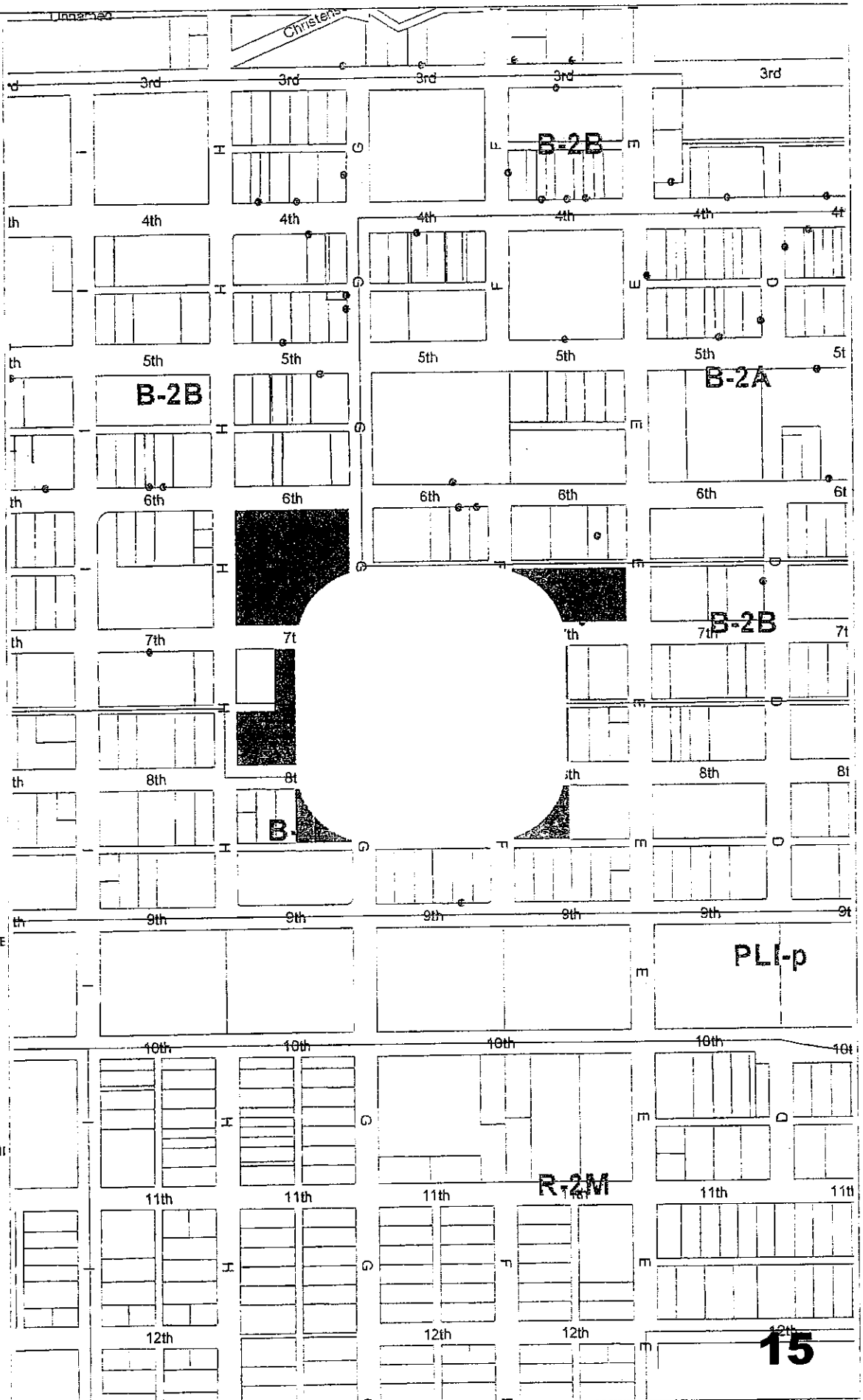
ZONE_TYPE



ECONOMIC_LI

CityView™

Municipal Software Corporation



Alcohol Existing License List Report

Case Number: 2011-112 Description: 1000'

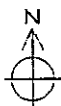
Parcel Business Name	Parcel Owner Name Applicant Name	Parcel Owner Address Business Address	City	State	Zip	Lic. Number	Lic. Zone	Lic. Type
00103403000 Cafe' 817	NOVOSAD MARK S Muffin Man & Co., Inc.	817 W 6TH AVE 817 W 6th Ave	ANCHORAGE 4449	AK B2B	99501			Restaurant/Eating Place
00103404000 Yamaya Restaurant	YAMADA MASAHIDE & KAZUKO Yamada, Masahide & Kazuko	4100 NORTH STAR ST 825 W 6th Ave	ANCHORAGE 3728	AK B2B	99504			Restaurant/Eating Place
00103463000 Platinum Jaxx Bar & Grill	LA MEXICANA INC Platinum Jaxx, Inc	PO BOX 92480 901 W 6th Ave	ANCHORAGE 4531	AK B2B	99509			Beverage Dispensary
00103463000 Platinum Jaxx Bar & Grill	LA MEXICANA INC Platinum Jaxx, Inc	PO BOX 92480 901 W 6th Ave	ANCHORAGE 4551	AK B2B	99509			Beverage Dispensary Dup
00103463000 Platinum Jaxx Bar & Grill	LA MEXICANA INC Platinum Jaxx, Inc	PO BOX 92480 901 W 6th Ave	ANCHORAGE 4552	AK B2B	99509			Beverage Dispensary Dup
00105455000 Anchorage Marriott Hotel	COLUMBIA PROPERTIES Clearview Anchorage Lessee	740 CENTRE VIEW BLVD 820 W 7th Ave	CRESTVIEW HI 3945	KY B2B	41017			Beverage Dispensary Tour
00210125000 Solstice Cafe	ANCHORAGE HOTEL ASSOCIATES Westmark Hotels, Inc.	300 ELLIOTT AVENUE W 720 W 5th Ave	SEATTLE 847	WA B2B	98119			Beverage Dispensary
00210242000 CRUSH	NORTHWESTERN SIMON INC CRUSH, LLC	PO BOX 5120 343 West 6th Avenue #1	INDIANAPOLIS 4780	IN B2A	46206			Restaurant/Eating Place
00210242000 Sullivan's Steakhouse	NORTHWESTERN SIMON INC Sullivans of Alaska	PO BOX 6120 320 W 5th Ave Unit C100	INDIANAPOLIS 3412	IN B2A	46206			Beverage Dispensary
00210246000 Cellar	NORTHWESTERN SIMON INC Cellar, LLC	PO BOX 6120 343 West 6th Ave. # 2	INDIANAPOLIS 4820	IN B2A	46206			Package Store
00210504000 Club Paris	MOMA SHEILA D & H & T, Inc.	417 W 5TH AVENUE 417 W 5th Ave	ANCHORAGE 258	AK B2A	99501			Beverage Dispensary
00210509000 William Egan Convention Ctr	MOA SMG of Alaska Inc.	PO BOX 196650 555 W 5th Ave	ANCHORAGE 3234	AK B2A	99519			Beverage Dispensary
00210519000 Glacier Brewhouse	ACREE ROBERT B Brews Brothers, The LLC	903 W NORTHERN LIGHTS #210 737 W 5th Ave	ANCHORAGE 3986	AK B2B	99503			Brewpub

Parcel Business Name	Parcel Owner Name Applicant Name	Parcel Owner Address Business Address	City Lic. Number	State Lic. Zone	Zip Lic. Type
00210526000 The Anchor	GRAHAM PROPERTIES LLC The Anchor LLC	3780 LINCOLN ELLSWORTH CT # 712 W 4th Ave	ANCHORAGE 3607	AK B2B	99517 Beverage Dispensary
00210550000 Darwin's Theory	BIWER DARWIN A JR Darwins Theory, Inc.	426 G STREET 426 G St	ANCHORAGE 987	AK B2B	99501 Beverage Dispensary
00210552000 Uncle Joe's Pizzeria	ACREE ROBERT B Uncle Joe's Inc.	903 W NORTHERN LIGHTS #210 428 G St #D	ANCHORAGE 3847	AK B2B	99503 Restaurant/Eating Place
00210554000 Jalapenos Mexican Restaurant	IDITAROD PROPERTIES INC Jalapeno's, Inc.	630 W 4TH AVENUE #300 11823 Old Glenn Highway	ANCHORAGE 3518	AK B2A	99501 Beverage Dispensary
00210563000 Glacier Brew House	737 WEST FIFTH AVENUE LLC Brews Brothers, LLC, The	PO BOX 140108 737 W 5th Ave #110	ANCHORAGE 3978	AK B2B	99514 Beverage Dispensary
00210563000 Orso Ristorante	737 WEST FIFTH AVENUE LLC Brews Brothers LLC	PO BOX 140108 737 W 5th Ave	ANCHORAGE 4258	AK B2B	99514 Brewpub
00210563000 Restaurante' Orso	737 WEST FIFTH AVENUE LLC The Brews Brothers, LLC	PO BOX 140108 737 W 5th Ave	ANCHORAGE 4012	AK B2B	99514 Beverage Dispensary Dup
00211272000 Bernie's Bungalow Lounge	SOUPHANAVONG BERNARD Bernard Souphanavong	626 D ST 626 D St	ANCHORAGE 4425	AK B2B	99501 Beverage Dispensary Dup
00211272000 Bungalow Lounge, The	SOUPHANAVONG BERNARD Souphanavong, Bernard I.	626 D ST 626 D St	ANCHORAGE 3781	AK B2B	99501 Beverage Dispensary
00211309000 Gumbo House	PORTER N CLAIRBORNE JR & Roberto Del Real	1834 STANFORD DR 611 W 9th Ave	ANCHORAGE 4275	AK B2C	99508 Restaurant/Eating Place
00211373000 McGinleys Alaskan Pub	RIM INVESTMENTS LLC Highwater LLC	645 G ST 645 G St Suite 101	ANCHORAGE 4545	AK B2B	99501 Beverage Dispensary
00211375000 Humpy's Great Alaskan Alehouse	GORBUSCHA LLC Hook, Line & Sinker, Inc.	610 W 6TH AVE 610 W 6th Ave	ANCHORAGE 3427	AK B2A	99501 Beverage Dispensary
00211376000 Subzero	PIONEERS OF ALASKA Hook Line & Sinker	PO BOX 101041 612 F St	ANCHORAGE 4261	AK B2A	99510 Beverage Dispensary Dup
00211380000 Grape Expectations	GALLO ABRAHAM & Grape Expectations LLC	PO BOX 111846 510 West 6th Avenue	ANCHORAGE 4779	AK B2A	99511 Package Store

Parcel Business Name	Parcel Owner Name Applicant Name	Parcel Owner Address Business Address	City Lic. Number	State Lic. Zone	Zip Lic. Type
00211380000 Straight out of Philly Downtown	GALLO ABRAHAM & Cafe' Savannah LLC	PO BOX 111846 508 W 6th Ave	ANCHORAGE 4295	AK B2A	99511 Restaurant/Eating Place
00211449000 Brews Brothers	ALASKA HOUSING FINANCE CORP Brews Brothers	550 W 7TH AVE STE 130 517 West 7th Avenue Ste 100	ANCHORAGE 4846	AK B2B	99501 Beverage Dispensary

Wed Aug 31, 13:47:59, 2011

Map: Parcels—Basic Layers



Scale 1:5000

Legend:



PARCELS



ALCOHOL

Text

STREET_NAME



ZONING

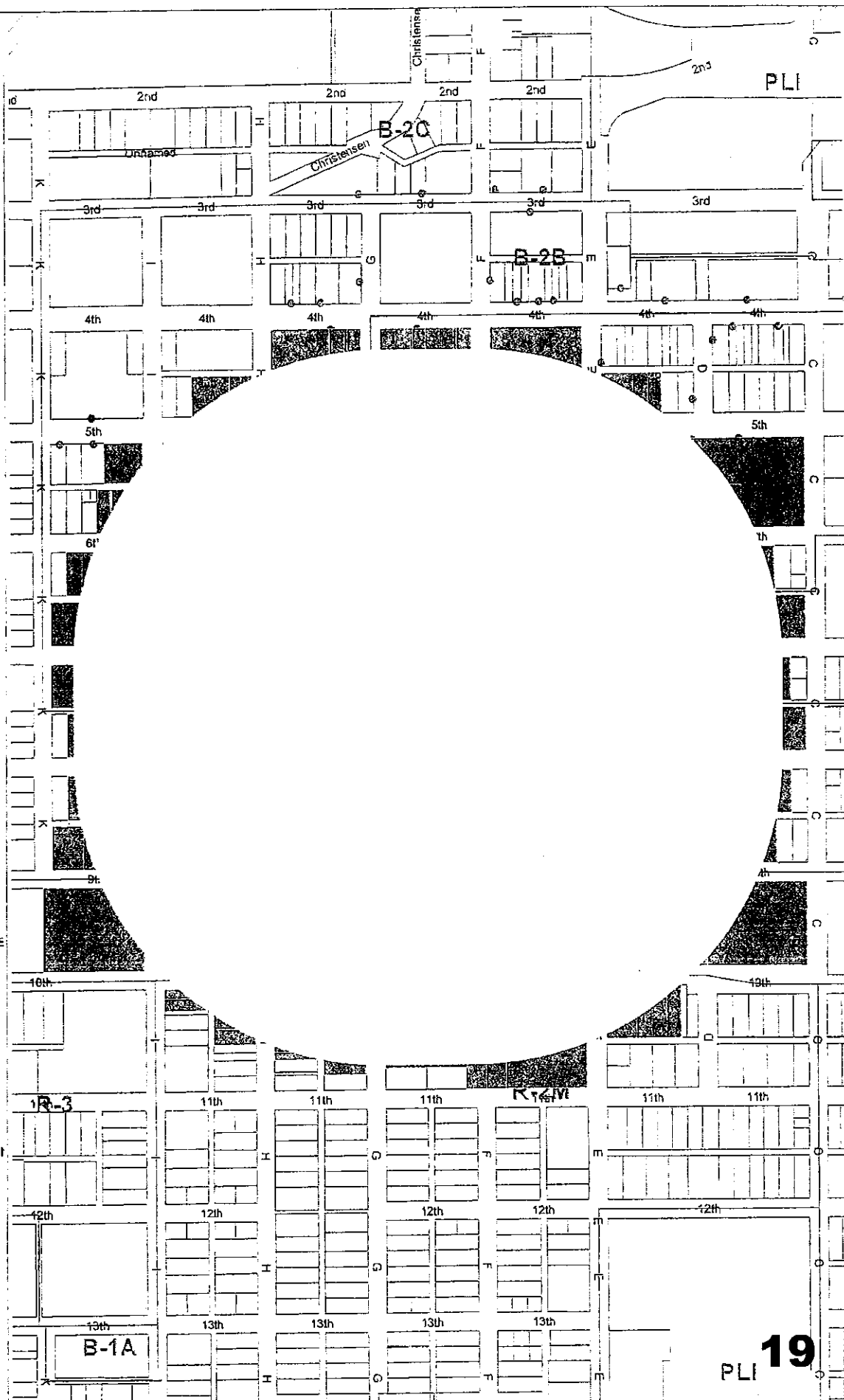
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CityView™

Municipal Software Corporation



Application

Application for Conditional Use Retail Sale Alcoholic Beverages

Please fill in the information asked for below.

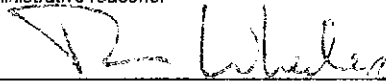
PETITIONER*	PETITIONER REPRESENTATIVE (IF ANY)
Name (last name first) Municipality of Anchorage	Name (last name first) Dennis Wheeler, Municipal Attorney
Mailing Address PO Box 196650 Anchorage AK 99519-6650	Mailing Address Municipal Attorney's Office
Contact Phone: Day: 343-4545 Night:	Contact Phone: Day: 343-4545 Night:
FAX:	FAX:
E-mail:	E-mail: wheelerda@muni.org

*Report additional petitioners or disclose other co-owners on supplemental form. Failure to divulge other beneficial interest owners may delay processing of this application.

PROPERTY INFORMATION DENA'INA CENTER		
Property Tax #(000-000-00-000):	002-114-48-000	
Site Street Address:	600 W. Seventh Ave.	
Property Owner (if not the Petitioner):	CIVICVentures	
Current legal description: (use additional sheet in necessary)		
Original Townsite, Block 80 Tract 1		
Zoning: B2B & B2C	Acreage: 91830 sq ft	Grid # SW1330

ALCOHOLIC BEVERAGE CONTROL BOARD LICENSE PROPOSED		
<input checked="" type="checkbox"/> Beverage Dispensary	<input type="checkbox"/> Private Club	<input type="checkbox"/> Restaurant, exempt
<input type="checkbox"/> Beverage Dispensary-Tourism	<input type="checkbox"/> Public Convenience	<input type="checkbox"/> Theater
<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Recreational	<input checked="" type="checkbox"/> Other (Please explain):
<input type="checkbox"/> Package Store	<input type="checkbox"/> Restaurant	To allow catered events by various licensees
Is the proposed license: <input type="checkbox"/> New <input type="checkbox"/> Transfer of location: ABC license number: N\A		
Transfer license location:		
Transfer licensed premises doing business as:		

I hereby certify that (I am)/(I have been authorized to act for) owner of the property described above and that I petition for a retail sale of alcoholic beverages conditional use permit in conformance with Title 21 of the Anchorage Municipal, Code of Ordinances. I understand that payment of the application fee is nonrefundable and is to cover the costs associated with processing this application, and that it does not assure approval of the conditional use. I also understand that assigned hearing dates are tentative and may have to be postponed by Planning Department, Municipal Clerk, or the Assembly for administrative reasons.

8-24-2011	
Date	Signature (Agents must provide written proof of authorization)

Accepted by:

Poster & Affidavit:

Fee

Case Number

COMPREHENSIVE PLAN INFORMATIONAnchorage 2020 Urban/Rural Services: ☒ Urban ☐ RuralAnchorage 2020 West Anchorage Planning Area: ☐ Inside ☒ Outside

Anchorage 2020 Major Urban Elements: Site is within or abuts:

- ☒ Major Employment Center ☒ Redevelopment/Mixed Use Area ☐ Town Center
☐ Neighborhood Commercial Center ☐ Industrial Center
☐ Transit - Supportive Development Corridor

Eagle River-Chugiak-Peters Creek Land Use Classification:

- ☐ Commercial ☐ Industrial ☐ Parks/opens space ☐ Public Land Institutions
☐ Marginal land ☐ Alpine/Slope Affected ☐ Special Study
☐ Residential at _____ dwelling units per acre

Girdwood- Turnagain Arm

- ☐ Commercial ☐ Industrial ☐ Parks/opens space ☐ Public Land Institutions
☐ Marginal land ☐ Alpine/Slope Affected ☐ Special Study
☐ Residential at _____ dwelling units per acre

ENVIRONMENTAL INFORMATION (All or portion site affected)

- Wetland Classification: ☒ None ☐ "C" ☐ "B" ☐ "A"
Avalanche Zone: ☒ None ☐ Blue Zone ☐ Red Zone
Floodplain: ☒ None ☐ 100 year ☐ 500 year
Seismic Zone (Harding/Lawson): ☐ "1" ☒ "2" ☐ "3" ☐ "4" ☐ "5"

RECENT REGULATORY INFORMATION (Events that have occurred in last 5 years for all or portion site)

- ☐ Rezoning - Case Number:
☐ Preliminary Plat ☐ Final Plat - Case Number(s):
☐ Conditional Use - Case Number(s):
☐ Zoning variance - Case Number(s):
☐ Land Use Enforcement Action for
☐ Building or Land Use Permit for
☐ Wetland permit: ☐ Army Corp of Engineers ☐ Municipality of Anchorage

DOCUMENTATION

- Required:
- ☐ Original signed application
 - ☐ Copy of Building Permit application for new construction or change of use, if applicable
 - ☐ Copy of approved parking and landscape plan from Land Use Review
 - ☐ 12 copies of site plan to scale depicting: building footprints; parking areas; vehicle and pedestrian circulation; lighting; landscaping; signage; and licensed premises location.
 - ☐ 12 copies of building plans to scale depicting: floor plans indicating the location of sales and service areas; building elevations (photographs are acceptable).
 - ☐ 12 copies of photographs of premises from each street frontage that include and show relationship to adjacent structures and the premises visible street address number.
 - ☐ 12 copies of narrative: explaining the project; construction, operation schedule, and open for business target date.
 - ☐ 12 copies of a zoning map showing the proposed location.
 - ☐ 12 copies of completed Alcoholic Beverage Control Board liquor license application form including all drawings and attachments, if filed with ABC Board.
- Optional: ☐ Traffic impact analysis ☐ Economic impact analysis ☐ Noise impact analysis

PROPERTY OWNER AUTHORIZATION* (If petitioner is not property owner)

(I)(WE) hereby grant permission to and acknowledge that person shown as the petitioner on this application is applying for a conditional use permit for the retail sales of alcoholic beverages on a property under (MY)(OUR) ownership and that as part of the conditional use permit process the Assembly may apply conditions which will be (MY)(OUR) responsibility to satisfy.

8-24-2011

See CIVICventures resolution

Date

Signature

*Report additional petitioners or disclose other co-owners on supplemental form. Failure to divulge other beneficial interest owners may delay processing of this application.

FACILITY OPERATIONAL INFORMATION

What is the proposed or existing business name (Provide both if name is changing):
Dena'ina Civic and Convention Center

What is the gross leaseable floor space in square feet?
100,032 including lobbies

What is the facility occupant capacity?
9,246

What is the number of fixed seats(booth and non movable seats)?
Zero

What is the number non-fixed seats(movable chairs, stools, etc.)?
9,246

What will be the normal business hours of operation?
Varies, depending on event type.

What will be the business hours that alcoholic beverages will be sold or dispensed?
Varies, 10 am - 2:30 am

What do you estimate the ratio of food sales to alcohol beverage sales will be?

24.4 % Alcoholic beverage sales

Varies, depending on event type

75.6 % Food sales

Type of entertainment proposed: (Mark all that apply)

☒ Recorded music ☒ Live music ☒ Floor shows ☒ Patron dancing ☒ Sporting events ☐ Other ☐ None

Do you propose entertainment or environmental conditions in the facility that will meet the definition of "indecent material" or "adult entertainment" as set forth by AMC 8.50.020 Minors-Disseminating indecent material? ☐ Yes ☒ No

Do you propose conditions in the facility that fall under AMC 10.40.050 Adult oriented establishment? ☐ Yes ☒ No

DISTANCE FROM CHURCHES, DAY CARE, AND SCHOOLS

Locate and provide the names and address of all churches, day care, and public or private schools within 200 feet of the site property lines

Name

Address

All Saints Episcopal

545 W. 8th Ave., Anchorage, AK 99501


CIVICVENTURES
ACTION
BY
UNANIMOUS CONSENT


We, the undersigned, being all the directors of CIVICVentures, an Alaska nonprofit corporation, hereby consent to the following actions pursuant to Section 11 of Article 2 of the corporation's bylaws:

RESOLVED that the corporation authorizes the Municipality of Anchorage to apply for a Title 21 Conditional Use Permit for the sale of alcoholic beverages at the Dena'ina Civic and Convention Center, pursuant to AMC 21.50.160.

Dated: August 5, 2011


DENNIS A. WHEELER


LARRY BAKER


LUCINDA M. MAHONEY


CHERYL L. FRASCA


JOHN C. SWALLING

PACKAGE STORES

Provide the projected percentage of alcoholic product inventory in the store where the retail unit price is:

% less than \$5.00

% \$5.00 to \$10.00

% \$10.00 to \$25.00

% greater than \$25.00

CONDITIONAL USE STANDARDS

The Assembly may only approve the conditional use if it finds that all of the following 4 standards are satisfied. Each standard must have a response in as much detail as it takes to explain how your project satisfies the standard. The burden of proof rests with you. Use additional paper if needed.

Explain how the proposed conditional use furthers the goals and policies of the comprehensive development plan and conforms to the comprehensive development plan in the manner required by AMC 21.05.

"Anchorage 2020" supports the creation of opportunities for recreation and economic development, to include social activities, such as conventions, sporting events, dining, etc. Policy 22 of Anchorage "2020" calls for locational standards for retail sales of alcohol. To date, this has not happened. The Denaina Convention Center attracts tourism to downtown which is an overarching goal in the "Downtown Comprehensive Plan."

Explain how the proposed conditional use conforms to the standards for that use in this title and regulations promulgated under this title.

The B-2B & B-2C district regulations allow alcoholic beverage sales with a conditional use permit.

Explain how the proposed conditional use will be compatible with existing and planned land uses in the surrounding neighborhood and with the intent of its use district.

Commercial, restaurant, office, and public parking uses surround the petition site.

Explain how the proposed conditional use will not have a permanent negative impact on the items listed below substantially greater than that anticipated from permitted development:

1. Pedestrian and vehicular traffic circulation and safety.

The streets and sidewalks are installed. No off-street parking is required in the Downtown Central Business District.

2. The demand for and availability of public services and facilities.

Sale of alcoholic beverages will not impact public services or facilities.

3. Noise, air, water or other forms of environmental pollution.

This use will not contribute to any environmental pollution.

4. The maintenance of compatible and efficient development patterns and land use intensities.

This use will not change development patterns or land use intensities. This is an existing facility.

STANDARDS CHAPTER 10.50 ALCOHOLIC BEVERAGES

in the exercise of its powers and under AS 04.11.480 and 15 AAC 104.145 to protest issue, renewal and transfer of alcoholic beverage licenses within the Municipality of Anchorage, the Assembly shall consider whether the proposed license meets each and every factor and standard set forth below.

Concentration and land use. Whether transfer of location or issue of the requested license will negatively impact the community through an increase in the concentration of uses involving the sale or service of alcoholic beverages within the area affected and will conform to the separate standards of AMC 21.50.020.

How many active liquor licenses are located on the same property as your proposed license?

Within 1,000 feet of your site are how many active liquor licenses? - 27

How would you rate this area's license concentration on a scale of 1 to 5 with 5 = high - 5

How many active liquor licenses are within the boundaries of the local community council? - Approx. 60

In your opinion, is this quantity of licenses a negative impact on the local community? - No

Training. If application is made for issue, renewal or transfer of a beverage dispensary license, restaurant or eating place license, or package store license, whether the applicant can demonstrate prospective or continued compliance with a Liquor "Server Awareness Training Program approved by the State of Alaska Alcoholic Beverage Control Board, such as or similar to the program for techniques in alcohol management (T.A.M.). Until such plan is approved, training by a licensee's employees in the T.A.M. shall constitute compliance with this ordinance.

How many employees in direct contact with alcohol will be trained in accordance with the Alcoholic Beverage Control Board's Liquor Server Awareness Training Program?

All servers will be TAM Certified\have TIPS training, as will bartenders and managers in all departments.

Operations procedures. If application is made for issue, renewal, or transfer of a license, whether the applicant can demonstrate prospective or continued compliance with operations procedures for licensed premises set forth in Section 10.50.035 of this code.

- ☐ Yes ☒ No Happy hours?
☐ Yes ☒ No Games or contests that include consumption of alcoholic beverages?
☒ Yes ☐ No Patron access and assistance to public transportation?
☒ Yes ☐ No Notice of penalties for driving while intoxicated posted or will be posted?
☒ Yes ☐ No Non-alcoholic drinks available to patrons?
☐ Yes ☒ No Solicitation or encouragement of alcoholic beverage consumption?

Public safety. When application is made for the renewal or transfer of location or transfer of ownership of a beverage dispensary license restaurant or eating place license, or package store license, the Assembly shall consider whether the operator can demonstrate the ability to maintain order and prevent unlawful conduct in a licensed premises. In determining the operator's demonstrated ability to maintain order and prevent unlawful conduct, the Assembly may consider police reports, testimony presented before the Assembly, written comments submitted prior to or during the public hearing, or other evidence deemed to be reliable and relevant to the purpose of this subsection. For purposes of this section and Section 10.50.035 "licensed premises" shall include any adjacent area under the control or management of the licensee.

What are the proposed precautions to maintain order and prevent unlawful conduct at the licensed premises?

inside facility:

Building security and staff will manage the area. See SMG of Alaska Alcohol Service Policy.

outside facility:

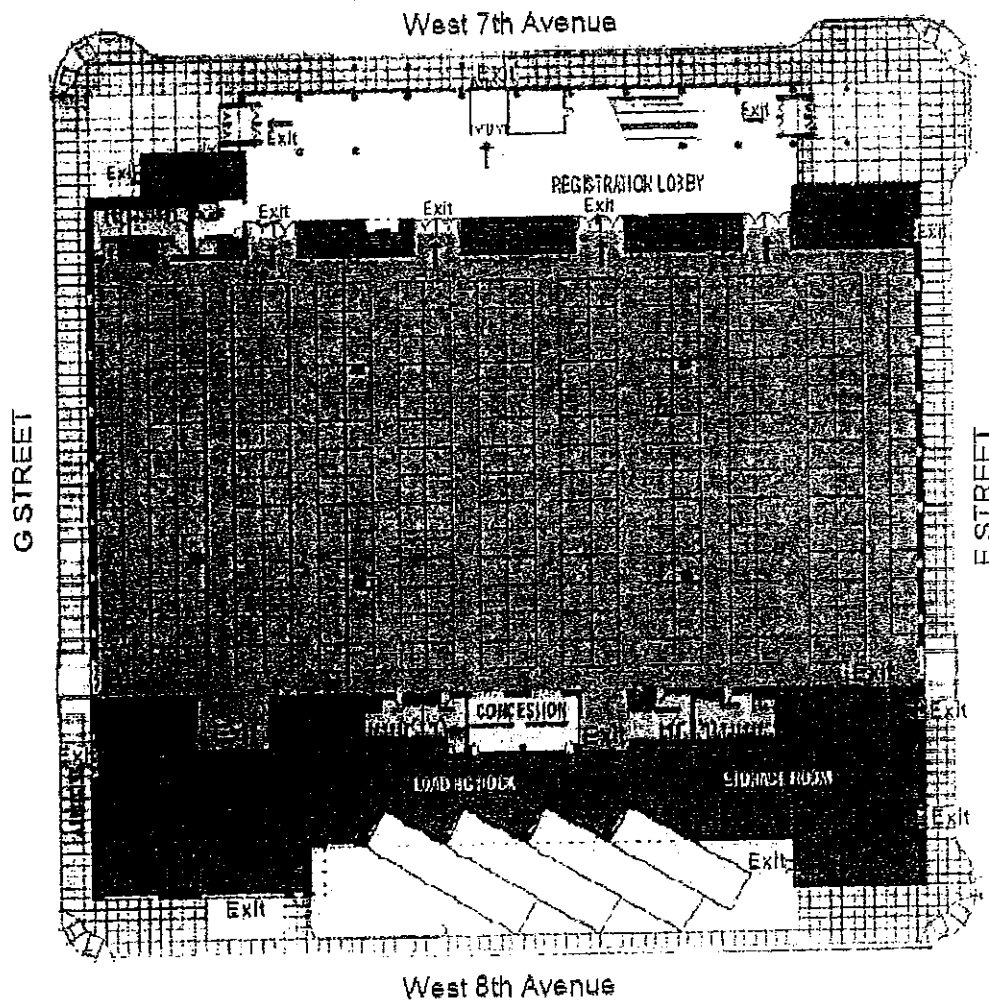
Building security and staff maintain internal and external security on the premises. See SMG of Alaska Alcohol Service Policy.

Payment of taxes and debts. When application is made for renewal of a license the assembly shall consider, pursuant to AS 4.11.330, whether the applicant is delinquent in payment of taxes owed to the Municipality. When application is made for transfer of ownership of a license the Assembly shall consider, pursuant to AS 4.11.360, whether the municipality has received either payment or adequate security, for the payment of any debts or taxes, including any estimated taxes for the current year, arising from the conduct of the licensed business. Adequate security" for the payment of debts and taxes may be in the form of: 1) escrowed funds sufficient to Pay the debts and taxes claimed and any escrow fees; 2) actual payment of debts and taxes claimed; or, 3) a guarantee agreement in accordance AMC 10.50.030. Any guarantee agreement shall be in writing, signed by the transferor, transferee and Municipality

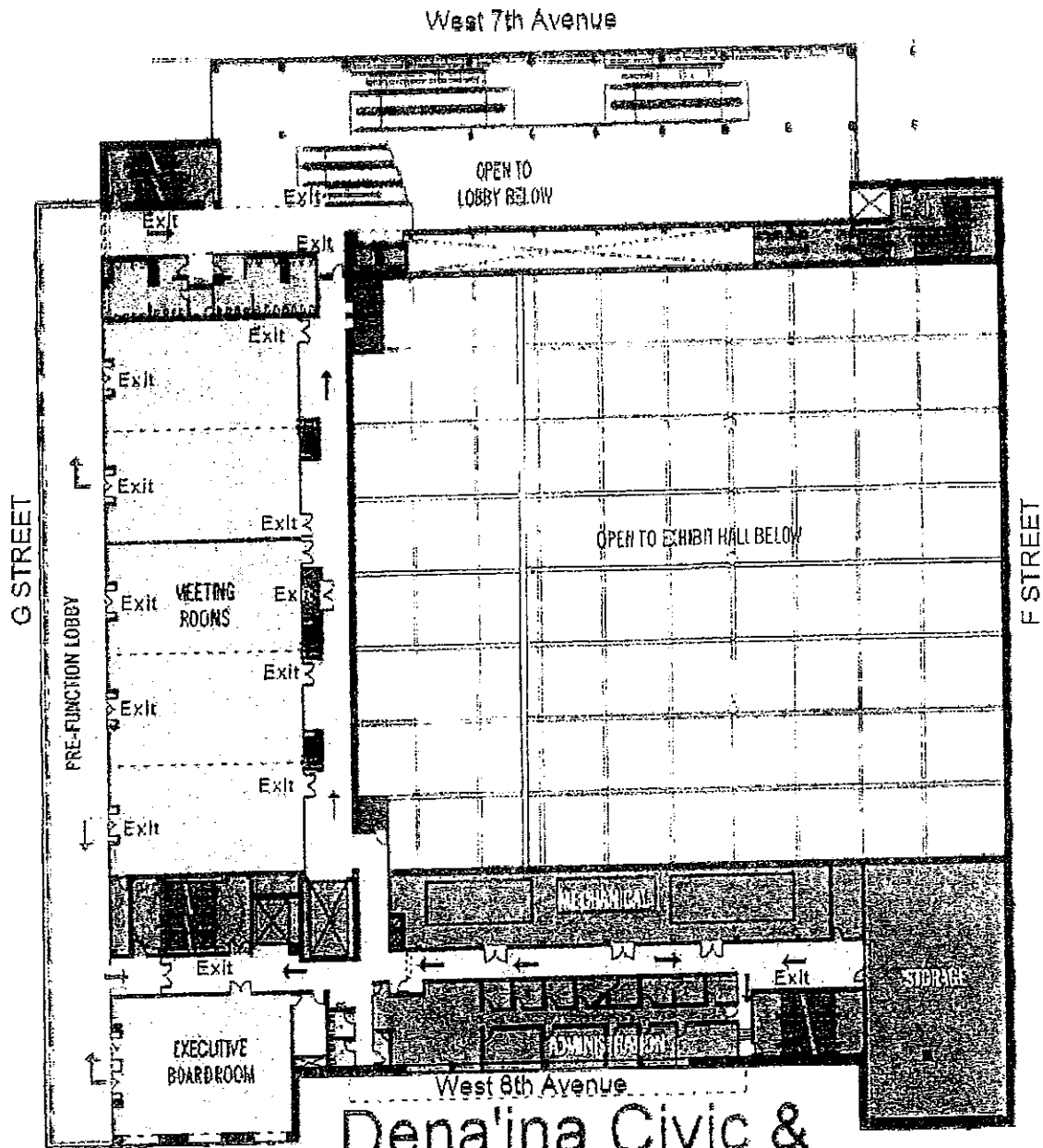
- ☒ Yes ☐ No *Are real estate and business property taxes current?*
☐ Yes ☒ No *Are there any other debts owed to the Municipality of Anchorage?*

Public health. If application is made for the renewal or transfer of location or transfer of ownership of a license, the Assembly shall consider whether the operator has engaged in a pattern of practices injurious to public health or safety, such as providing alcohol to minors or intoxicated persons, committing serious violations of State law relevant to public health or safety, or other actions within the knowledge and control of the operator which place the public health or safety at risk. In determining if a pattern of practices injurious to public health or safety exists, the Assembly may consider criminal convictions, credible proof of illegal activity even if not prosecuted, police reports, testimony presented before the Assembly, written comments submitted prior to or during the public hearing, or other evidence deemed to be reliable and relevant to the purpose of this subsection.

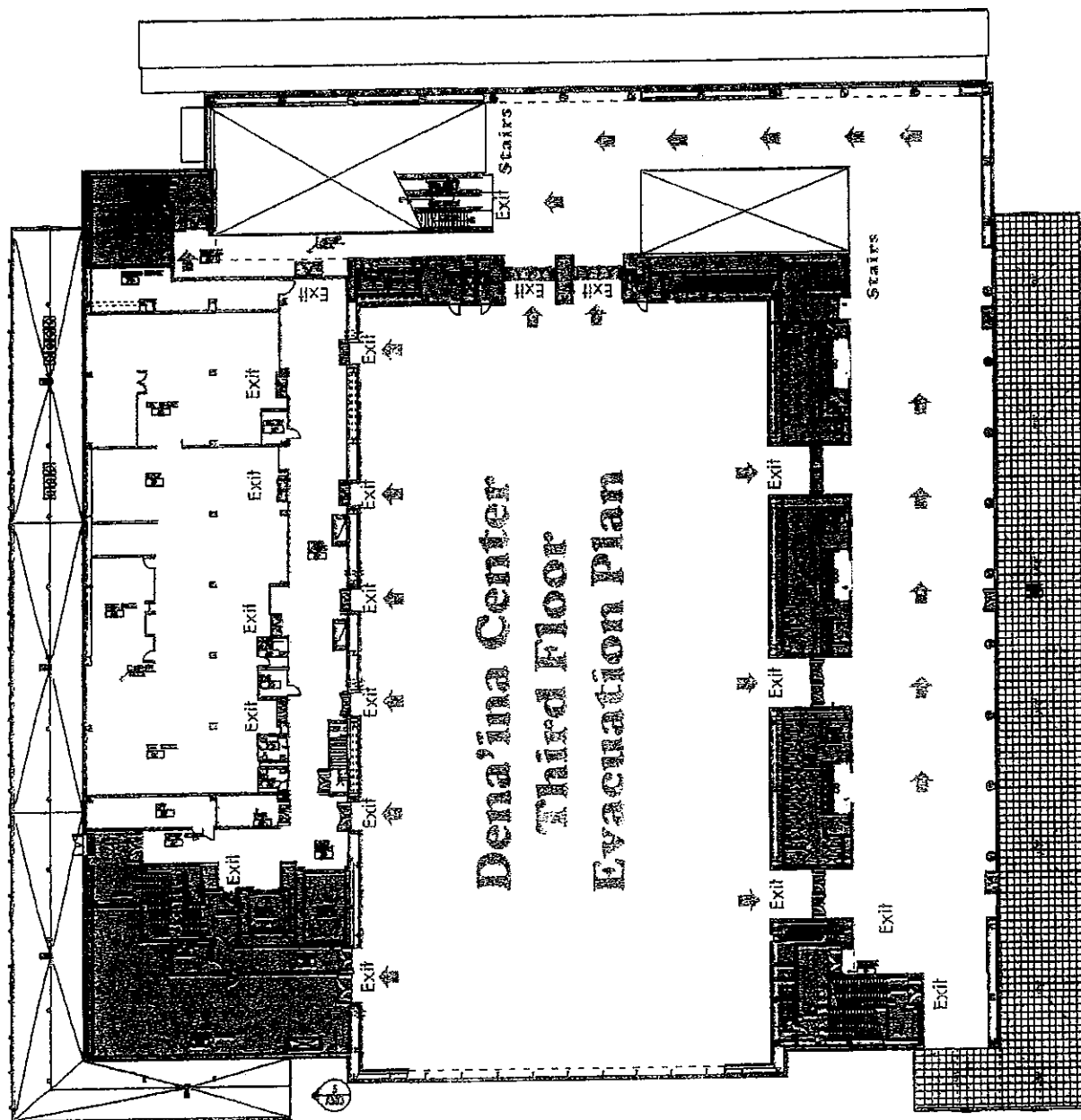
- ☒ Yes ☐ No *As the applicant and operator can you comply? If no explain*



Dena'ina Civic & Convention Center First Floor Evacuation Plan



Dena'ina Civic & Convention Center Second Floor Evacuation Plan





Professional management of public facilities
dedicated to enhancing cultural and economic growth
by serving Alaskan communities.

EGAN CONVENTION CENTER
SULLIVAN SPORTS ARENA
BEN BOEKE ICE RINK
DEMPSEY ANDERSON
CARLSON CENTER
DENA'INA CENTER

GUIDELINES FOR SERVING ALCOHOL

To comply with responsible alcohol management principles
when serving adult beverages, SMG of Alaska and its management team will apply
the guidelines herein described. Service options will be based upon the market
demographics of each event.

1. SERVICE STYLES

- 1.1. Restricted Service - Beverage Garden or sports lounge, a separate room for alcohol service, located adjacent to the "smoking area," is a useful option when the demographic of the event is mixed or in the young adult mix. This will permit alcohol to be served in a controlled/restricted environment that is accessible only by wrist banding or hand stamping after age is verified by photo identification. This option will facilitate beverage containment and effectively eliminate the possibility of an alcoholic beverage being consumed by a minor. Service and consumption will only be permitted in the garden / lounge. Management reserves the rights to re-check the I.D. of any patron re-entering, or patrons already present in any alcohol area. Service and consumption will not be available beyond the control points of the garden area.
- 1.2. Limited Service - This option will be used when the market demographics are definitely a mature age group. Depending on the size of the event and other criteria herein defined, the customers ID will be checked either when entering the Venue, entering the beverage line, or when the beverage is served. Beverage service will be limited to 2 drinks per person at the time of purchase. Beverage service and consumption will be permitted in special seating/viewing zones (sections) or a designated Loge located within the hall where a separate facility will concentrate service in one location. Depending on the market demographic, the customers ID will be checked upon entering the loge or when served. Wristbands could be used in this option.
- 1.3. Full Service - This optional style of service will be provided for adult only events where alcohol is the beverage of choice. Bars and Draft Stations will be located throughout the venue. ID's would be checked at the time of service when deemed necessary by a TIPS/TEAM trained server. When full beverage service is provided, sections of the room may be set aside as "ALCOHOL FREE" sections.
- 1.4. Hawking - Hawking of alcoholic beverages will be allowed only when individual servers can be assigned to designated areas of the venue for control purposes.

2. SERVICE PERMIT / APPLICATION

- 2.1. In order to determine service style and limitations / restrictions, a computerized application form will be automatically initiated for each event anticipating alcohol service. Each application will examine (measure) pertinent criteria designed to calculate risk factors in order to insure the optimum safety and enjoyable environment for the applicable event.

3. SERVICE DURATION

- 3.1. Several factors or criteria will be considered to determine the length of service option selected for serving alcoholic beverages. Examples of those factors are: Demographics, Show content, Length of show, Artist/Client request
Option 1: will permit service from the time the doors open until 30 minutes prior to the end of show.
Option 2: will allow service from the time the doors open until the main act takes stage or last intermission.
Option 3: will allow full service during dinner parties or receptions until closing.
- 3.2. In all cases, the service may be discontinued upon management's request.

4. SERVICE REQUIREMENTS

- 4.1. In any situation, service will be stopped immediately if the Center Manager or his/her designate feels that patron safety is an issue.
- 4.2. All service decisions will be made prior to the show and communicated to the Manager on Duty, Concession or Banquet Manager. Instructions regarding alcohol service will be provided to all event staff during the patron services briefing before opening doors to the public.
- 4.3. To aid in observation and curtailment of unlawful drinkers, adult beverages will be served in clear glasses or distributor logo cups to enable the staff to easily distinguish the product from soft drinks. The nature of the adult beverages discourages use of waxed soft drink cups. The wax coating tends to alter the taste of some beverages.
- 4.4. Alcoholic beverages will be served in reasonably sized cups. "Mega" or "supersized" cups will not be used. Marketing concepts will be based on 9, 12, 16, or 20 ounce cups. Prices will be competitively set but never too low so as to encourage over-consumption.
- 4.5. Promoters, Venders or Sponsors will not be allowed to bring alcoholic beverages for consumption into the venue without the written consent of the management.

5. CHECKING ID'S

- 5.1. Patrons are required to show proof of age or be with a parent or legal guardian as defined by the ABC Board and/or State of Alaska.

- 5.2. Adequate lighting will be required for all alcohol service, to ensure ability to check and read patron photo identification.
- 5.3. An option for determining eligibility for service will be established for each event. Options include wristbands and/or hand stamping used when deemed necessary by the show demographics. Shows that attract a younger adult audience will require adults entering the alcohol service area to be wrist banded or hand stamped. Wristbands are one-use plastic band secured to adult's wrist after verification of 21 or older. Different colors will be used at changing show times or dates. Wristbands will be secured at the door prior to allowing patrons into a alcohol service area. Ushers will be trained to watch for wristbands and hand stamps with instructions not to allow anyone with damaged wristband/hand stamp or missing ones to consume a beverage or enter an alcohol beverage service area.
- 5.4. Some shows, based on market demographics, would not be suitable for wristbands. Examples of those might be Thursday night at the Fights, Dinner Parties, Cabaret style Concerts, and Trade Shows. ID's will be checked when deemed necessary by a TIPS/TEAM trained server.
- 5.5. All Patron Services Staff will be trained to recognize and stop patrons from passing beverages to an underage patron and should this occur both parties would be escorted from the facility.
- 5.6. Secret Shoppers – Third party individuals will be instructed by management to check service levels and ID verification by staff. Shoppers will be under the age of 30 years old and complete a written evaluation upon completion of show.

6. SIGNAGE/MESSAGES

- 6.1. Mandatory signage will be strategically placed at all service points which will clearly state age restrictions, encourage reasonable consumption, ask patrons to contact an usher if they feel they have over-indulged and to request consideration of others who choose not to indulge. Signage will also be located throughout the building with references to safety, reasonable consumption, etc. The distributors will be asked to provide signage.
- 6.2. Safe Ride –A highly visible location will be provided and staffed at any venue serving alcohol to assist patrons in obtaining alternative transportation. Staff will be trained to ensure proper handling of individuals and/or their property.
- 6.3. Designated Driver – A highly visible location, promoting "Designated Drivers" will be provided and staffed at any venue serving alcohol offering special designated driver wrist bands and lapel pins will be provide to distinguish them to staff and other patrons. We will also offer two complimentary soft drink tickets to be redeemed at any concession stand for "Designated Drivers during the event."

- 6.4. Public announcements/messages will be made to encourage safe driving, the locations of the "Safe Ride" desk (if the patron feels they should not drive), and respect for those that don't drink.
- 6.5. Alcohol related signage and/or messages will be displayed in a manner that will permit removal or covering during religious events. We will be sensitive to the wishes of all the tenants of the building.

7. TRAINING STANDARDS

- 7.1. Servers: SMG of Alaska, Inc. will provide Certified Tips training for all of their alcohol servers. Training will teach how to recognize and handle problem drinkers, what characteristics to watch for, how to say "no."
- 7.2. Event Managers and Duty (Staff) Officers will receive Tips training provided by a Certified Trainer. Training will focus on how to reinforce and support responsible alcohol management.
- 7.3. Patron Service Staff: All event personnel working with guest will receive training in order to assist in recognizing potential alcohol beverage related problems. Training program for ushers, ticket takers, and security will include characteristic of problem drinkers and techniques for dealing with over-consumption.
- 7.4. Frequency: SMG of Alaska, Inc. will provide alcohol awareness service training regularly to patron/guest service staff. Individual training will be required to any employee hired between training classes prior to commencing work.
- 7.5. Attendance Requirements: All patron/guest service staff will be required to complete training prior to working events with alcohol service. Training completion will be logged and tracked.
- 7.6. Evaluation: An evaluation process will be utilized to assess the effectiveness of the training.
- 7.7. The "TIPS ALCOHOL TRAINING" training will be used to certify anyone employed as alcohol server or manager/supervisors of alcohol servers. No exceptions will be made to this requirement.
- 7.8. Banquet or Concession managers/supervisors will be required to attend "Train the Trainer" sessions for alcohol certification within the venues. Supervisor and Security/Ushers will receive special training to deal with any alcohol situations that may arise.

3. PATRON SERVICES

- 8.1. Parking attendants will monitor venue parking for signs of inappropriate behavior and be alert to evidence of alcohol beverage. In accordance with Patron Service Manual, attendants shall notify appropriate staff.
- 8.2. Box Office / Ticket Sellers – Sellers will monitor and be alert to evidence of intoxicated behavior of customers wishing to buy admission tickets. In accordance with Patron Service Manual, sellers may refuse sale after first engaging a supervisor. If a ticket sale is made to a questionable patron, seat location shall be noted and forwarded to security for monitoring.
- 8.3. Doormen / Ticket Takers – All points of ingress will be monitored by event staff trained to recognize intoxicated patrons. Individuals may need to be detained by staff through appropriate methods as specified in the Patron Service Manual. If a ticketed event, Tickets Taker or Lobby Captain will note seat location for further observation of customer.
- 8.4. Ushers - All ushering staff will be trained in adult beverage issues and dealing with underage consumption, over consumption and other challenges that may arise.
- 8.5. Supervisors that have been "TIPS" trained will be conducting on-going training for all staff. Any underage patron suspected of consuming alcohol or having consumed alcohol will be held in a secured area until parents or police can be notified.
- 8.6. Security - When deemed necessary by the venue management, additional security personnel will be present at events serving alcohol to assist with any difficult situations. Local Police Department personnel (off duty police officers) may be contracted by the venue to provide a higher level of security presence when management feels it necessary.
 - 8.6.1. Based on the market demographics of each show, Venue Manager or his/her designate will evaluate how many Security Personnel will be needed to staff the event. Safety and security will be the first consideration. The Manager will also decide whether or not to request additional uniformed officers (Police) for a command presence. Our plan will be proactive rather than reactive.
 - 8.6.2. A holding area will be designated for patrons that pose a risk or that require assistance. Security and the Medical Team will be in close communication and monitor patrons detained in the holding area.
- 8.7. Alcoholic Beverages will NEVER be allowed to leave the facility.

9. PATRON SERVICE MANUAL

- 9.1. A Patron Services Manual will be developed and training implemented to establish customer service expectations. The manual will include relevant instructions on responsible alcohol management and appropriate procedures / processes for each customer service role.

10. SAFE TRANSPORTATION

- 10.1. The Venue will develop and maintain a partnership with a local taxi company(s) to provide complementary rides for any patrons that request assistance. Every effort will be made to identify those individuals and provide assistance.
- 10.2. Venue parking areas will be monitored during and after events to identify safety issues and provide assistance when needed.

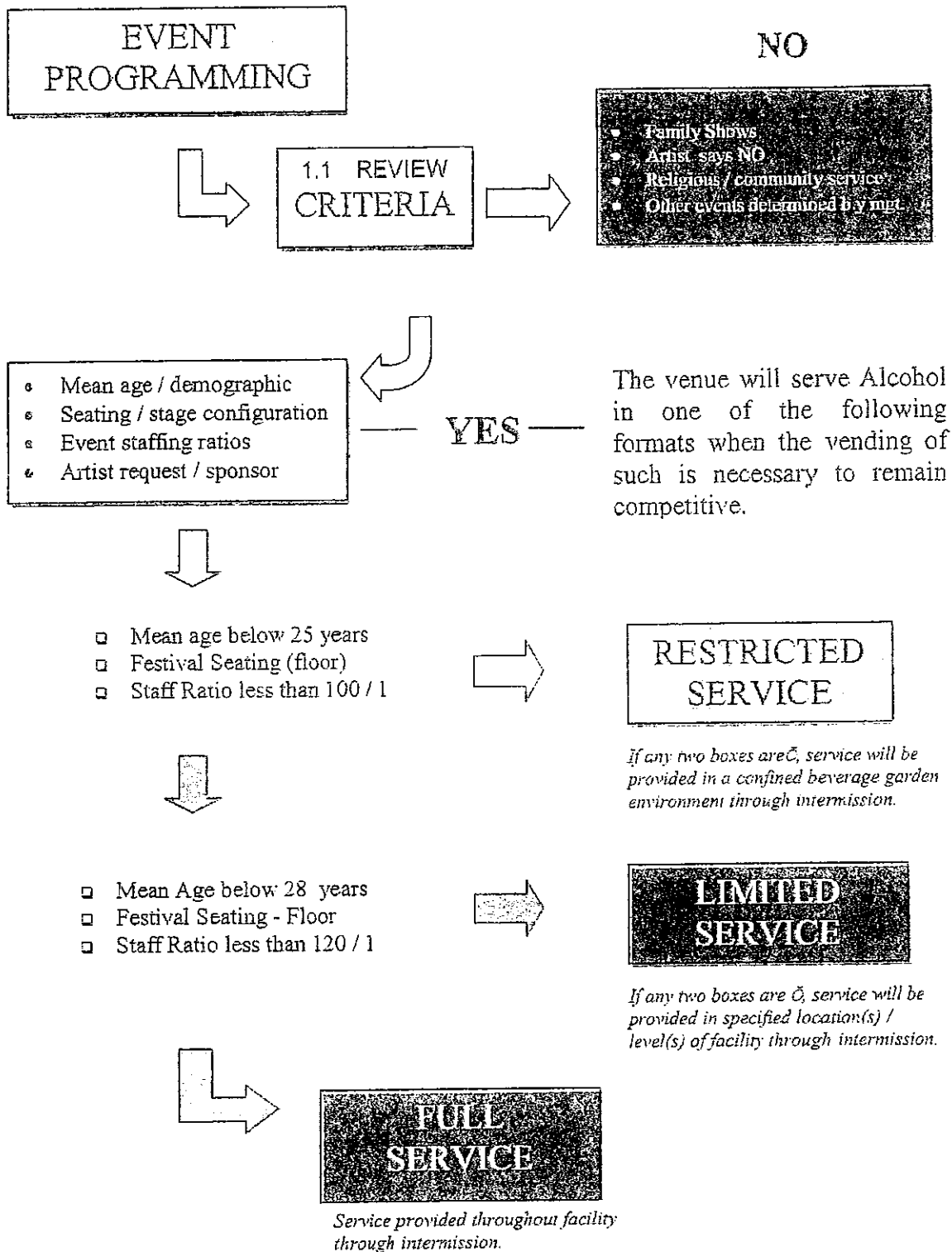
11. RISK MANAGEMENT

- 11.1. For “public events, ie., concerts” additional insurance will be obtained in accordance with the requirements of the State of Alaska, Municipality of Anchorage or the Fairbanks North Star Borough. Industry standards will be applied to ensure the insurance is adequate.
- 11.2. All housekeeping staff will be trained in the proper treatment of beverage spills and the product used. All industry standards will be applied for patron safety.

12. COMMUNITY SUPPORT AND FEEDBACK

- 12.1. Community Focus Group. – To assess the effectiveness of the Alcohol Management Plan, made up of community partners, ie., Madd, Beverage Distributors and Local Business will be identified and assembled on a regular bases.

CRITERIA FOR SERVING ALCOHOLIC BEVERAGES



ANCHORAGE CONVENTION CENTERS

BERNARD CIVIC CONVENTION CENTER • WILLIAM A. EGAN CIVIC CONVENTION CENTER • SAVOR, ALASKA CATERING BY SMG



Anchorage Convention Centers

This memo is to review the basic procedures and expectations for all alcohol related events.

- 1.) You must have your T.I.P.s card and State I.D. card in your possession
- 2.) YOU need to check ID at the point of sale.
- 3.) The customer must be born on or before
Night of event date 1990
- 4.) One drink per person, per transactions
RED EVENT CODE
- 5.) Do not over serve your customers, watch for intoxication
- 6.) WATCH FOR HAND OFF of drinks
- 7.) Do not give out any bottles whatsoever
(Thursday Night At the Fights.)
- 8.) No eating or drinking
- 9.) All cell phones must be put away and turned off
- 10.) Stay in your proper uniform at all times until you are off the clock
- 11.) Do not open your drawer with out a cash sale or for change
- 12.) Do not cash in your tips for change
- 13.) Make all discrepancy's aware to any manager/supervisor before the start of your sales

GREEN EVENT- Family Show, Religious event, Corporate Trade Show

A green event will use all of the standard policies for service of alcohol including, ID checking, two drink limit per purchase, and refusal of service to a visibly intoxicated person. All standard levels of security for the size crowd expected are implemented.

- Hockey game, Elton John Concert, Arena Football

A yellow event will use all of the standard policies but will increase supervisory capacity to ensure that the patrons are not being served multiple drinks at one time. Additional measures may include scheduling of "mystery shoppers" to interact with servers to see if they are violating procedures. The facility will look close at the security and usher levels to determine if more staff is required.

RED EVENT- Metallica Concert, OZ FEST, Rival teams playoff/sporting event, boxing

A red event will use all of the standard policies, will increase supervisory capacity and may institute special controls such as a contained area for alcohol service, limit one drink per purchase, increase of law enforcement presence, early shut-off of alcohol sales, or a ban of alcohol sales completely.

Employee Name: _____ Date Received: _____

Updated 3/17/11



ANCHORAGE CONVENTION CENTERS

DOMINION CONVE & CONVENTION CENTER • ANCHORAGE LEGAL CENTER • ANCHORAGE CENTER • ANCHORAGE CATERING BY SMG



Anchorage Convention Centers Alcohol Service Policy

To comply with responsible alcohol management principles when serving adult beverages, SMG of Alaska and its management team will practice a zero tolerance when it comes to serving minors.

Solution

All SMG of Alaska Food & Beverage staff dispensing/serving alcoholic beverages must check photo identification of everyone who desires to purchase and or consume any alcoholic beverage regardless of their physical appearance. Additionally, you must ensure that the purchaser does not attempt to furnish alcohol to anyone underage while in your control.

Acceptable I.D's are:

- ✦ Valid Alaska driver's license must have a photo
- ✦ Valid military identification card must have a photo
- ✦ Valid Alaska identification card must have a photo
- ✦ Valid Out-of-State DL must have a photo
- ✦ Valid Passport must have a photo

The legal drinking age in Alaska is twenty-one (21).

If you are accused of selling alcohol to a minor, you may be personally cited by the State of Alaska Alcoholic Beverage Control Board and the Anchorage Police Department and have to appear in court. Additionally, you may be subject to other legal penalties.

Do not sell alcohol to an obviously intoxicated individual. (Alaska State Law). Refilling used drink cups is strictly prohibited!

VIOLATIONS OF THE ALCOHOLIC BEVERAGE POLICY WILL LEAD TO IMMEDIATE SUSPENSION AND RESULT IN TERMINATION.

Anchorage Convention Centers Management Team

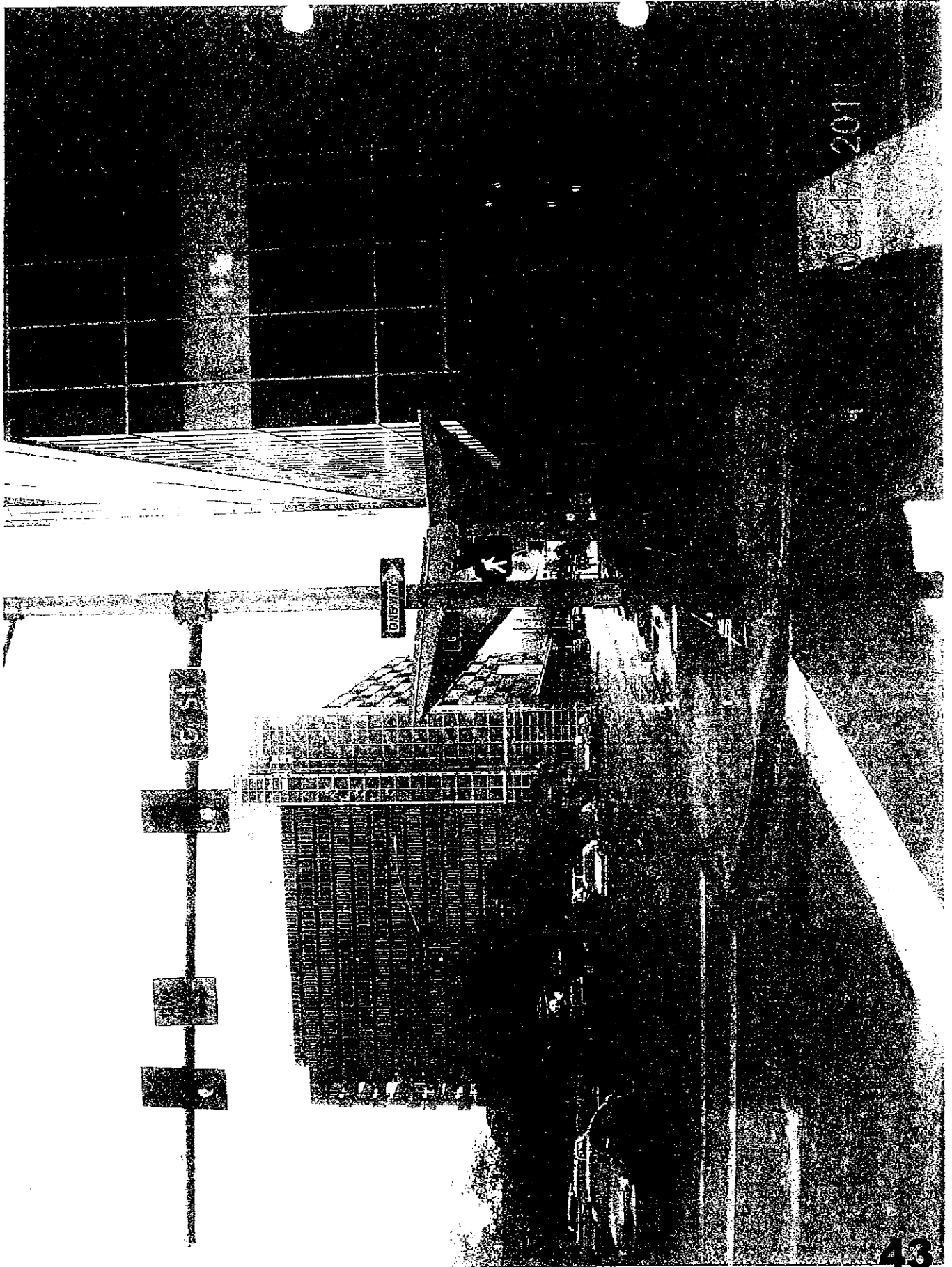
Updated 1/28/10

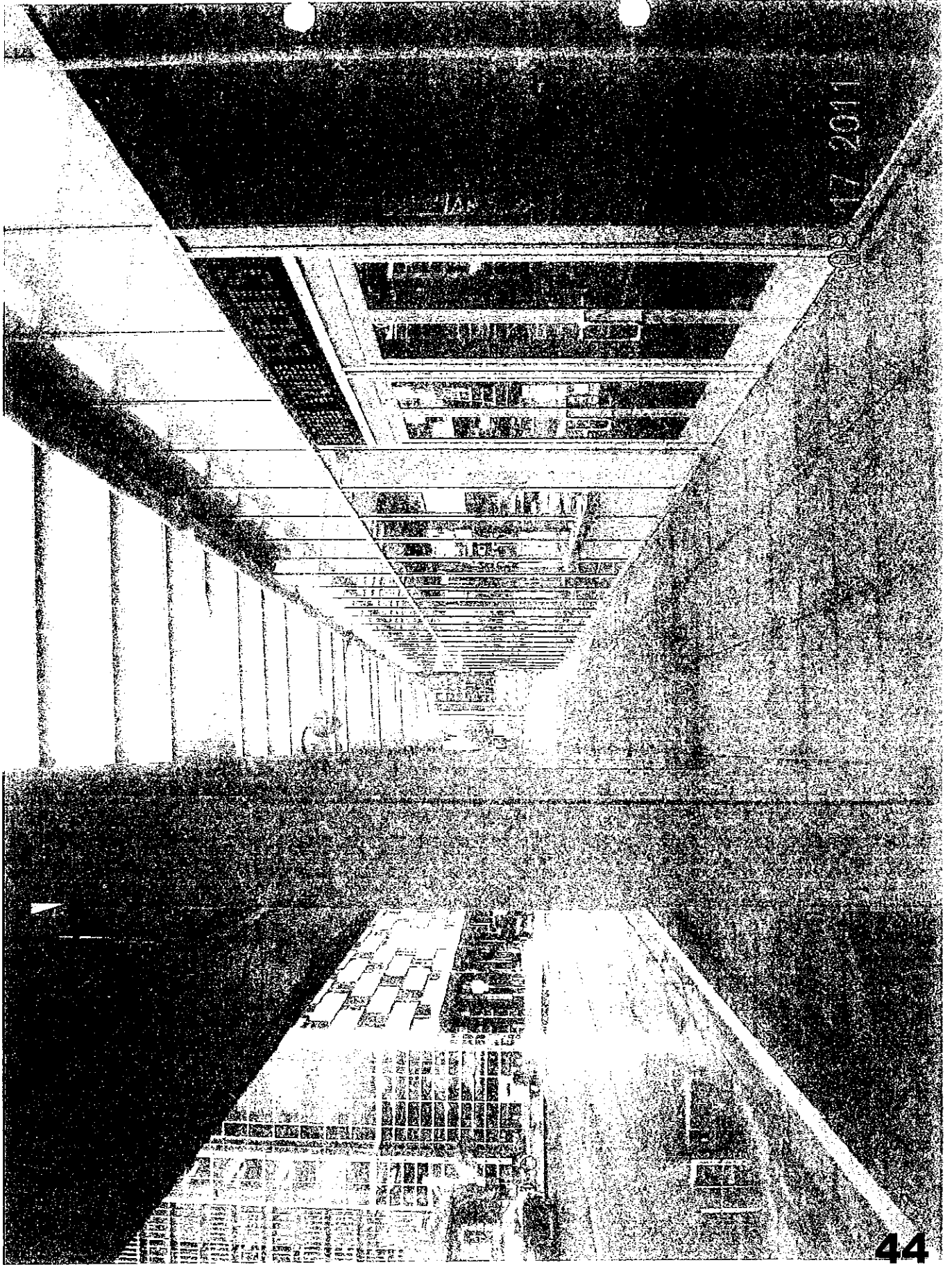
Employee Name: _____ Date Received: _____

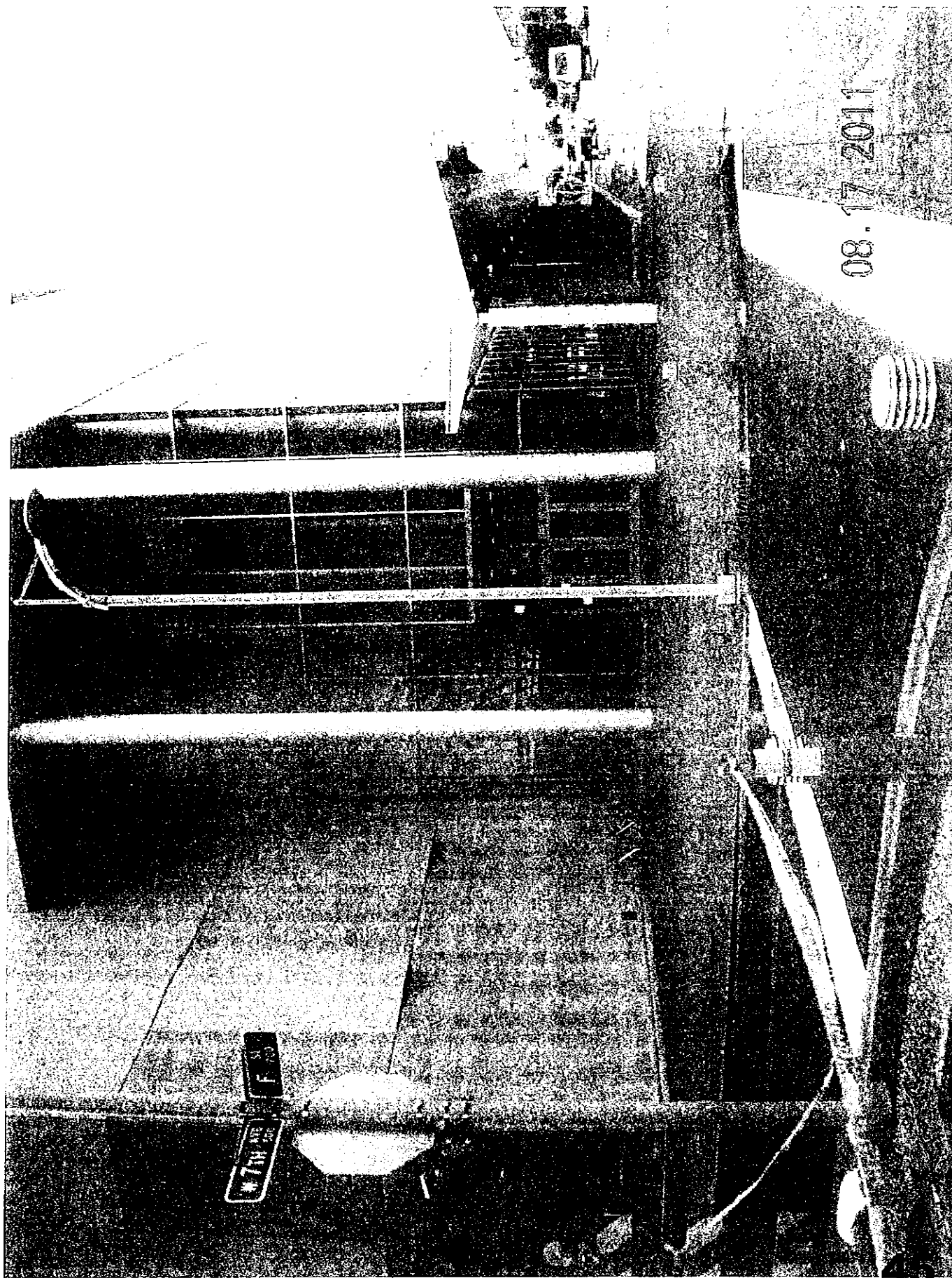
SMG is an Equal Opportunity Employer

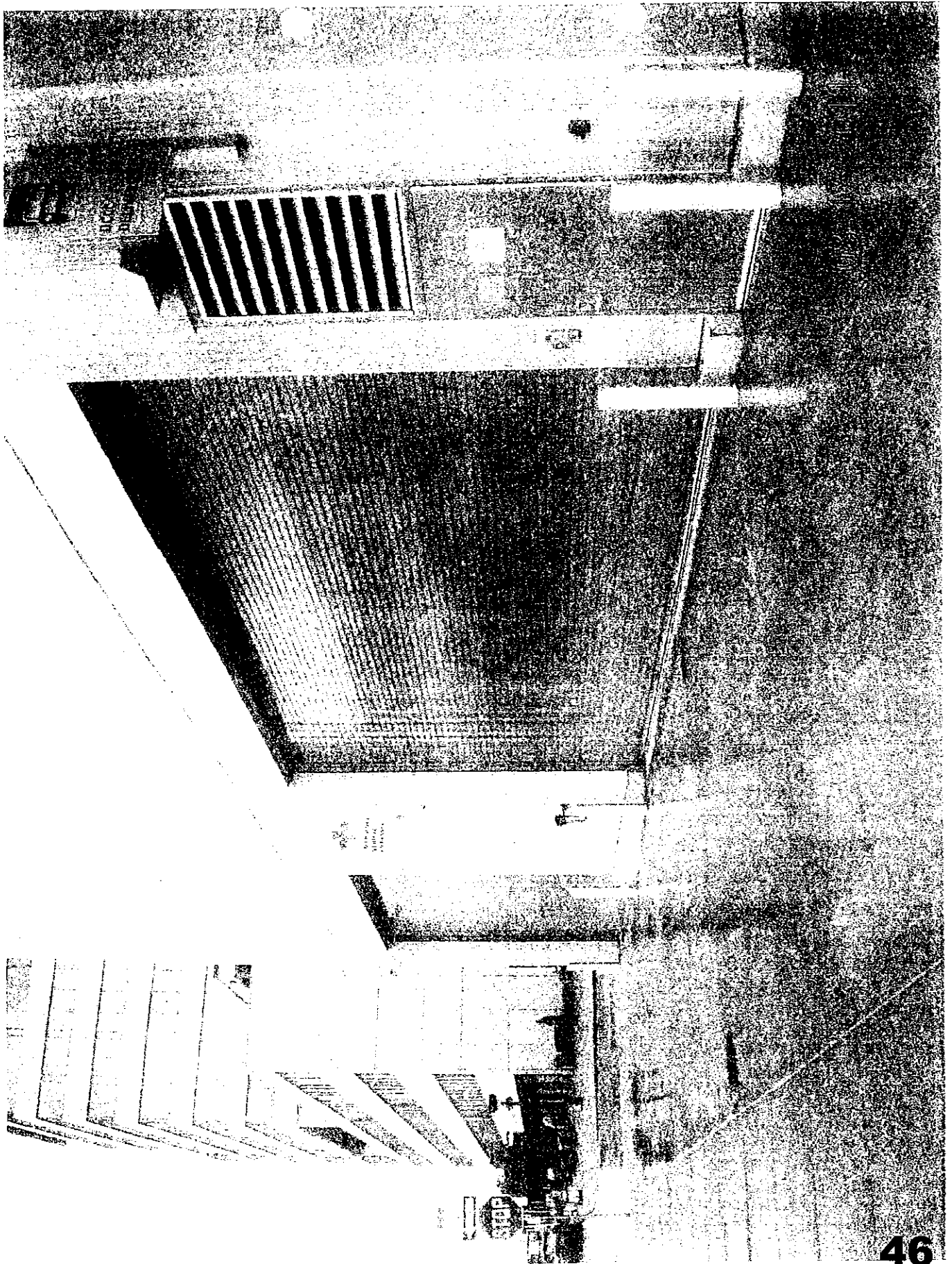


08 17 2011









Departmental Comments

MUNICIPALITY OF ANCHORAGE



Planning & Development Services Dept.
Development Services Division

RECEIVED

Building Safety

SEP 27 2011

MUNICIPALITY OF ANCHORAGE
PLATTING DIVISION

MEMORANDUM

Comments to Miscellaneous Planning and Zoning Applications

DATE: September 27, 2011

TO: Angela Chambers, Manager, Zoning and Platting

FROM: Ron Wilde, P.E.
Building Safety

SUBJECT: Comments for Case 2011-112

No Comment



MUNICIPALITY OF ANCHORAGE
Traffic Department



MEMORANDUM

RECEIVED

DATE: September 27, 2011

SEP 27 2011

TO: Angela Chambers, Acting Division Manager Zoning and Planning
Division

**MUNICIPALITY OF ANCHORAGE
PLATTING DIVISION**

THRU: Stephanie Mormilo, PE, Municipal Traffic Engineer
Leland R Coop, Traffic Engineer Associate

FROM: Dwayne Ferguson, Assistant Traffic Engineer

SUBJECT: Traffic Engineering comments for the Municipal Assembly Public hearing to be held on Monday, October 25, 2011.

2011-109 A request for conceptual approval of a conditional use to permit a restaurant serving alcohol in the PC Planned Community district.

Traffic Engineering has the following comments:

- a) Delineate the proposed parking plan to include the building footprints, parking areas, vehicle and pedestrian circulation, lighting, landscaping and signage.
- b) Show the vehicular circulation system showing peripheral and interior roads and major access points.
- c) Show the pedestrian circulation system showing sidewalks, trails, paths and their relation to adjacent pedestrian circulation facilities.
- d) The expected occupant capacity is 160.

2011-112 A request for conceptual approval of a conditional use to permit an alcoholic dispensary use in the B-2B & B-2C district.

Traffic Engineering has no objections.

MUNICIPALITY OF ANCHORAGE



Community Development Department
Development Services Division

Private Development Section

Mayor Dan Sullivan

RECEIVED

SEP 23 2011

MEMORANDUM

MUNICIPALITY OF ANCHORAGE
PLATTING DIVISION

Comments to Anchorage Assembly Applications/Petitions

DATE: September 23, 2011
TO: Angela Chambers, Current Planning Section Supervisor
FROM: Matthew Hendrick, Plan Review Engineer
SUBJECT: Comments for Assembly Public Hearing date: October 25, 2011

Case No. 2011-109 – A request for concept/final approval of a conditional use to permit a restaurant serving alcohol in the PC Planned community district.

Private Development has no objection to the conditional use.

Case No. 2011-112 – A request for concept/final approval of a conditional use to permit an alcohol beverage dispensary use in the B-2B & B-2C.

Private Development has no objection to the conditional use.

Stewart, Gloria I.

From: Kimmel, Corliss A.
Sent: Thursday, September 15, 2011 2:01 PM
To: Stewart, Gloria I.
Subject: FW:

RECEIVED

From: Gray, James D.
Sent: Wednesday, September 14, 2011 2:01 PM
To: Pierce, Eileen A
Subject:

SEP 15 2011
MUNICIPALITY OF ANCHORAGE
TEXT SERVICE

2011-112

Zoning

Denaina Convention Cntr

9/14/2011

JG

no Comment

James D. Gray
Acting Fire Marshal
Anchorage Fire Department, Fire Prevention Division
267-4970
www.muni.org/prevention; grayjd@muni.org

Municipality Of Anchorage
ANCHORAGE WATER & WASTEWATER UTILITY

RECEIVED

MEMORANDUM

SEP 12 2011

MUNICIPALITY OF ANCHORAGE
PLANNING DIVISION

DATE: September 8, 2011
TO: Angela Chambers, Supervisor, Planning Section, Planning Division
FROM: Paul Hatcher, Engineering Tech III, AWWU *PH*
SUBJECT: **Zoning Case Comments**
Planning & Zoning Commission Hearing October 25, 2011
Agency Comments due September 27, 2011

AWWU has reviewed the materials and has the following comments.

11-109 ALASKA RAILROAD, A request concept/final approval of a conditional use to permit: a restaurant serving alcohol, Grid SW1131

1. AWWU water and sanitary sewer are available to this parcel.
2. AWWU has no objection to this conditional use.

11-112 ORIGINAL BLK 80 TR 1, A request concept/final approval of a conditional use to permit: an alcoholic beverage dispensary use, Grid SW1330

1. AWWU water and sanitary sewer are available to this parcel.
2. AWWU has no objection to this conditional use.

If you have any questions pertinent to public water and sanitary sewer, you may call me at 564-2721 or the AWWU planning section at 564-2739, or e-mail paul.hatcher@awwu.biz

Municipality of Anchorage
Treasury Division
Memorandum

RECEIVED

SEP 07 2011

MUNICIPALITY OF ANCHORAGE
PLATTING DIVISION

Date: September 6, 2011
To: Patty Long,, Planning Dept.
From: Daisy VanNortwick, Revenue Officer
Subject: Liquor License Conditional Use Comments

Request for Conditional use permit 2011-112 for Municipality of Anchorage for the Dena'ina Center, located at 600 W 7th Ave. We have researched this application, and find no back taxes owed, thus no reason to protest this license.

Thanks
Daisy VanNortwick
343-6940

Posting Affidavit and Historical Information



AFFIDAVIT OF POSTING

Case Number: _____

I, Greg Spears, hereby certify that I have posted a **Notice of Public Hearing** as prescribed by Anchorage Municipal Code 21.15.005 on the property that I have petitioned for Conditional Use Permit. The notice was posted on Aug. 31st, 2011 which is at least 21 days prior to the public hearing on this petition. I acknowledge this Notice(s) must be posted in plain sight and displayed until all public hearings have been completed.

Affirmed and signed this 31st day of August, 2011.

Greg Spears
Signature

LEGAL DESCRIPTION

Tract or Lot 1
Block 80
Subdivision Original Townsite

Submitted by: Chair of the Assembly at the
Request of the Mayor
Prepared by: Dept. of Law
For reading: August 16, 2011

CLERK'S OFFICE
APPROVED

Date: 8-16-11 **ANCHORAGE, ALASKA**
AR No. 2011-218

**A RESOLUTION OF THE ANCHORAGE MUNICIPAL ASSEMBLY GRANTING A
TEMPORARY CONDITIONAL USE PERMIT FOR USES INVOLVING THE SALE OF
ALCOHOLIC BEVERAGES AT THE DENA'INA CIVIC AND CONVENTION
CENTER.**

WHEREAS, the Municipality of Anchorage, on behalf of CIVICVentures, has made a request for a temporary conditional use permit to allow the continued use and sale of alcoholic beverages at the Dena'ina Civic and Convention Center (Dena'ina), in conjunction with a request for a permanent conditional use permit;

WHEREAS, this request is generated by the application of Anchorage Municipal Code section 21.50.160, which limits the number of caterer's permits at a single location in a calendar year to 12, unless the location has a conditional use permit for uses involving the sale of alcoholic beverages;

WHEREAS, the absence of a current conditional use permit for the Dena'ina appears to have occurred because the initial Title 21 permitting of the facility in 2005 (AO 2005-91) came before the enactment of the conditional use permit restriction on caterer's permits in AMC 21.50.160, which was enacted in 2006 (AO 2006-35);

WHEREAS, the facility has been operational since the fall of 2008, including the use and sale of alcoholic beverages, said use and sale being without incident to date, and has made contractual commitments that include the use and sale of alcoholic beverages during the next few months;

WHEREAS, the Municipality filed its request for a conditional use permit on August 9, 2011, but 21 day notice as required by law must still occur and further Assembly action will not be taken until, at the earliest, September;

WHEREAS, municipal code requirements, including notice and public hearing, are silent on the issue of granting a temporary conditional use permit and the Assembly has in the past granted temporary conditional use permits; and

WHEREAS, it is important to the continued financial success of the Dena'ina to meet its current contractual obligations and to continue to be able to offer space in the near term to potential customers, now, therefore,

THE ANCHORAGE ASSEMBLY RESOLVES;

Section 1: The conditional use permit for the Dena'ina Civic and Convention Center is temporarily approved subject to the following conditions:

1 The conditional use application shall come before the Anchorage Assembly for public
2 hearing at which time the permit may be granted, denied or additional conditions may
3 be imposed.

4
5 This temporary approval of the conditional use permit expires upon Assembly
6 determination as to the grant or denial of the permanent conditional use.

7
8 This temporary approval is granted only because of the specific circumstances of this
9 application. The Assembly does not waive its right to deny the conditional use permit
10 or to condition the permit in the manner provided by law.

11
12 After the public hearing and upon Assembly approval of the proposed conditional
13 use, a new resolution incorporating all of the necessary and required conditions of
14 approval shall be adopted by the Assembly.

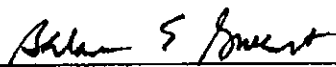
15
16 **Section 2:** Failure to comply with any conditions of this temporary conditional use
17 permit shall constitute grounds for revocation.

18
19 **Section 3.** This resolution shall be effective immediately upon passage and
20 approval by the Assembly.

21
22 PASSED AND APPROVED by the Anchorage Assembly this 16th day of
23 August, 2011.

24
25
26 
27 Chair of the Assembly

28
29 ATTEST:

30
31 
32
33 Municipal Clerk