

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 6

Title:

Recommendation to approve Site Plan Modifications for The Blue Goose Located at 300 S 2nd Street, St. Charles.

Presenter:

Police Chief James Keegan

Meeting: Liquor Control Commission

Date: January 22, 2019

Proposed Cost: \$

Budgeted Amount: \$

Not Budgeted: **Executive Summary** *(if not budgeted please explain):*

Upon approval of the A-2 ordinance revisions, the attached site plan modifications are proposed by The Blue Goose, a long-time St. Charles business.

The Blue Goose is looking to model its consumption on-site alcohol model after other specialty grocery stores doing in business in nearby communities. Specifically, we looked at ordinances in both Carol Stream and Bloomingdale.

Because of the great success of warm weather grilling, the Blue Goose is also seeking outside consumption; sold from cash stands during their outside grilling events. Consumption would be limited to their outside seating area and staff from the Blue Goose would remain present at all times consumption is taking place to avoid alcohol being moved.

Attachments *(please list):*

Summary, Site Plan Modifications, Business Plan

Recommendation/Suggested Action *(briefly explain):*Recommendation to approve a Proposal for site plan modifications for The Blue Goose, located at 300 S. 2nd Street, St. Charles.



City of St Charles Police, Liquor Commissioner, City Council,

Blue Goose Super Market, Inc. (Blue Goose) requests transition to the appropriate liquor license to allow sale of alcohol for on-premise consumption as well as off-premise consumption. For background, Blue Goose has sold liquor to its customers as part of a normal grocery store offering for off-premise consumption for over 10 years.

Our request to allow the addition of on-premise consumption is in response to innovation in grocery store industry as many of the most successful and esteemed grocery operators in the Chicago region are operating in-store wine bars. Blue Goose requests the on-premise to bring the St Charles community the same offering. We design to create a very culture-forward wine bar which provides opportunity for patrons to either sit and enjoy a glass of wine at the wine bar or take that wine bar experience and the glass of wine with them as they shop the retail floor of our store.

The total concept is that the offering will be focused on wine but allow for beer and liquor as well. Additionally, it is requested that the floor area where beverages will be permitted to be consumed include the sales floor so from the entry way of the store to the beginning of point of purchase. These requests are made to allow for cultural creativity and reasonable extensions to the concept of sophisticated, adult beverages consumed in a culinary/ grocery environment. This is a new and innovative concept that does not pose social risk and is not requested for a location which would be environmentally conducive to higher intensity alcohol consumption.

In addition as an extension to the brand element of a wine bar, Blue Goose also requests permission to serve in the patio seating area outside of the store during Blue Goose outdoor cook-out/brat stand/ food events. If the Blue Goose brand offers on premise sales, it becomes consistent with the market expectation that Blue Goose provides a comprehensive culinary experience wherein responsible adults can include liquor with their patio meal. The request to sell alcohol for patio on premise consumption would be contained to the hours of operation for a Blue Goose patio dining event so any alcohol would be in supplement to a full menu food offering with sales occurring on the patio. Blue Goose will staff basset trained supervision of the patio environment for all hours of operation. Blue Goose will also install attractive metal fencing with convenient gaps to indicate that alcohol consumption must be contained to the seating areas south of the boundary fencing. The fencing will be instructive more than for the purpose of containment as the patio area must be free for both ingress and egress to the inside store environment and to provide clear indication of the areas where alcohol consumption is permitted. This augmentation otherwise operates exactly with the wine bar concept further explained below.

The concept of having a wine bar in a supermarket will facilitate a few different uses. First, it provides a social space in the supermarket at the physical bar where patrons can drink a glass of wine and meet friends or even eat. Second, it provides a unique and progressive shopping experience where customers can try a wine they are considering purchasing for their home



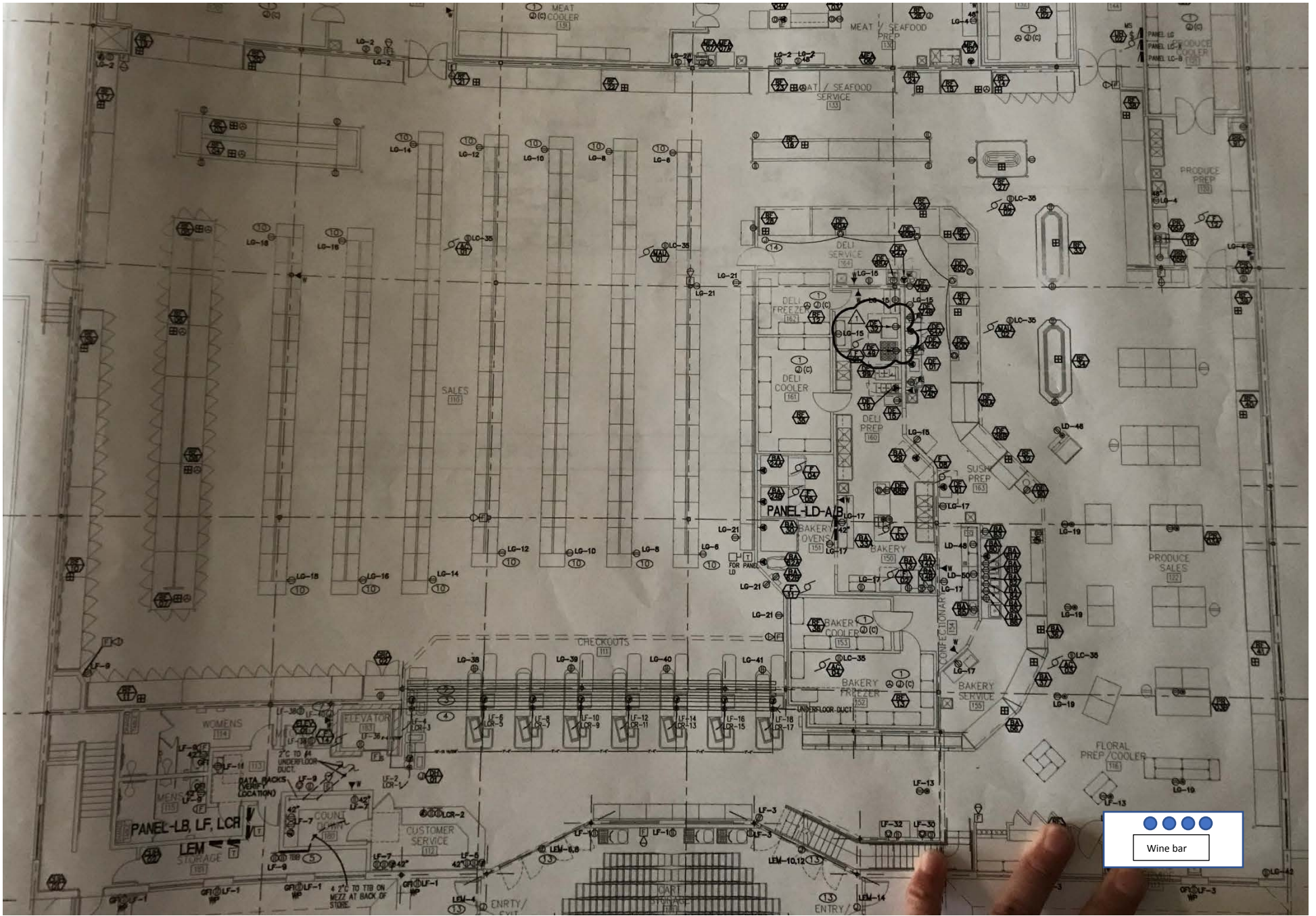
while they shop. Third, the wine bar offers a cultural space which can be used for small group demonstrations and small events. Each of these behavior concepts will drive commerce and attract customers who are looking for a more progressive lifestyle focused shopping experience.

The addition of a wine bar to Blue Goose is important and a valuable brand addition for many reasons. The greatest positive of a wine bar in our grocery market is to clearly, and boldly establish the cultural values of Blue Goose (and our community) in a method that is stylish and exciting. Blue Goose prides itself on our high-level and market-leading professional expertise in food and wine culture. This wine bar greatly strengthens and more loudly broadcasts our talents to the market. It is a very desirable and lifestyle affirming for progressive members of our current culture to have the opportunity to responsibly be included in a more immersive culinary, cultural experience while shopping for dinner. Having a wine bar in a supermarket provides this lifestyle element.

Blue Goose respectfully requests permission to add on-premise alcohol consumption. Orderly and safe operation of this privilege will not be outside of the competencies of the organization as evidenced by the Blue Goose's history of good citizenship and responsible conduct. For these reasons we humbly request approval of our request.

Respectfully,

Paul Lencioni, CEO



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Wine bar



 - Blue Goose patio area



(A) - representation of boundary fencing providing indication of northern limit of patio seating where alcohol consumption is permitted.