



AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to Approve a Proposal for a Class B Liquor License for The Pride Stores, Inc. d/b/a Urban Grill to be Located in a Retail Center at 1850 Bricher Road, Unit #, St. Charles (new construction)
Presenter:	Mayor Rogina

Please check appropriate box:

<input type="checkbox"/> Government Operations	<input type="checkbox"/> Government Services
<input type="checkbox"/> Planning & Development	<input type="checkbox"/> City Council
<input type="checkbox"/> Public Hearing	<input checked="" type="checkbox"/> Liquor Control Commission (6/15/15)

Estimated Cost:		Budgeted:	<input type="checkbox"/> YES	<input type="checkbox"/> NO	
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If NO, please explain how item will be funded:

Executive Summary:

This is a request for a new Class B liquor license for The Pride Stores, Inc. d/b/a Urban Grill to be located at a retail center at 1850 Bricher Road, Unit #, St. Charles. This business is not requesting a late night permit. This is a new construction site and the buildings have not yet been erected.

All paper work is in order, background check has been completed by the Police Department. At such time no employees or manager have been hire but BASSET certificates will be required as requested by City code. Please see the attached memo for additional information.

This application is recommended by city staff for approval to move forward to Committee.

Attachments: *(please list)*

- Application (front page)
- Memo
- Background Check
- Menu
- Site Plan and Business Plan

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for a Class B liquor license for The Pride Stores, Inc. d/b/a Urban Grill to be located in a retail center at 1850 Bricher Road, Unit #, St. Charles (new construction).

<i>For office use only:</i>	<i>Agenda Item Number: 5</i>
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Restaurant - B

Date: _____
 New Application
 Renewal Application

CITY OF ST. CHARLES
 LIQUOR CONTROL COMMISSIONER
 TWO EAST MAIN STREET
 ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other _____

Business Name Urban Grill Sales Tax # 0331-8214

Business Address 1850 BRICHER RD., ST CHARLES, IL 60174 Business Phone # 630 668 0141

Contact Person DAN SOLTIS Title _____ Phone # 630-715-1341

If Corporation, Corporate Name THE PRIDE STORES, INC

Corporation Address 381 E ST. CHARLES ROAD, CAROL STREAM, IL 60188

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No
 If yes, list address of business _____

CORPORATE OFFICERS

Full Name, include Middle Initial PETER MANCINI Title PRESIDENT

Birth Date _____ Birthplace Italy Driver's License _____

Home Address _____

Full Name, include Middle Initial WILLIAM E. BOYLAN Title SECRETARY

Birth Date _____ Birthplace Chicago, IL Driver's License _____ Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Type of Establishment: Package Restaurant Tavern Hotel/Banquet/ Arcada/Q-Center Other _____

Check as Applicable to Holding Bar [5.08.010-F] Service Bar [5.08.010-O] Live Entertainment [5.08.010-H]
 Type of Establishment: Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above: "

AS ADDITIONAL OFFER TO OUR "URBAN COUNTER" MENU OFFER, WE WOULD LIKE TO OFFER CUSTOMERS A SELECTION OF BEER AND WINE ON TAP. WE WOULD LIKE TO INITIALLY OFFER 5 VARIETIES OF EACH, AND POSSIBLY LOW A LARGER SELECTION DOWN THE ROAD. THE URBAN COUNTER RESTAURANT WOULD BE LOCATED WITHIN OUR NEW RETAIL CENTER LOCATED AT 1850 BRICHER, ST. CHARLES.

Initial: Liq Comm _____
 Police Chief _____



Memo

Date: May 27, 2015
To: Chief Keegan
From: Deputy Chief Huffman *SCA*
Re: Urban Counter – Class B-1 / The Pride Beer and Wine Plus Spirits – Class A-1

The background investigations for the above liquor license applications have been completed.

I have reviewed the application and the background investigation, and have found that all requirements for licensing have been met and all documents appear to be in order.

Of special note:

- Site inspections have not been completed, as the buildings have not yet been erected.
- The Urban Counter (a restaurant) and The Pride Beer and Wine Plus Spirits (packaged liquor store) are owned by the same company, The Pride Stores, Inc. (the retail division of Parent Petroleum).
- The floor plan of the businesses indicates that the restaurant and the packaged liquor store are connected by a service door; however this is for use by employees only. The license applicant has been advised that alcohol cannot traverse between businesses, and that alcohol for each business can only be supplied by a licensed distributor (i.e. the package store cannot supply alcohol for the restaurant should they run out).
- The proposed floor plans indicate that the package liquor store is 2,050 square feet, while the restaurant is 1,425 square feet. 2,000 gross square feet is the minimum requirement for an A-1 license.
- The restaurant will serve beer and wine only.
- The proposed seating capacity for the restaurant is 18. There will not be a holding bar.

I recommend that this license application be forwarded to the ATM Commission for consideration.





Memo

Date: June 9, 2015
To: File
From: Deputy Chief Huffman
Re: The Pride Beer and Wine Plus Spirits / Addendum

Upon review of the original background investigation reference the A-1 liquor license application from Parent Petroleum for The Pride Beer and Wine Plus Spirits packaged liquor store, I noted that the square footage of the store was documented to be proposed for 1,975 square feet. Due to the St. Charles Municipal Code requiring a minimum of 2,000 square feet for an A-1 license, I contacted Dan Soltis to advise him of this issue. Contact was made on May 7, 2015.

On May 21, 2015, I spoke via telephone with Mr. Soltis. He stated they revised their floor plan, and the packaged store will now be 2,050 gross square feet. Mr. Soltis forwarded the corrected floor plan, which documents the square footage of 2,050 square feet.

SGH/sgH





Memo

To: Commander Jerry Gatlin
From: Detective David Ketelsen
Re: Liquor License Application/ Urban Counter

The purpose of this memo is to document the liquor background investigation of a restaurant, **Urban Grill**, pursuant to their application for a Class B liquor license. This business would be located in a retail center building at 1850 Bricher Avenue.

Applicant

The Pride Stores, Inc
381 E St Charles Rd
Carol Stream, IL 60188



Corporate Officer

Mancini, Peter



Corporate Officer

Boylan, William E



Contact Person/ Real Estate Project Manager

Soltis, Daniel
381 E St Charles Rd
Carol Stream, IL 60188



Service, Courage, Professionalism, Dedication



On 043015 I met with Daniel Soltis at the St Charles Police Department. Soltis is the Real Estate Project Manager who is in charge of developing the retail center that will be located at 1850 Bricher Road. As of right now this building has not been built, and in fact the old Jaws Car Wash that is located at this address still needs to be demolished. Soltis provided business drawings of how the retail center is supposed to look. As of right now the Urban Counter will occupy approximately 1475 square feet of this building. Another section of this building will be occupied by The Pride Beer and Wine Plus Spirits Liquor Store. This store will occupy approximately 1975 square feet of this building. The drawings of the retail center show that windows will be located on the front north side of these 2 businesses, and Soltis confirmed that each will have ample lighting inside too. Both of these businesses will be held under the corporation of The Pride Stores Inc. The Pride Stores Inc. is the retail division of Parent Petroleum Company. Parent Petroleum specializes in service and sales of petroleum products to retail, commercial and industrial customers throughout Illinois and the Tri-State area with their home office in St. Charles, IL since 1976.

The Pride Store Inc. currently operates 3 other Urban Counter locations in Chicago, Hinsdale, and Aurora. These 3 locations are located within Pride convenience stores. None of these other Urban Counter locations currently serve alcohol.

Soltis advised that the restaurant hours would be: Monday-Friday: 6am-7pm, Saturday: 11am-7pm, and Sunday: 11am-5pm. Urban Counter will offer a wide variety of food options including breakfast sandwiches, salads, wraps, and burgers. (See attached Menu for further offerings) Soltis said the business would like to offer their customers a selection of beer and wine on tap. They were looking to initially offer 5 varieties of each. They wanted to make these available to the lunch and dinner customers. Urban Counter will not be serving hard alcohol or spirits.

I asked Soltis when he thought the building site might be done. He advised that it might be done sometime between October and December of 2015. Soltis confirmed that no one has been hired to work at this location since the start date is not close yet. Therefore he had no BASSET certifications for anyone for this business. He was advised that before the Urban Counter or The Pride Beer and Wine Plus Spirits Liquor Store open BASSET certified employee's must be fingerprinted by the St Charles Police Department. He stated that he understood this. Soltis was provided with a copy of the city liquor ordinance.

Soltis advised that the The Pride Stores Inc. President, Peter Mancini, and Secretary, William E Boylan will not have anything to do with the day to day operations of either the Urban Counter or The Pride Beer and Wine Plus Spirits Liquor Store. They also do not own more than 5% interest in the corporation therefore per St Charles Liquor Ordinance they do not need to be fingerprinted.

I contacted the DuPage County Sheriff Office and found that they had never had any calls or problems with Mancini at his residence, and showed no negative related calls involving him. In searching for Mancini through the New World database I found no contacts.

I contacted the Wheaton Police Department and found that they had never had any calls or problems with Boylan at his residence, and showed no negative related calls involving him. In searching for Boylan through the New World database I found no contacts.



BREAKFAST MENU

MADE TO ORDER DAILY TILL 11 AM

BREAKFAST BURRITO

Eggs | Grilled Bacon | Black Beans | Caramelized Onions | Avocado | Cheddar Cheese
Potatoes | Roasted Jalapeño

Make it a combo with Hash Browns and small Orange Juice or Coffee

BAGEL SANDWICH

Fried Egg | Grilled Bacon | Cheddar Cheese

Make it a combo with Hash Browns and small Orange Juice or Coffee

CROISSANT SANDWICH

Fried Egg | Honey Ham | Swiss Cheese

Make it a combo with Hash Browns and small Orange Juice or Coffee

ENGLISH MUFFIN SANDWICH

Fried Egg | Breakfast Sausage | American Cheese

Make it a combo with Hash Browns and small Orange Juice or Coffee

ORANGE JUICE

COFFEE

HOT DOGS & SAUSAGES

MAKE ANY HOT DOG OR SAUSAGE A MEAL WITH
REGULAR FRIES & 20 OZ DRINK FOR AN ADDITIONAL COST



CLASSIC CHICAGO DOG

All Beef Vienna Hot Dog | Sweet Relish | Yellow Mustard | Tomato | Onion
Pickle Spear | Sport Peppers | Celery Salt | Poppy Seed Bun

EAST COAST DOG

All Beef Vienna Hot Dog | Brown Mustard | Onions | Sauerkraut
Poppy Seed Bun

SOUTHERN DOG

All Beef Vienna Hot Dog | Chili | Onions | Shredded Cheddar
Poppy Seed Bun

WEST COAST DOG

All Beef Vienna Hot Dog | Bacon | Caramelized Onions | Roasted Jalapeño
Ketchup | Yellow Mustard | Poppy Seed Bun

CORN DOG

All Beef Vienna Hot Dog | Crispy Batter | Honey Mustard Sauce

BRATWURST

Beef and Pork Sausage | Brown Mustard | Sauerkraut | Italian Roll

POLISH SAUSAGE

All Beef Vienna Smoked Sausage | Yellow Mustard | Caramelized Onions
Sport Peppers | Poppy Seed Bun

ITALIAN SAUSAGE

Beef and Pork Fennel Sausage | Caramelized Onions | Italian Roll
Add Sweet Peppers, Hot Giardiniera or Cheese for .50 cents each

SLIDERS

MAKE ANY 3 SLIDERS A MEAL WITH
REGULAR FRIES & 20 OZ DRINK FOR AN ADDITIONAL COST



THE CLASSIC

Steak Burger | American Cheese | Ketchup | Pickle | Homestyle Bun

TURKEY SLIDER

Turkey Burger | Swiss Cheese | Sweet Mustard | Pickle | Homestyle Bun

CHICKEN SLIDER

Grilled or Fried Chicken Breast | Lettuce | Tomato | Mayo | Homestyle Bun



BURGERS

MAKE ANY BURGER A MEAL WITH REGULAR FRIES & 20 OZ DRINK FOR AN ADDITIONAL COST

THE CLASSIC

Steak Burger | American Cheese | Ketchup | Yellow Mustard | Mayo | Lettuce
Tomato | Red Onion | Pickles | Brioche Bun



BLUE CHEESE BURGER

Steak Burger | Crumbled Blue Cheese | Bacon Spread | Arugula | Brioche Bun

BACON BURGER

Steak Burger | Cheddar Cheese | Onion Rings | Roasted Jalapeño | Grilled Bacon
BBQ Sauce | Brioche Bun

TURKEY BURGER

All Natural Turkey | Swiss Cheese | Honey Mustard Sauce | Mayo | Lettuce
Tomato | Red Onion | Pickles | Brioche Bun

VEGGIE BURGER

All Natural Veggie Patty | Provolone Cheese | Ketchup | Mayo
Honey Mustard Sauce | Lettuce | Tomato | Pickles | Red Onion | Brioche Bun

URBAN COUNTER
SPECIALTIES



SANDWICHES

MAKE ANY SANDWICH A MEAL WITH REGULAR FRIES & 20 OZ DRINK

ITALIAN SUB

Mortadella | Capicola | Genoa Salami | Provolone Cheese | Lettuce | Tomato | Hot Giardiniera
House Vinaigrette | Italian Roll

HAM & CHEESE

Honey Ham | Cheddar Cheese | Lettuce | Tomato | Dijon Mustard | Italian Sliced Bread

ITALIAN BEEF

Sliced Beef | Au Jus | Italian Roll
Add Sweet Peppers, Hot Giardiniera or Cheese for .50 cents each

GRILLED OR FRIED CHICKEN

Chicken Breast | Provolone Cheese | Lettuce | Tomato | Italian Roll

GRILLED CHEESE

American, Cheddar, Provolone or Swiss Cheese | White or Wheat Bread

TUNA MELT OR TUNA SALAD SANDWICH

Tuna | Cheese | Lettuce | Tomato | Pickles | Red Onion | House Dressing

TURKEY CLUB

Smoked Turkey | Swiss Cheese | Grilled Bacon | Lettuce | Tomato | Mayo
Avocado | Wheat Bread

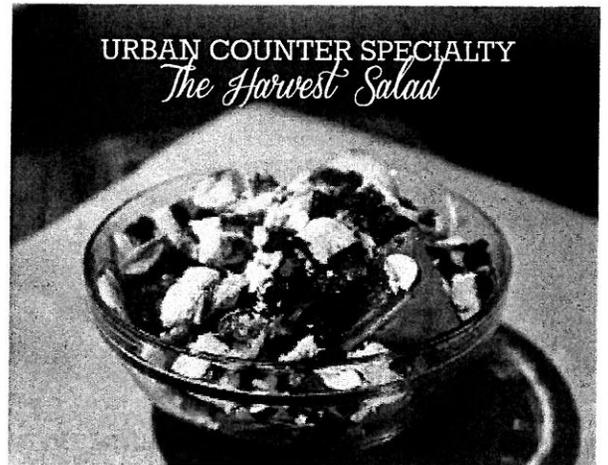
B.L.T

Grilled Bacon | Lettuce | Tomato | Avocado | Mayo | Italian Sliced Bread

CORNER BEEF OR REUBEN

Vienna Corned Beef | Brown Mustard | Cole Slaw | Swiss Cheese | Marble Rye Bread

MAKE ANY SANDWICH A WRAP



SALADS

MAKE ANY SALAD A MEAL WITH
REGULAR FRIES & 20 OZ DRINK FOR AN ADDITIONAL COST

THE HARVEST SALAD

Grilled Chicken Breast | Field Greens | Dried Cranberries | Blue Cheese
Toasted Almonds | Cherry Tomatoes | Cucumbers | Balsamic Vinaigrette

CHOPPED

Grilled Chicken Breast | Romaine Lettuce | Bacon | Blue Cheese
Cherry Tomatoes | Scallions | Cucumbers | House Vinaigrette

CHICKEN TENDER SALAD

Fried Chicken Tenders | Romaine Lettuce | Cherry Tomatoes | Scallions
Cheddar Cheese | Honey Mustard Dressing

CHICKEN CAESAR

Grilled Chicken | Romaine Lettuce | Parmesan | Croutons
Creamy Caesar Dressing

SOUTHWEST

Grilled Chicken | Romaine Lettuce and Field Greens | Black Beans | Corn
Tomato | Avocado | Scallions Crispy Tortilla Strips | Chipotle Dressing

MAKE ANY SALAD A WRAP

URBAN COUNTER
SPECIALTIES

SIDES

HOUSE SALAD

HOUSE FRIES

CHEESE FRIES

ONION RINGS

SWEET POTATO FRIES

CHILI CHEESE FRIES

MOZZARELLA STICKS



COLE SLAW

DRINKS & DESSERTS

FOUNTAIN DRINKS

BOTTLED WATER

BROWNIE or COOKIE

ICE CREAM SANDWICH

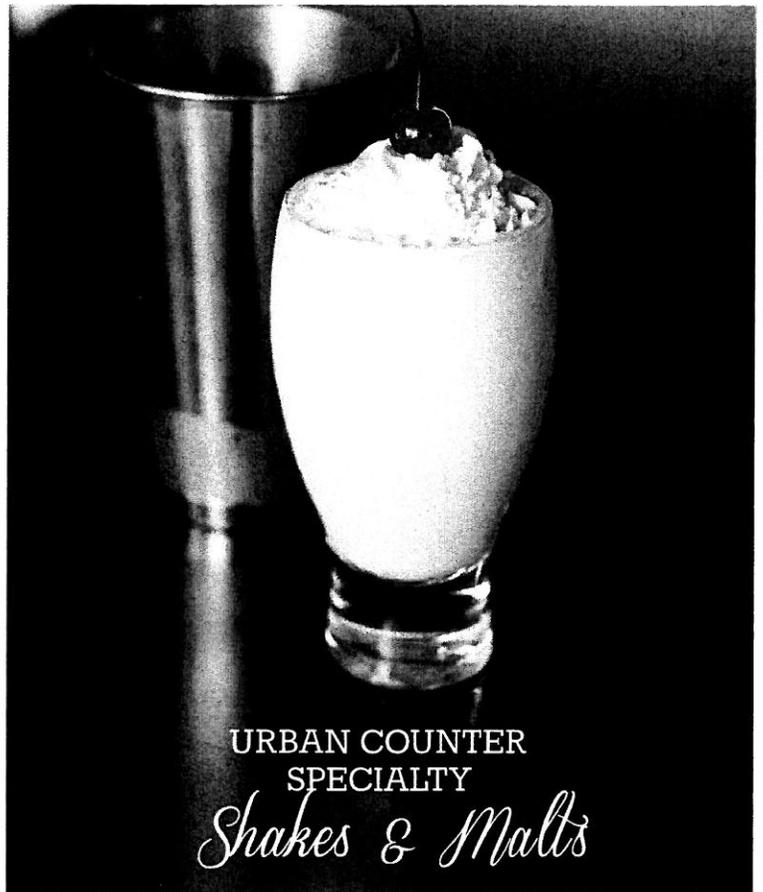
SHAKES & MALTS

Chocolate, Strawberry or Vanilla

Hosting an event?
WE CATER!

CALL YOUR LOCAL
URBAN COUNTER
FOR MORE INFORMATION

LIKE | SHARE | FOLLOW
Urban Counter on Facebook



URBAN COUNTER
SPECIALTY

Shakes & Malts



CIMA DEVELOPERS

381 E. ST. CHARLES Rd
CAROL STREAM, IL 60188-2166

FAX: (630)-653-2335

TEL: (630)-653-1700

April 15, 2015

City of St. Charles
City Administrator's Office/Office of the Mayor
2 E. Main Street
St. Charles, IL 60174

Urban Counter
1850 Bricher Road, St. Charles, IL

Business Plan

Ownership Profile: The PRIDE Stores, Inc, which is the Retail arm of Parent Petroleum, will be the Owner and Operator of the Urban Counter Restaurant that we are planning on opening within the new Retail Center at 1850 Bricher Ave in St. Charles. Parent has called St. Charles home for almost 40 years and recently relocated their Corporate Office to the old Benchmark Bank Building off Main Street. They still own their original Office / Warehouse off Route 38 which is the current home of their Lube Distribution Division. The PRIDE Stores, Inc Owns and Operates 12 Gasoline Stations with Convenience Stores throughout the Chicagoland Market including The PRIDE of St. Charles which is located next to the new development on Bricher Road.

Objective: The PRIDE Stores, Inc.'s primary objective is to provide the Community with an added amenity for food choice for their busy schedules. Urban Counter was created with one simple goal: To provide the best food possible for people who are on the go. Our Philosophy is that you should never have to sacrifice great taste and quality because you are in a hurry.

Current Operations: The Urban Counter is our proprietary food offer that we currently operate in 3 locations (Chicago, Hinsdale, and Aurora). All 3 of those locations are located within a PRIDE Convenience store. This particular Urban Counter will occupy approximately 1,500 SF of our planned Retail Center at 1850 Bricher Avenue. Our store hours are: Monday-Friday: 6am-7pm, Saturday: 11am-7pm, Sunday: 11am-5pm. Breakfast is served daily till 11am.

Menu Offerings: We offer a wide variety of food options including Breakfast Sandwiches, Salads, Wraps, Half Pound Burgers, and More. All of our food is "Made to Order" and is of very high quality. One of our signature items is our Blue Cheese Burger. We would like to offer our customers a selection of Beer and Wine on tap at this St. Charles site. We are hoping to initially offer 5 varieties of each and possibly grow a larger selection of beer and wine down the road. We are hoping to offer local Micro Brews and select Wines that help enhance the Food Experience at Urban Counter for both Lunch and Dinner. Hard Liquor will not be served.

Management Team: Our Team is made of dedicated employees, experienced in the Retail Food industry. The Urban Counter restaurant will have a dedicated General Manager who will be supported by our District Manager and Vice President of Retail Operations, along with our various support personnel, and Corporate Office.

Design/Decor: The interior of the store will have the same unique and inviting look that we currently have at our other Urban Counter locations.

Target Market : Our target market will primarily be customers who currently frequent the busy Randall Road and Route 38 Retail/Restaurant corridor. We will also feed off the synergy from our PRIDE of St. Charles location, and the cross traffic throughout the general retail area.

Property Management: CIMA Developers is the Property Development and Management arm of Parent Petroleum and The PRIDE Stores, Inc.