

**Application #:** **ZA-438-17-7 – APPROVED / STIPULATIONS**  
**Existing Zoning:** DTC DTWNGTWY ACSBO  
**Location:** 888 North 1st Avenue, Suite 101  
**Quarter Section:** 11-27(F8)  
**Proposal:** 1) Use permit to allow a bar (Genuwine Arizona) in the Downtown Gateway Character Area. Use permit required.  
2) Use permit to allow alcohol sales and service within 300-feet of a church in an entertainment district. Use permit required.  
**Ordinance Sections:** 1204.D. 307.A.17.  
**Applicant:** Emily Rieve, Genuwine Arizona  
**Representative:** Lindsey Schoenemann, Genuwine Arizona  
**Owner:** Matt Seaman, Cloquet Metrowest, LLC

**ZONING ADJUSTMENT HEARING OFFICER: MICHAEL WIDENER**  
**PLANNER: MATTEO MORIC, PLANNER II**

Speaking in favor were Emily Rieve, Lindsey Schoenemann and Bishop Kirk Smith.

**DECISION:** This request for use permits were approved with the following stipulations”

- 1) Employees must have a clear view of the area in order to supervise activities and/or be present while patrons are at the business.
- 2) “No trespassing” signs must be posted and an authority to arrest for trespassers form must be signed to deter loitering.

**FINDINGS OF FACT:** In granting this application for use permits for liquor service near a church and operating of a bar in the Downtown Gateway Character Area, I find I find the uses will not have a materially adverse impact on the surrounding neighborhood or properties from odor, dust, noise, heat, glare and so on, should not materially impact pedestrian or vehicular traffic counts on local streets, will not contribute to the diminution of property values, and will not otherwise violate the zoning ordinance of the City of Phoenix and other applicable ordinances.

**SUMMARY:** Ms. Rieve said the previous outdoor alcohol consumption approval was for the Ncounter restaurant which was in operation. She met with many neighborhood organizations and the Bishop of the church across the street.

Ms. Schoeneman was proud of her small business which she said would give back to the community. She noted their focus would be on Arizona wines for customers. She said customers could taste test the product which she felt would fill a void to enjoy a glass of wine on premise and take wine off premise.

Ms. Rieve said there would be a teacher discount that would apply to customers.

Ms. Shoenman said she had letters of support that she provided.

Hearing Officer Widener had concerns when the operations were immediately adjacent to churches or schools. He wanted to know if a school would be operating on the church campus.

Bishop Smith said he was part of the Trinity Cathedral Church and felt the two owners of Genuwine alleviated his concerns. He believed the project sounded sedate. He was ensured not to have outdoor service and loud music. He also wanted to know if granting the dispensation would create a problem or influence future approvals nearby.

Hearing Officer Widener said each case needed to stand on its own. However, it did concede to the neighborhood that this area was for alcohol service. He read over the stipulations which would be typical stipulations recommended by the Police Department.

He approved the case based on the walkability of the area. He said the closest residential were the apartments and bishop location nearby.

Staff member Moric said that an additional retail use permit would need to be applied for separately for the packaged liquor sales.

\*\*\*\*\*

This publication can be made available in alternate format upon request. To request a reasonable accommodation, please contact Tamra Ingersoll at 602.534.6648, TTY: Use 7-1-1.