

**CITY OF TEMPE
DEVELOPMENT REVIEW COMMISSION**

**Meeting Date: 5/24/2022
Agenda Item: 5**

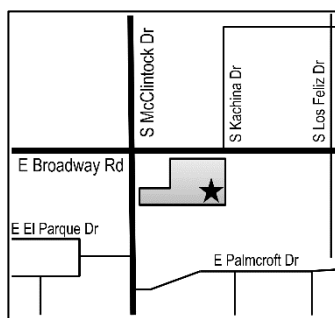
ACTION: Request a Use Permit to allow a bar for CATALYST CRAFTED ALES, including a brewery with taproom, located at 1845 East Broadway Road, Suite No. 106. The applicant is Catalyst Crafted Ales, Inc.

FISCAL IMPACT: N/A

RECOMMENDATION: Staff – Approve, subject to conditions

BACKGROUND INFORMATION: CATALYST CRAFTED ALES (PL220060) is a new brewery and taproom proposed in the Broadway and McClintock Commercial Center, located near the southeast corner of East Broadway Road and South McClintock Drive in the CSS, Commercia Shopping & Services District. The business will operate under a Series 3 Microbrewery Liquor License and occupy 4,731 s.f. for the brewery/kitchen, 1,117 s.f. for indoor bar/dining, and 1,469 s.f. for outdoor bar/dining. The non-transferable liquor license allows for on- & off-sale retail privileges for a licensed microbrewery which produces more than five thousand (5,000) gallons, and less than one million two hundred forty thousand (1,240,000) gallons of beer during the initial 12-month reporting period. The taproom and restaurant will operate from 4 p.m. to 11 p.m., Monday through Friday, and 11 a.m. to 11 p.m., Saturdays and Sundays. The brewery will operate from 6 a.m. to 2 p.m., Monday through Friday. The taproom and restaurant will employ 4 to 6 employees and the brewery will employ 1 to 3 employees. The request includes the following:

ZUP220023 Use Permit to allow a bar (with alcohol production).



Property Owner	Red Mountain Asset Fund I, LLC
Applicant	Rex Williamson, Catalyst Crafted Ales, Inc.
Zoning District	CSS
Site Area	127,250 s.f.
Building Area	34,614 s.f.
Leased Area (Indoor/Outdoor)	5,848 s.f. / 1,469 s.f.
Vehicle Parking	193 spaces (186 min. required per professional Parking Analysis and Management Study PL220105)
Bicycle Parking	48 spaces (38 min. required)
Hours of Operation	4 p.m. to 11 p.m., M-F; 11 a.m. to 11 p.m., Sa & Su

ATTACHMENTS: Development Project File

STAFF CONTACT(S): Lee Jimenez, Senior Planner (480) 350-8486

Department Director: Shelly Seyler, Interim Community Development Director
Legal review by: N/A
Prepared by: Lee Jimenez, Senior Planner
Reviewed by: Steve Abrahamson, Principal Planner

COMMENTS

The site is located between East Broadway Road, East Palmcroft Drive, South Los Feliz Drive, and South McClintock Drive, in the CSS, Commercial Shopping & Services District.

PUBLIC INPUT

Staff has not received any public comments as of the publishing date of this staff summary report.

POLICE INPUT

A security plan is required for the proposed use.

USE PERMIT

The proposed use requires a Use Permit to allow a bar in the CSS zoning district. The brewery component is permitted when ancillary to a bar.

Section 6-308(E) Approval criteria for Use Permit (*in italics*):

1. *Any significant increase in vehicular or pedestrian traffic*; the proposed use will increase vehicular and pedestrian traffic but not at a significant enough level.
2. *Nuisance arising from the emission of odor, dust, gas, noise, vibration, smoke, heat or glare at a level exceeding that of ambient conditions*; the proposed use is not expected to generate emissions greater than ambient conditions. The brewing will be conducted in the interior of the building, and the outdoor seating area proposed for the bar/dining is located interior to the site, blocked from multi-family residential uses adjacent to the east and south.
3. *Contribution to the deterioration of the neighborhood or to the downgrading of property values, which is in conflict with the goals, objectives or policies for rehabilitation, redevelopment or conservation as set forth in the city's adopted plans or General Plan*; the proposed use is permitted subject to a use permit in the CSS zoning district and is not in conflict with the City's adopted plans or General Plan.
4. *Compatibility with existing surrounding structures and uses*; the proposed use is compatible with commercial shopping center and the tenant mix.
5. *Adequate control of disruptive behavior both inside and outside the premises which may create a nuisance to the surrounding area or general public*; the proposed use will require a security plan through the Tempe Police Crime Prevention Unit.

REASONS FOR APPROVAL:

Based on the information provided by the applicant, the public input received and the above analysis staff supports approval of the requested Use Permit. This request meets the required criteria and will conform to the conditions.

SHOULD AN AFFIRMATIVE ACTION BE TAKEN ON THIS REQUEST, THE FOLLOWING NUMBERED CONDITIONS OF APPROVAL SHALL APPLY, BUT MAY BE AMENDED BY THE DECISION-MAKING BODY.

CONDITION(S) OF APPROVAL: (Non-standard conditions are identified in bold)

EACH NUMBERED ITEM IS A CONDITION OF APPROVAL. THE DECISION-MAKING BODY MAY MODIFY, DELETE OR ADD TO THESE CONDITIONS.

1. The Use Permit is valid only after a Building Permit has been obtained, the required inspections have been completed, and a Final Inspection has been passed.
2. The Use Permit is valid for the plans as submitted within this application. Any additions or modifications may be submitted for review during the building plan check process.
3. The applicant shall contact the City of Tempe Crime Prevention Unit for a security plan within 30 days of this approval. Contact 480-858-6330 before June 23, 2022.
4. Live entertainment requires a separate Use Permit.
5. Hours of operation to end no later than midnight (12:00 a.m.), on a daily basis.

6. Prior to the Use Permit becoming effective, the applicant shall obtain approval of a professional Parking Analysis and Management Study.

CODE/ORDINANCE REQUIREMENTS:

THE BULLETED ITEMS REFER TO EXISTING CODE OR ORDINANCES THAT PLANNING STAFF OBSERVES ARE PERTINENT TO THIS CASE. THE BULLET ITEMS ARE INCLUDED TO ALERT THE DESIGN TEAM AND ASSIST IN OBTAINING A BUILDING PERMIT AND ARE NOT AN EXHAUSTIVE LIST.

USE PERMIT:

- The Use Permit is valid for CATALYST CRAFTED ALES and may be transferable to successors in interest through an administrative review with the Community Development Director, or designee.
- The use permit approval shall be void if the use is not commenced or if an application for a building permit has not been submitted, whichever is applicable, within twelve (12) months after the use permit is granted or within the time stipulated by the decision-making body.
- The decision-making body, upon finding that the applicant has not taken corrective actions to resolve issues related to the permit/approval and that a continuation of the permit/approval is not in the interest of the public health, safety and general welfare, can revoke the permit/approval after providing written notice of its intentions to the holder of the permit.
- Specific requirements of the **Zoning and Development Code (ZDC)** are not listed as a condition of approval but will apply to any application. To avoid unnecessary review time and reduce the potential for multiple plan check submittals, become familiar with the ZDC. Access the ZDC through <http://www.tempe.gov/zoning> or purchase from Development Services.
- All business signs shall receive a Sign Permit. Contact sign staff at 480-350-8435.
- Any intensification or expansion of use shall require a new Use Permit.
- All required permits and clearances shall be obtained from the Audit and Licensing Division of the City of Tempe prior to the Use Permit becoming effective.
- All required Federal, State, County, and Municipal permits, licenses, and clearances shall be obtained, or the Use Permit is void.

HISTORY & FACTS:

September 25, 1985	The Board of Adjustment approved a variance (A-85-9.15) for Broadway Square Shopping Center to reduce the overall required number of parking spaces from 216 to 201. A condition of approval was that a copy of the agreement granting the right to use the 54 parking spaces on the adjacent lot shall be filed with the Planning Staff prior to variance becoming effective.
February 14, 1986	Construction of Broadway Square Shopping Center passed final inspection.
November 29, 1989	The Board of Adjustment approved a parking use permit and wall variance for this site.
June 30, 2011	The Community Development Department staff administratively approved a shared parking analysis (PL110243) for the Broadway Square Plaza located at 1845 East Broadway Road in the CSS, Commercial Shopping and Services District. The peak demand for parking spaces for all uses is approximately 154 spaces, Monday through Friday. A minimum of 154 spaces must be maintained to support all uses.
September 13, 2012	The Community Development Department staff administratively approved a shared parking analysis (PL120294) for the Broadway Square Plaza located at 1845 East Broadway Road in the CSS, Commercial Shopping and Services District. The peak demand for parking spaces for all uses is 198 spaces, Monday through Friday. A minimum of 198 parking spaces must be maintained to support all uses.

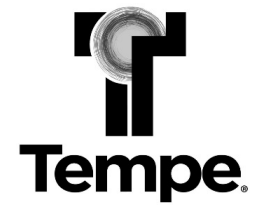
- March 11, 2014 The Community Development Department staff administratively approved a shared parking analysis (PL140050) for the Broadway McClintock Shopping Center located at 1845 East Broadway Road in the CSS, Commercial Shopping and Services District. The peak demand for parking spaces for all uses is 198 spaces, Monday through Friday. A minimum of 198 parking spaces must be maintained to support all uses.
- May 18, 2016 Hearing Officer approved a Use Permit to allow a vocational school for VALLEY VOCATIONAL ACADEMY (PL160115) located at 1845 East Broadway Road, Suite 114 in the CSS, Commercial Shopping and Services District.
- October 19, 2016 The Community Development Department Planning Division Staff administratively approved a Shared Parking Analysis for Broadway Square Shopping Center (PL160115) located at 1845 East Broadway Road in the CSS, Commercial Shopping and Services District. The peak demand for parking spaces for all uses is 192 spaces, Monday through Friday during the 1pm hour; and 115 spaces, Saturday and Sunday during the 5pm hour. A minimum of 192 off-street parking spaces must be maintained; 198 spaces are provided.

ZONING AND DEVELOPMENT CODE REFERENCE:

[Section 3-202, Permitted Uses in Commercial and Mixed-Use Districts](#)

[Section 6-308, Use Permit](#)

[Section 6-313, Security Plan](#)



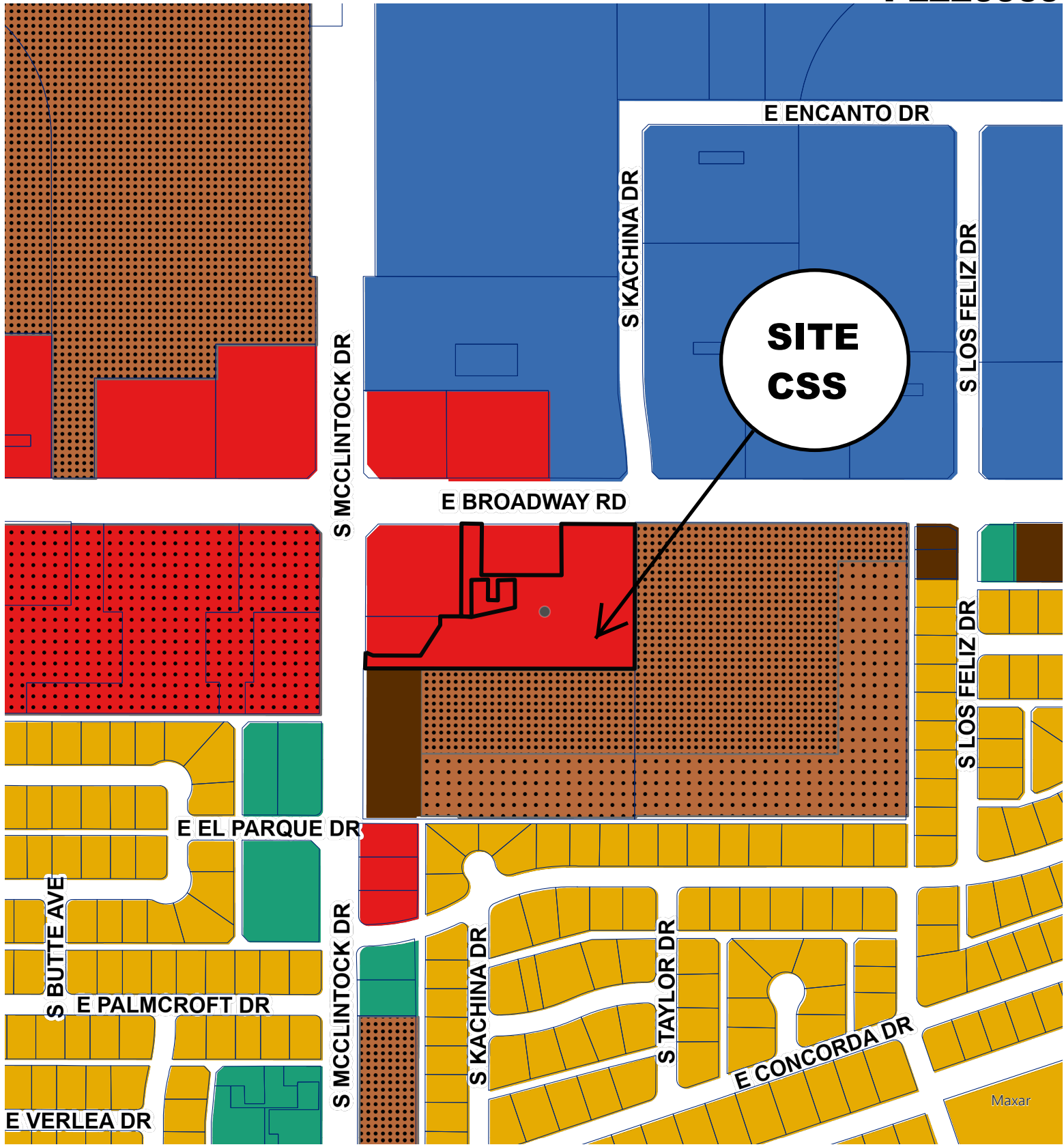
DEVELOPMENT PROJECT FILE
for
CATALYST CRAFTED ALES
(PL220060)

ATTACHMENTS:

1. Location Map
2. Aerial
- 3-5. Letter of Explanation
6. Site Plan
7. Floor Plan
8. Site Context Photos

CATALYST CRAFTED ALES

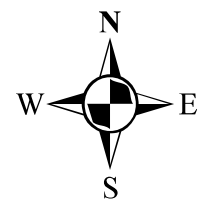
PL220060



- General Industrial District (GID)
- Commercial Shopping and Services (CSS)
- Planned Commercial Center Neighborhood (PCC-1)
- Residential/Office (RO)
- Single-Family Residential (R1-6)
- Multi-Family Residential Restricted (R-3R)
- Multi-Family Residential Limited (R-3)

- Multi-Family Residential General (R-4)
- Override 1
- Twelve Point**
- CenterlineSubType
- ADOT
- Canal

- Monument
- Private
- Railroad
- Street
- <all other values>
- Zoning District**
- Light Industrial District (LID)

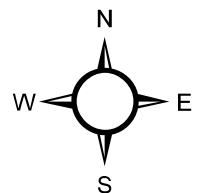


CATALYST CRAFTED ALES

PL220060



Aerial Map



Letter of Explanation

April 29, 2022

Applicant

Catalyst Crafted Ales
1845 E Broadway Road, Suite 106-110
Tempe, Arizona 85281

Request

Catalyst Crafted Ales, LLC is seeking a special use permit for a Brewery / Taproom & Restaurant located at 1845 E Broadway RD unit 106. This property is owned by Red Mountain Asset Fund I, LLC. The use permit is solely for the Brewery Operation which is not currently in CSS zoning.

Description of Business

License

Catalyst Crafted Ales will operate under a Series 3 Microbrewery Liquor License. This non-transferable liquor license allows for *on & off-sale retail privileges for a licensed microbrewery which produces more than five thousand (5,000) gallons, and less than one million two hundred forty thousand (1,240,000) gallons, of beer during the its 12-month reporting period.

The Head Brewer

Will Waltherson began his career in Arizona by bringing “Fruited Sours” to the Arizona market when working at *Wren House*. He then moved to *The Shop* in Tempe where he help reformulate “Church Music” and developed “Crispy” both are top sellers in the Hensley portfolio today. Last year Will along with the owners of Catalyst Crafted Ales opened Ad Astra Brewing Company in Prescott AZ. The response has been overwhelming but the location in Prescott will not allow us to produce the volume needed to meet demand. Our move to Tempe will give us a central location and room to grow allowing patron’s and followers easy access to our beers. Will has a very strong following in Southern California from his time at *The Bruery* and Californian’s travel to Prescott frequently to visit and purchase our beer. Our plan is to make Ad Astra Brewing Company in Prescott a Taproom only with all brewing operations taking place in Tempe.

Taproom & Restaurant

This Tempe location will be our flagship destination where Catalyst Crafted Ales will be born. The decor will be contemporary minimalist and the atmosphere will be one of excitement and education. Patron’s will be greeted with knowledgeable staff that will enhance their experience and knowledge in beer. The restaurant will be run by Enrique Uresti and his wife Keren. They both grew up in the restaurant business and have a very successful Food Truck call S.A.L.T (Sea and Land Tacos) which operates primarily in the east valley. Our beers and food menu will change frequently and complement each other making Catalyst Crafted Ales a new experience weekly.

Brewery Manufacturing

We will be operating 10-barrel systems with 6 Fermenters and 2 Bright Tanks. We also will be canning for in house and local sales. Our immediate plan is to distribute to existing customers and expand to 20-30 additional taproom locations around Arizona. We also will be doing collaborations with the best brewers around the country. Over the past several years Arizona has become a “Craft Brewery Destination” for beer lovers worldwide. Brewers in Arizona are now winning national and world recognition for their styles and beers. Mr. Waltherson has also been a part of that recognition and we are excited to be bringing our location to Tempe

Our Goal and Vision

Our short-term goal is to be Tempe’s premier “Micro Brewery” destination for beer lovers all over Arizona and the Southwest. Our Taproom exists for the purpose of educating and familiarizing people with our brand. The restaurant will be and a place where patron’s will be able to enjoy great food in a relaxing atmosphere while enjoying a beer. Our long-term goal is to have national distribution.

Hours of Operation

Taproom & Restaurant

Monday – Friday: 4pm – 11pm

Saturday & Sunday: 11am – 11pm

Brewery Manufacturing

Monday – Friday: 6am – 2pm

Saturday & Sunday: Closed

Number of Employees

Taproom & Restaurant

4-6 employees

195 patrons (maximum capacity)

Brewery Manufacturing

1-3 employees

No public patrons

How will it affect the surrounding area?

Catalyst Crafted Ales will bring a sense of community and a gathering place for the neighborhood. It will provide well-paying jobs for the employees. Our employees are an extension of our brand and are treated like we treat our brand, with respect and gratitude. The Taproom, Restaurant and Distribution of our beer will also bring economic gain to Tempe and Maricopa County.

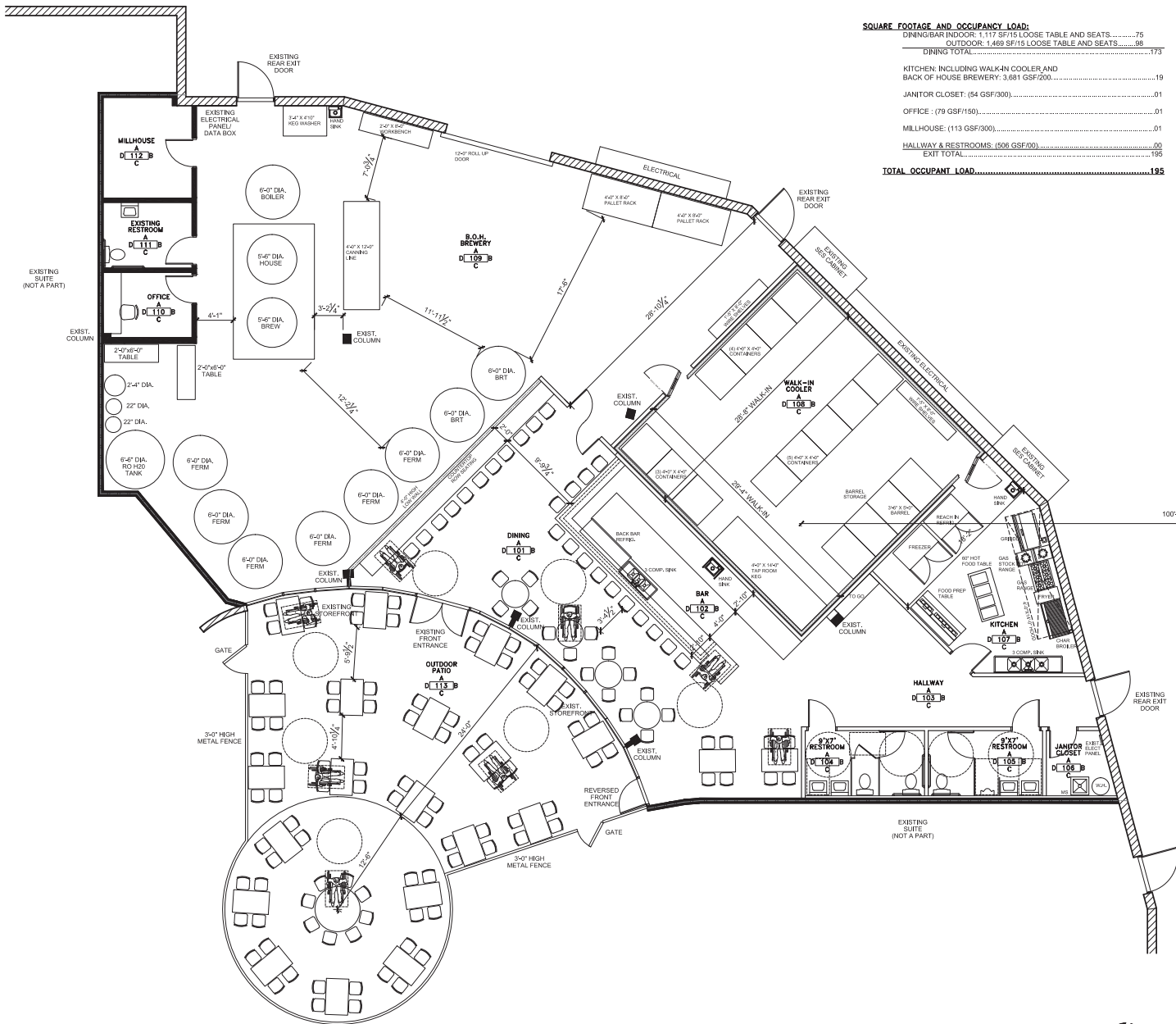
Our use will **NOT**:

- **Negatively impact the current tenants.** *Our presence will bring economic gain to the existing restaurants as well as other businesses in the surrounding area.*
- **Negatively impact in surrounding community.** *Our presence will bring community and a gathering place for events, celebrations, and business outings.*
- **Create significant vehicular and pedestrian traffic in adjacent areas.** *Broadway and McClintock currently have 60-70,000 cars a day through that intersection. Our presence will have NO bearing on current traffic.*
- **Emit order, dust, gas, noise, vibration, smoke, heat, glare at a level exceeding ambient condition.** *The Brewing process, Taproom or Restaurant does not emit any of the above forementioned.*
- **Deteriorate the neighborhood or downgrade property values.** *The center we are moving into is planning upon our 10-year signed lease to regentrify the complex with a new color pallet that will bring it to the 21st century and not be an eyesore in the neighborhood. We are excited to be a part of helping this center modernize and we are looking forward to being an anchor tenant for years to come.*

Arizona Liquor Board Guidelines

We adhere strictly to the Arizona liquor board guidelines in terms of alcohol consumption. Owners and managers by law are required to have licenses and training to handle disruptive behavior and persons who appear to be intoxicated. Those rules are robust and extensive. We also require our servers to be licensed.

Sincerely,
Rex E Williamson
Rex Williamson
Catalyst Crafted Ales
CEO



SQUARE FOOTAGE AND OCCUPANCY LOAD:

DINING BAR INDOOR: 1117 SF @ 15 LOOSE TABLE AND SEATS.....	75
OUTDOOR: 1489 SF @ 15 LOOSE TABLE AND SEATS.....	98
DINING TOTAL.....	173
KITCHEN: INCLUDING WALK-IN COOLER AND BACK OF HOUSE BREWERY: 3.681 GSF/200.....	19
JANITOR CLOSET: (54 GSF/300).....	01
OFFICE: (79 GSF/150).....	01
MILLHOUSE: (113 GSF/300).....	01
HALLWAY & RESTROOMS: (506 GSF/100).....	00
EXIT TOTAL.....	195
TOTAL OCCUPANT LOAD.....	195

CONCEPTUAL FLOOR PLAN
 SCALE: 3/16"=1'-0"

NOTES

TENANT IMPROVEMENT FOR:
CATALYST CRAFTED ALES
 1845 EAST BROADWAY ROAD
 SUITE 106
 TEMPE, ARIZONA 85282

NOT FOR CONSTRUCTION OR RECORDING

ID No. 22002-40
 Drawn: [Signature]
 Checked: [Signature]
 Date: 00/00/00
 Revised:

PERMIT SET

dChang Architects, LLC
 Architecture Interiors Planning
 1083 N. VANDERLIND AVENUE, SUITE 100
 PHOENIX, ARIZONA 85004
 PH: 602.998.8888

CONCEPTUAL FLOOR PLAN

Sheet No. **A1**
 of 60

PICTURES OF THE DEVELOPMENT

