

Application for LDDA Recommendation for Conditional Use

General Information:

The LDDA's recommendation is one of 6 criteria used to determine the issuance of a conditional use permit for a bar in Downtown Lakeland (C-6,C-7 zoning).

LAND DEVELOPMENT CODE:

5.4.5 STANDARDS FOR AREAS ZONED C-6 AND C-7

a. Intent to Limit Potential Impacts

The number and or concentration of alcoholic beverage establishments may be limited by the City Commission if it determines that any such establishment or concentration of establishments will be detrimental to the city's downtown redevelopment plan or to the general effort of the city to eliminate slum and blight within such area.

In making this determination, the City Commission shall consider:

1. Whether the proposed use will result in a concentration of such uses within a particular block or part of a block so as to be detrimental to the growth and revitalization of downtown.
 2. Whether the proposed use is in close proximity to other land uses that may be particularly sensitive or unduly harmed by the negative impacts of the proposed use, such as facilities for children or for the elderly.
 3. Whether the size or scale of the proposed use is appropriate at the specific location.
 4. Whether the owners and operators of the establishment are unlikely to manage and control negative impacts as evidenced by prior criminal records, code enforcement citations or police service calls concerning other properties owned or operated by them, citizen complaints, or similar indicators.
 5. Whether the Board of Directors of the Lakeland Downtown Development Authority supports the proposed use.
 6. Other criteria which the City Commission shall consider appropriate in the particular case.
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LDDA Recommendation Goal: Responsible Bars owners/operators; minimal externalities; establishment is consistent with the Downtown Redevelopment Plan

LDDA MISSION: To Improve and Stimulate the Environment for Economic Development in a People-Oriented Downtown Community

Downtown Lakeland: A regional center with a vibrant mix of high quality residential, retail, professional, civic and entertainment activities within a continuously enhanced urban and historic setting.

To ensure objectivity and high standards, the LDDA has an application process by which to receive a positive recommendation. Applicant provides all required information prior to being placed on the LDDA agenda to allow board members to review before the LDDA board vote.

(Information is provided in writing by the applicant)

Applicant Name: Cob and Pen

Proposed CU Address: 120 S. Florida Ave

ABOUT THE APPLICANT

1. Previous/current industry experience with management and/or ownership and number of years

The ownership team of Cob and Pen combine for over 30 years of experience in the service industry. Currently, Richard Sherfey is part owner of ratebeer.com's #1 ranked brew pup in the state of Florida, Redlight Redlight. Jason Ellis and Corey Ripley, comprise a team that own The Branded Butcher and Pauley's Original Crepe Bar, both in Athens, G

2. Locations (with address) of current establishments if any, number of years there

Redlight Redlight, 2810 Corrine Dr. Orlando, FL 32803 est. 2005, current location opened 2012

The Branded Butcher, 225 N Lumpkin St. Athens, GA 30601 est. 2012

Pauley's Original Crepe Bar, 134 E Clayton St, Athens, GA 30601 est. 2008

3. History of calls for service of those locations, hours of operation, atmosphere (sports bar, music hall, etc.)

All current establishments have minimal to no calls for service. Redlight Redlight did have an accidental false security system alarm last month.

Hours of Operation:

Redlight Redlight: 5:00pm-2:00am, 7 days a week

The Branded Butcher: DINNER SUN-THURS: 530pm - 10pm, DINNER FRI/SAT: 530pm - 11pm

Pauley's: Mon-Sat 11am – 2am, Sunday 11am-12am

Respective Atmospheres:

Redlight Redlight: Strictly Craft Beer and Fine Wine served in a spacious, industrial, yet comfortable environment. Music is barely audible.

The Branded Butcher- A relaxed fine dining experience. Clean and Quiet, but Warm. As the member of the team that is not involved in this organization, i can say with no bias that i had the best meal of my LIFE here.

Pauley's- Expansive windows show off a pristine, well lit, white tiled room with a bar running the entire distance of the right hand side of the room. Music is kept at a lower volume for lunch and dinner services, but escalates into the primary bar service hours of the late night.

4. Food service, license type (4cop, 2cop), square footage, number of employees, outdoor seating, live music/amped music

Redlight Redlight- does not serve food and has no such license. We have a 2COP and CMBP (brewpub license). The building is 3,600 sq ft. We have 5 full time employees, and 5 part time employees. There is no outdoor seating, and no live music. Both The Branded Butcher and Pauley's are full alcohol and food service establishments. Both have small outdoor seating areas. Neither have live music.

5. Externalities info: How do you currently handle security (i.e. controls leaving the bar), trash outside the establishment?

It is our experience that most every security risk begins at the inception of the business. In all of our organizations we work tirelessly to create an environment that is warm and inviting, but well regulated. There are no screams of "laaaaaast caaaaalll" at our places. These antiquated ideas shove the customer to the bar and create an overall state of unrest. We prefer a much softer approach where customer communication is key. Generally, with strictly beer and wine service, we do not create an atmosphere that dumps the masses into the streets at closing time. Most consumers that are interested in being out at that hour have long since gone in search of energy drinks and liquor. All managers are trained by fire department representatives as certified crowd managers.

6. How is the current establishment managed? (Owner operated? Management staff that can fluctuate?)

All of our establishments are owner administrated and employ managers to handle the day to day tasks of the business.

7. Who is your target customer?

Redlight Redlight is looking for any consumer interested in the love of craft beer. Generally, that tends to be 25-45 year old men and women with expendable income. The Branded Butcher has a similar demographic. Where as Pauley's is more of a college demographic.

8. Drink specials, etc.?

Redlight and The Butcher have some specials but actively work on not creating a culture of "cheap." Pauley's has some more sharp specials to appeal to the college demographic.

9. How do you manage underage drinking?

Underage drinking is not acceptable in any business model. Coming from a college town we have seen the trouble that it brings and work to be the antithesis of those environments. We place the burden of ID checking on those that the government holds responsible, the server/bartender. All servers/bartenders are trained in responsible beverage service courses that include sections on proper id assessment.

10. How do you address complaints from neighbors?

We work to be proactive in building positive relationships with neighbors and the community as a whole. Again, our attitude is to work to stop most problems before they start. In the event that someone has issue with any of our businesses we feel it our responsibility to open up lines of communication and work toward an amicable solution. In the event that outside agents must be involved we work with the city on solving any and all problems. We're all in this together!

PROPOSED LOCATION INFORMATION

1. *Building and Business data*

Own or lease; Address; sq. ft.; occupancy load; # of employees; hours of operation; floor plan; license type
Cob and Pen lease the building at 120 S Florida Ave. Lakeland, FL 33801. It has a foot print of 4,838 sq ft. The occupancy load is as yet undetermined, but we imagine that it will be in the neighborhood of 200. We would like the option of opening from 11:00am-2:00am daily, but imagine that the bulk of our business will happen after 5:00 pm. We are just beginning the process of design with local architects, so the floor plan is in a developmental stage. We will have a 2COP.

2. *Management*

How will the proposed establishment be managed? (Owner operated? Management staff that can fluctuate?)
Cob and Pen will employ a General Manager to operate the business, with several Assistant Managers.

3. *Atmosphere*

amped music; live music; food service; outdoor seating; TVs; Trivia machines

We imagine the atmosphere will be that of a classy craft beer and fine wine parlor that serves lite bar snacks. There will be soft background music (no live music), maybe one projection screen or television (not 25 tvs blaring sports), and warm woods and leathers. Ultimately we want the focus to be on the product. We will have beers and wines that have never been offered in Lakeland establishments. We want people to be able to come together and talk. We want to create an environment that allows conversation of all manner to happen.

4. *Externalities*

How do you plan to handle security (i.e. controls leaving the bar), trash outside the establishment?

As mentioned in the description of our other establishments, we will work to stop most security risks before they start. We have very specific employee manuals with guidelines as to how to deal with security risks in the rare event that they occur. All servers will be trained in responsible beverage service and all managers will be certified crowd managers. We absolutely will not have the experience that I have had in other downtown establishments of police officers coming in and clearing the room. We will work with the city to come up with a nice solution to avoid this experience, even if it means closing down service a few minutes earlier than other area bars. We would also love to provide a Recycle dumpster for the neighborhood if that is an option in the City of Lakeland. Upwards of 90% of the waste that we will have is recyclable. In addition to doing our part to recycle, we would also perform nightly sweeps of common areas to insure that they stay clean and safe for everyone.

5. *Who is your target audience?*

Much like at Redlight Redlight, we really want anyone over the age of 21 who is passionate about craft beer and fine wine. Again, that tends to be 25-45 year old men and women with expendable income. We want to avoid the "hipster" moniker, but it's safe to say that a fairly decent percentage of our clientele will fall into the generalization.

6. What is the personality of your establishment?

Ultimately, I hope we are viewed as educators. When it comes to craft beer and fine wine we are going to be a couple of steps deeper in the educational process than anyone in the Lakeland area, yet we will have the responsibility of ushering all manner of skill sets and passions into the love and appreciation of the product. You will be able to get your "high school diploma" at places like the Brass Tap. You will get your "Master's Degree" at Cob and Pen. Overall, our personality will be a combination of well informed education and accessibility, void of an heir of pretentious snobbishness.

7. How will you address complaints from neighbors?

We will be as proactive as possible in stopping problems before they start. Communication is KEY! That being said, we hope that what we are bringing a sense of active participation to the Downtown Lakeland community. If it's good for Downtown, It's good for us.

8. Please provide a letter of recommendation from your lessor if applicable.

A letter of recommendation has been requested and will be provided as soon as possible.

Process:

- Applicant returns the LDDA application to LDDA staff. Staff distributes to the board for review prior to meeting (and/or staff can review and make a recommendation)
- Applicant comes before the board to answer clarifying questions of the information submitted.
- Board votes on the recommendation.

Please contact Julie Townsend, Executive Director of the LDDA if you have any questions about the contents of this application: Julie.Townsend@lakelandgov.net; 863.687.8910