



To: MAYOR AND COUNCIL

Agenda Item #: VIII. C.

From: Bill Neuendorf
Economic Development Manager

Action
Discussion
Information

Date: June 3, 2014

Subject: First Reading: Ordinance 2014-8 Concerning On-Sale Liquor Licenses with Mechanical Amusement Devices in PCD-3 Zoning District

Action Requested:

Grant first reading of Ordinance 2014-8.

Information / Background:

Simon Properties, the owner of Southdale Center has investigated several concepts to reoccupy the mostly vacant third floor space at the mall. There is strong interest to extensively remodel much of that level to accommodate a new destination restaurant. Edina's City Code, however, currently prohibits the type of business that the property owner believes will be most successful in this location.

Dave and Busters has strong interest in expanding in Minnesota and locating at the renovated Southdale Center. Dave and Busters is a national restaurant chain that combines dining and entertainment. They feature a full-service lunch and dinner menu, a full bar and amusement games. They do not offer gambling or games of chance. An overview of their business and summary of their proposed location at Southdale Center is attached. Representatives from Dave and Busters and Simon Properties will be in attendance to fully describe their proposal.

In years past, Dave and Busters considered locating at France & Gallagher. This previous location raised community concerns due primarily to the close proximity to the adjacent townhouses. A regional shopping destination like Southdale Center is a better location for this type of business to succeed and bring their unique brand to residents of Edina.

Staff recommends that the City Council amend the City Code to allow the issuance of full-service liquor licenses with restaurants that also offer amusement games of skill. This recommendation is based on the following points about this type of business at Southdale Center:

- Appeals to wide variety of customers: couples, singles, family, and friends
- appeals to a younger demographic that is currently underserved in the Southdale market
- is a destination that will serve local residents and draw customers from the metro area
- likely to create synergy with other businesses in and near Southdale Center
- will create new job opportunities
- will provide another multi-million dollar business investment in Edina
- will provide new option for corporate events and community special events

Proposed amendments to the City Code are attached for consideration by the Council. If approved, these changes would allow this type of businesses in a limited number of sites in the greater Southdale area. Additionally, the City has the right to review the business practices related to the alcohol service. Penalties could be assessed or the license suspended or revoked if there are violations of the City liquor ordinance or other applicable provisions of the City Code.

Attachments:

Presentation and memo by Dave and Busters
Ordinance No. 2014-8

ORDINANCE NO. 2014-8

AN ORDINANCE AMENDING CHAPTERS 4 AND 6 OF THE EDINA CITY CODE CONCERNING ALCOHOLIC BEVERAGES AND AMUSEMENT DEVICES

THE CITY OF EDINA ORDAINS:

Section 1. Section 4-34, subsection (e) of the Edina City Code is amended to read as follows:

(e) On-sale intoxicating liquor licenses. In addition to the requirements of subsection (a) of this section, no on-sale intoxicating liquor license shall be granted to any establishment other than a restaurant or hotel located in the PCD-2, PCD-3, POD-2 subdistricts or the mixed development district as established by chapter 36.; ~~any amusement or recreation establishment including amusement arcades, pool halls or establishments offering amusement devices which means:~~

- ~~(1) A machine which upon the insertion of a coin, slug or other token, or upon payment of a fee, operates, or may be operated, as a game, contest or other amusement.~~
- ~~(2) Miniature pool tables, bowling machines, shuffle boards, electric rifle or gun ranges, and machines patterned after baseball, basketball, hockey and similar games and like machines.~~
- ~~(3) Amusement devices designated for and used exclusively by children, such as, but not limited to, kiddie cars, miniature airplane rides, mechanical horses and other miniature mechanical devices.~~

Section 2. Section 4-34 of the Edina City Code is amended by adding subsection (g) to read as follows:

(g) In addition, no on-sale intoxicating liquor license shall be granted to any establishment that has amusement devices, except to a restaurant in the PCD-3 subdistrict subject to the following:

- (1) The licensed premises shall be at least 30,000 square feet in gross floor area.

(2) The licensed premises shall be located on a site that provides at least 250,000 square feet in total building area, including primary buildings and any outlot building.

(3) Not more than 40 percent (40%) of the gross floor area of the licensed premises shall be used for operation of amusement devices regulated by this section.

(4) The licensed premises shall contain at least 200 seats and provide a full food menu during all hours that it is open to the general public.

(5) All regulated amusement devices shall be licensed in accordance with Section 6-92 and shall be located on the interior of the premises.

Section 3. Sections 6-91, 6-100 and 6-101 of the Edina City Code are amended to read as follows:

Section 6-91. Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Machine or amusement device means any machine, contrivance or device, including, without limitation, video, electronic or mechanical, of any of the following types:

(1) A machine which upon the insertion of a coin, slug or other token, or upon payment of a fee, operates, or may be operated, as a game, contest or other amusement only and which contains no automatic payoff device for the return of money, coins, merchandise, checks, tokens or any other thing or item of value; provided, however, that such machine may be equipped to permit a free play or game or allow the payoffs provided in Section 6-101.

(2) Miniature pool tables, bowling machines, shuffle boards, electric rifle or gun ranges, and machines patterned after baseball, basketball, hockey and similar games and like machines which may be played solely for amusement and not as gambling devices, and which machines are played by the insertion of a coin, slug or other token, or upon payment of a fee and which may be equipped to permit a free play or game or allow the payoffs provided in Section 6-101.

(3) Amusement devices designated for and used exclusively by children, such as, but not limited to, kiddie cars, miniature airplane rides, mechanical horses, and other miniature mechanical devices, not operated as a part of or in connection with any carnival, circus, show or other entertainment or exhibition.

Sec. 6-100. Payoff.

It shall be unlawful for the licensee, or for the owner, lessee or operator of the establishment where such machine is located, to give any money, prize or reward other than token, merchandise or any other thing of value or any reward or prize in lieu of free games registered to such machine, ~~and all~~ All free games so registered shall be played on the same machine registering such free game, and there shall be no device on the machine whereby the operator can cancel registered free games nor shall the owner, lessee or operator exchange free games for cash, cash equivalent or proxy therefore which can be converted into cash.

Sec. 6-101. Automatic payoff.

No person shall keep, maintain, sell or permit to be operated any machine which has been converted into an automatic payoff device which shall discharge coins, checks or other tokens to the operator or player of such machine. No person shall convert any machine into an automatic payoff device. Provided, however, machines which, based on the skill of the player, discharge ~~money, checks,~~ tickets, tokens, merchandise or any other thing of value which has a wholesale value no greater than ten (10) times the cost to play or operate the machine a single time, but not to exceed ten dollars (\$10.00) may be kept, maintained or operated subject to the provisions of this article.

Section 4. This ordinance is effective immediately upon its passage and publication.

First Reading:

Second Reading:

Published:

ATTEST:

Debra A. Mangen, City Clerk

James B. Hovland, Mayor

Please publish in the Edina Sun Current on:

Send two affidavits of publication

Bill to Edina City Clerk

CERTIFICATE OF CITY CLERK

I, the undersigned duly appointed and acting City Clerk for the City of Edina, do hereby certify that the attached and foregoing Ordinance was duly adopted by the Edina City Council at its Regular Meeting of _____, 2014, and as recorded in the Minutes of said Regular Meeting.

WITNESS my hand and seal of said City this _____ day of _____, 2014.

City Clerk

The Destination for FUN!





Dave & Buster's

Celebrating 30 years of Eat, Drink, Play & Watch Sports. Our Guests come to us to escape their daily grind. Only at Dave & Buster's can they have it all!

A mix of immersive experiences with fun and engaging people, innovative food and drinks, all in a cool and current environment.

Company Highlights

- Founded in Dallas, TX December 1982
- Private Company
- Leading owner and operator of high volume venues that combine dining and entertainment
- Over 10,000 employees
- 160 employees per store



64 Locations & Counting!

WE PUT
GOOD
TIMES
ALL OVER
THE
MAP



25 mall locations
11 Simon Properties



Make Dave & Buster's a stop along the way, and getting there really will be half the fun. Just take your pick from mouthwatering food, delicious drinks, great games and plenty of locations all across the U.S. It's what makes us the perfect place to stop and regroup, no matter how big that group may be.

FOR ADDITIONAL INFORMATION GO TO WWW.DNBPARTY.COM

Flexible Format

Freestanding



Inline @ Mall / Shopping Centers



Flexible Format

- 40,000 sf
- Freestanding
- Dallas, TX



Flexible Format

- 30,000 sf
- In-line at Mall
- Boise, ID



Flexible Format

- 40,000 sf
- In-line at Mall
- Virginia Beach, VA



Flexible Format

- 37,000 sf
- In-line at Mall
- Albany, NY



Flexible Format

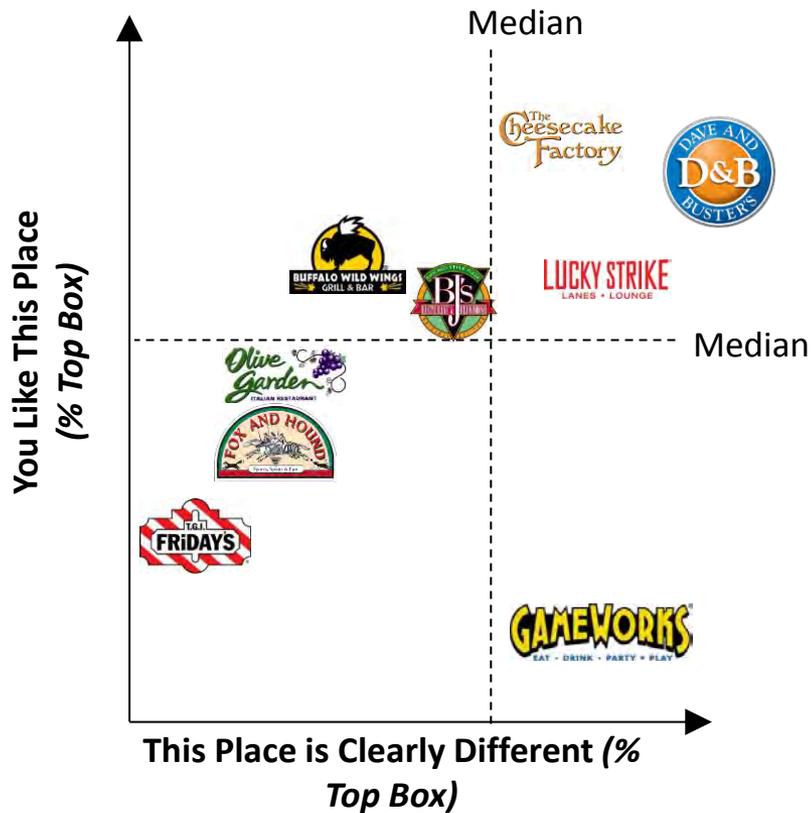
- 40,000 sf
- Freestanding
- Livonia, MI



MarketPlace



Appeal and Differentiation



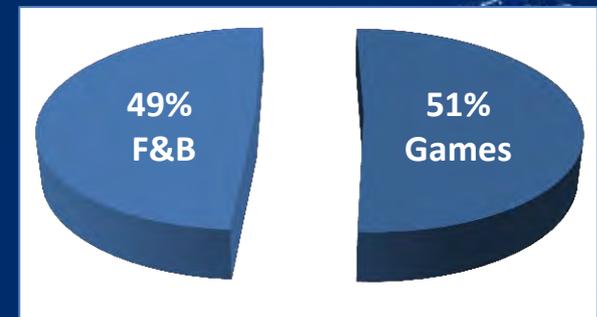
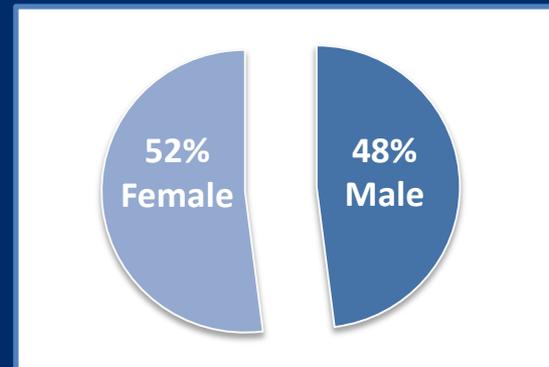
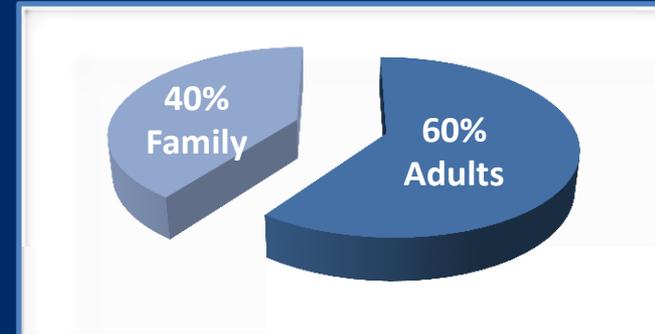
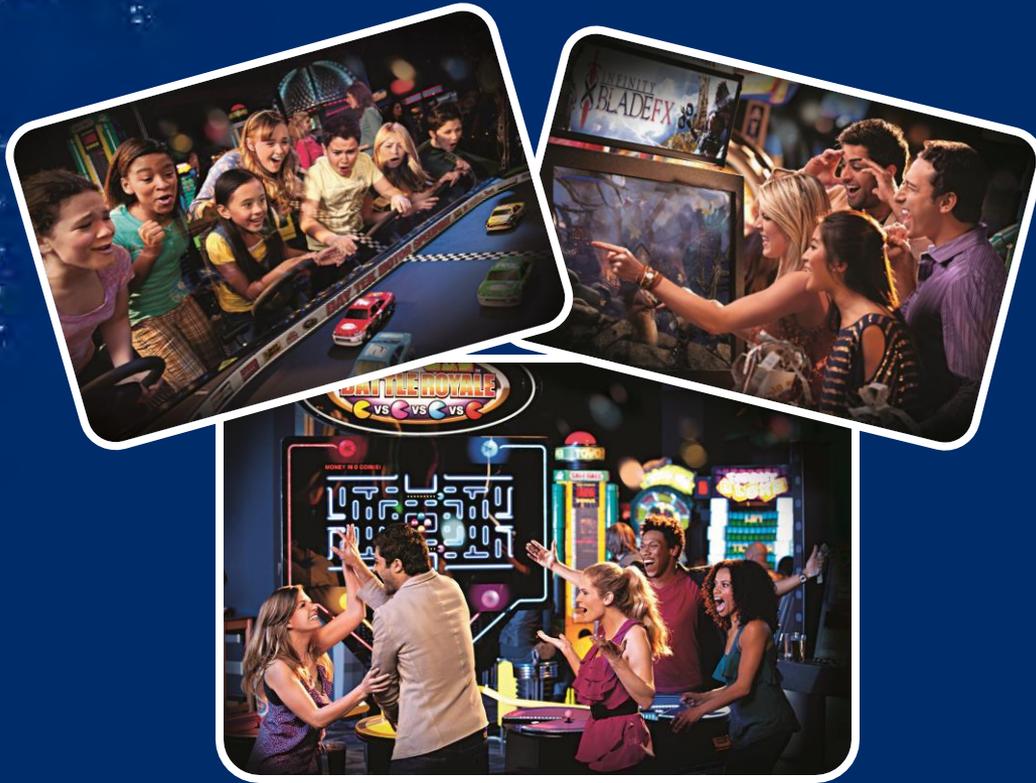
Competitive Set

- Casual Dining
- Movies



Source: Brand Health Tracker (based on Q3 2011 to Q2 2012)

Customer & Sales Profile



- Average sales per store \$9M
- Peak Hours: 5:00 – 9:00 TH thru Sun
- 50% of business on Sat & Sun
- 19% of business on Friday

3 'n 1 Combination



Combination of Food, Beverage and Entertainment Creates a Distinctive Guest Experience

Eat



- Full, high-quality menu
- Differentiated and fun food combinations

Drink

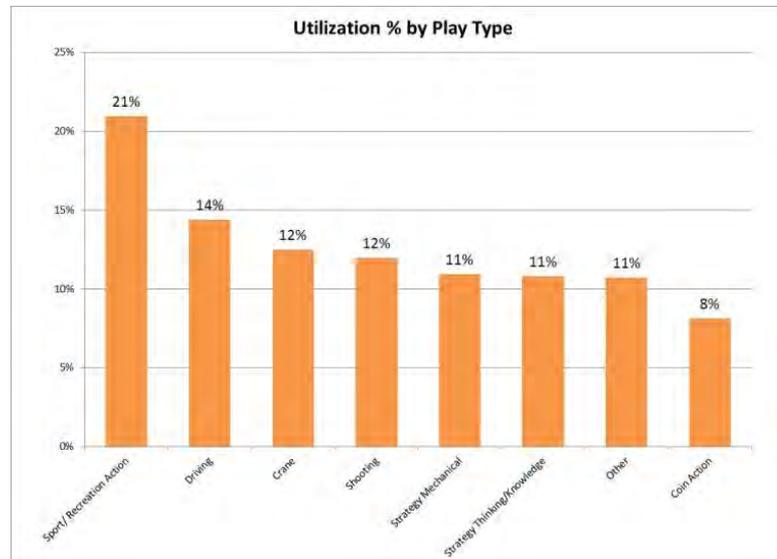


- Broad selection of alcoholic and non-alcoholic beverages

Play



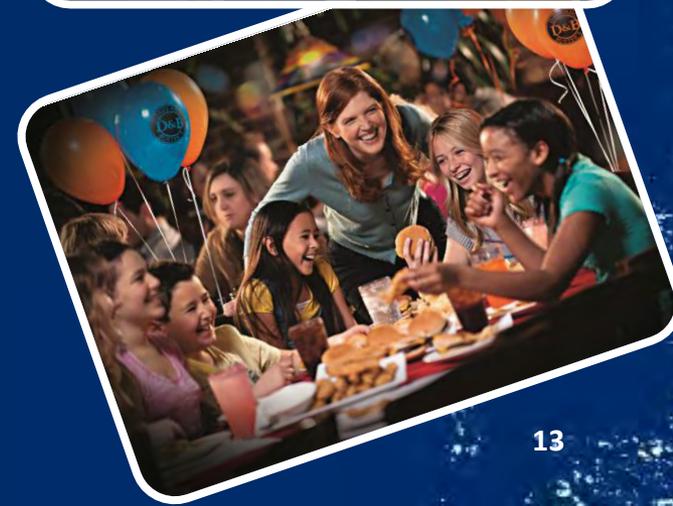
- 170+ entertainment attractions per store
- Redemption & simulation games
- Sports viewing
- Billiards
- "Opportunity to WIN" at various prize levels
- 80% single visit redemption



Special Events

Corporate & Social

- **Corporate** - Large corporate events, mid-sized meetings, dinner with the executives and Teambuilding.
- **Social Events** - Birthday Parties, Wedding Rehearsal events and Receptions.
- **Student & Youth Groups** - Award ceremonies, club get-togethers, graduation and after-prom parties.
- **Teambuilding** - Turn colleagues into teammates. Fast.
- **Travel And Tourism** - Dave & Buster's is a fun-filled destination in itself.
- **Rent Out the Whole Thing** – Your event owns the place – endless combinations of food and fun.



Edina: Ideal Market

D&B Site Criteria

Seeking an “A” location in Edina since 2006

Target population size in 10 mile radius
= ~800,000 residents

Heavy retail, restaurant and daytime traffic – premier markets

100+ businesses within a quarter mile radius

Regional draw with strong, nationally recognized anchor tenants

Edina & Southdale Center Market



Proposed Site Location



SOUTHDALE CENTER Edina (Minneapolis Metro), MN

West Aerial View

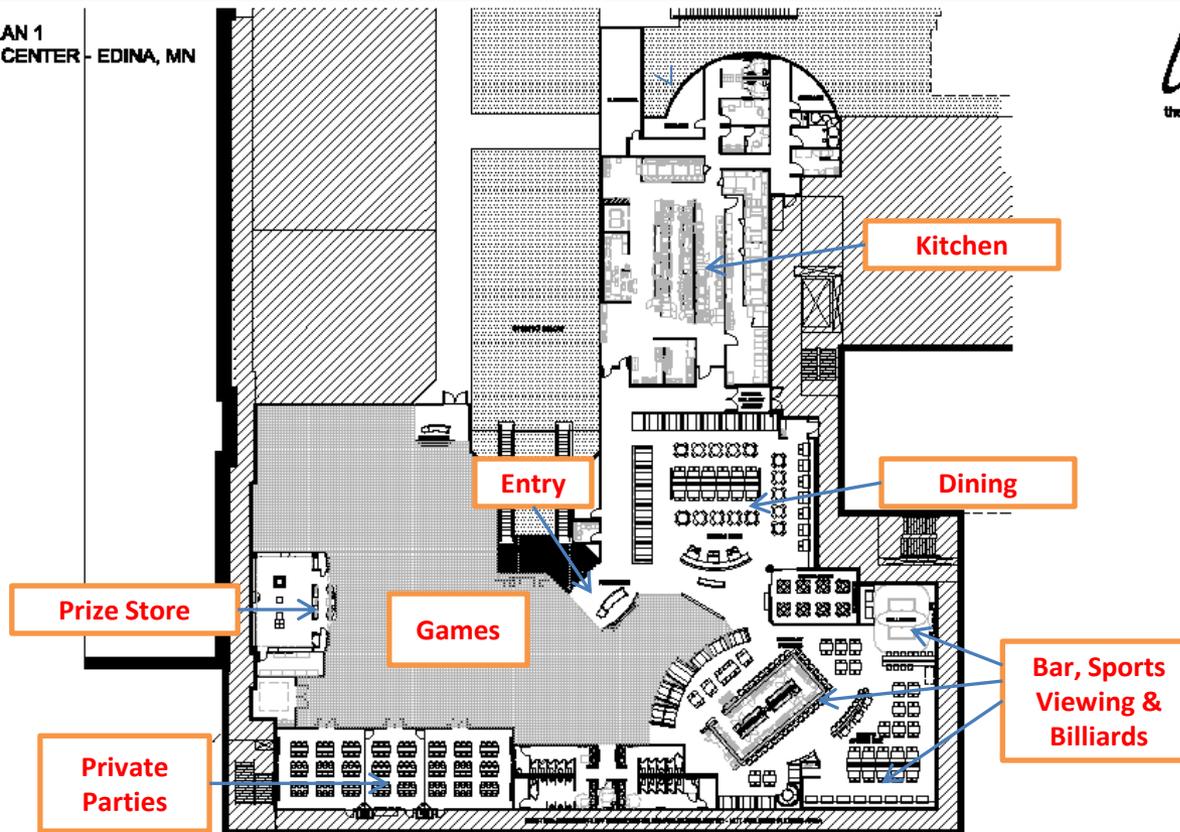
Preliminary Floor Plan



PRELIMINARY FLOOR PLAN 1
SOUTHDALE SHOPPING CENTER - EDINA, MN
18 OCTOBER, 2013

Page 9 of 25

Linear!
the architecture of Kerney Brundage and Young



EDINA SEATING

Dave's Sports Box	25 Tables	132 Seats
Dining Zone	60 Tables	228 Seats
Board Room	4 Tables	32 Seats
Bar Zone	15 Tables	66 Seats
Billiards	2 Tables	18 Seats
Arcade Dining	2 Tables	8 Seats
FUNCTION Rooms	24 Tables	144 Seats
TOTAL SEATING	127 Tables	668 Seats

DALLAS SEATING

Sports Dining	63 seats
Ent at Barista's	214 seats
Board Room	32 seats
Bar	165 seats
Billiards	14 seats
Arcade Dining	—
FUNCTION Rooms	144 seats
TOTAL SEATING	632 SEATS

EDINA SQUARE FOOTAGE ALLOCATIONS

Midlevel/Entry	1,248 (includes both entries, not including lower level)
Dave's Sports Box	1,899
Dining Zone	3,490
Board Room	630
FUNCTION Rooms	2,432
Billiards	705
Bar Zone	3,669 (this includes some circ around bar & wall station)
Dave's Arcade	10,000
Arcade Dining	87
Swag & Zoo	1,204
Teach Room	289
BOH	18,960 (includes 2433sf, kitchen, storage, etc.)
Misc./Circ	244 (includes vertical circ & wall entry walk to midlevel)
Total	87,641

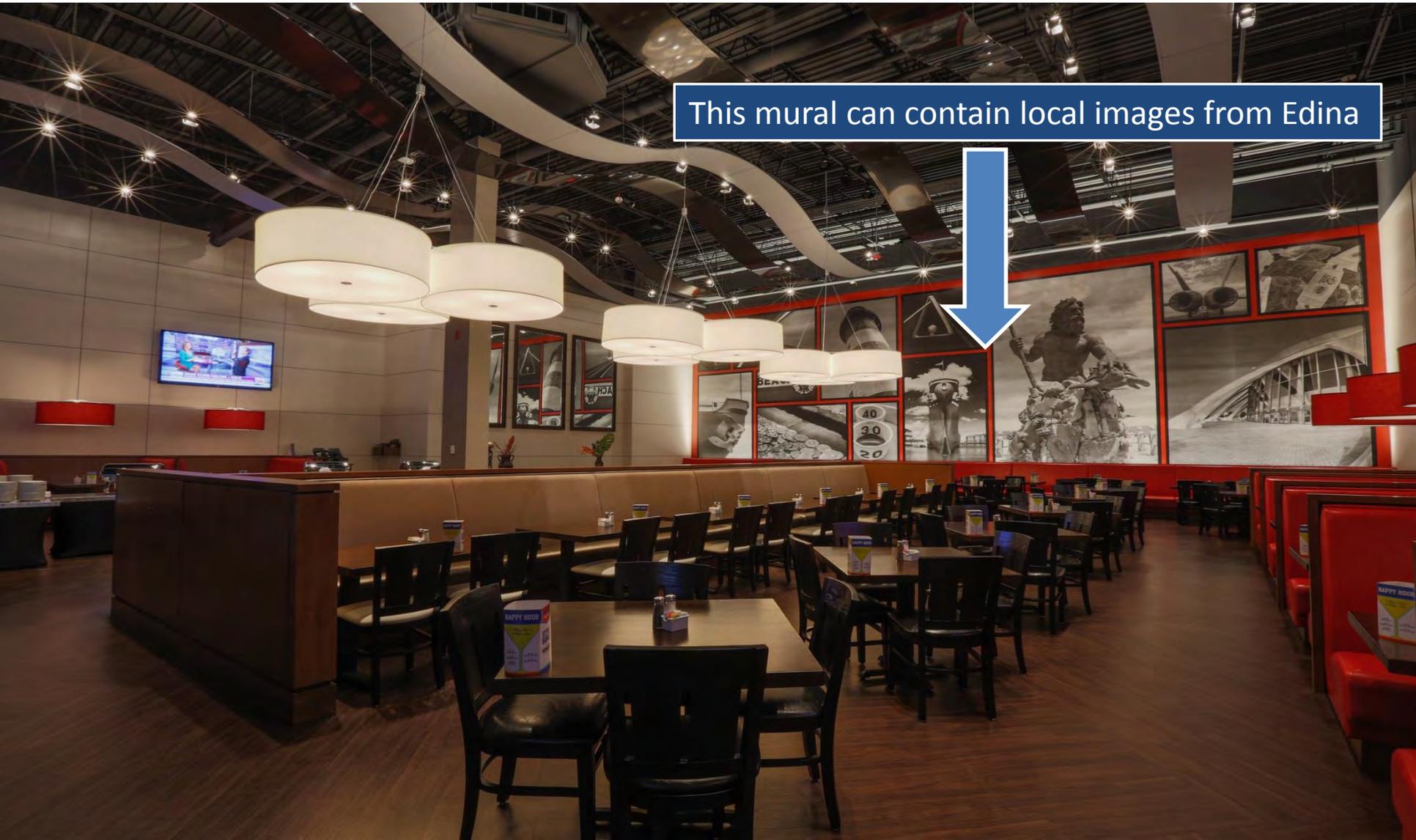
DALLAS SQUARE FOOTAGE ALLOCATIONS

Midlevel/Entry	760
Dave's Sports Box	1,257
Dining Zone	5,100
Board Room	643
FUNCTION Rooms	2,805
Billiards	843
Bar Zone	3,049
Dave's Arcade	14,060
Arcade Dining	—
Swag	1,181 (includes Zoo)
BOH	18,079 (includes kitchen, kitchen, etc.)
Misc./Circ	Included in BOH
Total	44,868

Cool & Current Interior



Cool & Current Interior



This mural can contain local images from Edina



Cool & Current Environment



Cool & Current Environment



Cool & Current Environment

This wallcovering highlights local sports teams



Latest & Greatest Games



Private Events

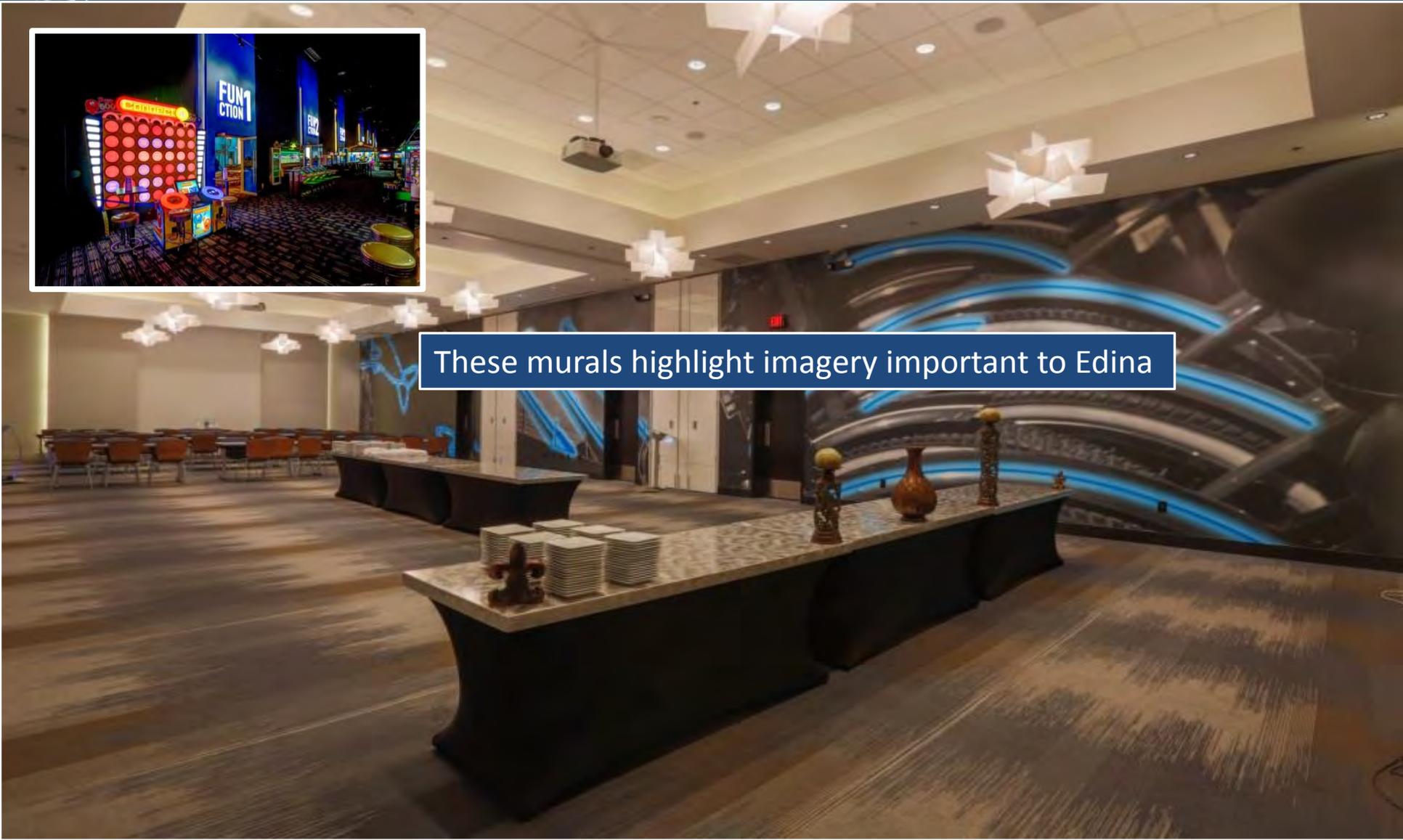
This mural highlights local cityscape



Private Events



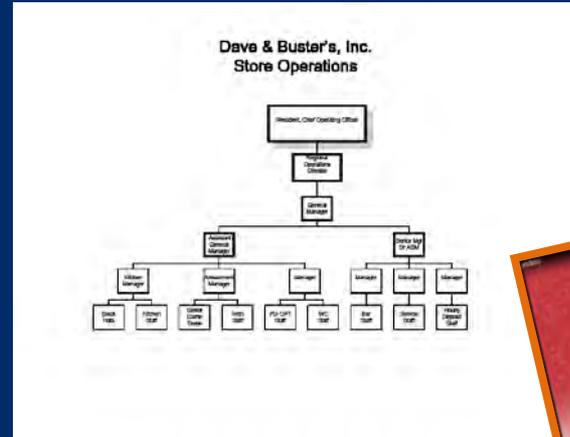
These murals highlight imagery important to Edina



Community Partner

Employment

- 140-160 jobs per location
- 6-8 member management team
- Service team – hourly & salary



Charitable Giving

- National Partnership with Make-A-Wish Foundation
- Each store supports local charities
- Employee Assistance Fund



Benefits

- 401 K with Company match
- Hourly and salary employees accrue vacation time
- All employees play free and enjoy discounted meals



How We Operate

Hours of Operation

- 11:00 a.m. – 2:00 a.m. Thurs-Sat
- 11:00 a.m. – midnight* Sun - Wed
- *holiday and special event exceptions

Games

- 170 – 200 games in the Midway
- No gambling, video poker or games of chance
- Food and beverage is served in all guest areas of the building

House Policy - Minors

- ID's are checked upon entry for all guests under the age of 30
- Any guest under the age of 18 must have a guardian present. Guardian must be 25+ years of age
- 1:6 maximum ratio of guardian : minors
- Minors not allowed to “roam free”

How We Operate

House Policies – Alcohol Service

- ServSafe program is a NRA program – nationally recognized
- BARS Program– secret shopper program to enforce proper ID checks
- 1 Drink maximum for each ID
- Each drink ordered from same server is logged in and counted to help manage consumption quantities over guests' visit
- Our Captains also monitor passing of drinks or other infractions
- **Received The VIBE Award for outstanding alcohol awareness programs**

Store Security

- Security personnel during peak hours
- Camera and video surveillance
- Nat'l Director of Security oversees security plan for each location

Store Level Leadership

- Seasoned General Manager – average tenure with Company is 8 years, 3-4 years as a GM
 - ❖ 1-2 Asst. General Managers
 - ❖ 4-6 Managers (Amusement Tech, Service, Business)
- Role of Captains
 - ❖ 1-2 on duty during peak shifts
 - ❖ Role is to enforce all House Policies
 - ❖ In particular, Guardian and Alcohol Policy enforcement

The Destination for Fun!



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January 29, 2014

TO: Mayor James Hovland, Council Member Mary Brindle, Council Member Josh Sprague and Bill Neuendorf Economic Development Manager

FROM: Jill Valachovic and Lisa Warren

CC: John Mulleady, SVP of Real Estate (Dave & Buster's), John Phipps SVP of Development (Simon) and Ben Martin, Mall Manager (Simon)

RE: Dave & Buster's Proposed Site in Edina, MN

All,

As a follow up to last month's informal meetings, the following are a few clarifications and responses to questions that were presented to Dave & Buster's:

- 1) **Sales Mix (Food/Beverage):** Our stores' sales mix nationwide is Food, Beverage and Amusements. The below is the breakdown of Food, Beverage and Amusements nationwide and for our Maple Grove store, and a breakdown of Food and Beverage only (excluding Amusements) for nationwide and Maple Grove.

Nationwide:

- Food 34%
- Alcohol 15%
- Amusements 51%

Maple Grove:

- Food 36%
- Alcohol 15%
- Amusements 49%

Nationwide:

- Food 70%
- Alcohol 30%

Maple Grove:

- Food 71%
- Alcohol 29%

- 2) **Average Store Revenue:** Our average store revenue for one year is approx. \$9 million.
- 3) **Peak Hours Facts (see attached chart for further information):**
 - 5 pm – 9 pm Thursday – Sunday
 - 50% of total weekly business is on Saturday and Sunday

- 19% of total weekly business is on Friday with 60% of Friday's business coming between 7 pm and 9 pm.
- 4) **Hours of Operation for Edina:** The proposed hours of operation for the Edina location would be Sunday–Wednesday 11:00 am – Midnight, Thursday–Saturday 11:00 am – 2:00 am. However, Dave & Buster's may alter these hours based on holidays or special events.
 - 5) **Preliminary Floor Plan:** The preliminary floor plan that is very early in plan development depicts the Game Room as approximately 30% of the total square footage. Prototypically, the Game Room is generally 33% of total square footage.
 - 6) **Maple Grove Floor Plan v. Edina Preliminary Floor Plan:** Attached are copies of Maple Grove's Final Floor Plan and Edina's Preliminary Floor Plans. The primary differences to the locations are as follows:
 - Updated and contemporary finishes
 - Edina plan has significantly more booth seating for families and to accommodate Edina's core demographics
 - Dedicated sports viewing lounge
 - Upgraded and more private dining space
 - More Game Room seating for families
 - 7) **Exiting Plan:** Some concerns were raised about the mall exiting plan. Therefore, Ben Martin, General Manager, met with the Edina Fire Marshall and Building Department on January 9, 2014. They went over the preliminary floor plan for the Dave & Buster's location. After review, both parties felt there were no issues with the exiting plan or the preliminary plans shown. Should the project move forward, Dave & Buster's and Simon will work with the all City Officials to comply with City code and address any concerns that arise during the permitting process.
 - 8) **Dave & Buster's House and Alcohol Policies/Procedures**
 - All service employees to be ServSafe Certified within 30 days of employment, which is a National Restaurant Association program;
 - All front of the house positions, i.e. Winner Circle clerk, Technicians and Hosts, completes the ServSafe Training Course with a ServSafe Certified Instructor and takes an in-house test. As a rule in addition to service staff and managers, we use Captains, Security and other front of the house staff members to assist in monitoring consumption throughout the building;
 - Managers must be ServSafe Instructor Certified and are required to complete an in-house manager training course, and employees in a leadership role, such as class trainers, must be ServSafe Instructor Certified;
 - We enforce a one ID / One drink policy to prevent passing of drinks;

- Guardian Policy - All under the age of 18 must be accompanied by a guardian at least 25 years or older. Six minors to one adult limit. Minors are not allowed to 'roam' freely in the building. The Guardian must accompany minors into and throughout the Midway, which avoids parents in the dining room and minors unaccompanied elsewhere in the building; and
- 9) **Bars Program:** D&B uses the BARS Program, which consists of two compliance checks per month per store on an anonymous basis to verify the ID checks, in accordance with our policy (ID if under 30). If the employee requests the ID during the compliance check, the employee receives a Green Card. If the employee fails to request the ID during the compliance check, the employee receives a Red Card. When an employee receives a Red Card, the manager is notified and the employee receives a written warning. If an employee receives two (2) Red Cards in a two (2) year period, he or she is automatically terminated. From Year 2013, on average D&B stores received 94% Green Cards and 6% Red Cards. For Year 2013, Maple Grove received 100% Green Cards.
- 10) **Security:**
- D&B employees a Director of Security to oversee security and house/dress code policies.
 - D&B's Director of Security will work with Edina's Police Department to determine security needs, if any, and discuss its overall operations.
 - We will hire off-duty security during peak hours, if necessary.
 - Cameras will be installed inside the Edina location, with approximately 30 day of pre-recorded footage.
- 11) **Mall Locations:** Dave & Buster's has 64 locations. 25 of those locations are located in a mall, and 10 of the mall locations are with Simon Properties with one under construction. The following are the Simon mall locations: Braintree, MA; Orland Park, IL; Ontario, CA; Orange, CA; San Jose, CA; Hanover, MD; Concord, NC; Philadelphia, PA; Nashville, TN; Sugarloaf, GA; and Panama City Beach, FL (under constructions).

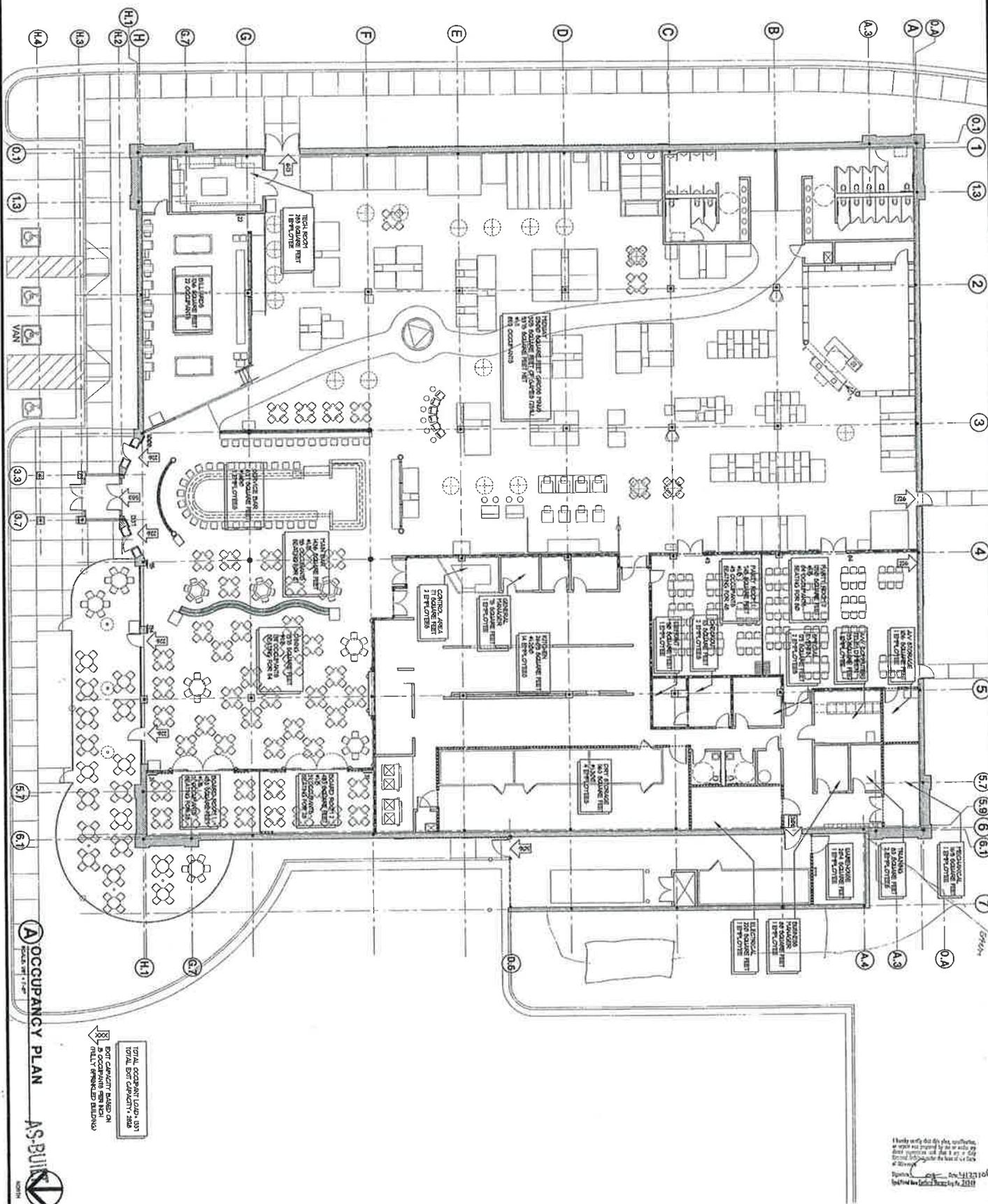
As always, please feel free to contact either of us at Dave & Buster's to further discuss these or any other questions.

Thank you so much for your consideration.

Percent of Business								
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
11 AM - 12 PM	0.3%	0.2%	0.4%	0.2%	0.3%	0.6%	0.5%	2.6%
12 PM - 1 PM	0.5%	0.3%	0.6%	0.4%	0.6%	1.3%	1.1%	4.9%
1 PM - 2 PM	0.5%	0.4%	0.6%	0.4%	0.7%	1.7%	1.6%	5.8%
2 PM - 3 PM	0.5%	0.3%	0.5%	0.4%	0.6%	2.0%	1.7%	6.0%
3 PM - 4 PM	0.4%	0.3%	0.5%	0.4%	0.6%	2.2%	1.7%	6.1%
4 PM - 5 PM	0.5%	0.4%	0.7%	0.5%	0.8%	2.6%	1.7%	7.1%
5 PM - 6 PM	0.6%	0.6%	1.0%	0.7%	1.3%	3.0%	1.8%	9.1%
6 PM - 7 PM	0.8%	0.9%	1.4%	1.1%	2.1%	3.7%	1.8%	11.8%
7 PM - 8 PM	0.8%	0.9%	1.5%	1.1%	2.7%	4.0%	1.5%	12.6%
8 PM - 9 PM	0.7%	0.8%	1.2%	1.0%	2.9%	3.9%	1.2%	11.6%
9 PM - 10 PM	0.5%	0.6%	1.0%	0.8%	2.6%	3.4%	0.9%	9.8%
10 PM - 11 PM	0.3%	0.4%	0.7%	0.6%	2.0%	2.6%	0.5%	7.1%
11 PM - 12 AM	0.1%	0.1%	0.3%	0.3%	1.3%	1.7%	0.2%	3.9%
12 AM - 1 AM	0.0%	0.0%	0.1%	0.1%	0.6%	0.8%	0.0%	1.5%
Total	6.7%	6.2%	10.3%	8.0%	19.2%	33.4%	16.2%	100.0%
7-close/open-7	37.9%	44.9%	44.6%	48.7%	62.9%	49.2%	26.3%	46.6%

Conclusion

- 50% of our business is on Saturday and Sunday
- 19% is on Friday with 60%+ of Friday sales after 7pm



A OCCUPANCY PLAN
 SCALE: 1/8" = 1'-0"
 A.S. BUIK

TOTAL OCCUPANT LOAD: 871
 TOTAL SEAT CAPACITY: 288
 SEAT CAPACITY BASED ON
 18" x 18" TABLES
 (SEE SCHEDULE FOR SEATING CHARTS)

I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision and that I am a duly licensed professional engineer in the State of Texas.
 Date: 11/13/13
 Signature: [Signature]

Issue / revision	DATE
1-2-13	11-13-13
2-1-13	11-13-13
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DAVE & BUSTER'S
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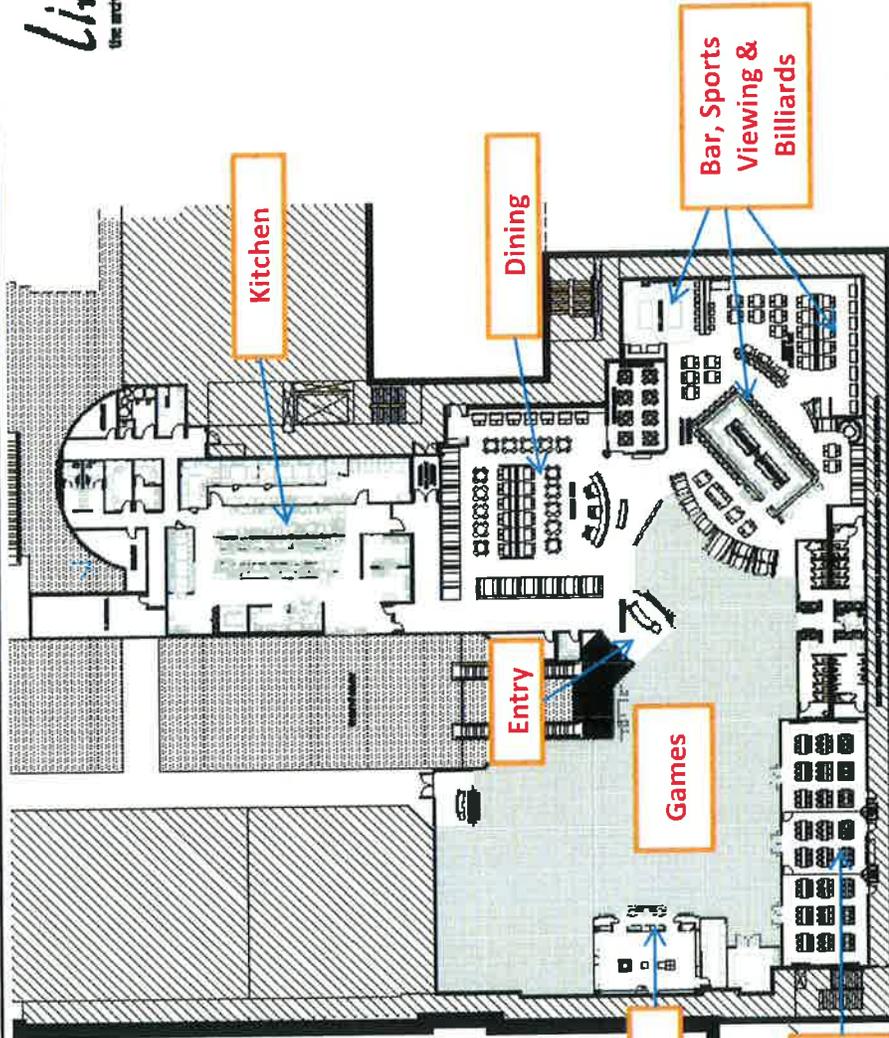
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Preliminary Floor Plan



PRELIMINARY FLOOR PLAN 1
SOUTHDALE SHOPPING CENTER - EDINA, MN
16 OCTOBER, 2013

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the architecture of memory knowledge and vision



EDINA BEATING		DALLAS BEATING	
25 Tables	132 Seats	Sports Dining	88 seats
18 Tables	228 Seats	East of Center's	214 seats
6 Tables	32 Seats	Board Room	32 seats
15 Tables	60 Seats	Bar	140 seats
2 Tables	10 Seats	Billiards	14 seats
2 Tables	8 Seats	Arcade Dining	-
24 Tables	144 Seats	FLANIGAN ROOMS	144 seats
127 Tables	688 Seats	TOTAL BEATING SEATINGS	688 SEATS

EDINA SQUARE FOOTAGE ALLOCATIONS		DALLAS SQUARE FOOTAGE ALLOCATIONS	
Multi-Meeting	1,248	Multi-Meeting	797
Devote Sports Bar	1,488	Devote Sports Bar	1,307
Dining Room	3,480	Bar	1,180
Board Room	448	Bar Zone	618
FLANIGAN ROOMS	2,432	Billiards	2,078
Bar	776	Billiards	843
Bar Zone	2,218 (8) to include more arc annual bar & wall entry	Bar Zone	3,049
Arcade Dining	92,288	Arcade Dining	14,080
Board Room	47	Bar	-
Multi-City	1,264	BOH	1,191 (includes 2nd)
TOH	18,288 (includes 2nd floor, includes storage area)	BOH	98,078 (incl. include, include, etc.)
TOTAL	97,841	Multi-City	42,388
		TOTAL	42,388