

CENTER CITY LIQUOR LICENSES

One of the aims of the City of Holyoke’s Urban Renewal Plan is to create an active Center City with a variety of 24/7 uses, including restaurant establishments. To that end, the Holyoke Redevelopment Authority is providing new, low-cost alcoholic beverage licenses to qualified applicants who develop restaurants in the Center City.

HOW TO APPLY

The application form is available at the end of this document, or can be obtained electronically at HolyokeRedevelopment.com. Completed applications can be returned via email to oped@holyoke.org or the Office of Planning and Economic Development, City Hall Annex, 20 Korean Veterans Plaza Suite 406 Holyoke, MA. 01040

ELIGIBILITY

1. Applicant must comply with all building, health, zoning laws, ordinances and rules and regulations of the Massachusetts Alcoholic Beverages Control Commission (ABCC), local, state, and federal governments.
2. Establishment must be considered a full-service restaurant by the HRA Board, which will base its consideration on the following:
 - a. Full-service restaurants are defined as establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. (Source: US Census Bureau - NAICS 7221).
 - b. Applicant must show the Board that they will operate a closely supervised, well managed restaurant, with the service of alcohol as a secondary service that supports the primary function of food service.
 - c. Establishment will have a permanent section of booths and/or tables used for seating and dining that predominantly encompasses the space designated for the restaurant, which is designed, intended and used for the indoor sales and consumption of food prepared on the premises.

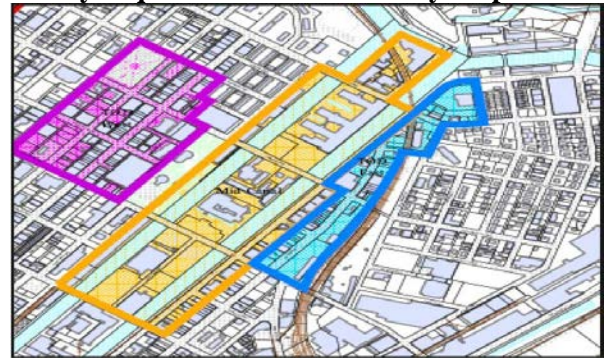
3. Applicant must be a holder of a common victualler license.

EVALUATION CRITERIA

HRA Board members will make their decision based on determining the strength of the criteria listed below:

1. Applicant’s restaurant must be located within the four neighborhoods that comprise Center City and/or the sub-districts created therein for use of these liquor licenses. The granting of the license will benefit the purpose of the Urban Renewal Plan, creating an active downtown with a variety of uses.

Center City Liquor License Availability Map and Table:



URP Area #	Area Description	All	Beer/ Wine	Total
2 & 4	TOD West	1	2	3
5	TOD East	1	1	2
6	Mid-Canal	1	2	3
At Large	URP Area	3	2	5
	Total	6	7	13

2. Applicant proposes and commits to maintaining regular extended hours of operation into evenings, at least four days a week, on weekends, and will maintain its food service available at all operating times. The Board may allow for a reasonable timeframe on a case-by-case basis to account for build-out and short ramp up of restaurant operations.
3. Restaurant premises will include façade improvements and/or streetscape elements that are aesthetically pleasing and inviting to the public, through visible windows, clear signage, and other design elements, as appropriate.

4. Improvements and investments will be made by the applicant to the restaurant property, and the applicant will show they have financial stability to undertake the proposed project.

5. The applicant demonstrates a commitment to create jobs with a preference for Holyoke residents and a plan to recruit employees from those living in the Center City neighborhoods.

6. The applicant demonstrates experience as a restaurateur, and of the culinary, service and managerial staff employed or to be employed.

The HRA reserves the right to redefine and restructure criteria in the future based on changes in market conditions for the City of Holyoke.

PROCESS OVERVIEW

1. Applicant submits completed application to the Holyoke Redevelopment Authority staff at the City of Holyoke Office of Planning and Economic Development located in the City Hall Annex, 20 Korean Veterans Plaza Suite 406, or via e-mail at oped@holyoke.org

2. Staff reviews application to ensure that minimum HRA qualifications are met and, if necessary, may request additional information. An in-person meeting with applicant and staff may be scheduled. After staff review, the application will be provided to the HRA Board for consideration. The applicant will be invited to an HRA meeting to discuss the application.

3. The HRA will make a recommendation to approve or deny the application. The HRA may choose to hold a concurrent meeting with the City of Holyoke License Board. The Board may also table the request pending additional information or for any reason it determines.

4. Following HRA approval, applicant will enter into a written commitment with the HRA to comply with Center City Liquor License criteria and eligibility requirements and submit a bank check for a one-time fee of \$10,000 made payable to the Holyoke Redevelopment

Authority, to be held in escrow until all local and state approvals are obtained or returned if approvals are not obtained within a ninety (90) day period.

Please note: Concept of applicant's establishment must follow representations made to the HRA during the application process. Any significant changes in the operations (such as changes to hours, restaurant style or menu concept) are subject to review and must obtain HRA approval to ensure that Liquor License criteria continue to be met.

Applicants will then be instructed to begin the standard application process with the License Board for local and state approval. Applicants are subject to all standard approvals and fees required by the City of Holyoke, the local License Board and the Commonwealth's Alcoholic Beverages Control Commission (ABCC).

6. Center City Liquor Licenses are non-transferrable; in the event that the applicant's restaurant is closed or sold to another owner the Center City liquor license will revert back to the City of Holyoke. In the event a Center City license-holding restaurant changes location for any reason, the restaurant would be required to re-apply for the license through this process, although the HRA Board may forego or otherwise reinvest the license fee on a case-by-case basis and to the extent permitted by state law.

7. In addition to local and state renewal processes, the applicant will be subject to a review process, either annually or in a time frame to be defined at the discretion of the HRA or License Board, in order to establish that Center City Liquor License criteria continue to be met; failure to meet minimum HRA criteria may result in a recommendation to the License Board for disciplinary action, including monetary fines, suspension, modification, revocation or cancellation of the Center City liquor license.

QUESTIONS?

For questions or clarification about this program or application process, feel free to contact Ben Murphy at the Holyoke Office of Planning and Economic Development at 413-322-5655 or murphyb@holyoke.org

Center City Liquor License Application Form

Applicant Name: _____

Address: _____ City: _____ State: ___ Zip: _____

Phone (daytime): _____ Email: _____

Please indicate the type of license you are applying for:

_____ All Alcoholic Beverage License

_____ Wine & Malt Beverages License

Property Information (property must be located within the Urban Renewal Plan area):

Address: _____

Please provide or attach information that describes which section of the property will be occupied by the restaurant. Include the total square footage of the restaurant, and provide estimated square feet which will be occupied by the bar area, eating area, kitchen, etc.

Please describe plans to improve the facility in which you will operate, including the current condition of the building or portion of the building where the restaurant will be located, projected investments and an estimated timetable for opening.

Restaurant Information:

Name of Establishment: _____

Days and Hours of Operation: _____

Estimated Total Seating Capacity (number of seats): _____

Restaurant Area Seating Capacity: _____

Bar Area Seating Capacity: _____

Describe how your operation will focus on a dining experience that creates a vibrant downtown and adds to the development of the neighborhood's character.

Employment Information:

Number of Full Time Employees: _____

Number of Part Time Employees: _____

Please describe the level of past restaurant experience for the lead cooking staff; please include any professional training or culinary certifications received, and past managerial experience that will better assist the Holyoke Redevelopment Authority in determining the applicant’s capacity to own and operate a restaurant.

Other: Attach additional information listed below and any other relevant information that will be useful in the Holyoke Redevelopment Authority’s review of this application:

- A general business concept plan
- Design plans for proposed restaurant
- Marketing and branding materials
- Information about the qualifications of managerial and culinary staff
- A proposed menu and/or description of food available
- Amount of anticipated investment in the property’s redevelopment and reuse

APPLICANT’S CERTIFICATION

Pursuant to Massachusetts General Laws, Chapter 62C, Section 49A, I certify under the penalties of perjury that I, to the best of my knowledge and belief, have filed all state tax returns and paid all state taxes required under the law. Furthermore, I have no outstanding or late taxes. The applicant will be required to obtain a release from the Holyoke City Treasurer showing that all municipal taxes are paid.

The Applicant certifies that all information in this application and all information furnished in support of this application are true and complete to the best of the Applicant’s knowledge and belief. I have read and understand the procedures and agree to follow the Holyoke Redevelopment Authority Process. I am submitting documentation as requested.

Any investments, improvements and agreements made prior to receiving HRA approval should be made at the discretion of the developer/applicant. HRA approval does not guarantee other local and state approvals and is not considered an approval for a liquor license.

Applicant’s Signature: _____ **Date:** _____