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AGENDA
PLANNING AND ZONING COMMISSION MEETING
CITY OF CREVE COEUR, MISSOURI
MONDAY, APRIL 16, 2012
7:00 PM

1. ROLL CALL

Mr. Michael Barton
Mr. Gary Eberhardt
Mr. James Faron
Mr. Ken Howard
Ms. Cynthia Kramer
Mr. Tim Madden
Mr. Jim Schnarr
Mr. Carl Lumley, City Attorney
Ms. Whitney Kelly, AICP, City Planner
Ms. Alexandra Gada, Recording Secretary

Pursuant to Section 610.022 RSMO, the Planning and Zoning Commission could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under Section 610.021(1) RSMo. and/or personnel matters under Section 610.021(13) RSMo. and/or employee matters under Section 610.021(3) RSMo. and/or real estate matters under Section 610.021(2) or other matters as permitted by Chapter 610.

Reports, documents, plans, and related materials are available for examination at the Creve Coeur Government Center, 300 North New Ballas Road, prior to the meeting.

Special disabled service may be arranged by contacting the Office of the City Administrator in advance.

2. ADDITIONS TO – ACCEPTANCE OF THE AGENDA

3. APPROVAL OF MINUTES

A. Draft minutes of March 19, 2012 meeting.

4. PUBLIC COMMENT

An opportunity for members of the public to address the Planning and Zoning Commission regarding issues or concerns not already on the agenda for this meeting. Those wishing to speak will be asked to limit comments to three minutes and to complete a speaker card.

5. **UNFINISHED BUSINESS**

None

6. **NEW BUSINESS**

A. PUBLIC HEARING

Application #12-009: A request for conditional use permit amendment to allow full service, in-theatre dining at the AMC theatre located at 12657 Olive Boulevard.

Applicant/Agent:	Kevin M. Connor	Applicant's	Tammy Korte
	American Multi-Cinema, Inc.	Representative:	ArcVision
	920 Main Street		1950 Craig Road, Suite 300
	Kansas City, MO 64105-2008		St. Louis, MO 63146

7. **WORK AGENDA**

A. Downtown Discussion: Transitional Street Type

8. **OTHER BUSINESS**

A. Planning Division Report

B. City Attorney Report

9. **ADJOURNMENT**

Posted: _____
Whitney Kelly
City Planner



**CITY OF CREVE COEUR - MINUTES
PLANNING AND ZONING COMMISSION MEETING
MONDAY, MARCH 19, 2012
7:00 P.M.**

A public hearing and regular meeting of the Planning and Zoning Commission of the City of Creve Coeur, Missouri was held on Monday, March 19, 2012, at the Creve Coeur Government Center, 300 North New Ballas Road. Chair Tim Madden called the meeting to order at 7:00 p.m.

MEMBERS PRESENT: *Mr. Timothy Madden, Chair*
 Mr. Michael Barton
 Mr. Gary Eberhardt
 Mr. James Faron
 Ms. Cynthia Kramer
 Mr. Jim Schnarr
 Mr. Ken Howard

OTHERS PRESENT: *Mr. Lee Curtis, Assistant City Attorney*
 Mr. Paul Langdon, Director of Community Development
 Ms. Whitney Kelly, AICP, City Planner
 Ms. Alexandra Gada, Recording Secretary

2. ADDITIONS TO – ACCEPTANCE OF THE AGENDA

The Agenda was accepted as written.

3. APPROVAL OF MINUTES

Draft Minutes of March 5, 2012 meeting.

Mr. Eberhardt moved approval of the draft minutes as written. Dr. Barton seconded the motion which carried unanimously.

4. PUBLIC COMMENT

None

5. UNFINISHED BUSINESS

None

6. NEW BUSINESS

A. Application #12-006: Request for site development plan approval of Missouri Baptist University Student Housing Phase II.

Applicant: Ken Revenaugh
Senior VP Business Affairs
One College Park Drive
Saint Louis, MO 63141

Applicant's Representative: Rick Keisker
Ittner Architects
611 N. 10th Street
Saint Louis, MO 63101

Applicant's Presentation:

Mr. Keisker and Mr. Greg Goebel(Director of Design) presented on the request to approve the site development plan of Missouri Baptist University Student Housing Phase II.

The plan is consistent with the updated Concept plan approved by the Planning and Zoning Commission in November 2009. The proposed new building will consist of 17 dwelling units for approximately 100 students. Development will include all site-related features including sidewalks and landscaping. The proposed building's parking is towards the interior of the campus and will not create any foreseeable negative impacts on neighboring residential properties. The new building will utilize the same materials and similar design as the prior two buildings.

Comments or questions from Commission members:

Mr. Faron asked about unit layout escapes and whether there is a refuge on the roof. Mr. Goebel stated that the roof doesn't have a refuge but there are numerous escape exits throughout the building to comply with fire safety.

Comments and questions from the audience:

Ms. Nancy Eisenschiml, resident at 24 Balcon Estates, inquired about detention of run-off water and Smith Creek. The property is located immediately upstream of the Missouri Baptist University Housing. Ms. Eisenschiml had to replace the bridge over the creek three times due to flooding and would like to make sure it does not occur again. Her primary concern is the potential of the runoff water to cause the creek's water to back up and flood her property. Ms. Eisenschiml also questioned if the water detention measures provided for in the above plan are adequate and approved by MSD.

The contact information for the MSD reviewer was also requested. Mr. Goebel reviewed details of water detention measures provided for in the plan and stated that they were approved by MSD and exceed their requirements. Mr. Madden recommended checking if MSD is aware of the situation on Ms. Eisenchimpl's property. Mr. Langdon responded that they most likely are but lack the means to address the issue. Ms. Gay Ackerman, resident at 26 Balcon Estates, which is directly downstream from Missouri Baptist Housing, stated that she also is concerned about water detention and would like to ensure that it will be adequate.

Staff Presentation:

Ms. Kelly, City Planner, stated that the original Site Concept Plan approved in 2008 for the new student housing area included the 12 "apartment" style buildings. In November 2009, the Planning and Zoning Commission approved the site development plan for the two existing new student housing structures for the area, where the reconfiguration of the buildings were shown with a total of 5 buildings, the prior approved two buildings, the one larger building (essentially three units attached together) currently under consideration, and two more buildings similar to the first two that will be developed as Phase III. The change resulted from the required detention basin by MSD and the slope of the site. At that time the student housing was deemed to be in substantial compliance with the

original concept, in that the overall architecture remained the same, the site layout was well designed and landscaped, and the number of students and units were not increasing. The Phase II building will have the same architectural style and design as the first two buildings, with the same materials. The building is situated well inside the campus, and would not have an impact on the surrounding residential properties. Adequate parking was provided as part of Phase I, and not included in this application. Therefore, Staff finds that the project is in substantial compliance, and recommends approval based on the conditions listed in the Staff Report.

Mr. Faron inquired why the building plan was revised. Mr. Goebel answered that some of the space for original buildings ended up being used in other ways in order to comply with MSD requirements for the detention basin and more open space for fire access and the required landscaping that is consistent with the entire campus. Having less available land led to revision of original plan.

Ms. Kramer asked about the conditions of plan approval. Ms. Kelly replied that conditions included: that the applicant is required to submit Grading Plans, showing all exterior improvements, for all new construction to the Division of Planning for review, and that they are in substantial conformance with the “Site/Grading Plan,” dated February 17, 2012, and “Landscape Plan,” submitted with this application, and that the exterior elevations shall be in substantial conformance with the “Exterior Elevations” dated February 17, 2012, and materials consistent with the existing Phase I-Student Housing buildings.

There being no further comments, the motion was made by Mr. Faron to approve the site development plan for Phase II-Student Housing subject to the conditions listed in the staff report on Application #12-006, for the meeting of March 19, 2012. Mr. Eberhardt seconded the motion with the resultant vote as follows:

Mr. Faron – aye	Mr. Eberhardt –aye	Chairman Madden – aye
Mr. Schnarr – aye	Mr. Barton – aye	Ms. Kramer – aye
Mr. Howard – aye		

B. Application #12-007: Request for final plat approval of The Enclave at Bellerive Final Plat 6, Lots 19, 30-33, 37 & 47-49

Applicant:	The Enclave Bellerive, LLC	Applicant's	David A. Volz
	332 Wythe House Court	Representative:	Volz, Inc.
	Creve Coeur, MO 63141		10849 Indian Head Ind. Blvd.
			St. Louis, MO 63132

Staff's presentation:

Ms. Kelly presented the findings of Staff's review indicating that the plat was in substantial compliance with the prior approved preliminary plat approved in January 2005. Review and approval of final subdivision plats is a ministerial act; if the drawings are largely the same as the preliminary plat that was already approved, and it is technically accurate, it must be approved by the Planning Commission and City Council. Ms. Kelly further stated that the original site concept plan showed a front setback at 30-feet for Villages A and B, and 20-feet for Village C. Subsequently, the site improvement plans approved in July 2005 and the final plats since then show that Village B and Village C front setback was at 15-feet. The front setbacks as shown now are Village A 30-feet, Village B 15-feet, and Village C 15-feet. Nothing in the Code states that final plats have to be in complete conformance with the preliminary plat, site improvement plans are required to be in substantial compliance. Staff does not have a concern with the setbacks as they are presented, and therefore recommends approval.

Comments and questions from Commission members:

Ms. Kramer asked for clarification regarding the conditions listed in the staff report. Ms. Kelly stated that condition one requires that the applicant shall provide two paper copies and one electronic copy of the recorded plat to the City of Creve Coeur and (two) that the setback lines on Lot 37 were not drawn on the plat and will need to be added and verified prior to recording. These are included in the Draft Ordinance. If the Commission Members felt that the front setback lines need to be moved to the original 30 feet for Village B, then the third condition will need to be included by a separate motion.

Dr. Barton asked when the setbacks were changed. David Volz indicated that he went through his records and that no one knows for sure when or why the change was made. He reiterated that the existing homes within Village C were built close to the 15 foot setback according to Plat 1 approved in 2006. The final plat for lots in Village B indicated 15-foot setbacks as well. The final plats 4 and 5 were approved in 2011 with the setback at 30-feet for Village A, and 15-foot setback for Village C.

No comments or questions from the audience.

There being no further questions or comments, the motion was made by Ms. Kramer to recommend approval of the final subdivision plat for Enclave Bellerive Plat 6 with the condition 1 and 2 listed in the staff memo, dated March 16, 2012. Mr. Faron seconded the motion with the resultant vote as follows:

Mr. Faron – aye
Mr. Schnarr – aye
Mr. Howard – aye

Mr. Eberhardt –aye
Mr. Barton – aye

Chairman Madden – aye
Ms. Kramer – aye

No comments or questions from the audience.

7. WORK AGENDA

None

8. OTHER BUSINESS

A. Planning Division Report

Mr. Langdon summarized upcoming projects for the Commission.

B. City Attorney Report

None

9. ADJOURNMENT

There being no further business to come before the Planning and Zoning Commission, upon motion being made and duly seconded, the meeting was adjourned at 7:37 p.m.

Timothy Madden, Chair

Alexandra Gada, Recording Secretary



city of CREVE COEUR

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**APPLICATION TO PLANNING AND ZONING COMMISSION
#12-009 TO REPEAL ORDINANCE NUMBERS 1612 AND 1707 AND REPLACE
WITH A NEW CONDITIONAL USE PERMIT FOR THE OPERATION OF
A 16-SCREEN AMC THEATER WITH FULL SERVICE DINING
AT 12657 OLIVE BOULEVARD**

FOR THE MEETING OF: April 16, 2012

LOCATION: 12657 Olive Boulevard

REQUEST:

Tammy Korte, of ArcVision, on behalf of Kevin M. Connor, American Multi-Cinema, Inc. has submitted a request to amend the conditional use permit to allow for in-theater dining service at the AMC Theater located within the West Park Center. The property is located at the northeast corner of Olive Boulevard and Whispering Pines Drive, within the West Park Development, and is zoned "CB" Core Business District.

ADDITIONAL INFORMATION:

All motion picture theaters and eating and drinking establishments are permitted by conditional use permit in the "CB" Core Business District [Section 405.370(C)(1)(g) and (j)]. Ordinances No. 1612 and 1707 authorizing the conditional use permit to operate a 2,992 seat, 16-screen motion picture theater in the West Park Development require that any enlargement, extension, expansion or alteration in the use of the structure or site must be approved by the City Council upon receipt of the recommendation of the Planning and Zoning Commission.

Key Issues:

- Does the request integrate with the existing use?
- Does the request further the goals and/or implement the Comprehensive Plan?
- Will the requested use impact the surrounding properties?

Comp. Plan References

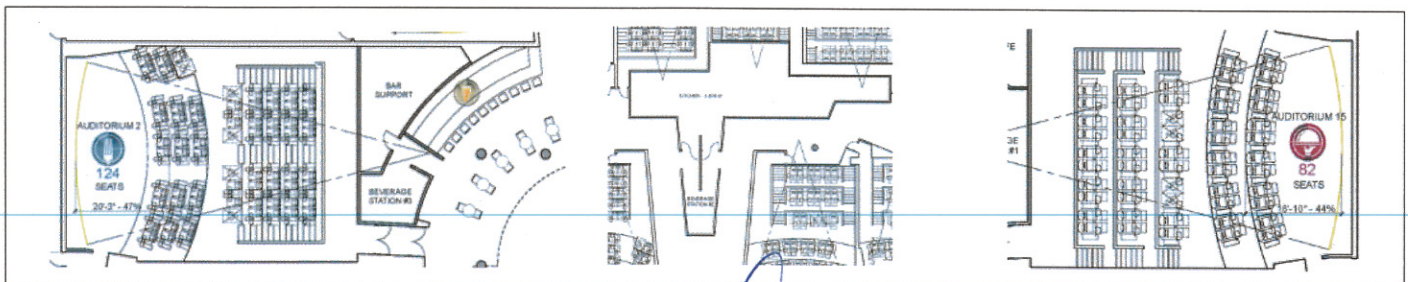
- West Olive Corridor

Zoning Code References

- Section 405.370 "CB" Core Business District
- Section 405.470 Conditional Uses
- Section 405.820 Required Off-Street Parking Spaces

APPLICANTS: Kevin M. Connor
American Multi-Cinema, Inc.
920 Main Street
Kansas City, MO 64105-2008

REPRESENTATIVE: Tammy Korte
ArcVision
1950 Craig Rd. #300
St. Louis, MO 63146



REPORT PREPARED BY:

Whitney Kelly
Whitney Kelly, AICP, City Planner

4/12/2012
Date

ATTACHMENTS: Applicant's Materials received March 9, 2012 and April 9, 2012
Draft Ordinance
Ordinances No. 1612 and 1707

BACKGROUND AND PROPOSAL REQUEST

In 1993 (Ordinance No. 1612), The City Council authorized a conditional use permit to operate a 16-screen motion picture theatre in the West Park Development, located on the northeast corner of Olive Boulevard and Whispering Pines Drive. The conditional use permit along with the site development plan expired in one year after approval by the City Council if a building permit had not been obtained and substantial construction begun. Therefore, in 1995 a second Conditional Use Permit (Ordinance No.1707) was issued for the theatre. Ordinance No. 1707 approved the Conditional Use Permit for a 16-screen 55,000 square foot motion picture theater with a maximum of 2,992 seats within the building. Parking included the 218 spaces on the lot across Whispering Pines Drive in St. Louis County, 214 parking spaces specific for the theater area, and shared parking with the office buildings of West Park Development.

The proposal under consideration is to alter the use to include a 1,670 sq. ft. kitchen, a 400 sq. ft. bar area, and three beverage stations for a total of 727 sq. ft., and convert the traditional stadium seating into 8 theatres with "Fork & Screen" seating, and 8 theatres with "Cinema Suites" seating for dining services. The total number of seats will decrease by approximately 64% to a total of

1,035 seats (596 Fork and Screen seating and 439 Cinema Suites seating). The seating breakout from the applicant's materials is to the right. Only ticket holders for a movie will be able to utilize the bar area (that show a maximum of 20 seats).

The applicant is not proposing any changes to the site, or exterior of the building.

Because the original ordinances reference outdated sections of the City's Code of Ordinances, as well as include conditions for site improvements that have already been completed, Staff is recommending a repeal of the existing ordinances and replacing them with a new conditional use permit.

SEAT CHART					
AUD.	Existing		Description	Projected	
	Total	Fixed		Total	Fixed
1	291	286	Fork & Screen	129	124
2	291	286	Fork & Screen	129	124
3	147	143	Fork & Screen	68	64
4	146	142	Fork & Screen	60	56
5	146	142	Fork & Screen	60	56
6	132	128	Fork & Screen	50	48
7	132	128	Fork & Screen	50	48
8	114	110	Fork & Screen	50	48
9	114	110	Cinema Suites	33	31
10	187	183	Cinema Suites	54	50
11	226	222	Cinema Suites	71	67
12	125	121	Cinema Suites	33	31
13	123	119	Cinema Suites	33	31
14	147	143	Cinema Suites	43	41
15	291	286	Cinema Suites	86	82
16	291	286	Cinema Suites	86	82
Total	2,903	2,835		1,035	983
OVERALL SEAT LOSS	N/A	N/A		64.35 %	65.33 %

Total number of F & S Seats - 568

Total number of CS Seats - 415

Handicap Seating Locations - 52

Total Seats - 1035

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The adjacent zoning and land uses are as follows:

DIRECTION	USE	ZONED	SEPARATED BY
North	Residents	St. Louis County	N/A
South	Hospital and Office Building	“PH” Planned Hospital District, “CB” Core Business District	Olive Boulevard (hospital)
East	Office Building	“CB” Core Business	NA
West	Retail	St. Louis County	Whispering Pines Drive

COMPREHENSIVE PLAN REVIEW

The subject property is located within the West Olive Corridor that encourages a high-quality, contained business area that connects with and coexists in a compatible fashion with adjacent single-family neighborhoods. The proposed expansion of the use to include family and adult dining in conjunction with the theatre provides a unique and new amenity to the City and County residents.. The proposed use is integrated into the existing facility, with no modification to the exterior of the building or site. Since there are no know concerns with the existing development, it appears that the request meets with the Goals and Objectives of the Comprehensive Plan.

ZONING REVIEW

Theatres are permitted with conditions in the “GC” General Commercial and “CB” Core Business districts, and restaurants are permitted with conditions in all commercial zoning districts within the city. The conditional use permit for the theatre requires that any enlargement, extension, expansion or alteration in the use of the structure or site must be approved by the City Council upon receipt of the recommendation of the Planning and Zoning Commission as an amendment to the Conditional Use Permit before a building permit for the enlargement, expansion or alteration may be issued. As the applicant is not proposing any changes to the site or exterior of the building, the only key zoning discussion point is a review of the required off-street parking.

Parking:

Off-street parking regulations for multi-plex motion picture theaters are discussed under Section 405.820(6)(b):

6. *Motion pictures (SIC Code 78).*
 - b. *Multi-plex motion picture theaters. One (1) space per four (4) seats. Except, however, that such theaters may have their parking modified by the provisions of Section 405.800(G)(3) or for multi-plex theaters located with shopping centers containing over twenty-five thousand (25,000) square feet of floor area which provide at least six (6) parking spaces per one thousand (1,000) square feet of floor area or multi-plex theaters located with shopping centers over fifty thousand (50,000) square feet of floor area which provide at least five (5) parking spaces per one thousand (1,000) square feet of floor area may provide parking according to the following standards:*

Gross Retail Area
25,000--49,999
50,000--79,999

Parking Standard
1 space per 5 seats
1 space per 6 seats

80,000--99,999 1 space per 7 seats
100,000 square feet and larger 1 space per 8 seats

Parking provided on site includes 214 spaces in the area for the AMC Theater, and 218 spaces on the lot west of Whispering Pines Drive in unincorporated St. Louis County; for a total of 432 spaces. In 1996, the Property owners of West Park Development entered into an agreement for evening-only shared parking with the office and retail developments and the movie theater, as part of the site development plan approval. Taken together, 1,130 spaces are available for the theater in the evening.

The original conditional use permit for the theatre indicated a total of 2,992 seats. This proposal will reduce the seating to 1,035 (approximately 64%). Giving a parking requirement as a theater at 1 space per 4 seats, the total number of parking spaces required would be 258 spaces.

However, as the proposed concept of in-theater dining also functions as a full service restaurant, a review of the parking under the eating and drinking category was also taken into consideration. Parking regulations for restaurants are discussed under Section 405.820(F)(5) Required Off-Street Parking Spaces:

One (1) parking space per every three (3) seats of maximum occupancy recorded under the conditional use permit plus one (1) parking space per every two hundred fifty (250) square feet of total building floor area plus one (1) parking space per each eight (8) seats in an outdoor seating area.

Thus, the required parking would be 352 spaces for the seating (including the 20 seats in the bar area) and 220 space for the total building floor area of 55,000 sq. ft., for a total of 572 spaces required. Normally, the inclusion of the floor area in the calculation is to account for the number of employees working, in addition to the patron seating.

However, the restaurant and bar functions completely overlap with the movie theater viewing, so the calculations of the parking needed for both restaurant and theatre seating does not represent an accurate accounting for the proposed concept. The applicant has indicted that the number of employees working during its peak shift will be 60 people, which is not accounted for in the theater requirement and grossly overestimated by the restaurant requirement. Therefore, Staff recommends that the parking required be based on a hybrid of the seating and number of employees, as follows:

1 space for every 3 seats; and 1 space for each employee at time of busiest shift.

Thus the total number of parking spaces required is 412 spaces, well within the total number of available parking on site. Therefore, staff does not anticipate a problem with the parking available for the use.

RECOMMENDATION

Based on the above analysis, the request for a conditional use permit meets all of the requirements (in the same degree or greater than the prior use) of the Comprehensive Plan and Zoning Ordinances. Staff recommends approval subject to the conditions below which are included in the draft ordinance:

1. The Conditional Use Permit shall be for the operation of 55,000 square foot 16 screen, AMC theater with full service dining, at 12657 Olive Boulevard.
2. Maximum theatre seating permitted is limited to 1035.

3. Maximum square footage of the kitchen is 1,670 square feet, and bar area (including three beverage stations) is 1,425 square feet.
4. Bar area shall be for ticketed patrons only.
5. Hours of operation shall be 9:30 p.m. to 2:30 a.m. seven days a week.
6. Additional business hours may be permitted with the Zoning Administrator's approval.
7. Off-street parking requirements will be calculated as a combination of seating and number of employees, as follows:
 - 1 space for every 3 seats, and 1 space for each employee at time of busiest shift as indicated at time of the application for the conditional use permit.

ACTION

If the Planning and Zoning Commission finds the attached draft conditional use permit ordinance to be in conformance with the purposes and regulations of the Comprehensive Plan and Zoning Code, it may vote on a recommendation to the City Council. Any changes to the draft ordinance should be discussed and made by separate actions.

MOTION

The following is an example of an appropriate motion for this application:

"I move to recommend approval of Application #12-009 for a Conditional Use Permit for a 16-screen in-theatre dining AMC motion picture theatre at 12657 Olive Boulevard, subject to the conditions contained in the draft ordinance attached to the staff report for the meeting of April 16, 2012" (conditions may be added, eliminated, or modified by preceding motion).

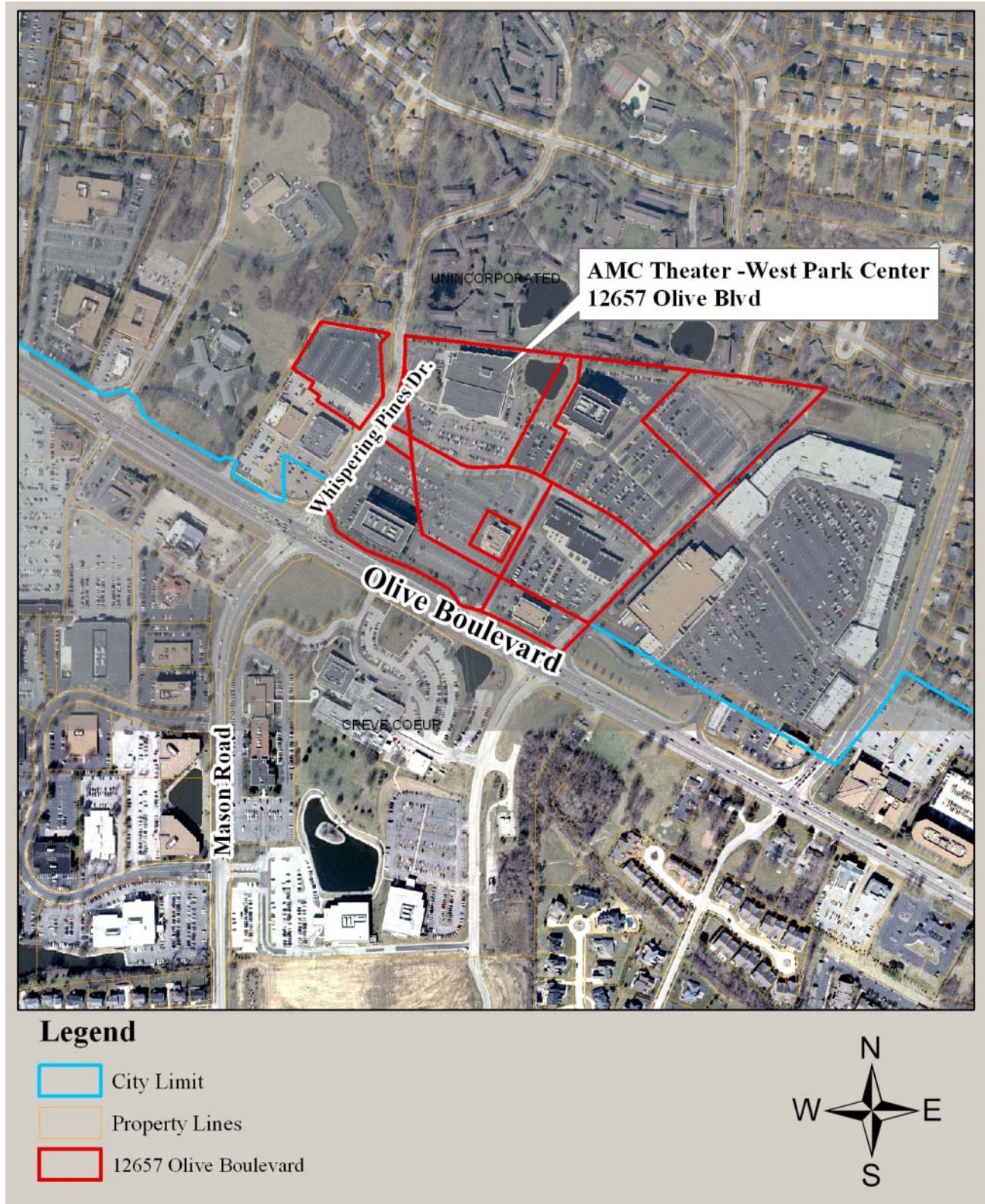
APPENDIX 1: COMPREHENSIVE PLAN

Included and attached by reference. See body of report for specific excerpts.

APPENDIX 2: ZONING CODE

Included and attached by reference. See body of report for specific excerpts.

APPENDIX 3: AERIAL PHOTO



APPENDIX 4: SITE PHOTOGRAPHS	Photo Date: 04/09/2012
	Description: View of the theatre looking north from the office building parking lot.
	Description: View of the property looking northeast from the entrance into the theater from Whispering Pines Drive.
	Description: View looking east from the Whispering Pines Drive entrance to the AMC parking lot west of Whispering Pines Drive (the property is located in unincorporated St. Louis County).

BILL NO. _____

ORDINANCE NO. _____

**AN ORDINANCE REPEALING ORDINANCES NUMBER 1612 AND 1707 AND
AUTHORIZING THE ISSUANCE OF A NEW CONDITIONAL USE PERMIT FOR A 16
SCREEN AMC MOTION PICTURE THEATER, WITH IN-THEATER DINING SERVICE
WITHIN THE WEST PARK DEVELOPMENT LOCATED AT 12657 OLIVE BOULEVARD**

WHEREAS, under Section 405.370(C), eating and drinking places and motion picture theatres, except drive-in, in the "CB", Commercial zoning district require the issuance of a conditional use permit as provided in Section 405.1070, Conditional Use Permits; and

WHEREAS, conditional use permit ordinance #1612, was approved by the City Council on November 22, 1993, and ordinance #1707 was approved by the City Council on April 10, 1995, for the operation of a 55,000 sq. ft. 16-screen motion picture theatre with a maximum seating of 2,992; and

WHEREAS, an application was submitted by Tammy Korte, of ArcVision, on behalf of Kevin M. Connor, American Multi-Cinema, Inc., to amend the conditional use permit to allow for in-theater dining and bar service; and

WHEREAS, restaurant use will be for the movie theater patrons only, and therefore does not generate additional customer parking demand; and

WHEREAS, a public hearing was held by the Creve Coeur Planning and Zoning Commission on Monday, April 16, 2012, beginning at 7:00 p.m. or immediately following the close of the previous public hearing, on said application for the conditional use permit as provided by Section 405.1070(D)(2); and

WHEREAS, notice of publication for said public hearing had been previously published at least 15 days prior to the hearing, in the St. Louis Countian, a newspaper of general circulation in the City of Creve Coeur; and

WHEREAS, the Planning and Zoning Commission reviewed and, by a ____ vote, recommended approval of the request, subject to the conditions contained herein, at its meeting on April 16, 2012; and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting two times before final passage by the City Council, and

WHEREAS, the City Council finds that the application and evidence presented clearly indicate that the proposed conditional use, when subject to certain conditions set forth herein:

1. Will contribute to and promote the community welfare and convenience at the specific location.
2. Will not cause substantial injury to the value of neighboring property.
3. Meets the applicable provisions of the City's Comprehensive Plan and any applicable neighborhood or sector plans and complies with other applicable zoning district regulations and provisions of this Chapter, unless good cause exists for deviation therefrom.

BILL NO. _____

ORDINANCE NO. _____

4. Will be compatible with the surrounding area and thus will not impose an excessive burden or have a substantial negative impact on surrounding or adjacent users or on community facilities or services.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

Section 1: Ordinance #1612 and Ordinance #1707 are hereby repealed.

Section 2: A Conditional Use Permit is authorized to be issued pursuant to Section 4 hereof for the operation of a 16-screen theater with full service dining located at 12657 Olive Boulevard, in the "CB" Core Business zoning district, within the West Park development, whose legal description is as follows:

PARCEL NO.1.

TRACT A: Adjusted Lot IT A of West Park according to the boundary adjustment plat thereof recorded in Plat Book 342, Pages 36 and 37.

TRACT B: Adjusted Parcel 3 of Adjusted Parcels 1, 2 and 3 of U.S. Survey 1923, according to the boundary adjustment plat thereof recorded in Plat Book 344, Page 7 of the St. Louis County Records and survey affidavit recorded in Book 10900, Page 2215.

PARCEL NO.2:

Easement rights appurtenant to Parcel No. 1 under the Restated Declaration of Covenants, Easements and Restrictions recorded on March 27, 1996 as Daily No. 1071, said easement rights being in, through, over and upon the following described property:

EASEMENT TRACT NO.1: Adjusted Lot III A of West Park, according to the boundary adjustment plat thereof recorded in Plat Book 342, Page!: 36 and 37.

EASEMENT TRACT NO.2: Lot III B of West Park, according to the plat thereof recorded in Plat Book 284 pages 1 and 2 of the St. Louis County Records, as amended by surveyor's affidavit recorded in Book 8674 page 1811.

EASEMENT TRACT NO.3: Lot II B of West Park, according to the plat thereof recorded in Plat Book 284 pages 1 and 2 of the St. Louis County Records, as amended by Surveyor's Affidavit recorded in Book 8674, Page 1811.

EASEMENT TRACT NO.4: Adjusted Lot 1 of West Park, according to the boundary adjustment plat thereof recorded in Plat Book 342, Pages 36 and 37.

PARCEL NO.3:

Easement rights appurtenant to Parcel No. 1 under Cross Easement and Restriction Agreement recorded in Book 10779, Page 2231, said easement rights being in, through, over and upon the following described property:

EASEMENT TRACT NO.1: Lot 1 of Parkway, according to the plat thereof recorded in Plat Book 73 page 49 of the St. Louis County Records, EXCEPTING THEREFROM that part taken for the widening of Olive Street Road.

EASEMENT TRACT NO.2: Lot 2 of Parkway, according to the plat thereof recorded in Plat Book 73, Page 49 of the St. Louis County Records, EXCEPTING THEREFROM that part conveyed to the State of Missouri, by the instrument recorded in Book 6746, Page 1625. Said Easement Tracts No.1 and 2 now known as Adjusted Lot A of Boundary Adjusted Plat of Lots 1 and 2 of Parkway Subdivision according to the plat thereof recorded in Plat Book 342 page 65, EXCEPTING THEREFROM that part conveyed to St. Louis County by instrument recorded in Book 10807, Page 1963.

Section 3: The Conditional Use Permit granted shall be subject to all applicable statutes, ordinances, rules and regulations, and the following conditions:

1. The Conditional Use Permit shall be for the operation of 55,000 square foot 16 screen, AMC theater with full service dining, at 12657 Olive Boulevard.
2. Maximum theatre seating permitted is limited to 1035.
3. Maximum square footage of the kitchen is 1,670 square feet, and bar area (including three beverage stations) is 1,425 square feet.
4. Bar area shall be for ticketed patrons only.
5. Hours of operation shall be 9:30 p.m. to 2:30 a.m. seven days a week.
6. Additional business hours may be permitted with the Zoning Administrator's approval.
7. Off-street parking requirements will be calculated as a combination of seating and employees, as follows:
 - 1 space for every 3 seats, and 1 space for each employee at time of busiest shift as indicated at time of the application for the conditional use permit.
8. All signs and banners shall be in conformance with Article VII, Sign Regulations, of the Zoning Code.
9. The kitchen shall use a tempered makeup air system. Such system shall be regularly cleaned and maintained in order to reduce cooking smells.
10. Any mechanical equipment installed for the site shall be properly screened with approved materials.
11. The floor plan for the theater shall be filed with the Creve Coeur Zoning Administrator showing the type and location of all equipment, furniture and other information which may be requested by the building official.
12. There shall be no outdoor storage or placement of any materials or equipment used in conjunction with the theatre.
13. No video games shall be permitted at any location within the theatre.
14. Any future enlargement, extension, expansion or alteration in the use of the structures or site must be approved by the City Council upon receipt of the recommendation of the Planning and Zoning Commission as an amendment to the Conditional Use Permit before a Building Permit for the enlargement, expansion or alteration may be issued.
15. Failure to comply with any one or all of the conditions of this permit shall be adequate cause for the revocation of said permit by the City Council, provided, however, no permit shall be revoked without prior notice to the owner of the intention of the City Council to revoke this permit and reasonable time granted to the owner to correct or remedy any such breach of conditions, except for repeated breaches or violations.
16. No conditional use permit granted by the City Council shall be valid for a period longer than one year from the date it grants the conditional use permit, unless within such period: (1) a building permit is obtained and construction is begun; or (2) if a building permit is not required, an occupancy permit is obtained and the use of the building commenced. The City Council may grant extensions to the one (1) year period of not more than one hundred and eighty (180) days each, without notice or hearing, provided that a written request for such extension is filed by the original applicant and approved by the City Council prior to the date the conditional use permit is scheduled to expire.
17. Any transfer of ownership or lease of the property shall include in the transfer or lease agreement a provision that the purchaser or lessee agrees to be bound by the approved Site Development Plan for the property and the conditions herein set forth, and written confirmation thereof signed by the new owner or lessee shall be filed with the City at the time of such transfer or lease. Failure to comply with this provision shall not excuse anyone from these conditions.

BILL NO. _____

ORDINANCE NO. _____

Section 4: The City Administrator of the City of Creve Coeur is hereby authorized and directed to issue a Conditional Use Permit in accordance with the provisions of this ordinance, said permit to expressly provide for the conditions and stipulations hereinabove set out in Section 2 of this ordinance. Exercise of the rights granted pursuant to the issued permit shall constitute acceptance of all conditions and stipulations set forth herein.

Section 5: This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

ADOPTED THIS ____ DAY OF _____, 2012.

PRESIDENT OF CITY COUNCIL

APPROVED THIS ____ DAY OF _____, 2012.

BARRY GLANTZ
MAYOR

ATTEST:

DEBORAH RYAN, MRCC
CITY CLERK



AMC Theatres

In-Theatre Dining Overview



FORK & SCREEN™
MOVIES. MENUS. MORE.



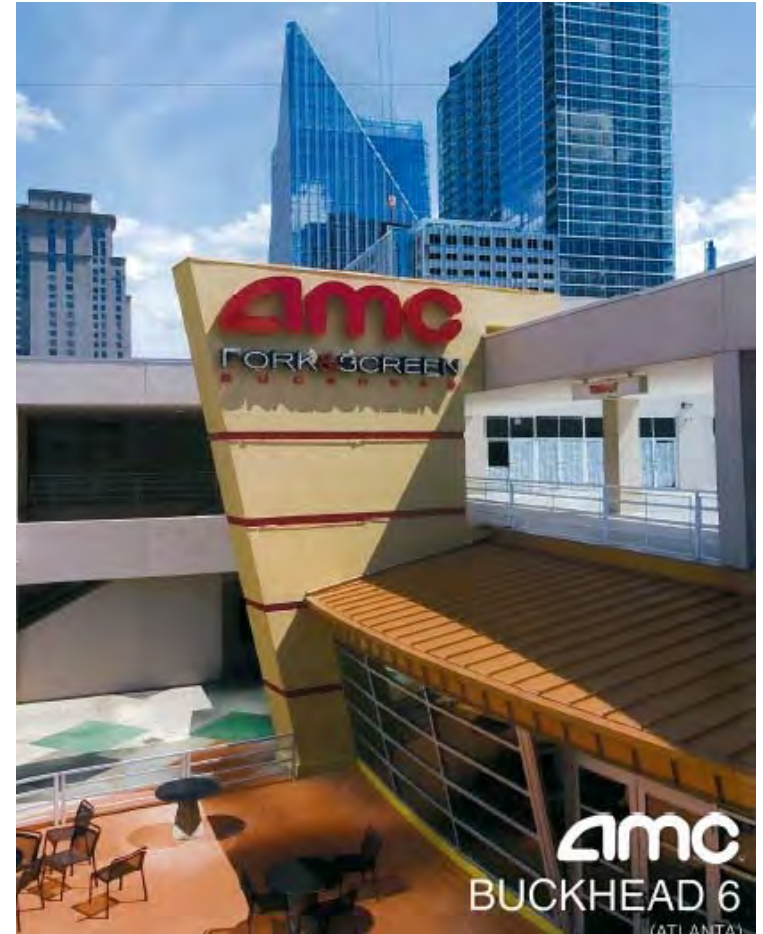
Providing the Best Possible Out-of-Home Entertainment

- AMC believes that repositioning the theatre with in-theatre-dining can
 - Improve guest impression of the movie-going experience
 - Maximize productivity at the theatre
 - Embrace consumer trends
- In-theatre-dining provides a unique opportunity to combine the entertainment of movie going with the convenience of a dining experience.



Industry Trends

- Sight
- Sound
- Food & Beverage



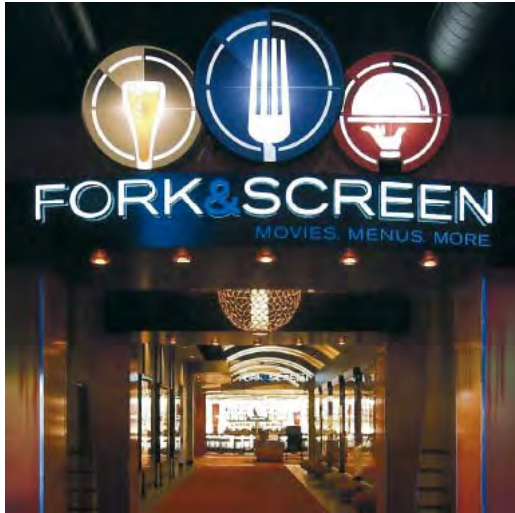


AMC History with Operating Restaurants

- **AMC has successfully operated restaurants and in-theatre dining for over 10 years**
 - These concepts successfully integrate dining into traditional theatre operations.
 - In fact, in-theatre-dining operations are considered “restaurants” by licensing authorities in AZ, IL, CA, OR, FL and TX.
 - Food and Beverage revenues account for 60-70% of total revenue (Alcohol sales account for 10-20% of Food & Beverage sales) and box office admissions account for the remaining 30-40%.
 - By this measure, meal service is not secondary, but primary to the concept.



The Dining Experience



Menu Overview

- AMC's In-Theatre dining menu features a wide-range of offerings including small plates, salads, appetizers, sandwiches, entrées and desserts





MACGUFFINSSM

- Named after a term coined by famed Filmmaker Alfred Hitchcock, MacGuffins is a warm, relaxing and inviting lounge where guests can relax before or after their show.
- Guests under 18 must be accompanied by a parent or guardian 21 or older.

*Disclaimer- Attendance may be subject to local regulatory requirements





FORK&SCREENSM

- Relax with our casual in-theatre dining and entertainment experience, presented in the immersive, big-screen viewing environment of an AMC® theatre.
- We bring you Seat-Side Service, soft, comfortable seating, and the opportunity to order fresh, quality ingredients from a diverse menu of appetizers, entrees, and desserts, in addition to beer, wine and cocktails.
- Guest under 18 must be accompanied by a parent or guardian 21 or older.

*Disclaimer- Attendance may be subject to local regulatory requirements





CINEMA SUITESSM

- For the ultimate in luxury moviegoing, AMC® guests 21-years old and over are welcome to enjoy Cinema Suites, a premium, upscale in-theatre dining and entertainment experience. *Disclaimer- Attendance may be subject to local regulatory requirements
- Entertainment lovers will dine from an extensive menu featuring fresh, quality ingredients on unique swivel tables, all while relaxing in plush, reclining seats with up to nine feet of row spacing.





How it works- Guest Satisfaction

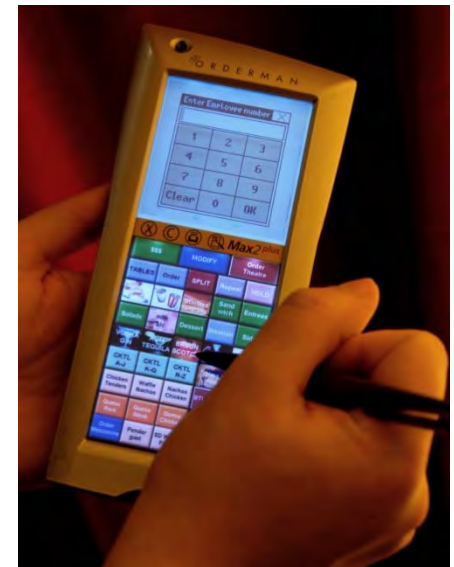
- **Seat Count** – Seat counts are reduced by 50-70% to accommodate a space for guests to eat in the auditorium. An auditorium that would normally seat 100 traditional guests will only have capacity for 35-50 guests. This allows for greater circulation of servers and supervision of guests.
- **Light Levels** – Lighting levels are 10-15% brighter than a traditional auditorium to allow servers to deliver food and drinks safely and to allow guests to eat while the movie is playing.
- **In-Theatre-Service** – Due to the heavy emphasis on food service, the allocation of staffing and interaction with guests is similar to that of a traditional casual dining restaurant





How It Works

1. Press the service button and a server will arrive to take your order.
2. Drink orders will arrive shortly – all food is made fresh to order so please enjoy the movie as we prepare your order just for you.
3. If you need a drink refill, more condiments, dessert or would like to place an additional order – simply press the service button and a server will be right with you.
4. We'll drop off your check before the end of the movie and return to collect payment and provide your receipt.





How It Works – Guest Experience

- **Guest Interaction** – Servers have assigned sections of each theatre to collect orders and run prepared food and drinks. Servers interact with guests:
 - **Within 5 Minutes of Seating** – Greet guest and place drink order
 - **Within 10 Minutes of Seating** – Drink orders are received, food orders are placed
 - **Within 15 Minutes of Food Order** – Prepared food arrives
 - **Periodically During the Film** – Consumed food is pre-bussed
 - **Within 30 Minutes of End of Movie** – Checks are delivered and payment collected
 - **Within 15 Minutes of End of Movie** – Receipts are delivered to guests



29



11



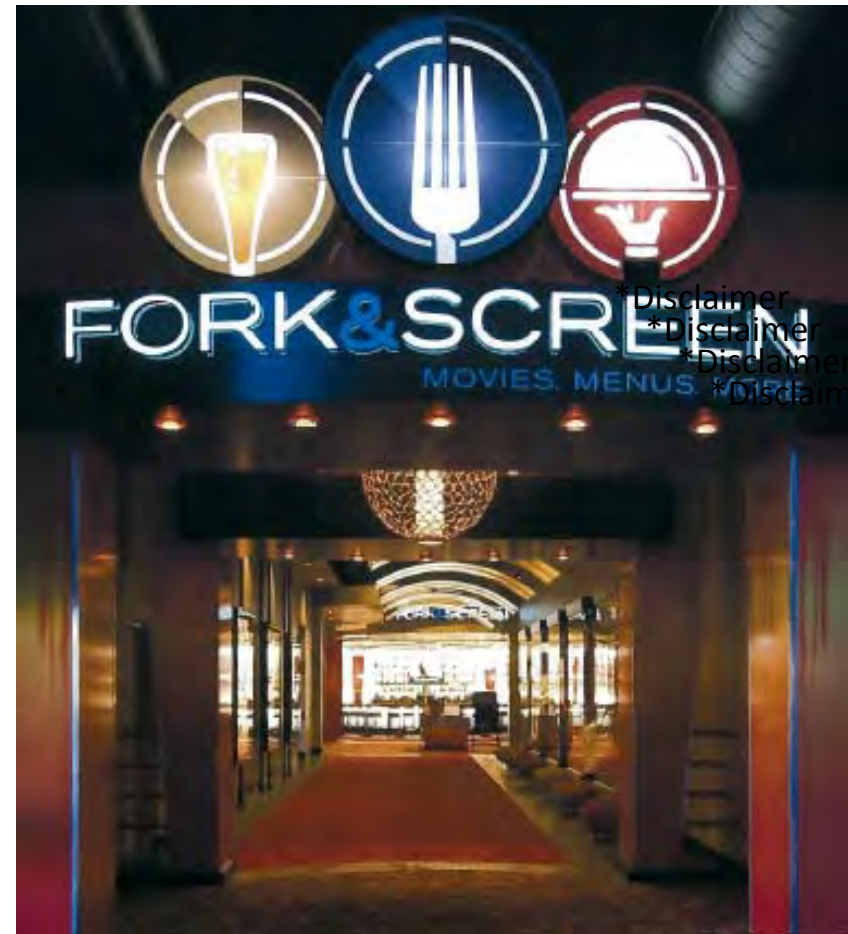
Guest Satisfaction

- A very positive trend emerges especially when compared with feedback from guests at similar traditional theatre locations.
 - *50% of Fork & Screen guests report that they are highly satisfied with their in-theatre-dining experience.*
 - *Nearly 66% of Fork & Screen guests report that they are highly likely to recommend in-theatre-dining to others.*
 - *Nearly 75% of Fork & Screen guests report that they are highly likely to return.*



Admission Policy

- AMC's admission policy for in-theatre-dining is typically **18 and older unless accompanied by a parent or guardian.**
- Only 21-years of age and older guests are admitted to Cinema Suites auditoriums – AMC's affordable luxury movie-going experience.

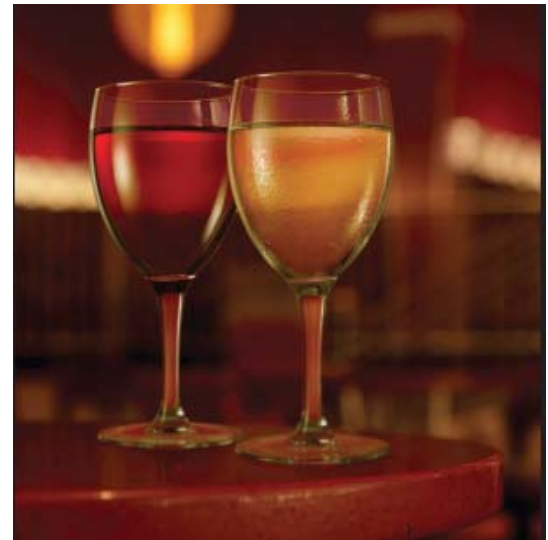


*Disclaimer- Attendance may be subject to local regulatory requirements



AMC's Alcohol Control Plan

- **Age Restriction** – Guests to Fork & Screen locations must be 18 or older unless accompanied by a parent or guardian and 21 or older for Cinema Suites.
 - Unsupervised teens are not allowed into these auditoriums.
 - Identification must be presented when tickets are purchased and when tickets are torn to ensure compliance.
 - Additionally, associates must be 18 years of age to sell, pour alcohol, or remove open alcohol containers after the film is complete.
 - All guest who order an alcoholic beverage will be asked to show ID





AMC's Alcohol Control Plan

- **Servers** – Servers have primary responsibility for checking ID's when alcohol is ordered.
 - Check ID for any guest who orders alcohol.
 - One server staffed for every 20-30 guests and servers and runners are in and out of the auditoriums continuously.
- **Server Training** – Servers undergo mandatory TIPS (*Training for Intervention Procedures*) training.
 - TIPS is a skills-based, alcohol training and certification program that is designed to prevent intoxication, underage drinking, and drunk driving by enhancing the fundamental "people skills" of servers, sellers and consumers of alcohol¹.
 - Upon hire, all servers sign an acknowledgement form that states that failure to follow AMC's rules, policies and procedures provided in our alcohol control plan and tactics will lead to immediate appropriate disciplinary action, up to and including termination.





AMC's Alcohol Control Plan

- **Hours of Operation** – Local or state regulations for the cutoff of alcohol sales vary by location.
 - Respectful of this, each week, when preparing our film showtime schedule, every effort is made to ensure that all shows that begin before the alcohol cutoff time are finished to allow guests to exit the building before the cutoff time.
 - In the event that we have a feature with an unusually long length, servers will pick up all open alcohol containers well in advance of the cutoff time.





Alcohol Compliance Monitoring

- All associates that serve, sell, handle, or monitor guests purchasing alcoholic drinks play a vital role in enforcing alcohol policies.
- Servers have primary responsibility for ensuring compliance but theatre specific tactics may call for additional designated associates to be responsible for:
 - Ensuring guest compliance with alcohol policies
 - Monitoring and preventing alcohol consumption by minors
 - Ensuring alcohol is consumed in designated areas only
 - Ensuring guests do not leave the premises with alcoholic beverages





Media Coverage- USA TODAY



AMC sets the table: Fork & Screen concept refines movies & menus

Movie theaters are turning up the luxury with food, bars, seats



"Dinner at the Movies,"

"We provide what consumers are looking for in the middle of a recession, which is almost total escapism,"

Movies are Returning to Main Street
Formerly an eyesore, a one-time vaudeville house is brought back to life for the digital era

"When you take in every aspect of the theater, its one of the most if not the most state-of-the-art theaters in the country,"





Media Coverage



**Lights, camera, lobster rolls:
Theatres in the U.S. go gourmet**

'This will be a great draw for customers
who want an upscale experience,'



Los Angeles Times

**AMC Entertainment CEO is
looking at the big picture**



Mainstreet the best theater around

"Once people experience it, more often than
not they don't want to go anywhere else,"

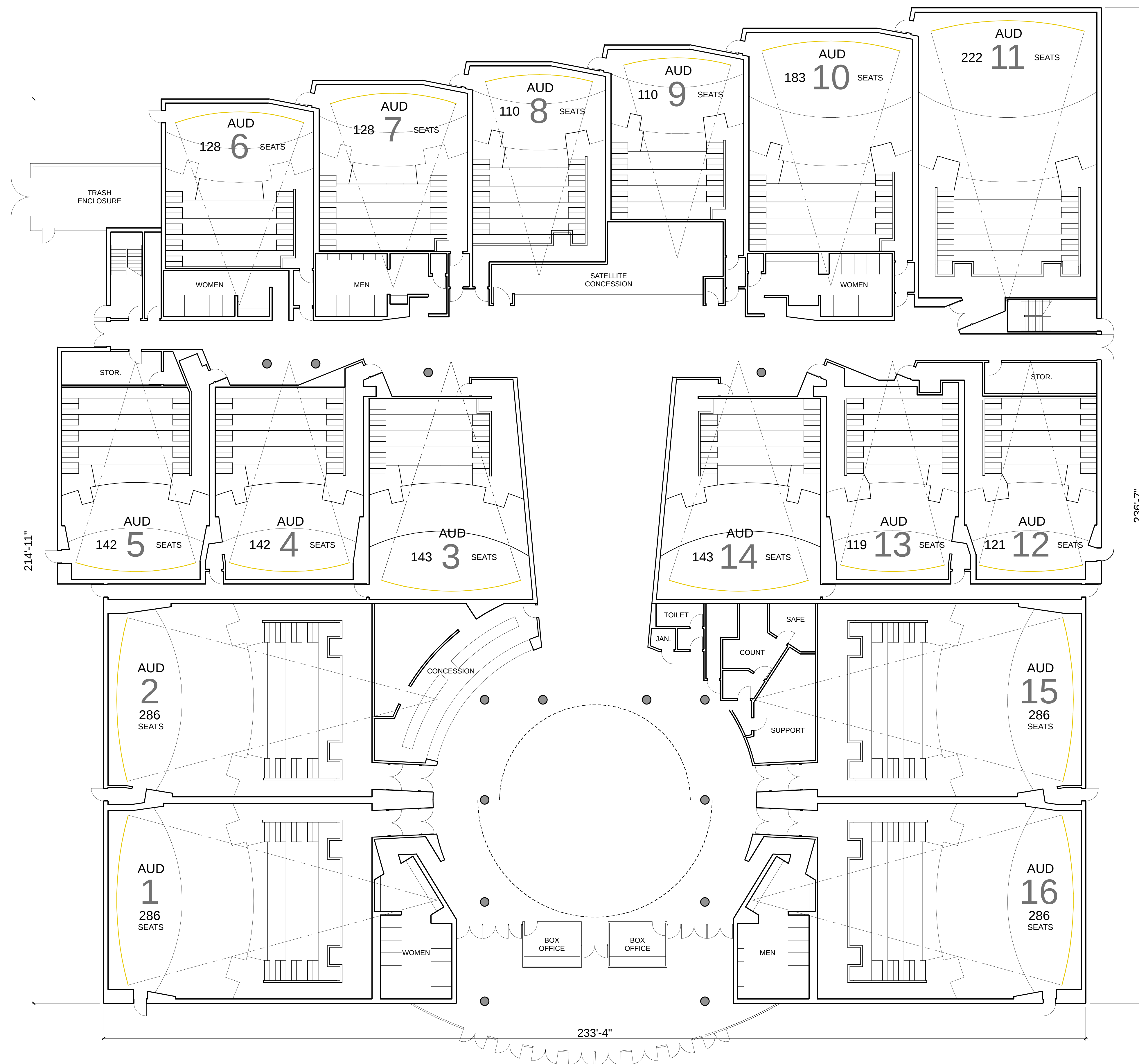
"It was an easygoing,
comfortable environment,"





FORK & SCREEN™

M O V I E S . M E N U S . M O R E .



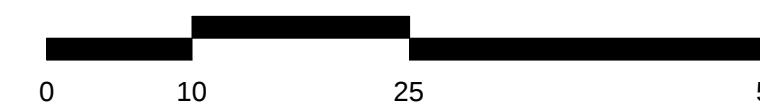
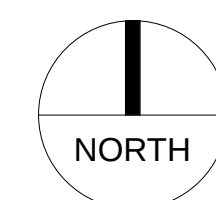
General Notes:

1. The existing theatre is standalone building with adjacent surface parking.
2. The existing theatre was built as an AMC Theatre with 16 stadium seating auditoriums. The main concession stand is located in the main lobby. A satellite concession stand exists adjacent to auditoriums #8 & #9.
3. The existing theatre lobby has been replaced with five ABO's. New Guest Services desk has been relocated within the lobby.
4. The existing box office's have been removed and replaced with five ABO's. New Guest Services desk has been relocated within the lobby.
5. The kitchen is located adjacent to auditoriums #8 and #9 and is centrally positioned in the middle of the DIT auditoriums.
6. The MacGuffins bar and lounge seating is located at the previous concession stand within the theatre lobby.
7. The mezzanine plan, while not provided, will maintain existing uses and configuration.
8. New women's and men's restrooms have been added within the East theatre wing adjacent to auditorium #12.
9. This PFP is predicated on the use of integrated convenience table seating with side service based on 46" platform depth and 18" riser height for Fork & Screen. AMC standard Cinema Suites include 30" recliners (23"bucket) with 11" side and swing tables installed at 92" platform depth.

SEAT CHART

AUD.	Existing		Description
	Total	Fixed	
1	291	286	Traditional Stadium
2	291	286	Traditional Stadium
3	147	143	Traditional Stadium
4	146	142	Traditional Stadium
5	146	142	Traditional Stadium
6	132	128	Traditional Stadium
7	132	128	Traditional Stadium
8	114	110	Traditional Stadium
9	114	110	Traditional Stadium
10	187	183	Traditional Stadium
11	226	222	Traditional Stadium
12	125	121	Traditional Stadium
13	123	119	Traditional Stadium
14	147	143	Traditional Stadium
15	291	286	Traditional Stadium
16	291	286	Traditional Stadium
Total	2,903	2,835	

Theatre GLA Square Feet - 52,310



Graphic Scale



PREPARED BY
DOMESTIC DEVELOPMENT

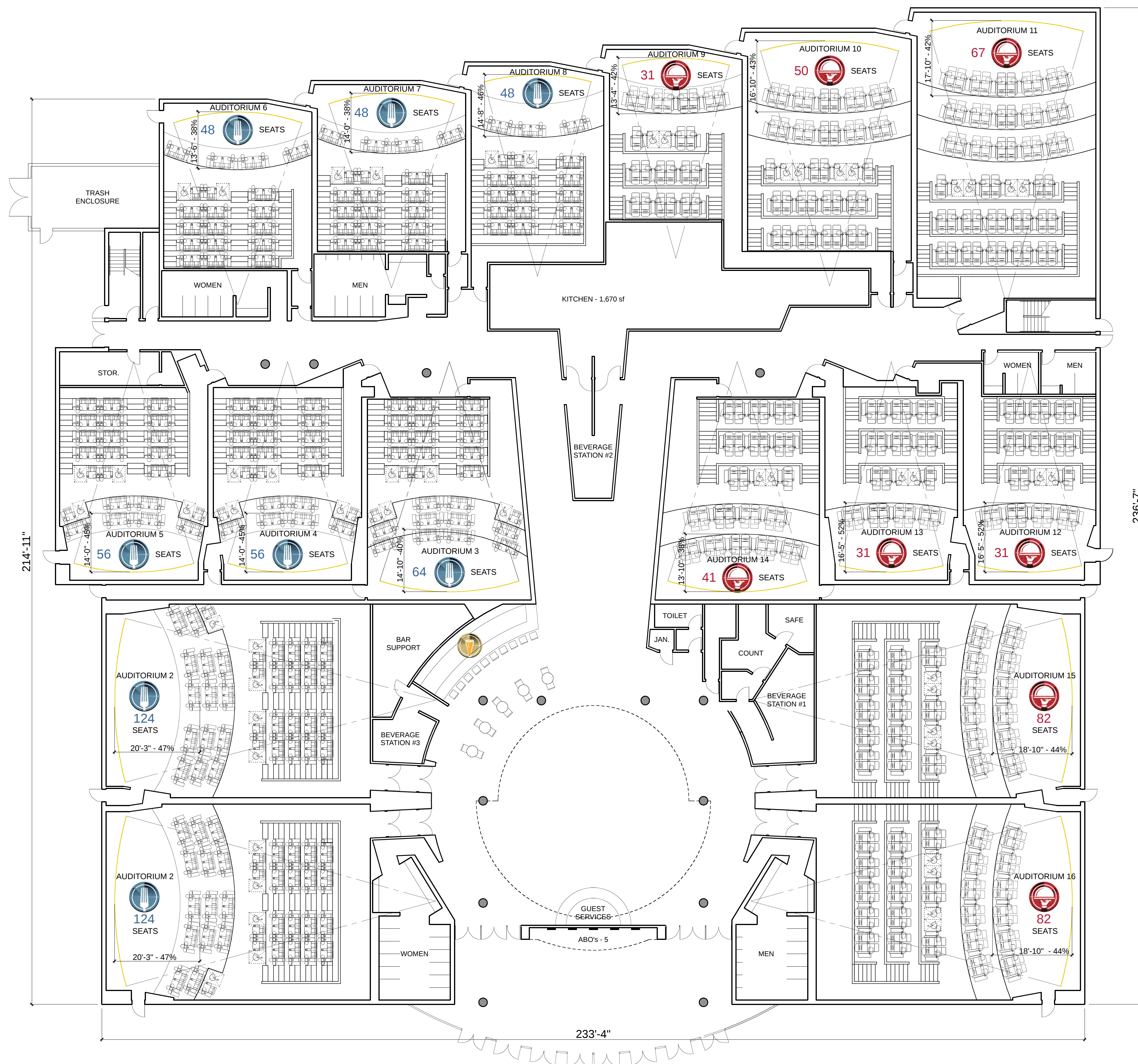
WEST OLIVE 16
CREVE COEUR, MO.

Existing Theatre Plan

This conceptual draft study has been generated for internal discussions only.

Scale : NTS

27 September, 2011



General Notes:

1. The existing theatre is standalone building with adjacent surface parking.
2. The existing theatre was built as an AMC Theatre with 16 stadium seating auditoriums. The main concession stand is located in the main lobby. A satellite concession stand exists adjacent to auditoriums #8 & #9.
3. The existing theatre lobby has been replaced with a new lobby. The new lobby is centrally located within the theatre building.
4. The existing box office's have been removed and replaced with five ABO's. New Guest Services desk has been relocated within the lobby.
5. The kitchen is located adjacent to auditoriums #8 and #9 and is centrally positioned in the middle of the DIT auditoriums.
6. The MacGuffins bar and lounge seating is located at the previous concession stand within the theatre lobby.
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SEAT CHART

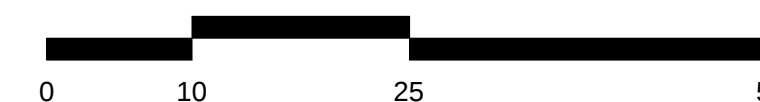
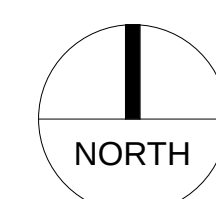
AUD.	Existing		Description	Projected	
	Total	Fixed		Total	Fixed
1	291	286	Fork & Screen	129	124
2	291	286	Fork & Screen	129	124
3	147	143	Fork & Screen	68	64
4	146	142	Fork & Screen	60	56
5	146	142	Fork & Screen	60	56
6	132	128	Fork & Screen	50	48
7	132	128	Fork & Screen	50	48
8	114	110	Fork & Screen	50	48
9	114	110	Cinema Suites	33	31
10	187	183	Cinema Suites	54	50
11	226	222	Cinema Suites	71	67
12	125	121	Cinema Suites	33	31
13	123	119	Cinema Suites	33	31
14	147	143	Cinema Suites	43	41
15	291	286	Cinema Suites	86	82
16	291	286	Cinema Suites	86	82
Total	2,903	2,835		1,035	983
OVERALL SEAT LOSS	N/A	N/A		64.35 %	65.33 %

Total number of F & S Seats - 568

Total number of CS Seats - 415

Full Theatre Conversion

Theatre GLA Square Feet - 52,310



Graphic Scale



PREPARED BY
DOMESTIC DEVELOPMENT

WEST OLIVE 16
CREVE COEUR, MO.

Concept #1 - CS / F&S Theatre Plan

This conceptual draft study has been generated for internal discussions only.

Scale : NTS

27 September, 2011

MENU OFFERINGS

Our in-theatre-dining guests can relax and enjoy seat-side-service and top-of-line menu offerings throughout the movie-going experience.

The menu features a wide array of shareable starters, mouth-watering entrees and tempting desserts.

Some of our top selling items include the Bacon Cheese Burger, Chicken Tenders, Fish & Chips, Quesadillas and the Prime Rib Sandwich.





WELCOME TO FORK&SCREEN™

Relax with our casual in-theatre dining and entertainment experience, presented in the immersive, big-screen viewing environment of an AMC® theatre. We bring you Seat-Side Service™, soft, comfortable seating, and the opportunity to order fresh, quality ingredients from a diverse menu of appetizers, entrees, and desserts, in addition to beer, wine and cocktails. Enjoy – you deserve it!

WHEN
YOU'RE
READY...

HERE'S
HOW IT
WORKS.

1. Press the service button and a server will arrive to take your order.
2. Drink orders will arrive shortly – all food is made fresh to order so please be patient as we prepare your order just for you.
3. If you need a drink refill, more condiments, dessert or would like to place an additional order – simply press the service button and a server will be right with you.
4. We'll drop off your check before the end of the movie and return to collect payment and provide your receipt.



STARTERS

Cheese Trio Batons

Our delicious blend of Mozzarella, Provolone and Parmesan cheeses, crusted with bread crumbs and deep-fried to crispy golden perfection. Served with house-made marinara sauce and our creamy garlic & basil aioli. 7.49

Veggie Triple Feature ♥

Ice box carrots, jicama, celery sticks and pizzeria strips. Served with hummus and our house-made creamy Blue cheese dressing. 7.99

Crab Rangoon Dip NEW

Melted Pepper Jack cheese with our secret herbs and spices blended with east coast crab served with a plate of fresh wonton chips. 7.99

Loaded Potato Skins

Crispy Potato Skins covered in melted Cheddar and Jack cheese, topped with hickory bacon, sour cream and green onions. 7.99
Add Shrimp, Crab Rangoon dip or BBQ Pork for 2.99



Queso Dip & Chips NEW

Diced tomato and green chile Cheddar and Jack cheese dip served with assorted fresh tortilla chips. 6.99

Sweet Onion Loops

Sweet onion slices dipped in batter and flash fried to a golden crisp. Served with our house-made smoky ketchup & basil aioli. 6.99

Parmesan Fries

Deep-fried until crispy and tossed with our seasoned sea salt, freshly grated Parmesan cheese and Italian flat leaf parsley. Served with our creamy garlic & basil aioli. 6.59

Glazed Chicken Wings

Jumbo Chicken Wings glazed with our spicy wing sauce. Served with crisp celery and Blue cheese dressing to cool the heat. 8.99

signature offering healthy offering

SALADS

Add Chicken 2.00 or Shrimp for 2.50

Classic Wedge Salad

Chilled Iceberg lettuce with chopped tomatoes, sweet onions and hickory bacon with house-made creamy Gorgonzola dressing. 8.79

Hail Caesar! Salad

Crisp, Romaine lettuce hearts with house-made Caesar dressing and freshly grated Parmesan cheese. 8.79

Fresh Fruit Salad ♥

Refreshing strawberries, mandarin oranges, melon and pecans with house-made wildflower honey citrus and yogurt drizzle. 8.99

Chopped Chicken Salad

Grilled chicken on a bed of crisp, Iceberg lettuce with carrots, celery, jicama and green onions served with choice of dressing. 8.99

signature offering healthy offering



QUESADILLAS

Quesadillas served with sour cream, freshly made pico de gallo and our distinctive queso mole aioli.

Caliente Quesadillas

Grill-toasted soft flour tortillas brushed with spicy chipotle chile glaze and layered with hickory bacon, freshly grated aged Pepper Jack cheese and sweet jalapeno tomatillo relish. 8.99

Screen Classics Quesadillas

Grill-toasted soft flour tortillas stuffed with freshly grated aged Cheddar and Monterey Jack cheeses. 8.69

Fire-Roasted Veggie Quesadillas

Grill-toasted soft flour tortillas stuffed with red and green bell peppers, sweet onions, vine-ripened tomatoes and freshly grated aged Cheddar and Monterey Jack cheeses. 8.99

Wood-Roasted Chicken Quesadillas

Grill-toasted soft flour tortillas stuffed with juicy, wood-roasted chicken, freshly grated aged Cheddar and Monterey Jack cheeses. 9.59



**MAKE IT
A MEAL**

By adding Classic Cut Fries, house-made Russet Potato Chips or a side salad for 2.59, Parmesan Fries or Onion Loops for 3.59.

HOUSE SPECIALTIES

Thai Coconut Chicken Tenders

Our Boulevard Pale Ale beer-battered chicken tenders flash-fried and tossed in a coconut and Thai red chili glaze. Served with Classic Cut fries and our house-made spicy peanut Sriracha sauce & Ginger Ponzu sauce. 11.99

Boulevard Chicken Tenders – Classic or Buffalo

Our Boulevard Pale Ale beer-battered chicken tenders flash-fried and served with Classic Cut fries and your choice of one sauce: BBQ, ranch, honey mustard or Blue Cheese. 11.79

Chicken Parmesan NEW

Golden brown Parmesan chicken breast served with rigatoni pasta in our house-made marinara sauce. 10.79

 signature offering



Crispy Fish and Chips

Cold-water cod dipped in a beer batter made with Kansas City's own Boulevard Pale Ale and flash-fried to a delicious crisp. Served with Classic Cut fries and house-made Tartar sauce. 10.99

Tender Country Fried Steak NEW

Hand-battered chopped steak served with a side of house-made gravy, red bliss mashed potatoes and seasonal vegetables. 11.99

Fried Shrimp

Shrimp hand-dipped in beer batter made with Kansas City's own Boulevard Pale Ale and flash-fried to golden perfection. Served with Classic Cut fries and Ginger Ponzu sauce. 10.59

Complete your meal by adding a side salad for 2.59



FLATBREAD PIZZETTAS

Romesco Roasted Chicken

Hand-pulled flatbread with savory Romesco sauce, Colby Jack cheese, grilled red and green bell peppers, sweet onions and fire-roasted chicken. 9.79

Tuscan

Hand-pulled flatbread with Mozzarella and Provolone cheeses, shaved pepperoni and fresh basil. 9.69

Margherita

Hand-pulled flatbread with Mozzarella and Provolone cheeses, fresh Roma tomato slices and fresh basil. 9.49

Complete your meal by adding a side salad for 2.59



GRILLERS

All grillers served with House-Made Seasoned Russet Potato Chips. Substitute a side-salad, Parmesan Fries or Onion Rings for only 1.00.

BBQ Pulled Pork Griller

Smoked pulled pork sautéed in rich and tangy sauce on a toasted Kaiser roll. 8.79

Lime Chicken Griller

Perfectly grilled lime and Adichote marinated chicken with creamy guacamole aioli, butter lettuce and tomato on a toasted artisan malted Kaiser roll. 8.99

Verité Veggie Griller

Fire-grilled red and green bell peppers, Portabella mushrooms, sweet onions and sliced tomatoes, topped with sprouts, Goat cheese and creamy, house-made guacamole aioli on an artisan Focaccia roll. 8.59

Roast Turkey Club Griller

Roast turkey with aged Cheddar, Butter lettuce, sliced tomatoes, crispy bacon and mayonnaise on a toasted artisan malted Kaiser roll. 8.79

Prime Rib Griller

All-American, slow-roasted, shaved prime rib on a toasted artisan roll. Served with house-made Russet Potato Chips and creamy horseradish sauce. 9.99

American Cheese Griller

Toasted brioche bread piled high with classic American cheese. Served with cream of tomato soup. 6.99 Add hickory smoked bacon 1.00



BURGERS

All burgers served with Classic Cut Fries. Substitute a side-salad, Parmesan Fries or Onion Rings for only 1.00.

Bacon Cheese Burger

Our all-American beef burger with crispy bacon, aged Cheddar, Bibb lettuce and tomato on a toasted artisan malted Kaiser roll. 9.99

Blue Max Burger

Our all-American beef burger with Gorgonzola cheese crumbles, Bibb lettuce, tomato and creamy Blue cheese dressing on a toasted artisan malted Kaiser roll. 9.89

AMC Backlot Burger

Our all-American beef burger with buttery, caramelized onions, crisp lettuce and sliced tomatoes on a toasted artisan malted Kaiser roll. 9.49

Mushroom and Baby Swiss Burger

Our all-American beef burger with Baby Swiss cheese, Bibb lettuce, tomato and savory sautéed mushrooms on a toasted artisan malted Kaiser roll. 9.99

 signature offering



KIDS' MEALS

Available in kid-friendly portions for youth 12 and younger.

Cheese Quesadilla

Chicken Quesadilla

Chicken Tenders

Grilled Cheese

Flatbread Pizzetta

(Pepperoni or Cheese)

Served with AMC Froof! Toots, kid-sized 16oz soft drink and your choice of Classic Cut Fries, house-made Russet Potato Chips or Fruit Cup. 6.99



TREATS

Plain M&Ms	3.69
Peanut M&Ms	3.69
Sour Patch Kids	3.69
Junior Mints	3.69
Twizzlers	3.69
Milk Duds	2.99
Whoppers	2.99
Buncha Crunch	2.99
Clip Gummi Stars	2.99
SunMaid Chocolate Raisins	2.99
Popcorn with free refills	6.99

DESSERTS

Darkkicino Chocolate Brownie

Moist and fluffy dark Ghirardelli chocolate brownie served warm with a scoop of premium Häagen-Dazs coffee ice cream on top. 6.29

Angel Food Cake

Thin layers of angel food cake wrapped around Madagascar vanilla bean cream served with crème anglaise, hazelnut whipped cream and raspberry Grand Marnier sauce. Garnished with a sprinkle of dark cocoa powder. 6.29

New York Cheesecake

Indulgent New York style cheesecake served with fresh sugar-glazed strawberries. 5.99

Peach Cobbler

A generous slice of peach & brown sugar cobbler served warm with a scoop of premium Häagen-Dazs vanilla ice cream on top. 6.29

Tasty Ice Cream Trilogy

Three scoops of Häagen-Dazs ice cream. Choose from Vanilla, Chocolate, Coffee, and Strawberry. 5.29



Dessert goes great with Bailey's & Coffee, espresso, cappuccino or a glass of milk!

DRINKS, SHAKES & COFFEE

Soft Drinks

Coca-Cola, Diet Coke, Sprite, Coke Zero, Cherry Coke, Hi-C Fruit Punch 3.79
Kids' Soft Drinks 2.79

Minute Maid Fruit Smoothies

Strawberry, Banana, Mango and Peach 4.99

Milkshakes

Chocolate, Vanilla, Strawberry, Mango and Peach 4.99

Dasani Bottled Water

20 oz. 3.29, 1-liter 4.19

Gold Peak Iced Tea

Unsweetened Black, Raspberry, Sweetened Black 3.79

Coffee and Novus Hot Tea

2.49

Milk

3.79

Hot Chocolate

3.49

Espresso Blenders

Coffee, Vanilla, Mocha, White Chocolate, Caramel 4.49

Cappuccino

3.99

Latte

3.99
Make it a flavored latte for 0.50 (Vanilla, Mocha, White Chocolate, Caramel)

Espresso Shot

1.99
Extra Shots to any drink 0.99



PROUDLY SERVING:



AMC Alcohol Control Procedures

- **We check identification on everyone** – AMC has a policy of requesting ID from every patron regardless of age
- We check identification more than once if we have any question if a person has obtained a beverage from another patron
- We use **distinctive glass ware** to differentiate between alcoholic and non-alcoholic beverages
- All of our service staff will attend an approved Seller-Server Training program. AMC is currently using T.I.P.S., a nationally known and recognized training program, for all associate training.
- In addition to our servers and bartenders, managers, ushers, and other employees receive alcohol server training and are charged with supervising the consumption of alcohol *throughout* the theatre and auditoriums
- AMC uses **Alcohol Compliance Monitors** at peak times to ensure only adult patrons who are not visibly intoxicated are in possession of or consuming alcoholic beverages
- AMC has a policy that it will check for proper identification any person who appears underage at ANY TIME if they are in possession of an alcoholic beverage
- We have a **zero tolerance** program for minors in possession (MIP) and will report any MIP to your department
- We have a **mystery shopper** program to ensure AMC employees are following the correct procedures and adhering to all control policies. This too, carries a zero tolerance threshold.
- AMC will sell only **one serving at a time** to each adult patron who orders an alcoholic beverage. Each person who orders and is in possession of a beverage will have their ID checked and if there is any doubt about their age or whether they are intoxicated, will be denied service.
- A guest who appears to be intoxicated and is attempting to leave the theatre will be interviewed by an AMC staff member and AMC will offer to arrange for alternative transportation for that guest. At all times, AMC will discourage any patron believed to be intoxicated from driving.

PURPOSE

Theatres that serve alcoholic beverages must follow the procedures outlined in this document to ensure compliance with all local, state, and federal regulations and to provide a safe out-of-home entertainment experience.

RESPONSIBILITY

All managers, Supervisors, and Film Crew must be aware of, comply with, and ensure enforcement of all local, state, and federal regulations regarding alcohol. The General Manager is ultimately responsible for ensuring all theatre associates are aware of those regulations and for overseeing the enforcement of them.

DOCUMENTS AND FORMS

Documents and forms mentioned throughout this document can be found on *ClipBoard* in Alcohol Enforcement in the Operations folder of [Theatre Blank Forms & Templates](#).

BACKGROUND CHECKS

Depending on the local or state regulations, theatres may be required to complete background checks for all associates serving alcohol.

To determine whether background checks are required for your locality, please e-mail [Recruitment](#). Instructions and training on how to complete a background check will be provided to the theatre at that time.

ALCOHOL AWARENESS TRAINING

Associates pouring or serving alcoholic beverages and/or monitoring alcohol compliance must complete *Training for Intervention Procedures* (TIPS) training within 30 days of hire. The following associates are required to receive TIPS training:

- **Non - Dine-In Theatre (DIT) locations:** General Manager, Senior Manager, Manager, Supervisor, Concessionist, Usher, Alcohol Compliance Monitor.
- **Dine-In Theatre (DIT) locations:** General Manager, Senior Manager, Premium Operations Manager, Manager, Supervisor, Server, Bartender, Busser, Alcohol Compliance Monitor.

TIPS training is delivered either online or in the classroom depending upon state requirements.

Online Training

To determine whether online training is permitted in your locality, check the www.gettips.com website:

1. From the left menu select: **Get Training**, then **Online Training**, and finally **State Regulations**.
2. **Select** your state from the [On Premise eTIPS State Regulations Map](#) to determine state requirements.

Follow these steps if online training is permitted in your locality:

1. **Purchase eTips Pre-Paid Passports:** A “Passport” is needed for each associate to access online training. Each passport has a unique registration code with instructions on how to access the course. To purchase passports (you may purchase several at a time), contact Health Communications at (800) 438-8477 or e-mail [eTIPS Online Training Department](#).
2. **Issue Each Associate an eTIPS Pre-Paid Passport:** The best practice is to issue the pre-paid passport during basic Film Crew training.
3. **Track Purchase and Issuance of Passports:** In order to enable follow-up with trainees, and due to the value of the passports, you must track when passports are purchased and issued using the *eTIPS Pre-Paid Passport Log*. (To obtain copies, refer to the “Documents and Forms” section in this document.)
4. **Associates Complete Online Training:** Ensure that associates are clocked in and paid for time spent on online training. Online TIPS training is completed as follows:
 - a. Open www.gettips.com website
 - b. Select **Get Training** from the left menu
 - c. Select **Online Training** from the left menu
 - d. Select **Pre-Paid Passport Holders** to access class

Participants will receive results immediately. A copy of certification materials (card, certificate, etc.) must be maintained in each associate’s file.

In the event of technical problems, please contact Health Communications at (800) 438-8477.

Classroom Training

To schedule classroom training, first locate a certified TIPS trainer in your area at www.gettips.com:

1. Select **Get Training** from the left menu.
2. Select **scheduled TIPS sessions** – In some areas, trainers will advertise scheduled classes **OR**

Select **Request training** – In some areas, you will need to initiate contact with a trainer to schedule classes

Since TIPS trainers are private contractors, pricing may vary. If you are unable to locate a certified trainer in your area, contact Health Communications at **(800) 438-8477**. If they are unable to assist you, contact [Training](#) immediately for additional options.

Participants in TIPS classroom training should receive test results within 4-6 weeks of the class. A copy of all the certification materials (card, certificate, etc.) must be maintained in each associate's employment file.

Note: Due to liability concerns, AMC uses third party vendors for TIPS certification. However, you may continue to contact [Training](#) to assist with questions.

Alcohol Service Tactics

- **Non-DIT Locations** – ALL associates must read and sign the acknowledgement of receipt for the *Non-DIT Alcohol Sales & Service Tactics* during basic theatre training prior to their first theatre shift.
- **DIT Locations** – ALL associates must read and sign the acknowledgement of receipt for the *DIT Admission & Alcohol Enforcement* policy during basic theatre training prior to their first theatre shift.

All associates, including minors, must sign the acknowledgement of receipt and it must be kept in their associate files.

ALCOHOL SALES

Although state regulations regarding the sale of alcoholic beverages vary, please follow the guidelines below when serving alcoholic beverages to guests.

Age to Serve

Associates must be 18 years of age or older to serve alcohol unless regulations in your state stipulate otherwise. Information regarding age requirements is available at www.gettips.com. If you cannot locate this information, contact [Training](#).

Age to Bartend

Associates must be 18 years of age or older to bartend unless regulations in your state stipulate otherwise. Please reference OPS-115a, *Job Aid - State Alcohol Laws and Regulations* for specific laws and regulations.

Age Verification for Purchasing Alcohol

The minimum legal age for purchasing and consuming alcoholic beverages in the US is 21 years. Associates must require positive proof of age (driver's license or other government-issued identification) from all guests purchasing alcohol regardless of age.

A booklet containing examples, descriptions, and the security features of valid IDs from the US and Canada called *ID Checking Guide* may be obtained by ordering from www.idcheckingguide.com or by calling (800) 227-8827. Since this booklet is updated annually, a subscription can be ordered at a savings.

When checking a government-issued ID, inspect the following information:

- Photograph of bearer
- Signature
- Height
- Date of Birth
- Expiration Date
- Watermark

If an associate believes an ID is fake, the following steps must be taken:

- Alert a manager – the manager must complete a review of the ID using the F.L.A.G. technique. F.L.A.G. stands for Feel, Look, Ask, and Give Back.
- Notify Security if the ID appears to be fake.
- If Security is not present, return the card to the guest.
- Do not serve the guest.

Additional techniques for determining the validity of an ID can be found in the *Concession* and *Usher Lesson Plans* of the *Film Crew Training Program*.

Signage

- **Guest Facing** - Place signage at the counter and POS to notify guests of AMC's policy to check the ID of all guests purchasing alcohol. Order these materials on the *Standard Materials Ordering and Fulfillment* site by searching for "alcohol."
- **Associate Facing** – Place age check signage on POS to help associates quickly identify whether a guest is 21 years of age or older. Order the *Quick Age Check* cue cards on the *Standard Materials Ordering and Fulfillment* site by searching for "age."

Quantity of Alcoholic Beverages Purchased

- **Non-DIT locations** – Alcohol sales limits are subject to the maximum imposed by local or state jurisdictions. An associate must NEVER serve more alcoholic beverages than the approved limit.
- **DIT locations** – Guests may purchase multiple alcoholic beverages at the same time (for example, a bucket of beer).

DIT Container Requirements

Certain localities may require alcoholic beverages to stay within a designated area. Guests must be monitored ensure they do not violate these requirements.

If approved to transfer an alcoholic beverage to the „traditional“ side of the building, guests leaving the DIT wing must have their alcoholic beverage poured into a plastic cup by a bartender before exiting.

UNDERCOVER ALCOHOL COMPLIANCE CHECKS

Theatres should be prepared at all times to receive undercover alcohol compliance checks for various groups.

Government Agencies

Alcohol compliance checks are investigations into the purchase of alcohol by minors at businesses that sell alcohol.

The sting operations will involve a minor, age 18 or under, (with undercover officers nearby) attempting to buy an alcoholic beverage from an associate. If asked by the associate, the minor must present a valid ID and state his or her real age.

If the associate sells alcohol to a minor, the following actions may occur:

- Fines (associate, business, etc.)
- Arrest (associate)
- Conviction (misdemeanor)
- Civil penalties
- Additional sting operations (multiple offenses)
- Loss of liquor license (multiple offenses)

Due to AMC's zero tolerance policy, if it is determined that an associate sold an alcoholic beverage to an underage guest as part of the alcohol compliance check, that associate must be terminated.

If your location receives an undercover alcohol compliance check by a government agency regardless of pass or fail, please e-mail [0411-Inspections](#). Follow the notification instructions outlined in OPS-90a, *Government Inspections Notifications*.

Mystery Shop

As part of the Mystery Shop process, there is a unique shop that is specific to locations that serve alcohol and is separate from traditional and DIT mystery shops.

Theatres will receive one alcohol mystery shop every month. This is an internal check to ensure compliance with local, state, and federal laws regarding alcohol enforcement. These shops are graded on a pass/fail system. Theatres that fail may receive additional checks.

E-mail [0411-Operations Excellence](#) if you have questions regarding your mystery shop results.

If it is determined that an associate sold an alcoholic beverage during an alcohol mystery shop, without asking the guest for proof of age, that associate must be terminated due to AMC's zero tolerance policy.

ALCOHOL COMPLIANCE MONITORING

All associates that serve, sell, handle, or monitor guests purchasing alcoholic drinks at the concession stand or in DIT locations play a vital role in enforcing alcohol policies.

Alcohol Compliance Monitor (ACM) – Peak Periods

Theatres are required to schedule an ACM during peak periods and over weekends and holidays. The ACM must be 18 years of age and TIPS certified.

The primary responsibilities of the ACMs are to:

- Ensure guest compliance with alcohol enforcement policies
- Monitor and prevent alcohol consumption by minors
- Ensure alcohol is consumed in designated areas only
- Ensure guests do not leave the premises with alcoholic beverages

For scheduling purposes, peak periods are generally the following days and times:

- Friday: 6 p.m. – 11 p.m.
- Saturday: 4 p.m. – 11 p.m.
- Sunday: 4 p.m. – 10 p.m.
- Holidays: 4 p.m. – 10 p.m.

Note: Peak periods and days may change depending on projected attendance volume.

The ACM must wear a lanyard and approved uniform while on duty. When scheduled, management must identify the ACM on duty as follows:

- Schedule the ACM in Workbrain using the ACM job code.
- Denote the ACM on the Daily Game Plan (Film Crew)
- Denote the ACM on the Leadership Schedule (Manager, Supervisor)

The ACM must use the *Alcohol Compliance Monitoring Worksheet* to document interactions with guests regarding alcohol compliance (to obtain copies, refer to the “Documents and Forms” section in this document). The worksheet tracks the time the interaction occurred, the outcome, and allows the ACM to provide additional

comments. A new worksheet must be completed for each shift. At the end of the shift, the worksheet must be filed in the *Theatre File* in the *Standardized Filing System*.

The ACM will be required to check ID for all guests consuming alcohol who appear to be under the age of 30 in areas outside the auditorium and inside the auditorium prior to the start of the film. Once the film has begun, the ACM is required to check ID for guests inside the auditorium who appear to be under the age of 21.

Additional techniques for determining the validity of an ID can be found in the *Usher Lesson Plan* of the *Film Crew Training Program*.

Even when an ACM is on duty, all associates share responsibility for immediately reporting non-compliance with requirements for the sale, handling, and/or consumption of alcoholic beverages to a manager or Supervisor.

Off-Peak Compliance Monitoring

When an ACM is not scheduled or on duty, all associates share responsibility for monitoring compliance and reporting non-compliance with requirements for the sale, handling, and or consumption of alcoholic beverages to a manager or Supervisor.

The manager or Supervisor on duty is responsible for completing the *Alcohol Compliance Monitoring Worksheet*. In addition, the manager or Supervisor must be identified on the Leadership Schedule as the ACM for that shift.

Underage Drinking

In the event that an underage guest is caught with an alcoholic beverage, a manager must be notified **immediately**. The following steps must be taken to ensure we address the issue correctly.

1. Remove the guest from the auditorium.
2. Verify the guest’s age.

If the guest is determined to be underage:

3. Take the drink from the guest.
4. Notify security, if available.
5. If the guest is under the age of 18, contact a parent or legal guardian.

If it is determined that an associate sold an alcoholic beverage to an underage guest, due to AMC's zero tolerance policy that associate will be terminated.

Intoxicated Guests

In the event that an associate encounters a guest that appears intoxicated, a manager must be notified immediately. The following steps must be taken to ensure we address the issue correctly.

1. Remove the guest from the auditorium.
2. Do not let the guest leave the building.
3. Ask the guest to sit down and provide water or food.
4. Make alternate arrangements for the guest to get home.
5. If the guest does not follow your instructions, monitor the guest's location.
6. Notify Security if you are unable to keep the guest from leaving.

Cleaning Auditoriums

Associates must be 18 years of age or older to pick up opened containers of alcohol while cleaning an auditorium unless regulations in your state stipulate otherwise.

If associates on duty are not old enough to pick up opened containers of alcohol, they must request assistance from a manager or Supervisor.

Securing Alcohol (After Hours)

Immediately following the close of the building, a manager or Supervisor must verify that all alcoholic beverages are secure. Based on theatre design and layout, securing alcohol may require moving bottles to locked storage, locking behind counters, etc. E-mail 0411 – Food and Beverage for questions and/or direction.

ALCOHOL SALES CUT-OFF REQUIREMENTS

Although local and state regulations regarding the sale of alcohol may vary, please follow the guidelines below when ending alcohol sales for the evening.

Sales Cut-Off

Since feature run times and start times vary, theatres will need to enforce an alcohol sales cut-off much earlier than traditional restaurants and bars. Each week, the GM is responsible for determining the sales cut-off period based upon the performance schedule and the local jurisdiction's cut-off/last call requirements.

Generally, the sales cut-off should be between 10:00 p.m. and 12:00 a.m. Theatres need to take the following into account: run time of films, jurisdiction cut-off time, and time requirements for container pick-up (refer to the next section "Alcohol Container Pick-up").

Jurisdiction Cut-Off Time	Recommended Theatre Cut-Off
12:00 a.m.	10:00 p.m.
1:00 a.m.	11:00 p.m.
2:00 a.m.	12:00 a.m.
3:00 a.m.	12:00 a.m.

Alcohol Container Pick-up

Each theatre that sells alcohol has a pre-determined time set by their local jurisdictions to pick-up all remaining alcohol containers after the sales cut-off.

Each week when preparing the performance schedule, you must ensure that all shows have ended no later than five minutes before the required pick-up time for alcohol. This will ensure that all guests have finished consuming alcohol prior to the set deadline.

Example:

Pick-Up Time: 1:00 a.m.

Last show ends no later than: 12:55a.m.

Please reference OPS-115a, *Theatre Specific Alcohol Laws and Regulations* for specific laws and regulations regarding the sale and consumption of alcohol.

Note: *If there is ever a conflict between the sales cut-off time and container pick-up time (i.e. local jurisdiction states you can sell to 12 am, yet containers must be picked up by 11:30 pm), always abide by the more restrictive parameters. In this case, sales should end well before 11:30 pm.*

POLICIES AND PROCEDURES

AMC has successfully operated restaurants and in theatre dining for over 10 years without incident or violations. These concepts successfully integrate dining into traditional theatre operations. In fact, in-theatre-dining operations have been considered “restaurants” by licensing authorities in AZ, IL, CA, OR, FL and TX. Food and Beverage revenues account for 60-70% of total revenue (Alcohol sales account for 10-20% of Food & Beverage sales) and box office admissions account for the remaining 30-40%. By this measure, meal service is not secondary, but primary to the concept. AMC’s Alcohol Control Plan includes the following key tactics:

Age Restriction – Guests to Fork & Screen locations must be 18 or older unless accompanied by a parent or guardian. The target demographic for in theatre dining is primarily adults. Unsupervised teens are not allowed into these auditoriums. Identification must be presented when tickets are purchased and when tickets are torn to ensure compliance. Additionally, associates must be 18 years of age to sell, pour alcohol, or remove open alcohol containers after the film is complete. We maintain a strict recruitment selection policy in support of our alcohol control plan.

Auditorium Environment – Given the strong food service focus in the auditorium, there are several key differences between this type of auditorium and a traditional theatre auditorium:

- **Seat Count** – Seat counts are reduced by 50-70% to accommodate a space for guests to eat in the auditorium. Thus, an auditorium that would normally seat 100 traditional guests will only have capacity for 35-50 guests. This allows for greater circulation of servers and supervision of guests.
- **Light Levels** – Lighting levels are 10-15% brighter than a traditional auditorium to allow servers to deliver food and drinks safely and to allow guests to eat while the movie is playing. This also allows servers to easily identify any potential compliance problems.

In-Theatre-Service – Due to the heavy emphasis on food service, the allocation of staffing and interaction with guests is similar to that of a traditional restaurant (Outback, Applebee’s, Chili’s). Please note the following:

- **Servers** – Servers have primary responsibility for checking ID’s when alcohol is ordered. We will check ID for any guest who appears to be under the age of 30. We will have one server staffed for every 20-30 guests and servers and runners are in and out of the auditoriums continuously throughout the film. Servers, with support from management, retain primary responsibility for monitoring the auditoriums to ensure compliance.

- **Server Training** – Servers undergo mandatory TIPS (*Training for Intervention Procedures*) training. TIPS is a skills-based, alcohol training and certification program that is designed to prevent intoxication, underage drinking, and drunk driving by enhancing the fundamental "people skills" of servers, sellers and consumers of alcohol¹. Upon hire, all servers sign an acknowledgement form that states that failure to follow AMC's rules, policies and procedures provided in our alcohol control plan and tactics will lead to immediate appropriate disciplinary action, up to and including termination.

Guest Interaction – Servers have assigned sections of each theatre to collect orders and run prepared food and drinks. Servers interact with guests at the following intervals:

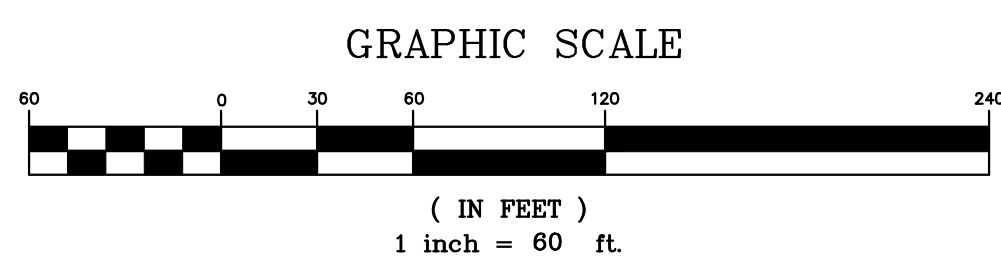
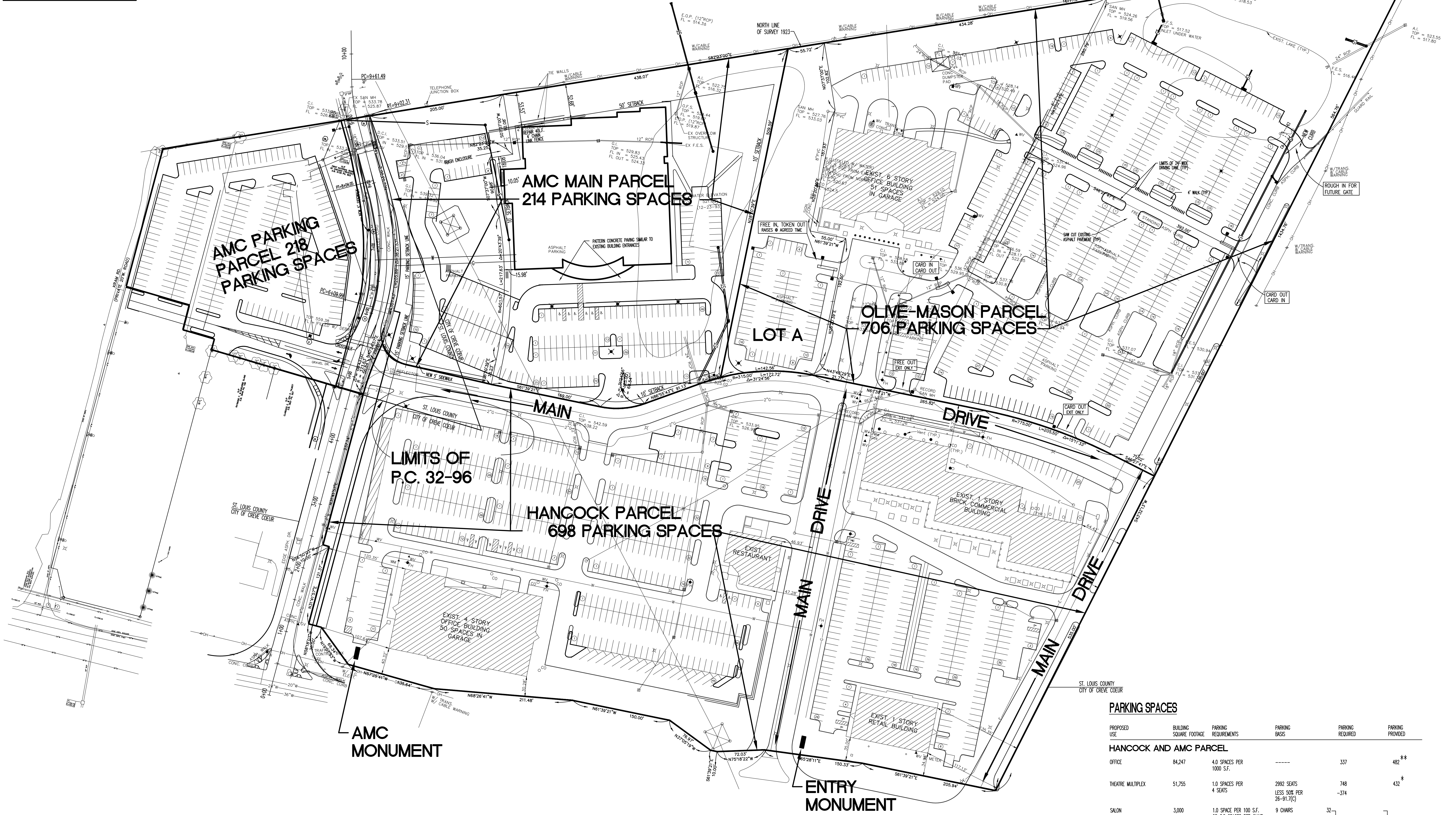
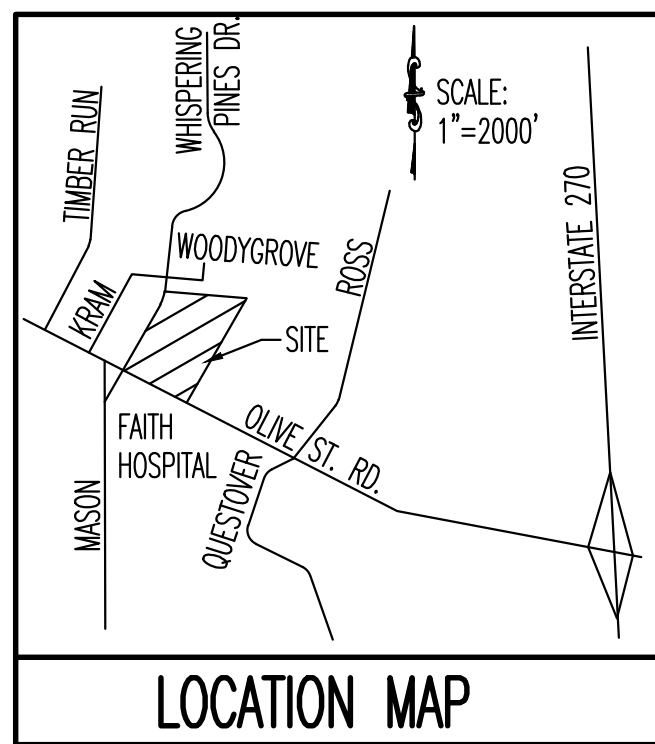
- **Within 5 Minutes of Seating** – Greet guest and place drink order
- **Within 10 Minutes of Seating** – Drink orders are received and food orders are placed
- **Within 15 Minutes of Food Order** – Prepared food arrives
- **Periodically During the Film** – Consumed food is pre-bussed
- **Within 30 Minutes of End of Movie** – Checks are delivered and payment collected
- **Within 15 Minutes of End of Movie** – Receipts are delivered to guests

Hours of Operation – Local or state regulations for the cutoff of alcohol sales vary by location. Respectful of this, each week, when preparing our film showtime schedule, every effort is made to ensure that all shows that begin before the alcohol cutoff time are finished to allow guests to exit the building before the cutoff time. In the event that we have a feature with an unusually long length, servers will pick up all open alcohol containers well in advance of the cutoff time.

Alcohol Compliance Monitoring – All associates that serve, sell, handle, or monitor guests purchasing alcoholic drinks play a vital role in enforcing alcohol policies. Servers have primary responsibility for ensuring compliance but theatre specific tactics may call for additional designated associates to be responsible for:

- **Ensuring guest compliance with alcohol policies**
- **Monitoring and preventing alcohol consumption by minors**
- **Ensuring alcohol is consumed in designated areas only**
- **Ensuring guests do not leave the premises with alcoholic beverages**

⁽¹⁾ TIPS Alcohol Training Online Site (<http://www.tipsalcohol.com>).



PARKING LOT LIGHTING HEIGHT SHALL NOT EXCEED 30'.
TYPICAL PARKING STALL DIMENSIONS
EAST OF WHISPERING PINES DRIVE
9'x19' WITH 24' AISLES.
WEST OF WHISPERING PINES DRIVE
9'x19' WITH 22' AISLES.

PARKING SPACES

PROPOSED USE	BUILDING SQUARE FOOTAGE	PARKING REQUIREMENTS	PARKING BASIS	PARKING REQUIRED	PARKING PROVIDED
HANCOCK AND AMC PARCEL					
OFFICE	84,247	4.0 SPACES PER 1000 S.F.	-----	337	482**
THEATRE MULTIPLEX	51,755	1.0 SPACES PER 4 SEATS	2992 SEATS LESS 500 PER 28-91.7(C)	748 -374	432*
SALON	3,000	1.0 SPACE PER 100 S.F. OR 3.5 SPACES PER CHAIR	9 CHAIRS	32	
DRY CLEANER	1,500	1.0 SPACE PER 150 S.F.	-----	10	
RETAIL	26,055	6.0 SPACES PER 1000 S.F.	-----	157	403
RESTAURANTS	3,375	20.0 SPACES PER 1000 S.F. PLUS	32 OUTDOOR SEATS	72	
	5,600	1.0 SPACES PER 8 OUTDOOR SEATS	154 OUTDOOR SEATS	132	
TOTAL FOR HANCOCK AND AMC				1,114	1,130**

OLIVE-MASON PARCEL			
OFFICE	126,000	4.0 SPACES PER 1000 S.F.	504
			706**

* INCLUDES 218 SPACES LOCATED WEST OF WHISPERING PINES DRIVE
** INCLUDES GARAGES

THE MIDLAND GROUP, INC.
12655 OLIVE STREET ROAD
ST. LOUIS, MO 63141
PHONE NO. (314)576-1900



SITE DEVELOPMENT PLAN-PARKING WEST PARK CENTER

Revisions		
No.	Date	By
Dr. JEK		Ok. SMS

Date	7-11-96
Job No.	93373.03
Sheet No.	
EXHIBIT C	

TEL: 800-400-1353
FAX: 541-396-6888
www.csa-compliance.com



54476 MARIAH ROAD
MYRTLE PT, OR 97458
www.csa-compliance.com

April 9, 2012

Paul Langdon
Director of Community Development
City of Creve Coeur
300 N. New Ballas Road
Creve Coeur, MO 63141

Via e-mail
plangdon@ci.creve-coeur.mo.us

RE: AMC West Olive 16 Theatre CUP Application

Dear Mr. Langdon:

Mark Perkins and I recently discussed AMC's plans to remodel their West Olive 16 Theatre to convert this theatre to a Dine-In Theatre, with Fork & Screen and Cinema Suites auditoriums. This new concept allows moviegoers to experience restaurant quality food in the theatre while enjoying seat-side service in a more mature and sophisticated environment. Mark suggested that I provide you with more information on the concept in anticipation of the Planning Commission Meeting on April 16th. Scheduled for that evening is AMC's application for a Conditional Use Permit for a restaurant use along with service of alcoholic beverages. A member of AMC Food and Beverage team will be at the hearing to fully explain the concept, their operations and controls, and answer any questions.

INTRODUCING THE CONCEPT

The easiest way to view the Dine-In Theatre concept is to visit AMC's website: <http://www.dinein.amctheatres.com/> This website gives a good overview of what the theatre patrons can look forward to in a fully remodeled site including the Fork & Screen (with casual in-theatre dining for families) and Cinema Suites (with luxury recliners and a 21 and older policy). Both in-theatre dining experiences offer the same extensive menu from kitchen-prepared appetizers, gourmet entrees, and desserts, to traditional theatre concessions of popcorn and candy. In addition, these expanded offerings include a greater variety of beverage options for guests such as teas, juices, coffees, and alcoholic beverages.

I have included several PDF documents describing the Fork & Screen concept and the proposed diagrams showing how the AMC Theatres West Olive 16 will be changed. There are also menus detailing the items made available in all three venues: Fork & Screen, Cinema Suites, and the lobby bar, MacGuffins.

AMC's alcohol and age policies are outlined in these materials as well. AMC has developed over the last two years the best practice in the control of alcohol in its theatres and every City Council or Licensing Board that has heard their presentation has resolved their concerns about alcohol service in a movie theatre and approved the license.

The West Olive 16 Dine-In Theatre will be the first in the St. Louis area. AMC has two licensed theatres in Kansas City, Missouri and one in Olathe Kansas. AMC's most popular Dine-In Theatre is at Downtown Disney.

AMC has operated over 25 theatres with liquor licenses and some for over 10 years and has had only a single violation, which led to a company wide change of carding every guest under the age of 99, every time. The safety and security of AMC's guests and employees continues to be a company priority and AMC has not received a single negative comment about the service of alcoholic beverages at their theatres. AMC is committed to running this dining and beverage service in a responsible manner to ensure their guests enjoy their experience.

THE PLANS FOR WEST OLIVE 16

AMC is planning to convert all 16 auditoriums to Fork & Screen and Cinema Suites at the West Olive 16 theatre. The number of seats in each auditorium will be significantly reduced (by approximately half in the Fork & Screen and nearly 2/3rd in Cinema Suites). The theatre will have a complete kitchen for preparation of full restaurant-type menu items on site. The food and beverages will be served by waitstaff. In the auditoriums, when customers are ready, they will use a silent call button and a server will arrive to take their order. A small MacGuffins bar will be located in the lobby. Full food service is available in the MacGuffins and any adult patron of the theatre will be able to enjoy a meal or drink there.

I have enclosed floorplans illustrating the before and after for your consideration. The conversion process will not reduce the number of auditoriums but it will significantly reduce the number of seats, reducing significantly the parking demand for the facility. While the final numbers are not available for West Olive 16, the typical investment for the conversion has been in the range of \$4 to \$5 million dollars.

Paul Langdon, Director
April 9, 2012
Page 3

The revenue from food sales exceeds the sales of alcoholic beverages in AMC's similar dine-in theatre conversions. Food sales run approximately sixty to seventy percent of the total food and beverage sales. These additional food and beverage sales bring significantly increased revenue to these theatres and allow them to compete with other entertainment venues.

There are often concerns that the conversion of a theatre to a Dine-In Theatre will remove the option for patrons who want the traditional movie theatre experience. In the case of Creve Coeur, those patrons will still be able to have the traditional movie theatre experience at the AMC Creve Coeur 12 and the AMC Chesterfield 14, both within 5 miles. However, those patrons who want the new Dine-In Theatre experience that is now popular throughout the country will have that option.

If you require any additional information, please do not hesitate to contact me. My phone number is 800-400-1352 x225 and my e-mail is: alex@csa-compliance.com.

Sincerely,

A handwritten signature in blue ink that reads "Alex Heckathorn". The signature is stylized with a large, looped "A" and a long, horizontal stroke extending to the right.

Alex Heckathorn

Encls. as listed
cc:

BILL NUMBER 1650

ORDINANCE NUMBER 1612

AN ORDINANCE AUTHORIZING THE ISSUANCE OF A CONDITIONAL USE PERMIT TO OPERATE A 16-SCREEN MOTION PICTURE THEATRE IN THE WEST PARK DEVELOPMENT, LOCATED ON THE NORTHEAST CORNER OF OLIVE BOULEVARD AND WHISPERING PINES DRIVE, IN THE "CB" CORE BUSINESS DISTRICT, SUBJECT TO THE FOLLOWING CONDITIONS HEREIN SET FORTH.

WHEREAS, AN APPLICATION WAS MADE BY BROKEN HEART VENTURE PARTNERSHIP, MICHAEL LAZAROFF, REPRESENTATIVE, FOR A CONDITIONAL USE PERMIT TO CONSTRUCT A MOTION PICTURE THEATRE IN THE WEST PARK DEVELOPMENT ON THE NORTHEAST CORNER OF OLIVE BOULEVARD AND WHISPERING PINES DRIVE, IN THE "CB" CORE BUSINESS DISTRICT OF THE CITY OF CREVE COEUR, AND

WHEREAS, THE PLANNING AND ZONING COMMISSION OF THE CITY OF CREVE COEUR HAS RECOMMENDED APPROVAL OF SAID APPLICATION BY UNANIMOUS VOTE, AND

WHEREAS, A PUBLIC HEARING WAS HELD BY THE CREVE COEUR CITY COUNCIL ON MONDAY, OCTOBER 22, 1993 BEGINNING AT 7:30 P.M., OR IMMEDIATELY FOLLOWING THE CLOSE OF THE PREVIOUS PUBLIC HEARING, ON SAID APPLICATION FOR THE CONDITIONAL USE PERMIT AS PROVIDED BY ARTICLE VIII, SECTION 26-114 OF ORDINANCE NUMBER 1044 OF THE CITY OF CREVE COEUR, AND

WHEREAS, NOTICE OF PUBLICATION FOR SAID PUBLIC HEARING HAD BEEN PREVIOUSLY PUBLISHED ON OCTOBER 8, 15, AND 20, 1993 IN THE ST. LOUIS COUNTIAN, A NEWSPAPER OF GENERAL CIRCULATION IN THE CITY OF CREVE COEUR, AND

WHEREAS, ALL PARTIES DESIRING TO BE HEARD, EITHER FOR OR AGAINST SAID APPLICATION, WERE GIVEN AN OPPORTUNITY TO BE HEARD AT SAID PUBLIC HEARING, AND

WHEREAS, THE CITY COUNCIL BEING FULLY INFORMED FINDS THAT THE GRANTING OF THE APPLICATION WOULD BE IN HARMONY WITH AND BEAR A SUBSTANTIAL RELATION TO THE PUBLIC WELFARE, HEALTH, SAFETY, COMFORT AND CONVENIENCE OF THE CITIZENS OF THE CITY OF CREVE COEUR AND IN THE PUBLIC INTEREST AND IN CONFORMANCE WITH GOOD ZONING PRACTICE.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CREVE COEUR, ST. LOUIS COUNTY, MISSOURI, AS FOLLOWS:

SECTION 1: A CONDITIONAL USE PERMIT IS AUTHORIZED TO BE ISSUED TO BROKEN HEART JOINT VENTURE PURSUANT TO SECTION 3 HEREOF FOR THE OPERATION OF A MOTION PICTURE THEATRE TO BE LOCATED IN THE WEST PARK DEVELOPMENT ON THE NORTHEAST CORNER OF OLIVE BOULEVARD AND WHISPERING PINES DRIVE, IN THE "CB" CORE BUSINESS DISTRICT, SUBJECT TO THE HEREINAFTER STATED CONDITIONS ON THE FOLLOWING DESCRIBED PROPERTY:

A PARCEL OF LAND LOCATED IN THE NORTHWEST CORNER OF WEST PARK, A SUBDIVISION ACCORDING TO PLAT THEREOF RECORDED IN PLAT BOOK 284 PAGES 1 AND 2 OF THE ST. LOUIS COUNTY RECORDS, IN U.S. SURVEY 1923, TOWNSHIP 45 AND 46 NORTH, RANGE 5 EAST, ST. LOUIS COUNTY, MISSOURI TO BE LOCATED ON A LOT TO BE CREATED BY A RESUBDIVISION OF LOT IIA, IIIA AND POSSIBLY LOT I OF WEST PARK PURSUANT TO A RESUBDIVISION PLAT TO BE SUBMITTED TO AND APPROVED BY THE CITY COUNCIL OF THE CITY OF CREVE COEUR.

SECTION 2: THE CONDITIONAL USE PERMIT GRANTED SHALL BE SUBJECT TO ALL APPLICABLE STATUTES, ORDINANCES, RULES AND REGULATIONS, AND THE FOLLOWING CONDITIONS:

1. THIS CONDITIONAL USE PERMIT SHALL BE FOR THE OPERATION OF A TWO-STORY, 55,000 SQUARE FOOT MOTION PICTURE THEATRE, WITH A MAXIMUM OF 16 SCREENS.
2. THERE SHALL BE A MAXIMUM OF 2,992 SEATS WITHIN THE THEATRE BUILDING.
3. THE HOURS OF OPERATION SHALL BE FROM 12:00 P.M. TO 2:30 A.M. MONDAY THRU FRIDAY AND 10:00 A.M. TO 2:30 A.M. SATURDAY AND SUNDAY.
4. ON WEEKDAYS, THE THEATRE WILL OFFER NO SHOWS PRIOR TO 12:00 P.M., AND ALL SHOWS WILL BE LIMITED TO 50 PERCENT OCCUPANCY FROM 12:00 P.M. TO 4:45 P.M., EXCLUDING LEGAL HOLIDAYS OR NON-BUSINESS DAYS.
5. THE THEATRE SHALL BE DEVELOPED AND CONSTRUCTED IN ACCORDANCE WITH PLANS APPROVED BY THE CREVE COEUR CITY COUNCIL ON NOVEMBER 22, 1993, OR AS FURTHER REVISED AND APPROVED BY THE CITY COUNCIL.

6. THE REQUIRED IMPROVEMENTS TO WHISPERING PINES DRIVE AND ITS INTERSECTION WITH OLIVE BOULEVARD ALONG WITH THE CONNECTION TO THE IMPROVED WHISPERING PINES DRIVE FROM THE WEST PARK DEVELOPMENT SHALL BE COMPLETED BY BROKEN HEART JOINT VENTURE PRIOR TO THE ISSUANCE OF ANY TYPE OF OCCUPANCY PERMIT FOR THE THEATRE.

7. THE FLOOR PLAN FOR THE PROPOSED THEATRE ESTABLISHMENT SHALL BE FILED WITH THE CREVE COEUR ZONING ADMINISTRATOR SHOWING THE TYPE AND LOCATION OF ALL EQUIPMENT, FURNITURE, AND OTHER INFORMATION WHICH MAY BE REQUESTED BY THE BUILDING OFFICIAL.

8. SIGNS FOR THE THEATRE MUST BE IN CONFORMANCE WITH THE CITY'S SIGN REGULATIONS, AND PERMITS MUST BE OBTAINED FOR THE ERECTION OR MODIFICATION OF ANY SIGN ON THE PREMISES. BANNERS, PENNANTS, FRINGE, LIGHTS, PINWHEELS OR OTHER SIMILAR DEVICES FOR ATTRACTING ATTENTION MAY BE DISPLAYED ONLY IN CONFORMANCE WITH THE CITY'S CURRENT SIGN REGULATIONS. EXPOSED NEON SIGNS SHALL ONLY BE USED UPON REVIEW AND APPROVAL OF THE CITY'S PLANNING AND ZONING COMMISSION.

9. THE REFUSE CONTAINER SHALL BE FOR THE EXCLUSIVE USE OF THIS THEATRE AND SHALL BE LOCATED WITHIN A SCREENED SIGHT-PROOF STORAGE AREA WITH THE INSTALLATION OF A HOSE BIBB TO SERVICE THE TRASH ENCLOSURE AREA.

10. THERE SHALL BE NO OUTDOOR STORAGE OR PLACEMENT OF ANY MATERIALS OR EQUIPMENT USED IN CONJUNCTION WITH THE THEATRE.

11. ANY MECHANICAL EQUIPMENT INSTALLED FOR THE THEATRE SHALL BE PROPERLY SCREENED WITH APPROVED MATERIALS.

12. NO VIDEO GAMES SHALL BE PERMITTED AT ANY LOCATION WITHIN THE THEATRE.

13. ANY FUTURE ENLARGEMENT, EXTENSION, EXPANSION OR ALTERATION IN THE USE OF THE STRUCTURE OR SITE MUST BE APPROVED BY THE CITY COUNCIL UPON RECEIPT OF THE RECOMMENDATION OF THE PLANNING AND ZONING COMMISSION AS AN AMENDMENT TO THE CONDITIONAL USE PERMIT BEFORE A BUILDING PERMIT FOR THE ENLARGEMENT OR ALTERATION MAY BE ISSUED.

14. THE THEATRE MUST HAVE SUFFICIENT PROPER SIGNS TO COMPLY WITH THE "NO SMOKING" ORDINANCE NUMBER 1392 AND AMENDING ORDINANCE NUMBER 1548.

15. A COPY OF ALL HEREIN ATTACHED CONDITIONS SHALL BE FURNISHED BY THE OWNER OR PETITIONER TO THE OPERATOR(S) OR MANAGER(S), INCLUDING SUCCESSIVE OPERATOR(S), OWNER(S) OR MANAGER(S), WHO SHALL FORWARD TO THE ZONING ENFORCEMENT OFFICER AN ACKNOWLEDGEMENT THAT HE OR SHE HAS READ AND UNDERSTOOD EACH OF THESE CONDITIONS AND AGREES TO COMPLY THEREWITH.

16. ALL CONDITIONS CONTAINED WITHIN THIS PERMIT SHALL BE POSTED UPON THE PROPERTY IN SUCH A MANNER THAT IT IS VISIBLE TO THE PUBLIC AND THE OPERATOR OF SAID FACILITY.

17. FAILURE TO COMPLY WITH ANY ONE OR ALL OF THE CONDITIONS OF THIS PERMIT SHALL BE ADEQUATE CAUSE FOR THE REVOCATION OF SAID PERMIT BY THE CITY COUNCIL PROVIDED, HOWEVER, NO PERMIT SHALL BE REVOKED WITHOUT PRIOR NOTICE TO THE OWNER OF THE INTENTION OF THE CITY COUNCIL TO REVOKE THIS PERMIT AND REASONABLE TIME GRANTED TO THE OWNER TO CORRECT OR REMEDY ANY SUCH BREACH OF CONDITION, EXCEPT FOR REPEATED BREACHES OR VIOLATIONS.

18. NO CONDITIONAL USE PERMIT GRANTED BY THE CITY COUNCIL SHALL BE VALID FOR A PERIOD LONGER THAN ONE YEAR FROM THE DATE IT GRANTS THE CONDITIONAL USE PERMIT, UNLESS WITHIN SUCH PERIOD: (1) A BUILDING PERMIT IS OBTAINED AND CONSTRUCTION IS BEGUN; OR (2) IF A BUILDING PERMIT IS NOT REQUIRED, AN OCCUPANCY PERMIT IS OBTAINED AND THE USE OF THE BUILDING COMMENCED. THE CITY COUNCIL MAY GRANT EXTENSIONS NOT EXCEEDING ONE HUNDRED AND EIGHTY (180) DAYS EACH, UPON WRITTEN APPLICATION, WITHOUT NOTICE OR HEARING.

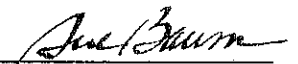
SECTION 3: THE CITY ADMINISTRATOR OF THE CITY OF CREVE COEUR IS HEREBY AUTHORIZED AND DIRECTED TO ISSUE A CONDITIONAL USE PERMIT TO BROKEN HEART JOINT VENTURE IN ACCORDANCE WITH THE PROVISIONS OF THIS ORDINANCE, SAID PERMIT TO EXPRESSLY PROVIDE FOR THE CONDITIONS AND STIPULATIONS HEREINABOVE SET OUT IN SECTION 2 OF THIS ORDINANCE.

SECTION 4: THIS ORDINANCE SHALL BECOME EFFECTIVE AT THE EXPIRATION OF FIFTEEN (15) DAYS AFTER ADOPTION BY THE CITY COUNCIL AND THE SIGNING THEREOF BY THE MAYOR.

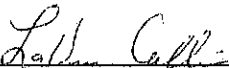
PASSED THIS 22nd DAY OF November, 1993.


SUE BAUM, MAYOR

APPROVED THIS 22nd DAY OF November, 1993.


SUE BAUM, MAYOR

ATTEST:


LAVERNE COLLINS, CMC
CITY CLERK

148/126

BILL NUMBER 1751

ORDINANCE NUMBER 1707

AN ORDINANCE AUTHORIZING THE ISSUANCE OF A CONDITIONAL USE PERMIT TO OPERATE A 16-SCREEN MOTION PICTURE THEATRE IN THE WEST PARK DEVELOPMENT, LOCATED ON THE NORTHEAST CORNER OF OLIVE BOULEVARD AND WHISPERING PINES DRIVE, IN THE "CB" CORE BUSINESS DISTRICT, SUBJECT TO THE FOLLOWING CONDITIONS HEREIN SET FORTH.

WHEREAS, AN APPLICATION WAS MADE BY BROKEN HEART DEVELOPMENT COMPANY AND AMERICAN MULTI CINEMA, INC., FOR A CONDITIONAL USE PERMIT TO CONSTRUCT A MOTION PICTURE THEATRE IN THE WEST PARK DEVELOPMENT ON THE NORTHEAST CORNER OF OLIVE BOULEVARD AND WHISPERING PINES DRIVE, IN THE "CB" CORE BUSINESS DISTRICT OF THE CITY OF CREVE COEUR, AND

WHEREAS, THE PLANNING AND ZONING COMMISSION OF THE CITY OF CREVE COEUR HAS RECOMMENDED APPROVAL OF SAID APPLICATION BY UNANIMOUS VOTE, AND

WHEREAS, A PUBLIC HEARING WAS HELD BY THE CREVE COEUR CITY COUNCIL ON MONDAY, APRIL 10, 1995 BEGINNING AT 7:30 P.M., OR IMMEDIATELY FOLLOWING THE CLOSE OF THE PREVIOUS PUBLIC HEARING, ON SAID APPLICATION FOR THE CONDITIONAL USE PERMIT AS PROVIDED BY ARTICLE VIII, SECTION 26-114 OF ORDINANCE NUMBER 1044 OF THE CITY OF CREVE COEUR, AND

WHEREAS, NOTICE OF PUBLICATION FOR SAID PUBLIC HEARING HAD BEEN PREVIOUSLY PUBLISHED ON MARCH 21, MARCH 28, AND APRIL 5, 1995 IN THE ST. LOUIS COUNTIAN, A NEWSPAPER OF GENERAL CIRCULATION IN THE CITY OF CREVE COEUR, AND

WHEREAS, ALL PARTIES DESIRING TO BE HEARD, EITHER FOR OR AGAINST SAID APPLICATION, WERE GIVEN AN OPPORTUNITY TO BE HEARD AT SAID PUBLIC HEARING, AND A COPY OF THE PROPOSED ORDINANCE HAS BEEN MADE AVAILABLE FOR PUBLIC INSPECTION PRIOR TO ITS CONSIDERATION BY THE COUNCIL; AND THIS BILL HAVING BEEN READ BY TITLE IN OPEN MEETING THREE TIMES BEFORE FINAL PASSAGE BY THE CITY COUNCIL, AND

WHEREAS, THE CITY COUNCIL BEING FULLY INFORMED FINDS THAT THE GRANTING OF THE APPLICATION WOULD BE IN HARMONY WITH AND BEAR A SUBSTANTIAL RELATION TO THE PUBLIC WELFARE, HEALTH, SAFETY, COMFORT

AND CONVENIENCE OF THE CITIZENS OF THE CITY OF CREVE COEUR AND IN THE PUBLIC INTEREST AND IN CONFORMANCE WITH GOOD ZONING PRACTICE.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CREVE COEUR, ST. LOUIS COUNTY, MISSOURI, AS FOLLOWS:

SECTION 1: A CONDITIONAL USE PERMIT IS AUTHORIZED TO BE ISSUED TO BROKEN HEART DEVELOPMENT COMPANY AND AMERICAN MULTI CINEMA, INC. PURSUANT TO SECTION 3 HEREOF FOR THE OPERATION OF A MOTION PICTURE THEATRE TO BE LOCATED IN THE WEST PARK DEVELOPMENT ON THE NORTHEAST CORNER OF OLIVE BOULEVARD AND WHISPERING PINES DRIVE, IN THE "CB" CORE BUSINESS DISTRICT, SUBJECT TO THE HEREINAFTER STATED CONDITIONS ON THE FOLLOWING DESCRIBED PROPERTY:

A PARCEL OF LAND LOCATED IN THE NORTHWEST CORNER OF WEST PARK, A SUBDIVISION ACCORDING TO PLAT THEREOF RECORDED IN PLAT BOOK 284 PAGES 1 AND 2 OF THE ST. LOUIS COUNTY RECORDS, IN U.S. SURVEY 1923, TOWNSHIP 45 AND 46 NORTH, RANGE 5 EAST, ST. LOUIS COUNTY, MISSOURI TO BE LOCATED ON A LOT TO BE CREATED BY A RESUBDIVISION OF LOT IIA, IIIA AND POSSIBLY LOT I OF WEST PARK PURSUANT TO A RESUBDIVISION PLAT TO BE SUBMITTED TO AND APPROVED BY THE CITY COUNCIL OF THE CITY OF CREVE COEUR.

SECTION 2: THE CONDITIONAL USE PERMIT GRANTED SHALL BE SUBJECT TO ALL APPLICABLE STATUTES, ORDINANCES, RULES AND REGULATIONS, AND THE FOLLOWING CONDITIONS:

1. THIS CONDITIONAL USE PERMIT SHALL BE FOR THE OPERATION OF A ONE-STORY, 55,000 SQUARE FOOT MOTION PICTURE THEATRE, WITH A MAXIMUM OF 16 SCREENS.
2. THERE SHALL BE A MAXIMUM OF 2,992 SEATS WITHIN THE THEATRE BUILDING.
3. THE HOURS OF OPERATION SHALL BE FROM 12:00 P.M. TO 2:30 A.M. MONDAY THRU FRIDAY AND 10:00 A.M. TO 2:30 A.M. SATURDAY AND SUNDAY.
4. ON WEEKDAYS, THE THEATRE WILL OFFER NO SHOWS PRIOR TO 12:00 P.M., AND THE THEATRE WILL BE LIMITED TO 50 PERCENT OCCUPANCY FROM 12:00 P.M. TO 4:45 P.M., EXCLUDING LEGAL HOLIDAYS OR NON-BUSINESS DAYS.

5. THE THEATRE SHALL BE DEVELOPED AND CONSTRUCTED IN ACCORDANCE WITH PLANS APPROVED BY THE CREVE COEUR CITY COUNCIL ON _____, 1995, OR AS FURTHER REVISED AND APPROVED BY THE CITY COUNCIL.

6. THE REQUIRED IMPROVEMENTS TO WHISPERING PINES DRIVE AND ITS INTERSECTION WITH OLIVE BOULEVARD ALONG WITH THE CONNECTION TO THE IMPROVED WHISPERING PINES DRIVE FROM THE WEST PARK DEVELOPMENT SHALL BE COMPLETED BY BROKEN HEART DEVELOPMENT COMPANY PRIOR TO THE ISSUANCE OF ANY TYPE OF OCCUPANCY PERMIT FOR THE THEATRE.

7. THE FLOOR PLAN FOR THE PROPOSED THEATRE ESTABLISHMENT SHALL BE FILED WITH THE CREVE COEUR ZONING ADMINISTRATOR SHOWING THE TYPE AND LOCATION OF ALL EQUIPMENT, FURNITURE, AND OTHER INFORMATION WHICH MAY BE REQUESTED BY THE BUILDING OFFICIAL.

8. SIGNS FOR THE THEATRE MUST BE IN CONFORMANCE WITH THE CITY'S SIGN REGULATIONS, AND PERMITS MUST BE OBTAINED FOR THE ERECTION OR MODIFICATION OF ANY SIGN ON THE PREMISES. BANNERS, PENNANTS, FRINGE, LIGHTS, PINWHEELS OR OTHER SIMILAR DEVICES FOR ATTRACTING ATTENTION MAY BE DISPLAYED ONLY IN CONFORMANCE WITH THE CITY'S CURRENT SIGN REGULATIONS. EXPOSED NEON SIGNS SHALL ONLY BE USED IN CONFORMANCE WITH CURRENT SIGN REGULATIONS.

9. THE REFUSE CONTAINER SHALL BE FOR THE EXCLUSIVE USE OF THIS THEATRE AND SHALL BE LOCATED WITHIN A SCREENED SIGHT-PROOF STORAGE AREA WITH THE INSTALLATION OF A HOSE BIBB TO SERVICE THE TRASH ENCLOSURE AREA.

10. THERE SHALL BE NO OUTDOOR STORAGE OR PLACEMENT OF ANY MATERIALS OR EQUIPMENT USED IN CONJUNCTION WITH THE THEATRE.

11. ANY MECHANICAL EQUIPMENT INSTALLED FOR THE THEATRE SHALL BE PROPERLY SCREENED WITH APPROVED MATERIALS.

12. NO VIDEO GAMES SHALL BE PERMITTED AT ANY LOCATION WITHIN THE THEATRE.

13. ANY FUTURE ENLARGEMENT, EXTENSION, EXPANSION OR ALTERATION IN THE USE OF THE STRUCTURE OR SITE MUST BE APPROVED BY THE CITY COUNCIL UPON RECEIPT OF THE RECOMMENDATION OF THE PLANNING AND ZONING COMMISSION AS AN AMENDMENT TO THE CONDITIONAL USE PERMIT BEFORE A BUILDING PERMIT FOR THE ENLARGEMENT OR ALTERATION MAY BE ISSUED.

14. THE THEATRE MUST HAVE SUFFICIENT PROPER SIGNS TO COMPLY WITH THE "NO SMOKING" ORDINANCE NUMBER 1392 AND AMENDING ORDINANCE NUMBER 1548.

15. A COPY OF ALL HEREIN ATTACHED CONDITIONS SHALL BE FURNISHED BY THE OWNER OR PETITIONER TO THE OPERATOR(S) OR MANAGER(S), INCLUDING SUCCESSIVE OPERATOR(S), OWNER(S) OR MANAGER(S), WHO SHALL FORWARD TO THE ZONING ENFORCEMENT OFFICER AN ACKNOWLEDGEMENT THAT HE OR SHE HAS READ AND UNDERSTOOD EACH OF THESE CONDITIONS AND AGREES TO COMPLY THEREWITH.

16. ALL CONDITIONS CONTAINED WITHIN THIS PERMIT SHALL BE POSTED UPON THE PROPERTY IN SUCH A MANNER THAT IT IS VISIBLE TO THE PUBLIC AND THE OPERATOR OF SAID FACILITY.

17. FAILURE TO COMPLY WITH ANY ONE OR ALL OF THE CONDITIONS OF THIS PERMIT SHALL BE ADEQUATE CAUSE FOR THE REVOCATION OR MODIFICATION OF SAID PERMIT BY THE CITY COUNCIL PROVIDED, HOWEVER, NO PERMIT SHALL BE REVOKED OR MODIFIED WITHOUT PRIOR NOTICE TO THE OWNER OF THE INTENTION OF THE CITY COUNCIL TO REVOKE OR MODIFY THIS PERMIT AND REASONABLE TIME GRANTED TO THE OWNER TO CORRECT OR REMEDY ANY SUCH BREACH OF CONDITION, EXCEPT FOR REPEATED BREACHES OR VIOLATIONS.

18. NO CONDITIONAL USE PERMIT GRANTED BY THE CITY COUNCIL SHALL BE VALID FOR A PERIOD LONGER THAN ONE YEAR FROM THE DATE IT GRANTS THE CONDITIONAL USE PERMIT, UNLESS WITHIN SUCH PERIOD: (1) A BUILDING PERMIT IS OBTAINED AND CONSTRUCTION IS BEGUN; OR (2) IF A BUILDING PERMIT IS NOT REQUIRED, AN OCCUPANCY PERMIT IS OBTAINED AND THE USE OF THE BUILDING COMMENCED. THE CITY COUNCIL MAY GRANT EXTENSIONS TO THE ONE (1) YEAR PERIOD NOT EXCEEDING ONE HUNDRED AND EIGHTY (180) DAYS EACH, UPON WRITTEN APPLICATION OF THE ORIGINAL APPLICANT AND APPROVED BY THE COUNCIL PRIOR TO THE EXPIRATION DATE, WITHOUT NOTICE OR HEARING.

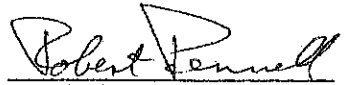
19. NOTWITHSTANDING ANYTHING TO THE CONTRARY IN SECTION 26-114 OR SECTION 26-91.7(c) OF THE CITY ZONING ORDINANCES OR IN THIS ORDINANCE, THE APPROVALS GRANTED OR AUTHORIZED TO BE GRANTED BY SECTION 26-91.7(c) AND THE CONDITIONAL USE PERMIT GRANTED OR AUTHORIZED TO BE GRANTED BY THIS ORDINANCE UNDER SECTION 26-114.2 CANNOT BE REVOKED AS

LONG AS THE PROPERTY SUBJECT TO THIS ORDINANCE IS OPERATED IN ACCORDANCE WITH THE TERMS OF THE CONDITIONAL USE PERMIT. IF THE LAND WHICH WILL BE THE SUBJECT OF THE CONDITIONAL USE PERMIT IS TRANSFERRED, THE GRANTEE SHALL AGREE TO AND COMPLY WITH ALL CONDITIONS OF THE CONDITIONAL USE PERMIT.

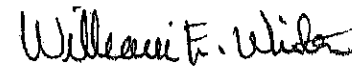
SECTION 3: THE CITY ADMINISTRATOR OF THE CITY OF CREVE COEUR IS HEREBY AUTHORIZED AND DIRECTED TO ISSUE A CONDITIONAL USE PERMIT TO BROKEN HEART JOINT VENTURE IN ACCORDANCE WITH THE PROVISIONS OF THIS ORDINANCE, SAID PERMIT TO EXPRESSLY PROVIDE FOR THE CONDITIONS AND STIPULATIONS HEREINABOVE SET OUT IN SECTION 2 OF THIS ORDINANCE.

SECTION 4: IN VIEW OF THE PRESENCE OF A MINIMUM QUORUM AT THE CITY COUNCIL MEETING OF MARCH 27, 1995 AND THE PROPOSED CLOSING DATE OF APRIL 15, 1995 FOR THE PARCEL OF REAL ESTATE THAT IS THE SUBJECT OF THIS ORDINANCE, THIS ORDINANCE IS HEREBY DECLARED TO BE AN EMERGENCY AND SHALL TAKE EFFECT FROM AND AFTER ITS ADOPTION, PURSUANT TO SECTION 3.11(f) OF THE CITY CHARTER.

PASSED THIS 10 DAY OF April, 1995.


ROBERT PENNELL
CITY COUNCIL PRESIDENT

APPROVED THIS 10 DAY OF April, 1995.


WILLIAM E. WINTER
MAYOR

ATTEST:


LAVERNE COLLINS, CMC
CITY CLERK

134/202



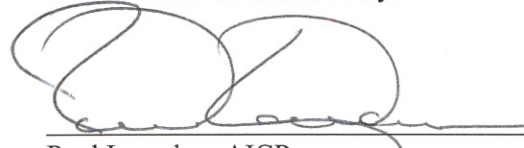
city of CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
(314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

STAFF MEMORANDUM TO THE PLANNING AND ZONING COMMISSION

Meeting Date: April 16, 2012
Subject: Zoning for the Core Business District (CBD)
Location: Area bounded by Olive Boulevard, Old Ballas Road, and North New Ballas Road.
Requested Action: Work session discussion only.

Prepared by:


Paul Langdon, AICP
Director of Community Development

4/12/2012
Date

BACKGROUND

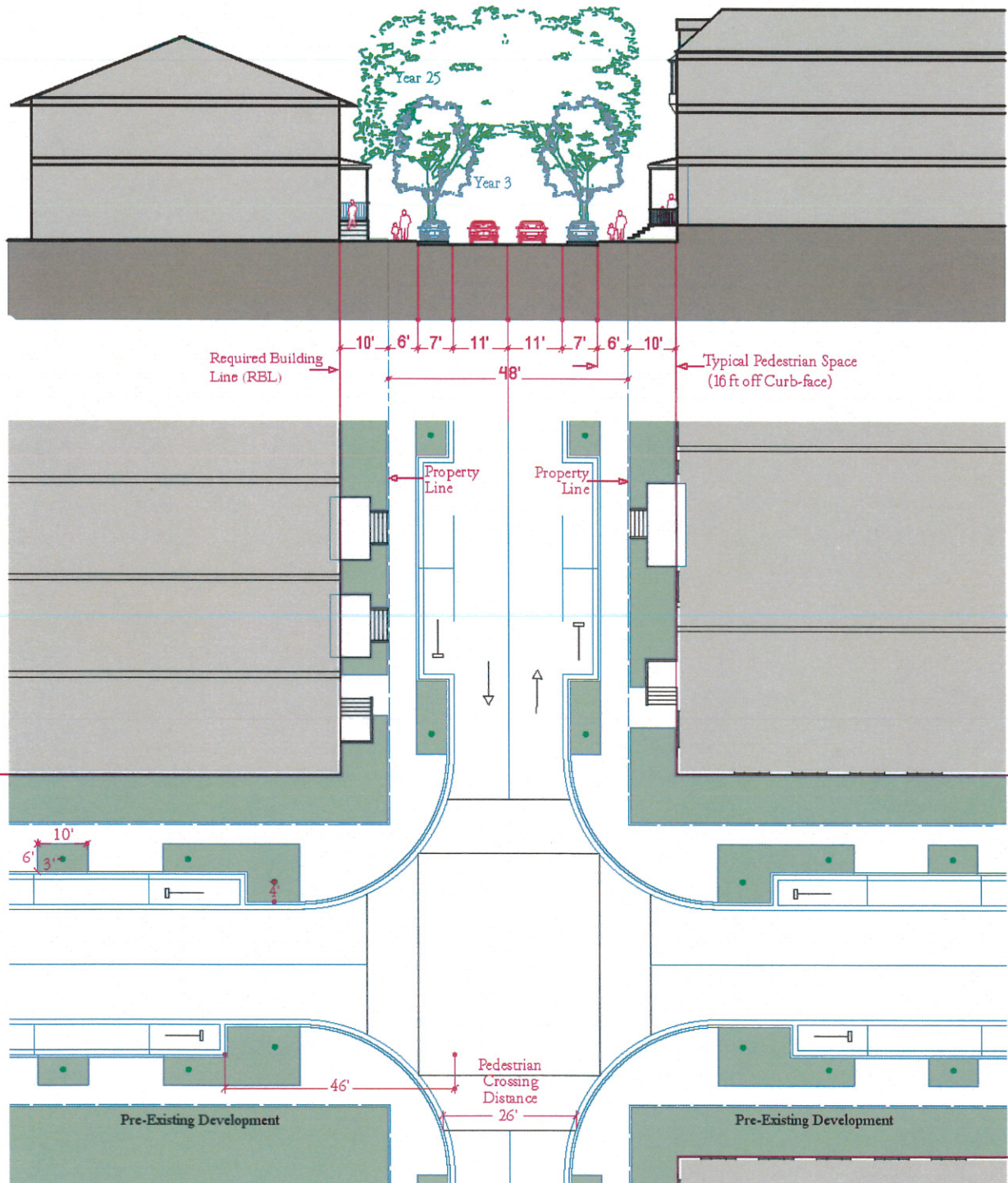
On March 5, 2012, the Planning Commission reviewed details of all three building envelope standards and indicated that staff should continue to develop street standards in light of the comments made. Attached is a sheet depicting the standards for the Transitional street type. This type generally correlates with the area shown in yellow on the attached Regulating Plan for Building Envelope Standards (BES).

DISCUSSION

As discussed on March 5th, the Transitional Frontage BES is intended to help bridge or transition the older existing residential to the General Frontage development and is largely a modification of the "AR" Attached Single-family Residential zoning district. As such, the street type is also designed to have a traditional residential character with two lanes, curb parking and short front yards. To provide a pedestrian friendly environment, six-foot sidewalks are included on both sides of the street with street trees and cross-walks. To provide privacy for the residences, there is sufficient front yard for stoops and porches thereby raising the first floor above ground and diminishing views in.

The Director of Public Works, Jim Heines, has reviewed the standards and finds them to be adequate for this level of development with sufficient pavement for vehicle movement and parking and sufficient right-of-way for underground utilities to be located outside of the travel lanes.

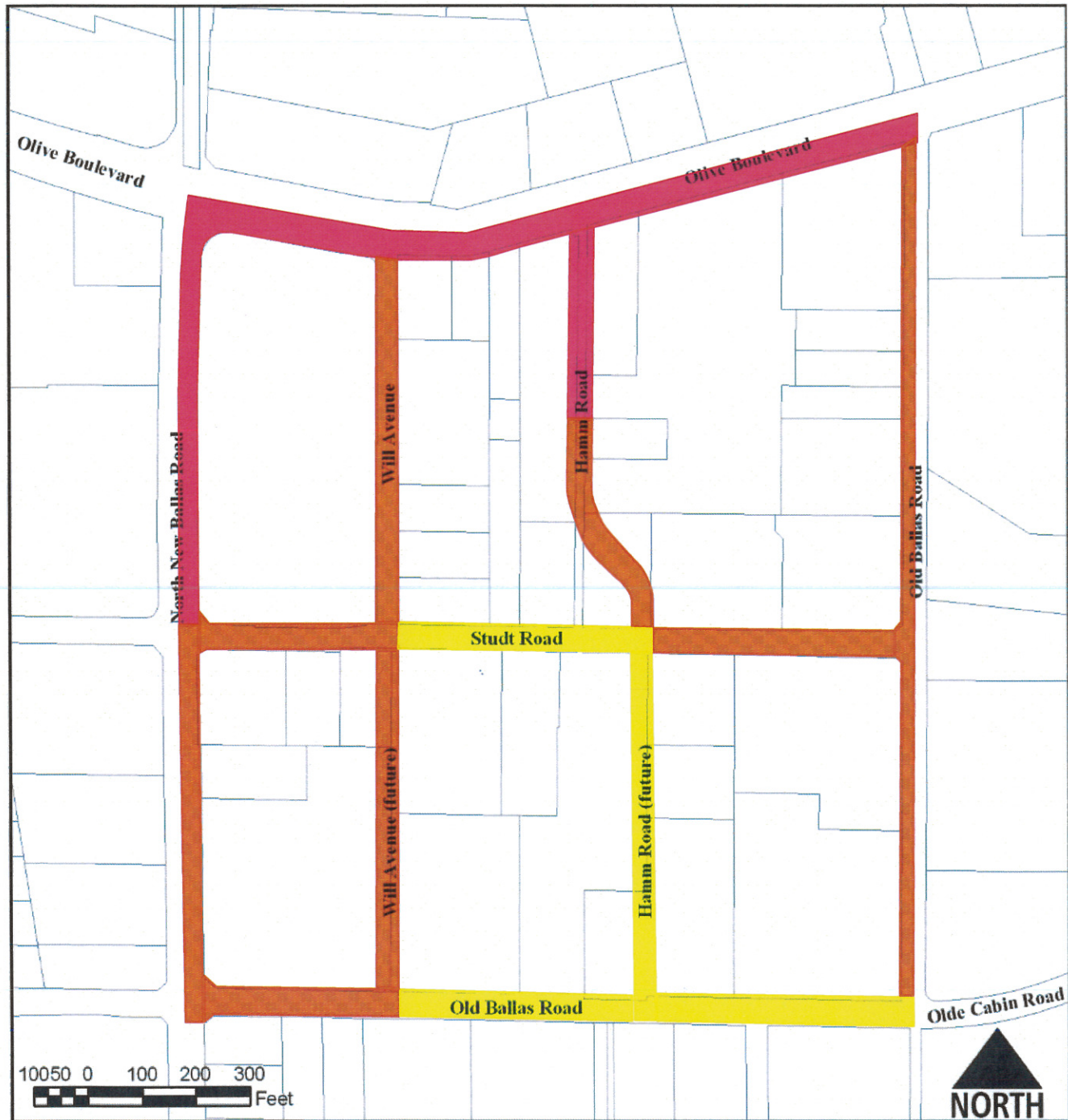
The Planning Commission should review these standards for character and consistency with the Transitional BES standards reviewed at the March 5th meeting. Staff will be available to answer any questions or concerns and will continue to develop the subsequent sections of the code.

405.400.D.4 Transitional Street Type

Right-of-way width:	48 feet	Sidewalks:	Both sides @ 6 feet wide
Streetspace width:	68 feet	Pedestrian Crossing Distance:	26 feet
Travel lanes:	2 @ 11 feet wide	Required Building Line:	10 feet back from right-of-way
Parking lanes:	Both sides @ 7 feet wide	Minimum street tree planters:	6 feet by 10 feet

Buildings are depicted for illustrative purposes only. Refer to Section 405-400.C, Building Envelope Standards, for specific regulations.

SECTION 450-400 C, BUILDING ENVELOPE STANDARDS
Regulating Plan: Building Envelope Standards



Using this plan

The Form-Based Code (FBC) is primarily concerned with the relationship between private development and the public right-of-way (ROW). The different colors on this map reference the character of development adjacent to the given portion of ROW. The names shown in the legend correspond with a particular building envelope standard described in Section 405.400.C. Note that this map is not intended to describe any street ROW standards beyond a representative alignment. Please refer to Section 405.400.D for detailed ROW information.

Legend

- Arterial Frontage
- General Frontage
- Transitional Frontage
- Property Lines (as of 2007)