

**LICENSES AND CONSUMER SERVICES  
LICENSE INSPECTOR'S REPORT**

**License Number:** L180-50232 & L161-50568

**Police File Number:** 13831

**Date of Application:** April 8, 2016

**Inspector:** Michele Harvet, 612-673-5484

**Applicant/Legal Entity:** Viking Bar Minneapolis LLC

**DBA/Trade Name:** Viking Bar

**Complete Address:** 1829 Riverside Avenue, Minneapolis, MN 55454

**Licenses Requested:** On-Sale Liquor with Sunday Sales, Class B and Sidewalk Cafe

**Current Licenses at Location:** None

**License History of Location:** This location held an On-Sale Liquor with Sunday Sales, Class C-1 from 1984 to 2006.

**Purpose of Application:** To obtain a new On-Sale Liquor license and Sidewalk Café license.

**Responsible person within 75 miles of Minneapolis City Hall:** Aaron Britt

**Public Hearing Required:** Yes

**Neighborhood/Ward:** Cedar Riverside – West Bank / 6

**Zoning:** C3A/PO/UA – This is a permitted use in the Community Activity Center / Pedestrian Oriented Overlay / University Area Overlay Districts.

**7 Acre Requirement:** Met

**Off-Street Parking:** The Office of the Zoning Administrator has determined that zero spaces are required to be provided on site.

**Seating:** Interior: 63 Exterior: 40

**Fire Occupancy:** Interior: 172 Maximum Capacity of Exterior: 70

**Hours of operation proposed:** 8:00am to 2:00am Daily for Interior and Exterior

**Food Service Requirement:** This establishment is at a medium Health Risk Level and meets the minimum food service requirements set forth in MCO 362.395. Full food menu will be provided until 12:00am daily.

**Alcohol Server Training:** Training will be provided by Alcohol Compliance Services.

**Metropolitan Council Service Availability Charges:** A SAC determination letter dated September 15, 2015, states that this location has six units to be charged. This has been paid under BIRE-3100480.

**Applicant**

The applicant is Viking Bar Minneapolis LLC, a Minnesota limited liability company, formed on January 21, 2015, under Chapter 322B (File Number 806063900032), having the required restriction on the transfer of shares and has the following members:

**Viking Bar Minneapolis LLC**

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Shares</u></b>
White Rose Social Club LLC	Sole Member	100%

**White Rose Social Club LLC**

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Shares</u></b>
Aaron Britt	Co-Owner	22.5%
Amy Britt	Co-Owner	22.5%
Patrick Johnston	Co-Owner	45%
Michael Tomasulo	Member	10%

The applicants have experience working in business and in the food/alcohol service industry. They meet all minimum requirements including criminal and financial background checks.

## **Manager**

The manager of the Viking Bar will be Aaron Britt. Mr. Britt has had at least three years working in the food and alcohol service industry.

## **Premises**

The Viking Bar will be located at street level at 1829 Riverside Avenue. There is approximately 1460 square feet of space, on the main floor, that includes seating for approximately 63 patrons. Restrooms are on the main level. There is a small performance platform at the north side of the establishment. These premises qualify as a restaurant and the non-dining area is under 30% of the total public premises.

There is 1460 square feet of space in the basement that is for the kitchen, cooler/freezer, an office, and storage. The space is compact and contiguous. There are no undefined areas. The basement level is not for public use.

## **Sidewalk Cafe**

A sidewalk café is proposed for the 19<sup>th</sup> Avenue side of the establishment. It is proposed to be 433 square feet. There will be seven picnic tables with seating for approximately 40 patrons. A six feet clearance will be maintained at all times for pedestrian traffic. Public Works has approved the submitted diagram.

## **Business Plan/Operations**

The new applicant intends to honor this Minneapolis icon by restoring the Viking Bar back to its former days of glory, keeping much of the former interior furniture, woodwork, and artistic detail. The Viking Bar has always been a comfortable, neighborhood local pub. They're keeping all of the best parts; live music, great prices, and a comfortable place for neighborhood locals to gather, and adding and accessibility for all.

### Alcohol Server Training Materials & Plan

#### **Initial Training**

They contracted with Alcohol Compliance Services (ACS) to conduct their initial alcohol compliance training for their staff; they anticipate offering the training either preopening, or if not logistically feasible, within 30 days of opening of the Viking Bar.

#### **Ongoing & Regular Training**

Alcohol compliance training will be offered to their pertinent employees on an annual basis by a qualified, outside training provider, ACS. Company training materials will consist of

memos, emails, handouts, company policy handbooks, employee agreements, POS reminders, outside professional providers and vendor's seminars/lectures, and ongoing verbal training via management and ownership.

After opening, all newly-hired employees handling alcohol who present evidence of completion of an acceptable alcohol compliance training program within the last year will be trained by management staff using the materials given during on-site training and internal company training materials. Newly-hired employees who cannot demonstrate acceptable alcohol compliance training within the last year will be required to attend such training offered by ACS.

### Carding Policy & Use of Electronic ID Devices

Guests who are obviously intoxicated, overly loud or unruly will be denied entrance. All guests who request alcohol and who appear to be under 35 years of age, in the judgment of restaurant staff, will be required to show proper identification for alcohol sales/service. Once guests become recognized or regular customers, formal ID may not be required. All servers and bartenders will be responsible for carding guests, and they will be thoroughly trained to card anyone that appear to be under 35 years of age. No one under the age of 21 will be served alcohol, nor will anyone be served any alcohol that appears to be intoxicated.

At approximately 9 pm on weekend evenings and during expected busier times, security will be stationed at the main entrance and will be checking ID of all guests seeking to enter.

Their admittance policy is that no one under 21 years of age is allowed in after 9 pm, unless they are performing onstage. A rare exception may be made, especially when accompanied by a parent or legal guardian.

They do not intend to utilize electronic ID devices at this time, but may consider utilizing such at a future point. It is their longstanding policy that while many tools are available to assist in verifying the age of their guests, they expect their servers/bartenders/security personnel to be proficient at carding. It is their position that their employees' professional knowledge and expertise on carding is both critical and irreplaceable.

### Reward & Discipline Policy for Serving/Selling Alcohol to Underage Persons

At this time, they are considering an incentive system consisting of a variety of prizes for passing a compliance check or catching an underage attempt to purchase alcohol. It is their experience that an incentive program of this nature encourages their staff to be compliant with their internal policies and the pertinent statutes and ordinances with respect to underage sales/service; however, it is the case that their company philosophy views adhering to the law as an essential and integral part of the job requirement of these positions in this industry and as such, no reward should be necessarily expected.

They intend to have a reward/recognition protocol in place for any employee receiving a commendation from a guest.

The first violation for an employee failing a compliance check or discovered willfully, or by means of carelessness/negligence, selling/serving to an underage person will likely result in the employee's immediate termination of employment, depending upon the circumstances involved in the incident.

### Self Audits

At this time, they don't anticipate the need for self-audits. However, they will consider conducting such audits in the event they feel there is need or suspect a problem with the staff selling/serving alcohol to underage persons.

### Staffing Model

The Viking Bar will employ a total staff of approximately 8-12 persons working in the following areas: assistant managers, security personnel, wait staff/servers, food runners, bartenders, barbacks, chefs/cooks, and related kitchen and cleaning help. On a typical Friday or Saturday evening, they intend to employ at least one person in a managerial-level position who is cognizant of and responsible for overall premise operations and security matters. Their entire staff is responsible for security-related matters at the restaurant.

### Security Plan & Exit Strategy

Management, security staff, and staff are trained in the basic principles of establishment security and their expected protocols for handling security-related issues. Based upon their expected patronage, they expect their customers to be generally a civic-minded and peaceable group; hence, their philosophy is one of respectful interaction and enforcement. Unruly and disruptive guests will first be asked to leave the premises and when necessary, physically escorted off the premises.

Security during weekend evenings and at expected busy times/events at the Viking Bar will consist generally of 1 dedicated security staff member on duty after 9 pm; security will wear a distinct type and color shirt or hat with the Viking Bar name/logo on the front of the shirt or hat; color of shirts/hats will likely be navy.

Security reports directly to top tier management, which at this time is Aaron Britt or Amy Britt. There will be management present on premises during all Friday and Saturday evenings as well as during typically or expected busy times. While it is the ultimate duty of the general manager to keep an accurate count of all guests in order to avoid over occupancy, door personnel will start in the evenings and during busier than normal times by carefully monitoring their capacity. During busy times/special events, communication

between security personnel and management will be facilitated via cell phone and text. Security personnel will, among other matters, communicate occupant load information so as to ensure the premises are not over-occupied. Once at capacity, additional guests will be denied entrance into the premises. All staff will be trained not to admit or serve intoxicated persons.

Security is placed at/near the front entrance/exit, and the manager on duty will be stationed at the back exit, which will generally not be used as an entrance point. On expected busy times, a second security staff member sometimes will be posted at the exit door. Management or supervisory-level personnel will cycle through the interior and exterior premises typically at least every 60 minutes, more often at times when Viking Bar busy and later in the evening. Typical manager and supervisory-level duties include: assisting customers, deescalating situations, walking the various areas, communicating with staff and employees on the floor about negative behavior, potentially difficult, or escalating situations. All security staff are trained in and expected to know their corporate security protocols as found in the company security handbook.

As soon as their budget allows, they intend to install a comprehensive security camera system, with cameras covering the inside and outside spaces, including all entrances and exits. A viewing monitor will be placed inside the management office that will couple with the online stream that can be accessed by all owners and managers. This stream can be accessed on all desktops and mobile devices.

At any time a customer line forms outside their front door; they commit to line management by their security and management staff to keep such a line orderly and controlled, with any customer exhibiting signs of obvious intoxication removed from said line. As soon as their budget allows, they will use a restaurant text paging service to page their customers when there is space or a table ready, thus eliminating the need for a line.

Their exit strategy incorporates defined tools utilized by their staff to ensure orderly and peaceable exiting from the building and surrounding sidewalk area. On generally all evenings, (unless customer demand dictates that they close earlier), beverage alcohol service ends no later than 2:00a.m. with last call generally announced no later than 1:45 a.m. Beginning at 1:50 a.m., or on evenings when closing earlier, approximately 15 - 30 minutes prior to closing, customers receive verbal notice and in some cases PA announcements of closing from their staff. At approximately 2:00a.m., the lights begin to come up and all live entertainment ceases. Staff will talk to patrons to encourage them to finish their drinks. They will also begin directing customers to the door by approximately 2:15 a.m. to achieve a gradual emptying of the Viking Bar no later than 2:30 a.m.

The exterior sidewalk cafe closing protocol begins at approximately at 1:30 a.m. with last call and verbal instruction by staff that these areas close at 2 a.m.. Staff begins moving

guests off the licensed sidewalk area by 1:50 a.m.. Guests will be directed to move away from the front door area to accommodate interior guests exiting the building.

Management and security personnel are on-site for at least 30 minutes after all guests are off- premises. Their staff will also assist in surveillance of the adjacent sidewalk area outside their premises and will employ techniques to encourage departure from the area. Staff will assist with clearing the sidewalk area and commit to a security presence for at least 30 minutes after the time of closing; in the case of a special event or a situation warranting additional attention, their management staff will remain for additional time. Staff will regularly inform exiting guests to have a safe evening, to exit quietly, and to respect the surrounding area and neighborhood. Management and staff will work with Minneapolis Police to escort potentially problematic guests away from the area.

Significant lighting exists at the alley, in/on their patio areas, on the exterior building, and at/on the street fronts, offering a well-lit environment safe for their guests.

Their staff will practice an emergency evacuation plan and will cooperate with the Minneapolis Police Department when told to evacuate the premises. They will not be offering a coat check service to their guests.

Communication with their staff to review security measures and recent incidents will take place when they are hired, during routine pre-shift meetings, and at all store meetings held at a minimum on a monthly-basis. Generally, meetings to discuss security are held more often, sometimes taking place before the night is to begin, or after work is over and patrons have left the premises. Management and staff meetings will also be held on an as-needed basis.

All significant incidents that occur on premises are recorded in an incident report kept by management staff. Staff will also be trained to call for police, fire or emergency medical services response if an employee or guest is severely injured, needs medical services, or when any injury is the result of a known criminal act. They will maintain a "do not admit" list for known guests and other known persons who have created significant disturbances or criminal activity on their premises.

Their staff will always be available to meet with representatives of the City of Minneapolis to address any security concerns. If they feel they have underestimated their security needs, they will implement the necessary security improvements immediately. Security is a priority for us, and they commit to having in place the necessary and appropriate personnel and measures at all times. They commit to making reasonable adjustments to this security plan immediately as needed and to address foreseeable future concerns.

Noise Management/Noise Abatement Plan

Due to the placement of the Viking Bar in the C3A and PO overlay districts, on an arterial street and at the intersection, the buffer provided by the solid block construction of their and neighboring buildings, significant interior and exterior wooden construction, furniture, features and plantings, they anticipate noise concerns will be minimal. Regardless, staff of the Viking Bar will regularly monitor noise emanating from and beyond their licensed premises including the outdoor areas. They commit to being complaint with all City noise ordinances pertaining to the operation of their business.

Management personnel and employees will ask and remind their patrons to leave quietly and respectfully depart from the premises when necessary. They intend to post signs/notices near the exits requesting that patrons respect their neighbors' residences and to exit quietly.

Noise mitigation measures they intend to adopt with their staff include: training their employees to address loud or unruly behavior from any patron; removal procedures for unruly or disruptive patrons, the importance of minimizing unwanted noise as patrons depart the premises, with an emphasis on closing time, and the importance of addressing and minimizing noise deriving from the outdoor patio. Their staff will issue warnings to non-compliant customers, who they may ask to leave, and refuse future entrance if they persist in failing to follow their directives with respect to their behavior and voice management.

They may offer outdoor speakers in the outdoor patio. Any such speakers will be oriented downwards and inwards to avoid excessive noise, and focus sound towards the patio guests. The purpose of music offered via any outdoor speakers is for mood-setting and not as a primary form of entertainment, and is intended to allow for conversation. Outdoor speakers are ultimately controlled by management level staff with master volume control equipment locked in the AV cabinet. There may be a volume control behind the bar for a quick adjustment. If needed, speakers will be turned down no later than 10 p.m. and will comply with all noise-related ordinances.

They commit to responding promptly to any concerns with improper or unacceptable noise levels. All noise-related complaints and concerns will be handled by the general manager or assistant manager or in his/her absence, to the shift manager/supervisor on duty. It is the intent of the Viking Bar to comply with all noise-related ordinances, to make a positive contribution to and be a good neighbor to the surrounding community.

#### Entertainment

The liquor license application for Viking Bar is for a class B on-sale liquor license with Sunday sales. Radio, TV, and electronically-produced and prerecorded music will be offered at the Viking Bar, along with live bands with vocals, musical ensembles and some DJ type services. While limited, patrons will be allowed to dance in the bar area as shown on the

floor plan. The entertainment is generally geared towards guests 21 plus; they expect their typical guest to be 25-45 years old and have an interest in and affinity for folk, roots rock, and the Minneapolis sound. A jukebox will be available on premises. No other electronic amusement devices will be offered.

## Community Impact Plan

### Effect of Business on Area Safety & Welfare

The Viking Bar's unique, nostalgic venue is a neighborhood icon; their intent in reopening this establishment is to honor the history of the neighborhood, and to be a contributor to an enriched urban environment. They will do everything in their power to make sure that they are a positive contribution to the West Bank. The Viking Bar offers an alternative to club environments, wherein live music can be enjoyed and appreciated in a smaller, intimate and historically-significant setting.

With the reopening of the Viking Bar, this vacant space reactivates and continues the presence of hospitality and later evening venues on Riverside Avenue; with their later hours typical of hospitality venues and active eye on the street, their presence deters potential criminal activity, loitering, graffiti, and other negative behavior associated with vacant properties and lends towards safer streets and safer pedestrian experience in the area. It is their intent to draw in the ever-expanding resident base in the immediate area as well as employees of area businesses as their guests. It is their intent to operate with minimal negative impact upon the surrounding area, to appeal to the customer demographic of area residents, and to be a good, responsive neighbor to businesses and residents in the area.

### Litter Removal Plan

Kitchen staff is thoroughly trained to sort trash and compost, separate cardboard and recycling, and keep the litter container closed, and the trash and composting areas clean and tidy at all times. There will be no grease disposal. Through a partnership with Eureka Recycling they have developed an extensive composting and recycling program. Because the building is flush to the property line at the alley, there is no space for a trash container. Their neighbor, Dilla's Ethiopian Restaurant, two storefronts to the west, has agreed to shared trash disposal in their five dumpsters. Staff will regularly dispose of trash and therefore have an active presence and eye on activities in the rear alley area.

Each day an employee will patrol the 100' perimeter of the restaurant, to sweep the area especially directly in front where smoking may occur, and to remove any and all litter found thereon. Litter patrol will be concentrated prior to opening and after evening meal time. Continual patrol will be made throughout the evening to keep the patio clean and attractive to guest.

They hope to beautify their boulevards by adding plantings to these areas and are working with Metro Blooms the West Bank Business Association to create a landscape design of sustainable plants and a rain garden feature.

### Team Sponsorship

At the present time, they have no immediate intent to sponsor competitive sports teams. They may consider sponsoring a local team; they are presently speaking with Julia Donaldson at the Brian Coyle Center to determine appropriate areas for sponsorship.

### Hours of Operation

The anticipated maximum hours that Viking Bar will be open to the public will be from 8 a.m. until 2:30a.m. daily, with all beverage alcohol sales/service ceasing no later than 2:00a.m.; all customers will be off-premise no later than 2:30a.m. Hours may be subject to change depending upon holidays, special events, game days and similar such events, but in no case will operating hours extend past 2:30a.m. without the necessary and required licenses and approvals.

The hours of operation for the outdoor sidewalk cafe will generally mimic those of the interior, with the exception of these areas closing at no later than 2 a.m.

### Food Service/Menu/Kitchen Hours & Operation

Their food/health plan review and building permit includes the construction of a basement kitchen facility suitable for their proposed food menu. It is their hope and vision that there will be customer demand for their full menu during virtually all days and hours of operation. However, depending on customer demand, they may close the kitchen at midnight or 1 a.m. Their full food menu will be available from opening until at least 12 a.m. daily.

Their kitchen will be fully staffed and supplied with sufficient workers and food product to support the menu in effect and the demand for food services; their overall staffing level will also be sufficient to support the food function/menu in effect. They anticipate that generally from 5 p.m.- midnight, one or two food preparation employees will be on duty during these expected higher- demand food hours, with a reduction in kitchen staff during lower-demand hours, such as from 3-5 p.m. and 10 p.m. onwards.

Please note that individual food items on the menu are subject to change depending upon customer demand and supplier issues.

A menu of Nordic-inspired items include bologna sandwich, mozzi melt, croquet monsieur, hot turkey sandwich, chicken saltimbocca sage and garlic roast chicken focaccia sandwich,

brats (including vegan choice), chili, pizza soup and other snacks ranging in price from \$5 to \$12.

#### Charitable Gambling Activities

At the present time, they have no intent to offer charitable gambling activities on the premises.

#### Experience in the Hospitality and Retail Alcohol Industries

#### **License Conditions**

None at this time.

#### **Public Hearing Summary**

A public hearing is required for these license applications. 177 notices were mailed to residents and property owners within 600 feet of the premises on April 20, 2016. A public hearing notice was emailed to Council Member Warsame, the West Bank Community Coalition and the West Bank Business Association on April 20, 2016. The public hearing will be held on May 3, 2016 at the Community Development & Regulatory Services Committee meeting.

#### **Police Review**

Police Licensing and this Inspector have reviewed the expenses and source of funds reported in this application. The applicants have provided documentation showing adequate, legal and traceable funding for this venture and have passed the criminal background check. The First Precinct of the Minneapolis Police Department has discussed security issues with the applicant.

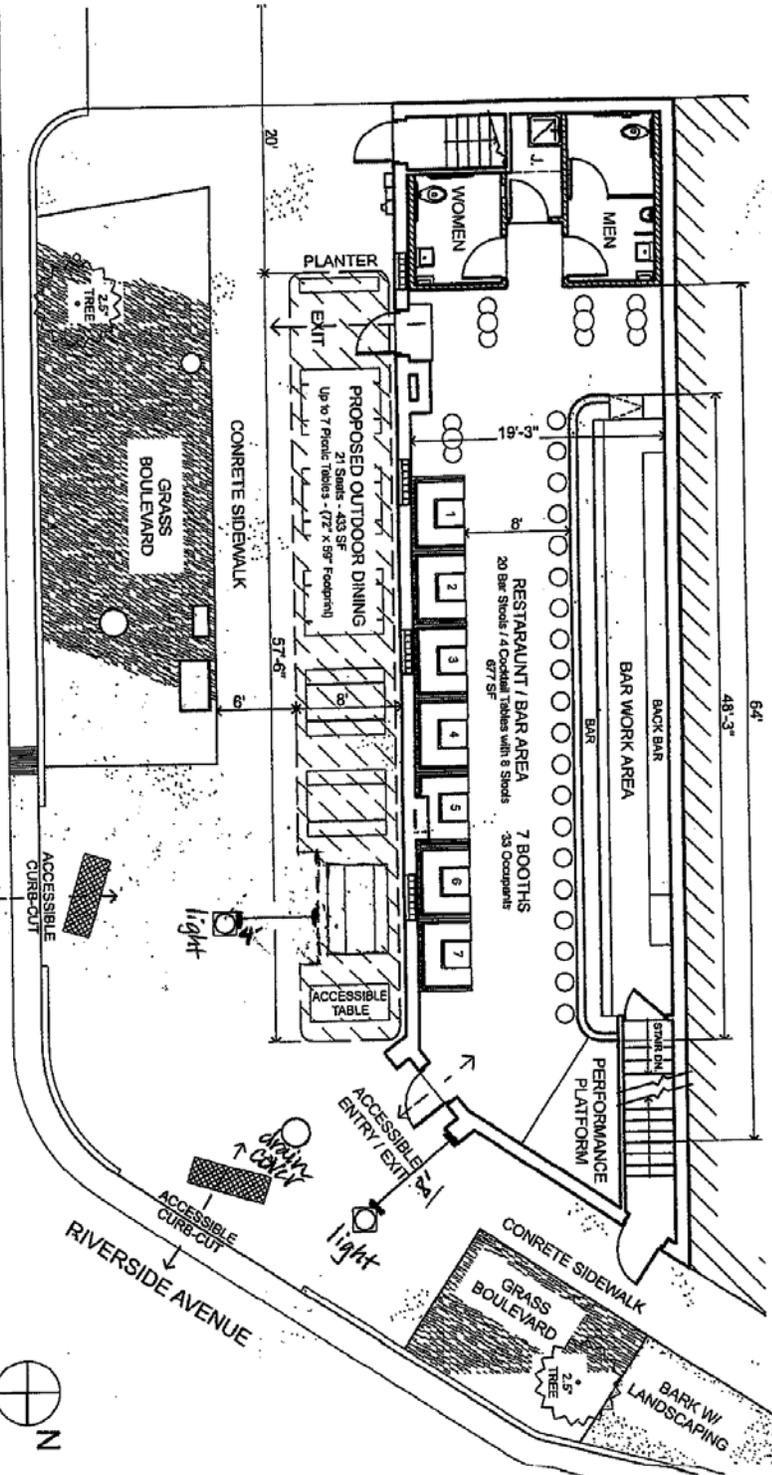
#### **Recommendation**

The Licenses and Consumer Services Division recommends approving this application for an On-Sale Liquor with Sunday Sales, Class B license and a Sidewalk Cafe license for the Viking Bar.

#### **Diagram**

See next page.

**SITE + FLOOR PLAN - MAIN LEVEL**  
 SCALE: 3/32" = 1'-0"



*Approved by  
 Gary 4-20-16*

**PROJECT SIZE**  
 Bar Restaurant - Interior Area  
 Existing Main Level Area - 1,460 SF  
 Existing Basement Level - 1,460 SF  
 SEE PAGE 2 FOR AREA CALCULATIONS

**Viking Bar Renovation**  
 Project Title /  
 Project Address /  
 Project Owner /  
 1829 Riverside Avenue, Minneapolis, MN 55454  
 Amy and Aaron Britz  
 (310) 893-4547  
 Architect / R A P S O N Architects  
 Date / 7 April 2016  
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