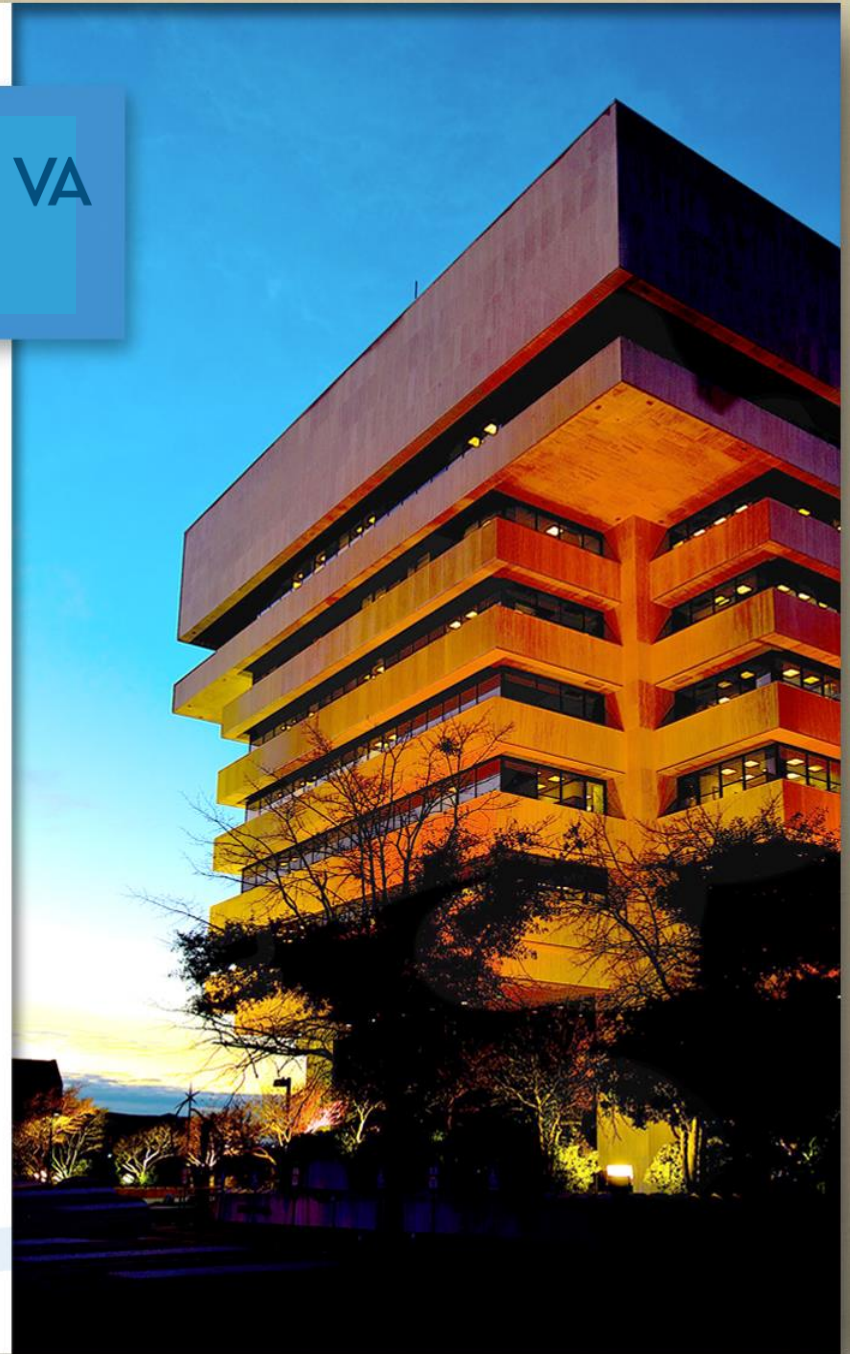




**Use Permit Application
No. 24-0049**

**20 W Mercury Blvd
*George Restaurant***

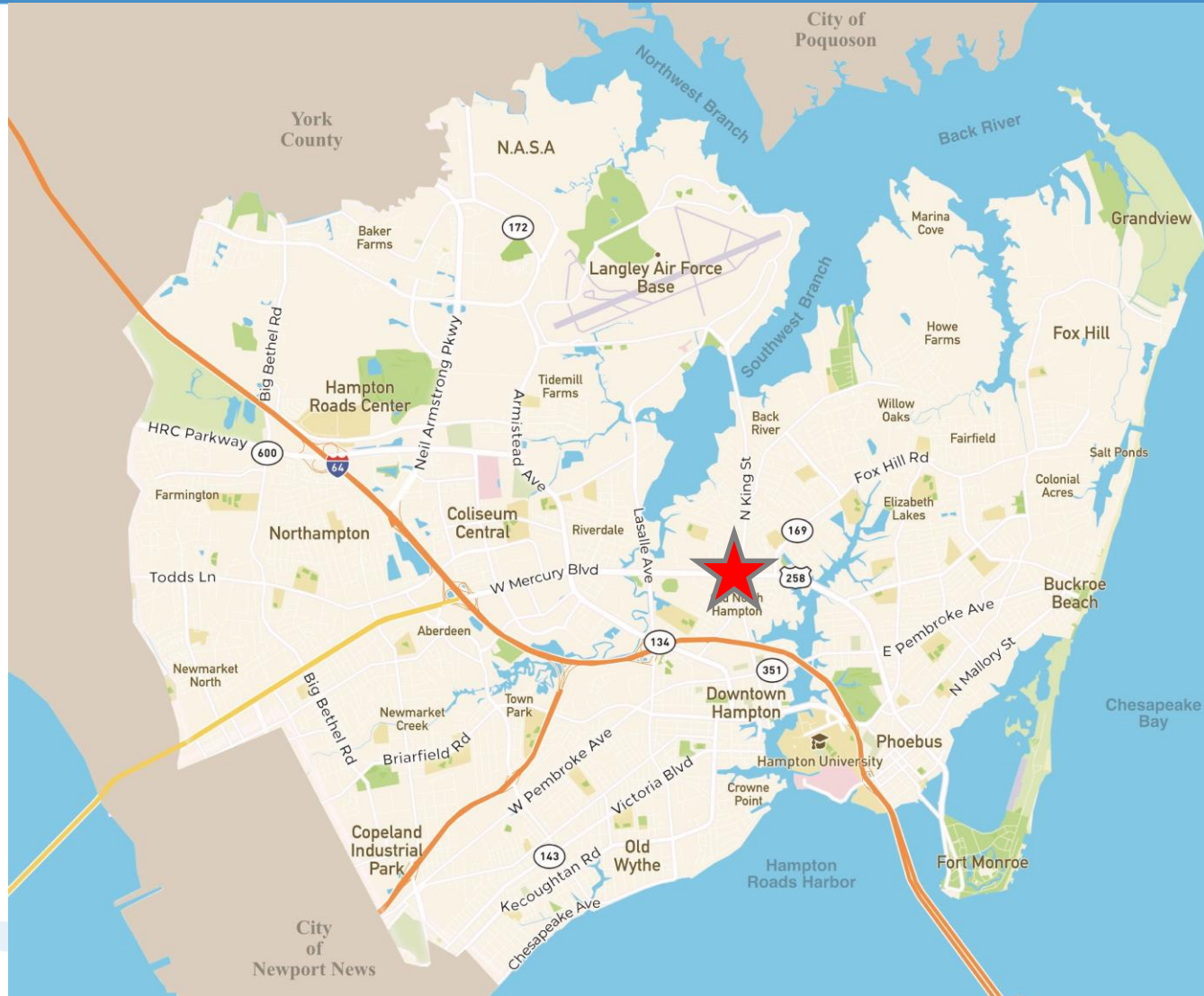
**City Council
April 10, 2024**



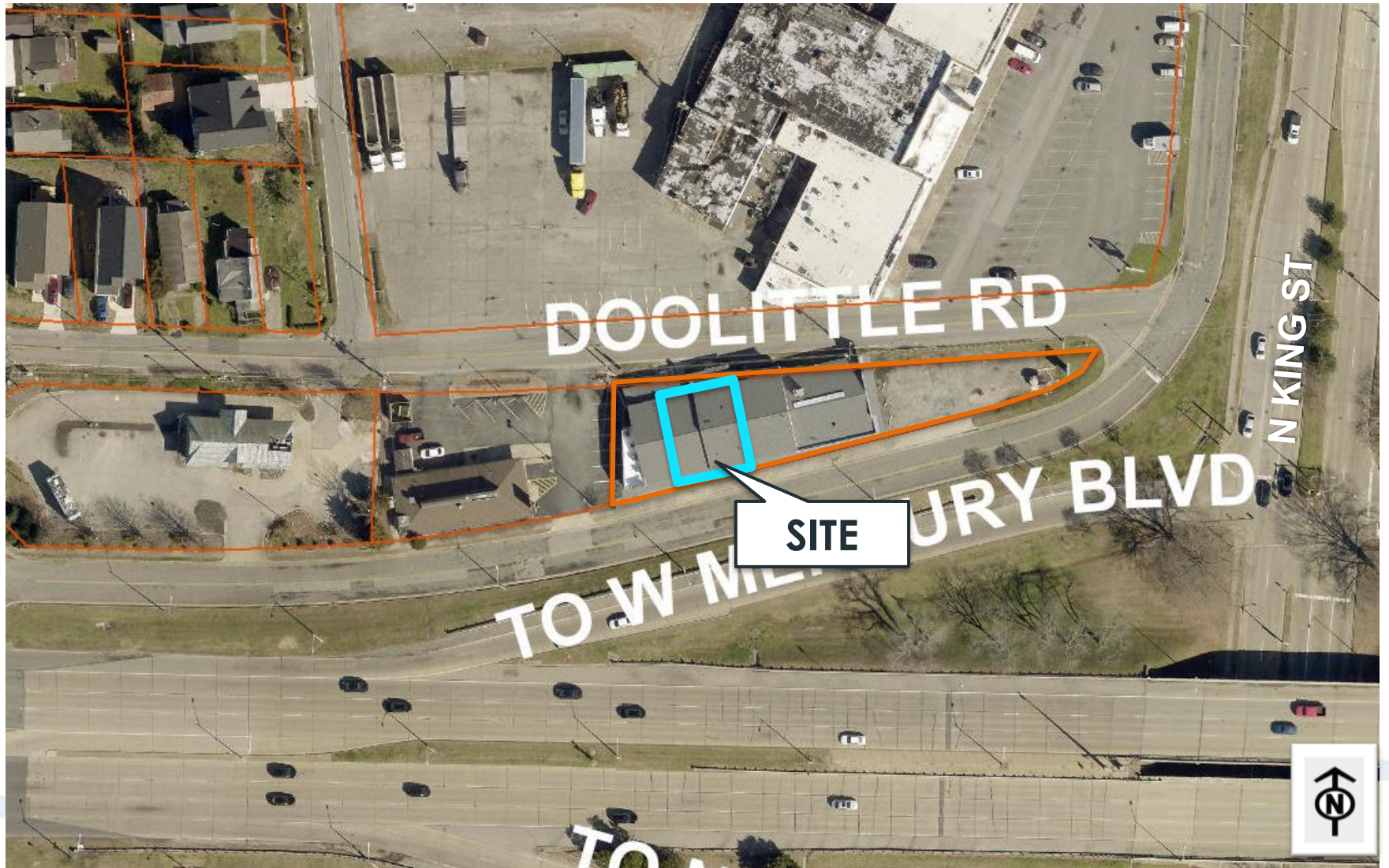
Application

Use Permit application to permit a restaurant 3 to extend the hours of operation and the hours of indoor live entertainment and expand the live entertainment performance area

Location Map



Location Map



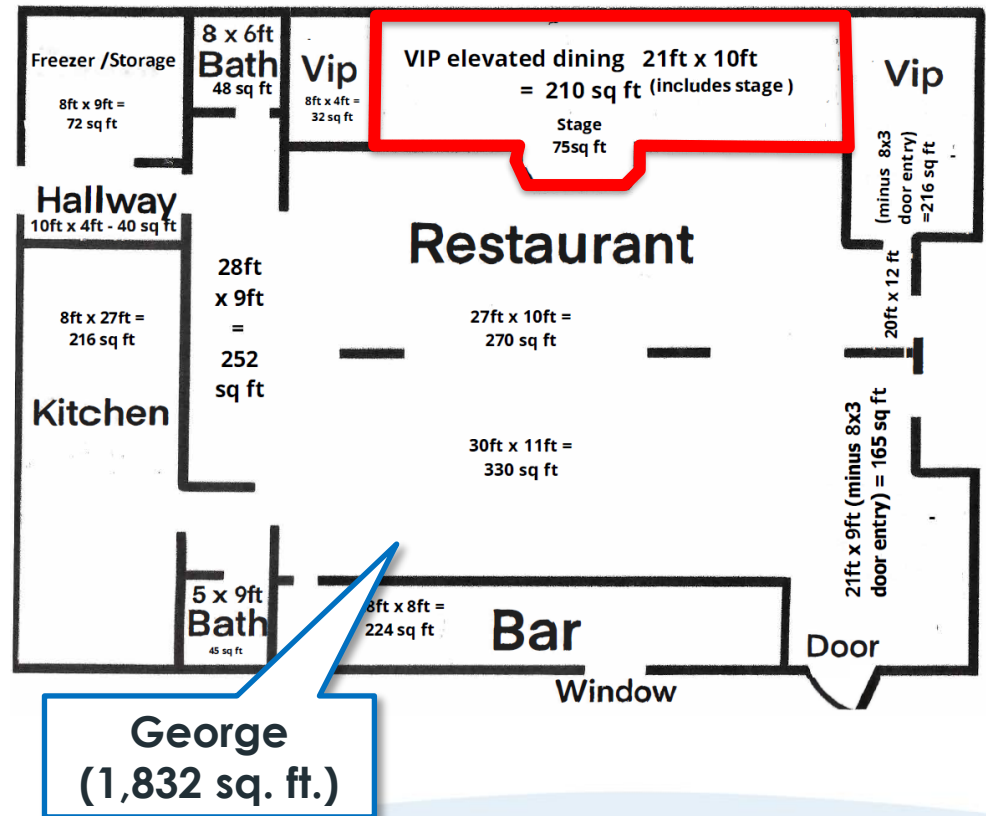
Proposal

Proposed hours of operation:

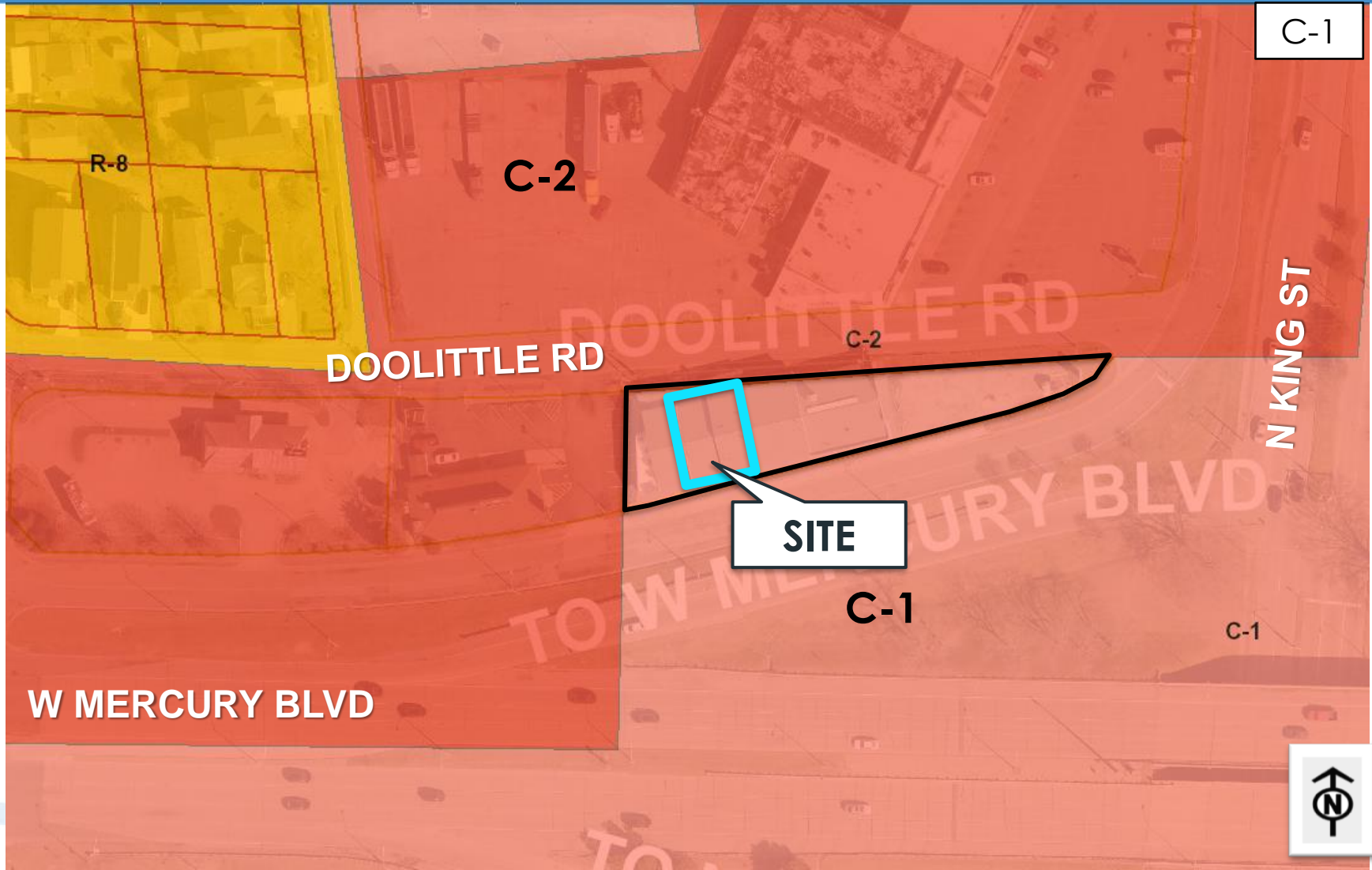
- Sunday – Tuesday, 11:30am to 8:00pm
- Wednesday & Thursday, 11:30am to 11:00pm
- Friday, 11:30am to 12:30am
- Saturday, 11:30am to 1:00am

Proposed area of indoor live entertainment is 210 sq. ft.

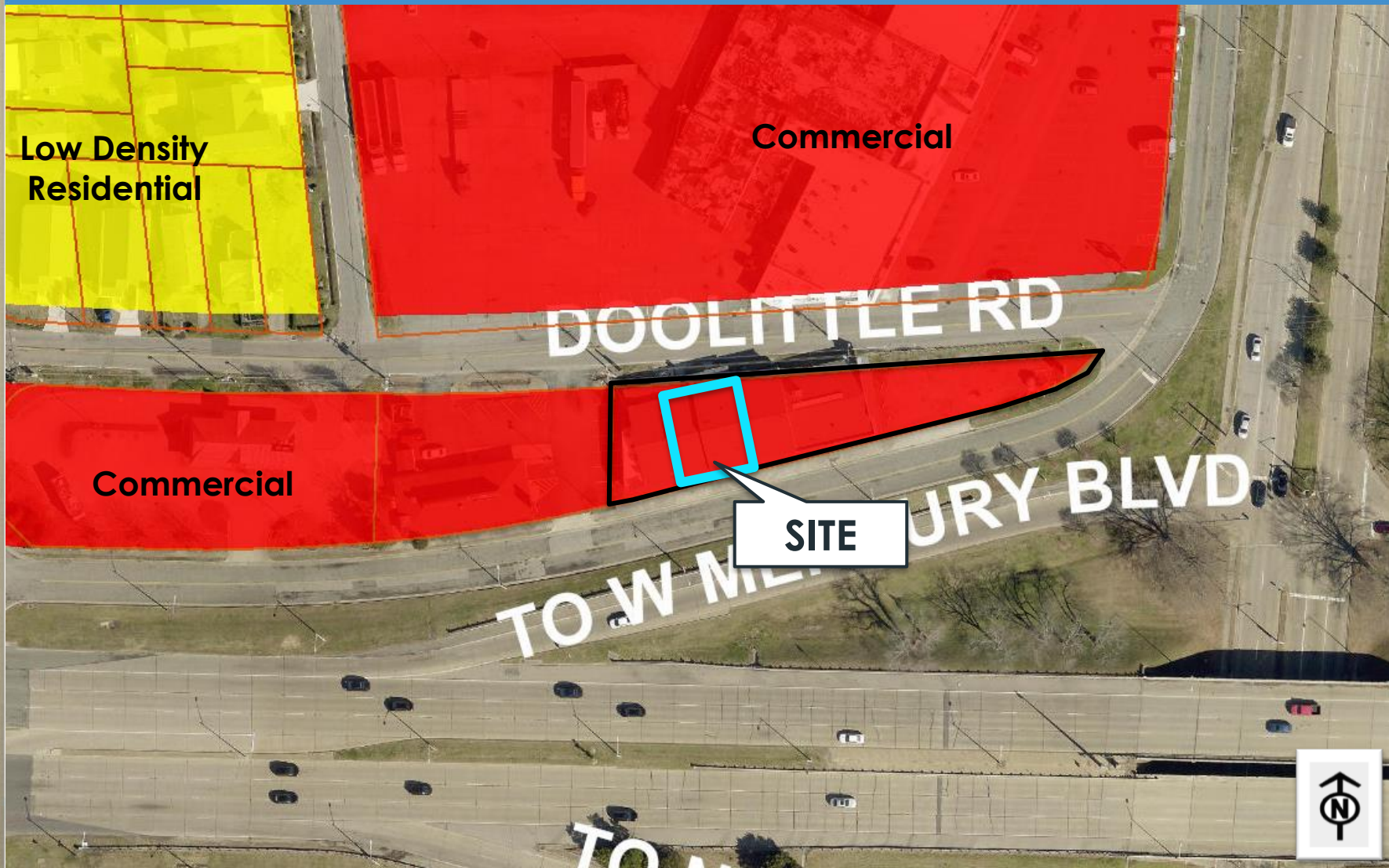
Indoor live entertainment to include musicians, choirs, dances groups, comedians, and spoken word



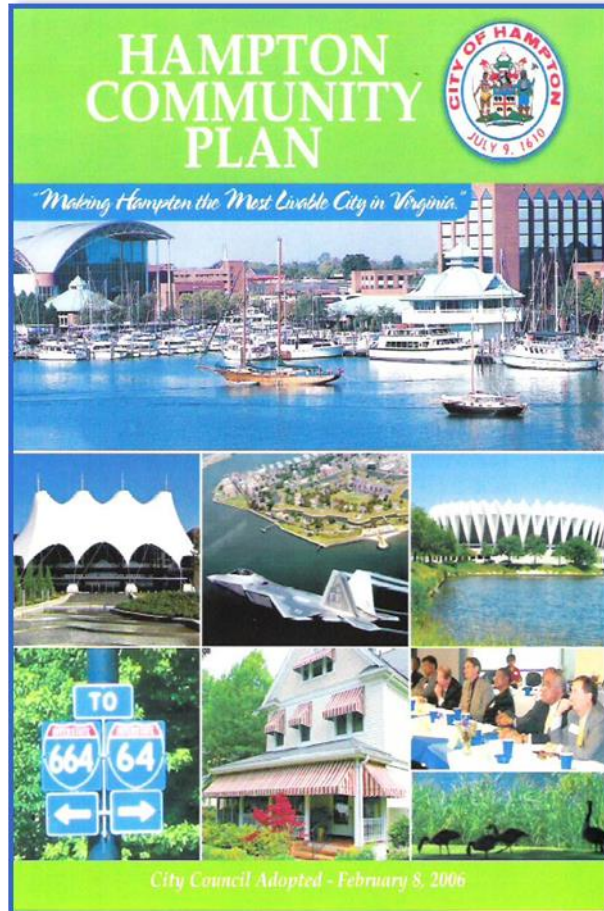
Zoning Map



Land Use Map



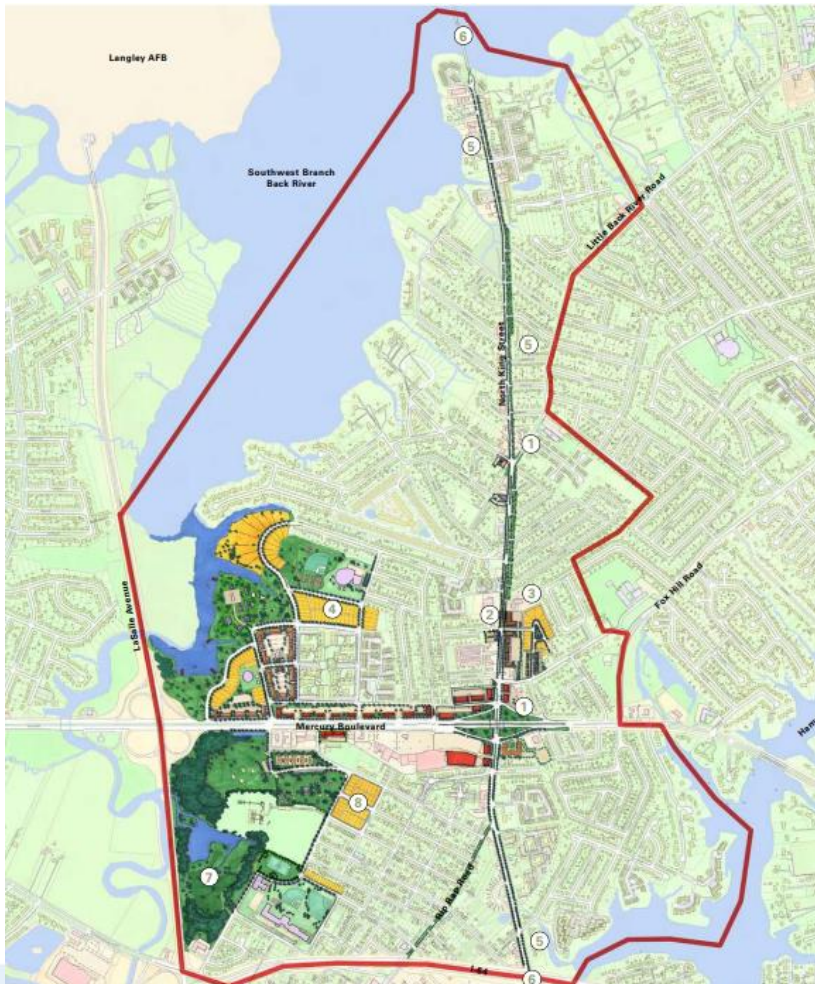
Public Policy



Hampton Community Plan (2006, as amended)

- **LU-CD Policy 3:** Promote compatibility and synergy among different land uses
- **LU-CD Policy 31:** Encourage a mix of land uses that is appropriate for each district
- **ED Policy 4:** Nurture small and start-up businesses
- **ED Policy 6:** Expand tourism, entertainment, and cultural opportunities within the city

Public Policy



North King Street Master Plan (2007, as amended)

- Encourages land uses that reflect market realities and a commercial tenant mix that provides for reinvestment and future growth
- Two Key Intersections Initiative Area: Highlights the desire to position primary intersections to increase the intensity of commercial/ mixed-uses.

Analysis

- Mercury Boulevard and N. King Street form a major intersection appropriate for commercial uses
- The proposed restaurant and live entertainment hours are consistent with those previously approved and the location supports the extended hours of operation

Recommended Conditions

- Hours of Operation and Indoor Live Entertainment
 - Sun. – Thu. 5:00 AM to 12:00 AM
 - Fri. – Sat. 5:00 AM to 2:00 AM
- Location of Indoor Live Entertainment
- Security
- Sound
- Dancing
- ABC Licensing and Expiration
- Revocation, Nullification, Compliance with Laws

*All recommended conditions can be found within the package

Conclusion

- Applicant opportunity to present
- Public hearing
- Action
 - Staff and Planning Commission **APPROVAL** of Use Permit Application No. 24-0049 with twelve (12) conditions