



WEBER'S
OUTDOOR THEATER

INTRODUCTION

Weber's Boutique Hotel would like to operate a drive-in movie theater at our west parking lot on a temporary basis due to COVID-19. Although we are zoned as R5, we feel that a theater would be a safe option for people who feel more comfortable with outdoor activities. Weber's is a great candidate for hosting a theater due to our track positive track record serving the Ann Arbor community, large un-utilized outdoor spaces, and staff who will be in desperate need of work after Michigan reopens.

SITE LAYOUT

The map below shows a satellite view of Weber's west parking lot. I-94 and Jackson Ave run to the north of the lot, Dolph Park lies to the south of the lot, I-94's exit 172 is at the west of the lot and Weber's Hotel borders the east side of the lot. The nearest house is roughly 540 feet away from the proposed theater's location.



The theater's screen will be located at the east side of the lot. The screen will be mounted on the side of our building by our billboard company. An 8K projector will be rented from Mercury Audio Video Lighting and set behind the audience with a rented stand.

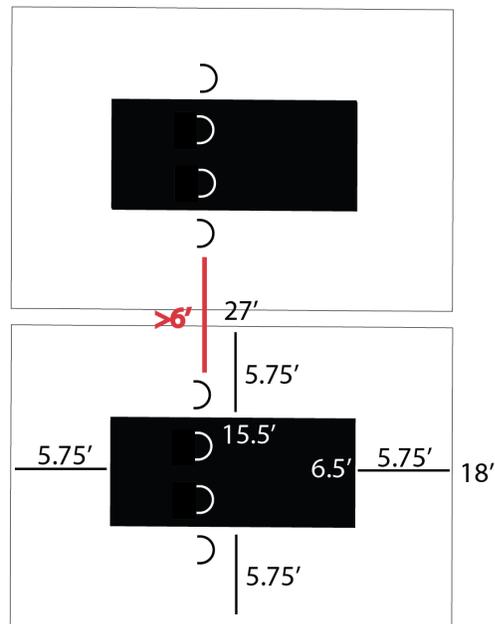
There is an entrance to Jackson Avenue to the the north east of the map. This entrance will be blocked by traffic drum barrels to ensure pedestrian safety. The only entrance of the theater will be from the south, as shown on the map; ticket sales will be held at this checkpoint. Customers will be instructed on rules of the theater before entering. After tickets have been purchased, an usher will slowly lead cars to their designated spot in the auditorium.

There are no structural barriers to our fire lanes.

There is a 1st floor overhang at the north-west end of the building where food and beverage sales will be held, labeled as "enclosed area" on the map. The building acts as 3 sides of a rectangular space. In order to enclose this rectangle, Weber's will set up wood fencing on the 4th side of the rectangle.

The auditorium will fit a maximum of 24 cars. Each car will have three designated parking spaces which gives them a 27' x 18' private space. Each space will allow for two additional chairs to the left and right of the vehicle. With this set-up, each member of the audience will be able to maintain more than a 6 foot distance from another.

Arrows marking direction of pedestrian traffic will be marked on the pavement along the aisles between the designated parking spots.



PROPOSED DATES

Pending approval from both the City of Ann Arbor and the State of Michigan, Friday June 19th would be opening night. Thereafter, we would operate the theater every

Friday and Saturday during the Summer as long as demand lasts. September 27th would be our tentative end date.

HOURS OF OPERATION

Friday – Saturday: 8:00PM – 12:00AM

Concessions begin: 8:00PM

Commercials begin: 9:15PM

Movie begins: 9:25PM (twilight)

Movie average completion: 11:10PM

Concessions close: 12:00PM

AUDIO & NOISE

Audio for the movie will be transmitted via a licensed FM Transmitter to each car's radio. There will be a small speaker in the concessions area that will play the movies audio at a low volume. Otherwise, no other volume will be projected to the outdoor auditorium and the theater will be generally quiet.

There is a chance that if all cars are playing their audio loudly with their windows open, there may be some ambient outdoor noise. If this noise is excessive, an usher will ask the customer to lower their volume.

Guests will be asked to not honk their horns under any circumstance. Loud or unruly guests will be asked to leave.

FOOD SALES

The theater will offer both food and beverage concessions. Food items would include popcorn, pretzels, pizza, and Weber's bakeshop popsicles. French Dip Sandwiches will be available from 8pm to 9pm. Disposable plates and cups will be utilized. There will be no buffet or self serve options. Lindsey Kamenec, our WCHD Sanitarian, has been informed of our intent and we will schedule an inspection before opening.

BAR SALES

The theater hopes to use 2020 Limited Permanent Outdoor Service Area Permission from the Michigan Department of Licensing and Regulatory Affairs in order to serve beer, wine and spirits outside of our building. The Outdoor Service Area shown on the map will be an enclosed, well-lit area, with a designated entrance and exit. The bar will be set up, staffed for the duration of the event, and taken down for each event by one of our Barcode certified bartenders.

Guests will only be allowed to drink within the enclosed outdoor service area. If a guest attempts to bring alcohol to their vehicles, they will be asked to either return to the designated area or discard their drink. Guests will not be allowed to store their drinks in the Outdoor Service Area while visiting their car.

Guests will not be allowed to bring their own alcohol and will be reminded of Michigan's open container law when entering the auditorium.

Guests will not be over-served. However, if we suspect that a guest who is intoxicated is attempting to drive after the completion of the movie, a manager will be informed and will call AAPD. Due to the controlled entrance and exits of the theater, AAPD will be able to easily target and breathalyze guests at our recommendation and their discretion. This practice will reflect the ongoing positive relationship that Weber's has maintained with the AAPD over the 50 years we have been licensed to sell liquor in Ann Arbor.

We will encourage overnight stays in the hotel by selling Theater Ticket and Room Packages. Guests who purchase these tickets will be in a designated row of the auditorium so that their cars do not block commuter cars and won't feel the need to move their cars if they had not intended to drive after the movie.

SAFETY

Once inside the theater, all car traffic will be guided by ushers. Ushers will wear reflective safety vests while ushering guests in and out of the auditorium.

Once parked, customers will be required to turn off their engines.

The parking lot street lamps will be turned off during the movie and immediately turned back on at the end of the movie before cars are ushered out.

Guests will be required to take their temperature before entering the theater. Guests with temperatures above 100 degrees Fahrenheit will not be admitted.

Hand sanitizer will be available to guests and staff. Our bartender will be required to wear disposable gloves while making drinks.

All staff are required to wear masks.

LAVORATORIES

Restrooms will be available to guests through the hotel entrance. Guest will be required to wear a mask when entering the building.

SMOKING

Smoking will be permitted at a smoking deck away from the theater.

MOVIE LICENSING

The theater will be licensing movies through Swank Motion Pictures, Inc.. The theater will not play movies currently playing at the nearby Quality 16 Theater as a gesture of goodwill.

Ticket sales will be done with a Squarespace POS to ensure accurate bookkeeping and reporting. If an R-Rated movie is being shown, the cashier will check IDs to ensure guests are 17 years or older.

TRASH & RECYCLING

The theater will have trash and recycling cans located at the Outdoor Service Area. A car window height trash can will be located at the exit of the theater. After all cars have been ushered off the property, staff will pick-up any remaining trash.

WEBER'S PLEDGE

The Weber's Family pledges to operate this theater in a way that does not cause danger, disturbance or distress to our community. If, for any reason, the operation of our theater does any of these things, we will voluntarily forfeit our resolution from the City of Ann Arbor without delay. Thank you for your time and consideration.

With hospitality,

Ken, Michael and Brian Weber

