



City of Ann Arbor

301 E. Huron St.
Ann Arbor, MI 48104
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Text File

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Agenda

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Resolution to Approve Special Event Sales under Section 5.16.7.C of Chapter 55 Unified Development Code (UDC) for a Drive-in Theater at Weber's Hotel, 3050 Jackson Avenue - Friday and Saturday evenings throughout the Summer of 2020.

Attached for your consideration is a resolution to approve the Weber's Outdoor Drive-in Theater on Friday and Saturday evenings during the summer from 8 p.m. until midnight through September 26, 2020 as a Special Event consistent with Section 5.16.7.C of the UDC.

The paid event will take place in the west parking lot on the Weber's Hotel site at 3050 Jackson Avenue. Hotel staff will arrange for vehicles to park in a pre-approved configuration so occupants can see a screen that will be mounted on the west side of the hotel. The Hotel will provide an outdoor refreshment area next to the hotel building which will include the sale of alcohol. The hotel will accommodate approximately 30 vehicles for each of the outdoor theater events.

With regard to Covid-19 precautions, the hotel requires that guests entering the building be wearing masks. The hotel will also take the temperature of all guests entering the drive-thru with a temperature gun and hotel staff will take temperatures of guests entering the hotel. Hand sanitizer will be available to guests and staff. Bartenders will be required to wear disposable gloves while making drinks. All staff are required to wear masks.

Ticket sales will be held on the south side of the hotel. An usher will lead vehicles to their parking spot in the western parking lot. Each vehicle will have a space that is 18 feet wide by 27 feet in length. Arrows will identify pedestrian access routes. Hours of operation will be Friday and Saturday evenings from 8pm-midnight. Commercials will begin at 9:15pm and the movie will be shown around 9:30pm. 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 concession area that will play the movie audio at a low volume. Loud or unruly guests will be asked to leave.

The Theater hopes to use the 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 the building. The bar will be set up and staffed for the duration of the event and taken down for each event by hotel staff. Guests will only be allowed to drink alcohol within the enclosed outdoor service area and will not be allowed to take drinks to their vehicle. Guests will not be allowed to bring their own alcohol and will be reminded of Michigan's open container law when entering the outdoor auditorium. The hotel has indicated that guests will not be over-served. If staff suspect that a guest is intoxicated in

attempting to drive after the completion of the movie, a manager will be informed and will call the Ann Arbor Police Department. The hotel 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 and will not need to move their vehicles at the end of the show.

The hotel will submit an application for approval from the State of Michigan Liquor Control Commission for temporary sales, service and consumption of alcoholic beverages in the defined areas pursuant to the M.L.C.C. regulations.

Once parked, guests will be required to turn off their engines. Parking lot lighting will be turned off during the movie and immediately turned back on at the end of the movie before cars are ushered out. Smoking will be permitted at a smoking deck away from the theater. Trash and recycling cans will be provided 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. Hotel staff will be responsible for maintaining access and clearance to all fire hydrants, fire lanes, and the FDC at all times.

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 handled with a Squarespace POS to ensure accurate bookkeeping and reporting. If an R-Rated movie is being shown, the cashier will check ID's to ensure that guests are 17 years of age or older.

The event has been coordinated with all relevant City service areas for the purposes of traffic control and for the protection of the health and safety of the participants and the general public. The hotel has agreed to purchase City Police Officers if the City determines that officers are necessary to handle traffic control or other safety issues.

Prepared by: Jeff Kahan, City Planner
Reviewed by: Brett Lenart, Planning Manager
Derek Delacourt, Community Services Area Administrator
Approved by: Tom Crawford, Interim City Administrator

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