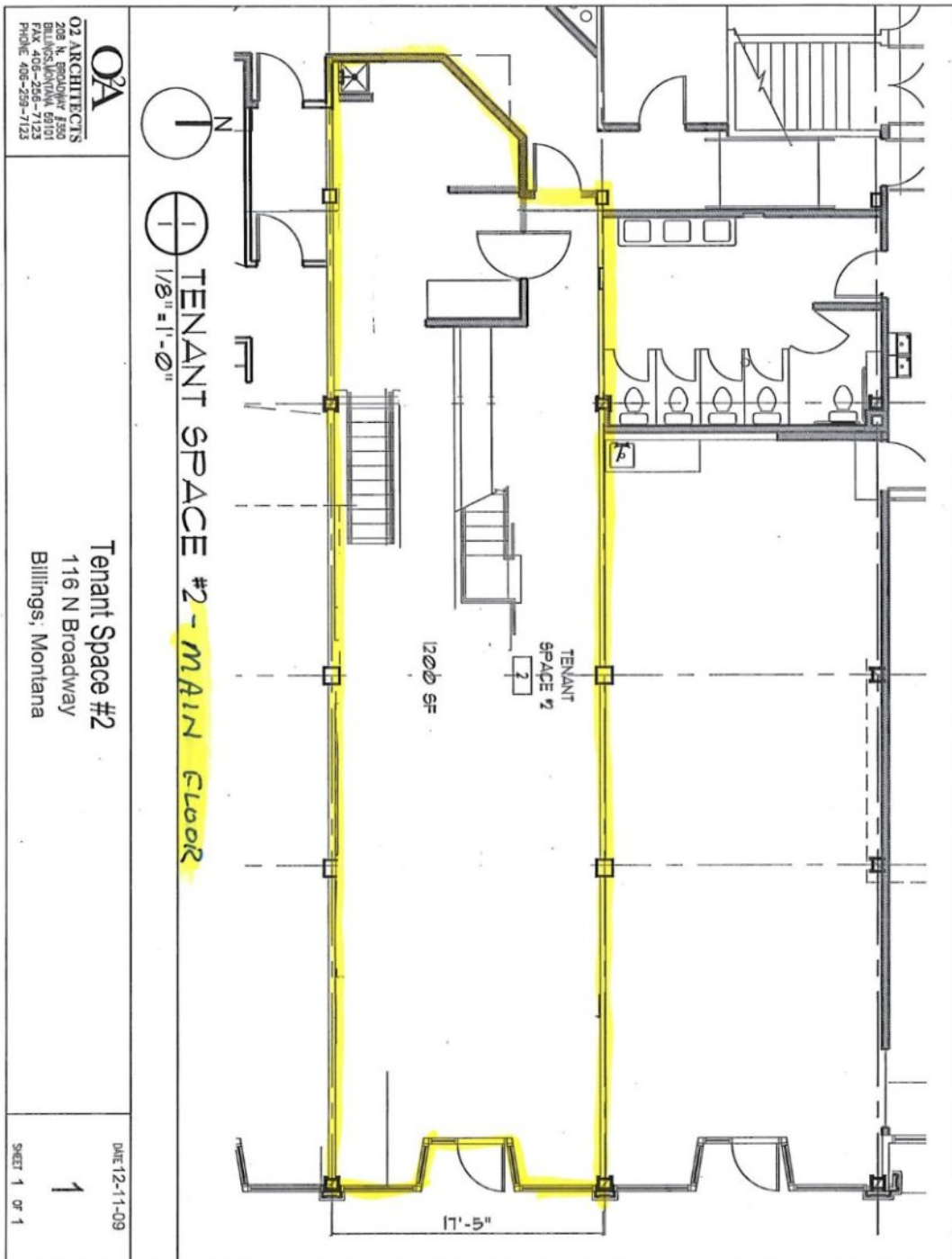


Attachment C
Site plan

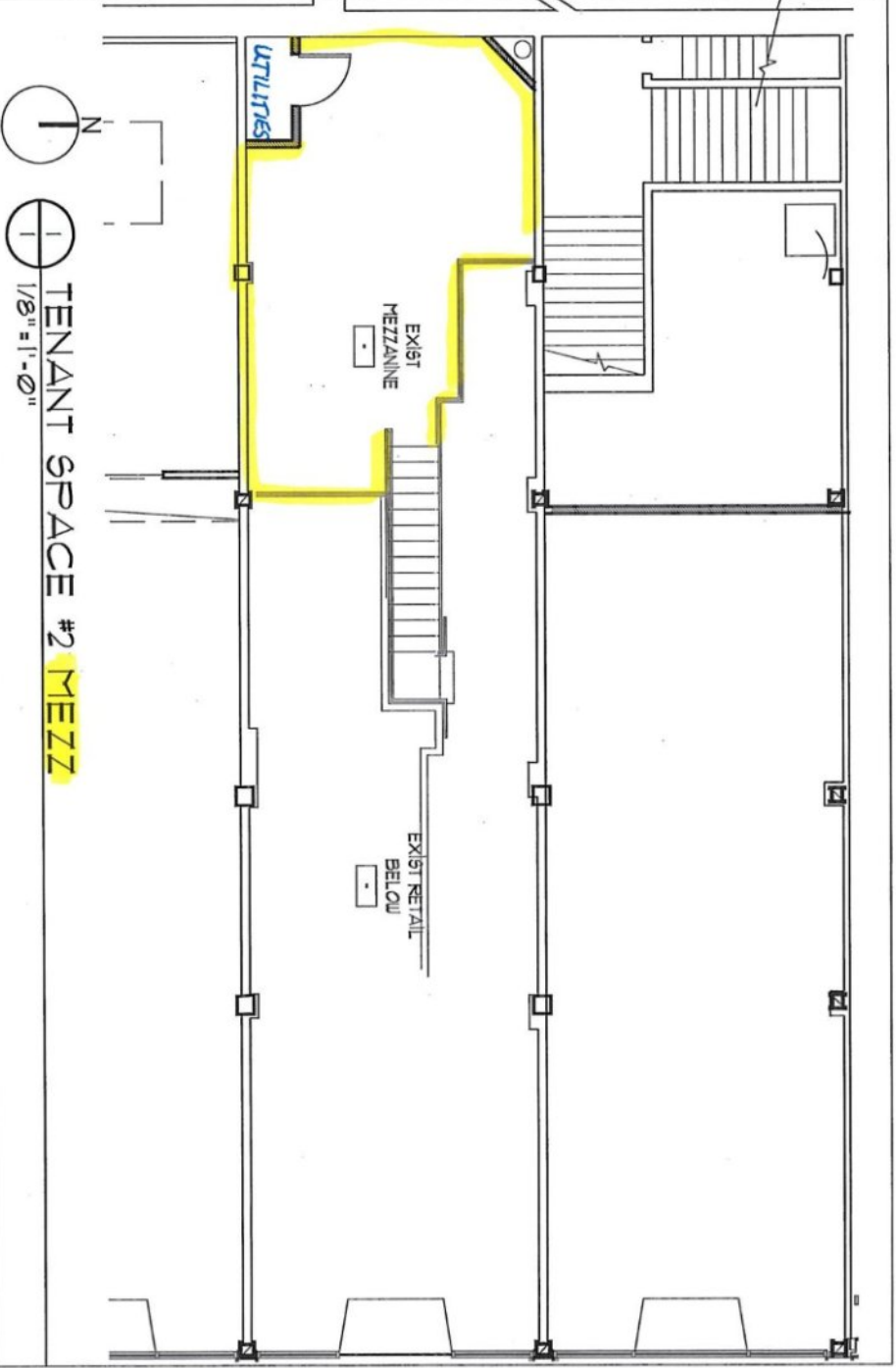


BROADWAY

O2A
O2 ARCHITECTS
208 N. BROADWAY
BILLINGS, MONTANA 59101
PHONE 406-258-7123
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Tenant Space #2
116 N Broadway
Billings, Montana

DATE 12-11-09
1
SHEET 1 OF 1



BROADWAY

Attachment C, continued
Applicant Letter

A. In what ways is your proposal consistent with the goals and policies of the adopted Growth Policy?

The location of an all-beverage license without gaming in the Babcock building on North Broadway will present an alternative to other liquor and gaming establishments in the downtown area which promote gaming machines and card rooms. This all-beverage facility, likely to become named something like "Point Broadway," will offer high end cocktail services - martinis, manhattans, gibsons and rob boys - coupled with local chefs and caterers on an alternating basis who are looking for opportunities to promote and market their small meal products in a first class indoor setting. Nothing on this theme is available anywhere in Billings, Montana, at this time. The addition of a variety of light meal menus combined with high end alcoholic beverage services will bring a unique alternative facility to the full restaurant all-beverage license operations now available in downtown Billings. Local micro brews will also be on tap and local and regional wines and cheeses will be promoted. This use will be attractive to downtown Billings and will add to and improve quality of life. Approval of this non-gaming license will promote the live-work environment of downtown Billings. Permitting an all-beverage license without gaming will present a real alternative to other licensed operations for the entire downtown Billings business and residential community, thus promoting, enhancing and complimenting both commercial and residential clientele. This use of the property maintains a high quality of life for new and existing residents. The facility will promote the Babcock building and support the downtown Billings hotel and guest services facilities. It will invigorate the entire Billings economy and will attract Billings residents and Billings tourists, conventioners and business representatives. Promotion of business, and thus economic development, is a primary goal of the City of Billings Growth Policy of the Billings Zoning Ordinance.

B. Why is there a need for the intended use of the property at this location?

North Broadway is undoubtedly the heart of downtown Billings. Literally everything starts, evolves around, or concludes with Sky Point. The introduction of a non-gaming all-beverage license providing high quality beverage services and light meals and tapas will present a unique alternative to current beverage facilities in downtown Billings. The existence of a non-gaming all-beverage license at this location will help to promote a vibrant and viable Broadway Avenue in the heart of downtown Billings. Sky Point activities - farmers' markets - Burn the Point activities - parade activities - New Year's celebrations - community events - will all be enhanced in downtown Billings by the addition of a non-gaming full beverage license at this location.

C. How will the public interest be served if this application is approved?

The Billings community and visitors/guests to the Billings area will be provided a unique alternative to now-existing meal and beverage services in downtown Billings. Metropolitan areas such as Denver, Seattle, Portland, Boise and Rapid City are praised and repeatedly visited by persons seeking drinking, dining and entertainment experiences such as downtown Billings now provides and which Point Broadway will only enhance. Alberta Bair patrons, YAM patrons, arts and crafts patrons, sports fans, tourists and conventioners seek out and support the very kind of bar services and tapas proprietors as will be featured at this full service bar. This high end bar service facility is

highly unlikely to create after hours issues or off premises consumption issues now being experienced within the downtown Billings community. Arts and crafts and local talented musicians and stand-up comics and entertainers will also be featured on a regular basis.

D. Prepare a written statement addressing what is intended to be done with the property, including new construction or change in the use of the property, and why the special review is being sought.

The previous business in operation at this location was limited to the service of beer and wine and pizza products. New construction has and will include the removal of the very large pizza ovens within the premises to be replaced by the construction and installation of sufficient food services support equipment featuring the special products to be offered by local caterers on a rotating basis. Much of the facility, including the mezzanine which accommodates approximately 30-40 persons, will continue to be utilized, after enhancement. The ceilings and walls will be painted, decorated and converted to an appropriate Broadway-Billings theme. A full service bar will be constructed on the main floor with appropriate compatible tables and chairs seating arrangements. The Special Review is necessary to comply with the Billings Zoning Ordinance permitting alcoholic beverages to be sold at this Broadway location before the all-beverage license may transfer from its current location to the Broadway location, all of which must be completed and receive the approval of the State of Montana, Department of Revenue.