
Narrative
Administrative Design Review
Entertainment Use Permit

J. ALEXANDER'S[®]
R E S T A U R A N T

7111 W Ray Rd
Chandler, Arizona

JULY 2025

Prepared By:

Kimley»»Horn



Table of Contents

FIGURE 1: AERIAL3

SECTION I – INTRODUCTION TO J ALEXANDER’S4

SECTION II – PROJECT DESCRIPTION4

SECTION III – EXISTING CONDITIONS.....4

SECTION IV – OFF-SITE AREAS4

SECTION V – ENTERTAINMENT USE PERMIT5

FIGURE 1: AERIAL



Section I – Introduction to J Alexander's

J. Alexander's is a contemporary American restaurant, known for its wood-fired cuisine. Their core philosophy is to provide the highest possible quality dining experience. The menu features a wide selection of American classics including prime rib of beef, steaks, fresh seafood, sandwiches, and entrée salads. Whether you visit for lunch, dinner, or a drink with friends, your time at J. Alexander's will be memorable. With over 40 operating restaurants in 15 states, J. Alexander's is excited to bring this concept to Chandler, Arizona.

Section II – Project Description

This narrative has been provided in support of the Entertainment Use Permit applications for the proposed J. Alexander's will be located near the southwest corner of W Ray Rd and N 56TH St. The proposed establishment, located at 7111 W Ray Rd, will be an approximate 7,500 square foot one-story restaurant with an outdoor dining patio. The existing 7,375 SF building will be demolished and replaced with J. Alexander's. This project does not propose any changes for access to W Ray Rd.

The existing onsite development consist of an existing building, which is to be fully demolished. The existing underground storm retention is currently failing and will be replaced. Parking for the proposed restaurant will be replaced as necessary to complete the storm retention improvements. The remaining infrastructure is to remain in-place with the proposed restaurant.

The Maricopa County Assessor's Parcel Number is 301-84-210. The proposed development encompasses 2.18 acres of land currently zoned PAD, in a portion of the NE quarter of Section 29, Township 1 South, Range 4 East of the Gila and Salt River Base Line and Meridian in the City of Goodyear, Maricopa County, Arizona. More specifically, the parcel is bounded by commercial developments to the east, west, and south (zoned PAD), and W Ray Rd to the north.

Section III – Existing Conditions

The site is currently developed and is an operating restaurant.

Section IV – Off-site Areas

The development proposes no off-site improvements.

Section V – Entertainment Use Permit

We will be applying for an Entertainment Use Permit to allow outdoor speakers. Per City of Chandler Zoning Code:

1. Entertainment activity shall require a use permit, when all of the following criteria are met:

i. Entertainment activity, as defined in section 35-200, is provided, or outdoor seating with external speakers is provided; and

ii. Alcoholic beverages are sold or served; and

iii. If live entertainment is not provided outdoors, the property is located six hundred (600) feet or less from a residentially zoned property. Said distance shall be measured from the closest exterior wall or fence of any indoor or outdoor space occupied by the subject establishment to the closest property line of a residentially zoned property; and

iv. If live entertainment is provided outdoors, the property is located one thousand three hundred and twenty (1,320) feet or less from a residentially zoned property. Said distance shall be measured from the closest exterior wall or fence of any indoor or outdoor space occupied by the subject establishment to the closest property line of a residentially zoned property.

2. A property with a current liquor use permit shall not be required to obtain an entertainment use permit, unless subject to a condition of approval related to a time limit. Liquor use permit conditions related to entertainment activity shall remain in effect.

The proposed J. Alexander's will have 500 SF of outdoor fenced dining space and will hold approximately 9 tables. The outdoor patio will be equipped with speakers to provide ambiance for patrons and to assist in cutting road noise from W Ray Rd. Music will be controlled by GM and will be akin to elevator music and only be heard through 3-inch ceiling speakers. No live music anywhere, including the patio. The patio will face internally to the shopping center and have ADA accessible access. The surrounding retail and service uses are compatible with the restaurant's proposed entertainment. The patio will be smoke free and meet the Smoke Free Arizona Law. J. Alexander's will be using a Series 12 Restaurant License for the liquor license. The hours of operation are generally 11:00 AM – 11:00 PM, 7 days a week. Each J. Alexanders hires approximately 90 employees.

To resolve any noise related disturbances, please reach out to Bob Fargo at (813)404-026.

The proposed J. Alexander's development will comply with the City's Zoning Ordinance and the laws set forth by the City of Chandler.