

August 7, 2026

City of Chandler, Planning Division
215 E. Buffalo Street
Chandler, AZ 85226

Re: Liquor + Entertainment Use Permits | Case no PLH26-0034
Seafood City Supermarket | Chandler Fashion Center

Dear Planner:

Fortune Foods Arizona Inc. opened its first Arizona location of Seafood City Supermarket ("Seafood City") at Chandler Fashion Center at 3177 W. Chandler Boulevard on July 31, 2026. Seafood City occupies 66,000 square feet on the second level of the space previously occupied by Sears on the west side of the Center and has non-exclusive access to the Center's parking lots and structures. Seafood City will apply for a series 6 liquor license as an ancillary use to the family-oriented supermarket, a 300-seat Food Hall, and community event space. Series 6 liquor licenses allow for on- and off-premises sales of beer, wine, and spirits. The property's PAD zoning requires a bar use permit to qualify for the liquor license.

In addition to the extensive variety of authentic Filipino grocery, household items, and services offered throughout the store, Seafood City's Food Hall features Filipino-inspired cuisine prepared for on-site consumption, and a 1,920 square foot Social Hall to be used as a community gathering space. The Social Hall will be available for use for private parties and Seafood City expects to host a variety of activities and live entertainment in and around the Food Hall and Social Hall, including the following:

- Cooking demonstrations and chef showcases
- Cultural performances
- Live acoustic music and small musical performances
- Open mic nights
- Karaoke contests
- DJ entertainment
- Dance performances
- Late Night Madness events
- Mahjong (recreational only)

- Table tennis (ping pong) tournaments
- Community workshops and classes
- Seasonal celebrations and holiday events
- Children's activities
- School and nonprofit fundraising events
- Product sampling and brand activations

The attached floor plan shows where activities will take place within the store; no events will take place outdoors.

Seafood City will employ approximately 100–150+ full-time and part-time employees; employees involved in the sale and service of alcohol will be trained in responsible alcohol sales and service. The store's regular business hours will be Monday – Thursday from 8 am – 10 pm, Friday and Saturday from 8 am – 12 am, and Sunday from 8 am – 9 pm. Seafood City may host events on Friday and Saturday evenings from 9 pm – 12 am. The grocery store will remain open during all events. The store will employ approximately 100–150+ full-time and part-time employees; employees involved in the sale and service of alcohol will be trained in responsible alcohol sales and service.

Community members who have concerns about events at Seafood City can contact Patricia Francisco, Director for Marketing and Special Events, at (909) 528-3006 or patricia.francisco@seafoodcity.com.

Sincerely,

Andrea Lewkowicz
Andrea D. Lewkowicz

Encl.