



## IMPACT STATEMENT

To Whom It May Concern:

Happy Joe's Pizza and Ice Cream Parlor is located in the Mesa Mall which was developed by General Growth Company. It occupies 3999 sq. ft. which is being leased from General Growth for 10 years with options available. Happy Joe's is owned by Mesa PIC, a general partnership whose partners consist of:

1. Mr. & Mrs. Robert Johnson, Grand Junction, Colorado
2. Mr. Barry Smith, Aurora, Colorado
3. Mr. W. H. Meiers, Jr., Denver, Colorado
4. Mr. Duane Loban, Aurora, Colorado
5. Mr. Richard Van De Voorde, Rock Island, Illinois
6. Mr. Brant Boatwright, Denver, Colorado

Happy Joe's opened its doors to the public on January 28, 1981. The business hours during the summer months are from 11 am to 11 pm. Monday through Thursday, 11 am to 12 midnight Friday and Saturday, 12 noon to 8 pm. on Sunday. After Labor Day, the hours are 11 am. to 10 pm. Monday through Thursday, 11 am to 12 midnight Friday and Saturday, and 12 noon to 8 pm. on Sunday. Happy Joe's specializes in two styles of pizzas; but also offers the public a variety of ice cream specialities ranging from cones to various sundae dishes as well as a sandwich selection, two types of pastas soup and salad bar.

Our customer base is derived from the patrons of Mesa Mall, itself. Our attraction is mainly to the 18 to 49 age group, which is composed of couples and families as a rule. As development of the Mall continues, we don't foresee much change in our customer base.

Our intent in obtaining a license to sell beer to our customers is to provide another popular beverage to our customers. Our menu, decor and physical plant are conducive to such an arrangement. The partnership also feels that to remain competitive in the pizza industry in Grand Junction, the ability to sell beer to the customers broadens our market appeal during the hours which the Mall is closed, as well as provides incentive to the evening meal buyers.

With the Mall closed, we have our own outside entrance which leads into the Mesa Mall parking lot, which remains well lighted throughout the night. Happy Joe's also provides two emergency exits to the customers as well as rest rooms which meet all the requirements set forth by local, state, and federal agencies including those providing for the needs of the handicapped.

Upon the proper approval from the required agencies, we wish to commence with the sale of beer immediately after we can finish completing our arrangements with the suppliers of the product, and the installation of necessary beer dispensing equipment.

We project the sale of beer to amount to between 4 and 7 percent of our gross sales. This percentage is derived from histories made available from similar operations such as ours.

Jack & Jill Shop  
Space 118 Mesa Mall  
Grand Junction, Co. 81501  
#83-81

Lerner Shops  
Space 116 Mesa Mall  
Grand Junction, Co. 81501  
#83-81

Walker Cards & Gifts  
Space 115 Mesa Mall  
Grand Junction, Co. 81501  
#83-81

Brownson's  
Space 110 Mesa Mall  
Grand Junction, Co. 81501  
#83-81

Three Wishes Toys  
Space 109 Mesa Mall  
Grand Junction, Co. 81501  
#83-81

MusicLand  
Space 108 Mesa Mall  
Grand Junction, Co. 81501  
#83-81

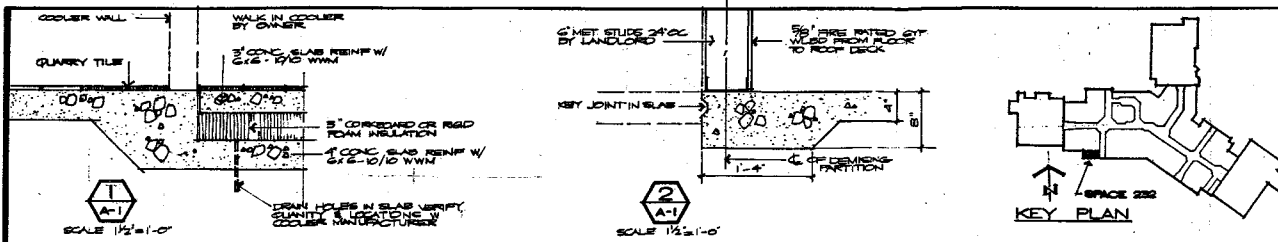
Fashion Bar  
Space 106 Mesa Mall  
Grand Junction, Co. 81501  
#83-81

Command Performance  
Space 111 Mesa Mall  
Grand Junction, Co. 81501  
#83-81

Hungry Prospector  
Space 112 Mesa Mall  
Grand Junction, Co. 81501  
#83-81

Janet Johnson #83-81  
Clo Happy Joes #232  
City. 81501

General Growth Co.  
Mesa Mall #83-81  
Grand Jct. 81501

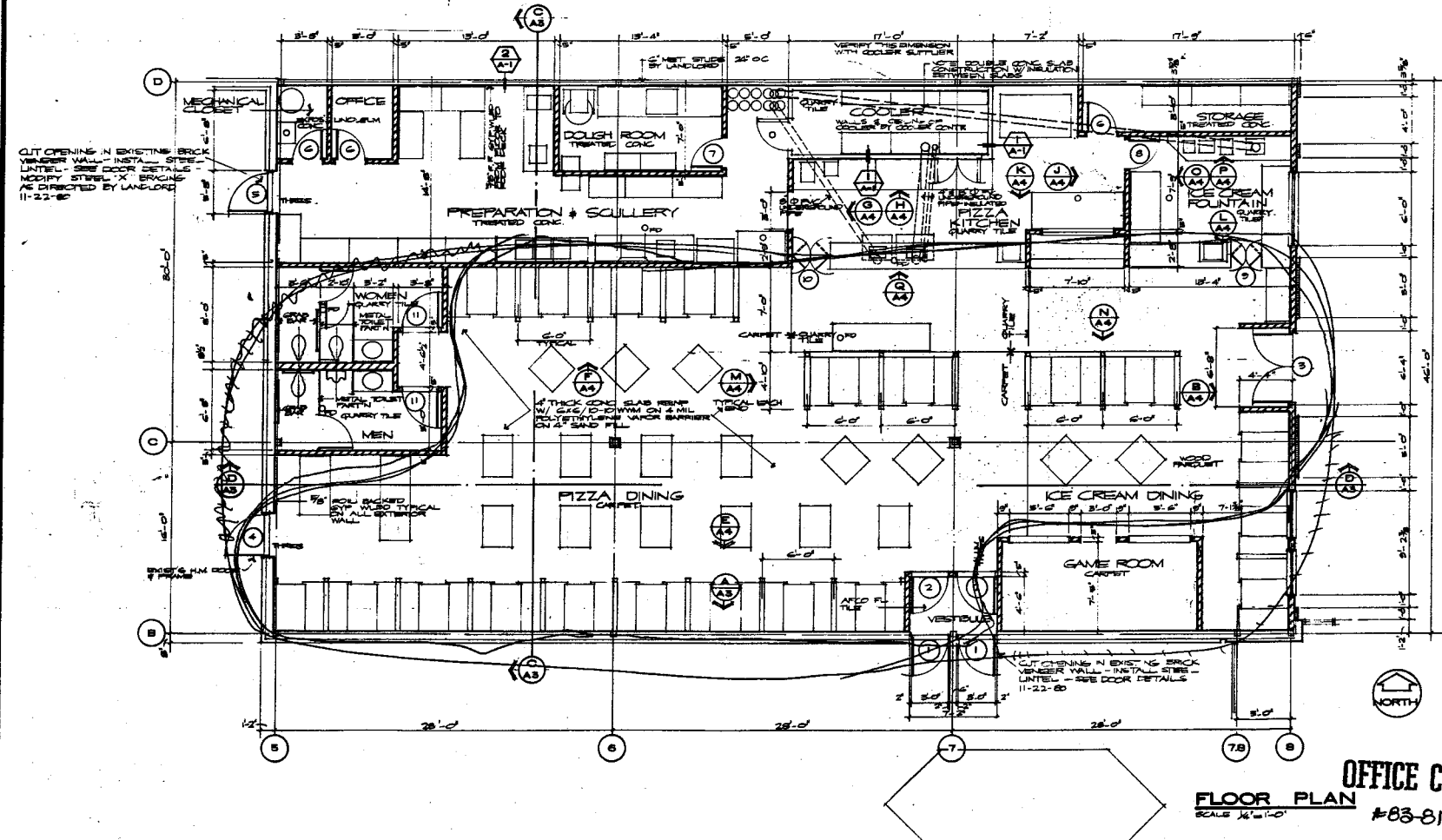


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REVISED 11-22-80  
REVISED 12-21-80



SPACE NO. 232  
PROJECT

**Happy Joe's**  
MESA MALL S.C.  
GRAND JUNCTION, CO.

TITLE  
**FLOOR PLAN  
DETAILS**

DRAWN	DATE 11-7-80
CHECKED	SCALE
PROJECT NO.	SHEET NO.
90-106	A-1

**OFFICE COPY**  
**FLOOR PLAN**  
SCALE 1/4"=1'-0"  
#83-81

## Development Schedule

Happy Joe's Pizza and Ice Cream Parlor is completed and open from 11 a.m. to 11 p.m. Monday thru Thursday; 11 a.m. to 12 Midnight Friday and Saturday; and 12 Noon to 8 p.m. Sundays.

We plan to serve 3.2 beer as soon as we receive our license and upon delivery and installation of proper equipment whether it be 1 or 30 days.

Signed:



Janet Johnson  
Happy Joes Pizza & Ice Cream  
Parlor

Mesa Mall #232  
Grand Junction, Co. 81501

**REVIEW SHEET SUMMARY**

FILE NO. 83-81 DUE DATE 9/14/81  
 ACTIVITY Conditional Use ~~3.2 Beer License~~ Hotel-Restaurant Liquor License  
 PHASE \_\_\_\_\_ ACRES \_\_\_\_\_  
 LOCATION Mesa Mall #232  
 PETITIONER Colo. PIC/Mesa PIC d/b/a Happy Joe's Pizza & Ice Cream Parlor  
 PETITIONER ADDRESS Mesa Mall #232, Grand Junction, CO 81501  
 ENGINEER \_\_\_\_\_

**OVERALL CONSIDERATIONS**

- OVERALL COMPATABILITY
- CONSISTENCY
- ADJACENT PROPERTY
- CHANGE IN THE AREA
- TRAFFIC IMPACT

HAS NOT BEEN ADDRESSED  
 HAS BEEN ADDRESSED

<u>DATE REC.</u>	<u>AGENCY</u>	<u>COMMENTS</u>
9/10/81	City Police Dept.	We do not foresee any security problems.
9/14/81	City Fire Dept.	This office has no objections to this conditional use 3.2 liquor license. Inspection has been made of premises and everything meets requirements.
9/15/81	Staff Comments	No comment if all other review agency concerns are resolved.
9/29/81	LITTLE/RINKER PASSED 4-1 (TRANSMIER AGAINST) A MOTION TO SUBMIT #83-81, CONDITIONAL USE, HOTEL RESTAURANT LIQUOR LICENSE, JANET JOHNSON, HAPPY JOE'S PIZZA AND ICE CREAM PARLOR, TO CITY COUNCIL FOR CONSIDERATION, WITH THE RECOMMENDATION OF APPROVAL.	

