



MARBELLA

## Mission Statement

***At Marbella, our mission is to cultivate a vibrant community hub where friends, families, and neighbors come together to savor delicious, locally sourced food and drink.***



# COLLABORATION & SYNERGY

*bringing together the community & supporting our local businesses*



*the Cue*



# *Our Proposed Hours of Operation:*

## SUNDAY - THURSDAY

- Last Seating 8:30 PM
- Last Call 9:45 PM
- *Lights Out 10:30 PM*

## FRIDAY - SATURDAY

- Last Seating 9:00 PM
- Last Call 10:15 PM
- *Lights Out 11 PM*





# Your Concern: NOISE!

## *Our Solutions:*

- Windows will be closed at 7pm.
- Closure of Antwerp St. entrance as well as the back parking lot (with lights out) at 8pm.
- Store trash indoors until the morning.




**We do not  
have evening  
deliveries!**



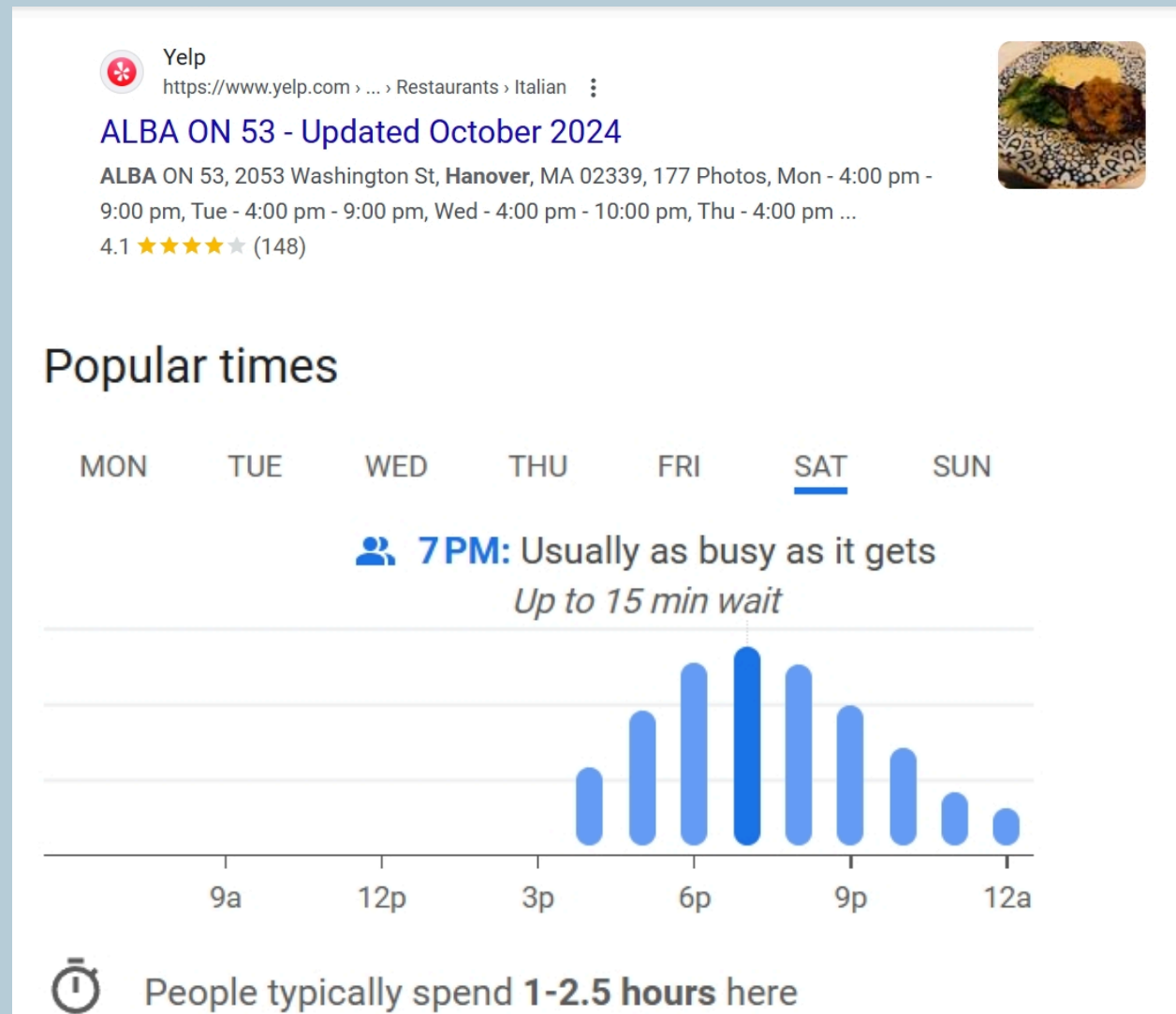
# WINDOW WEATHER

## Fun Fact...

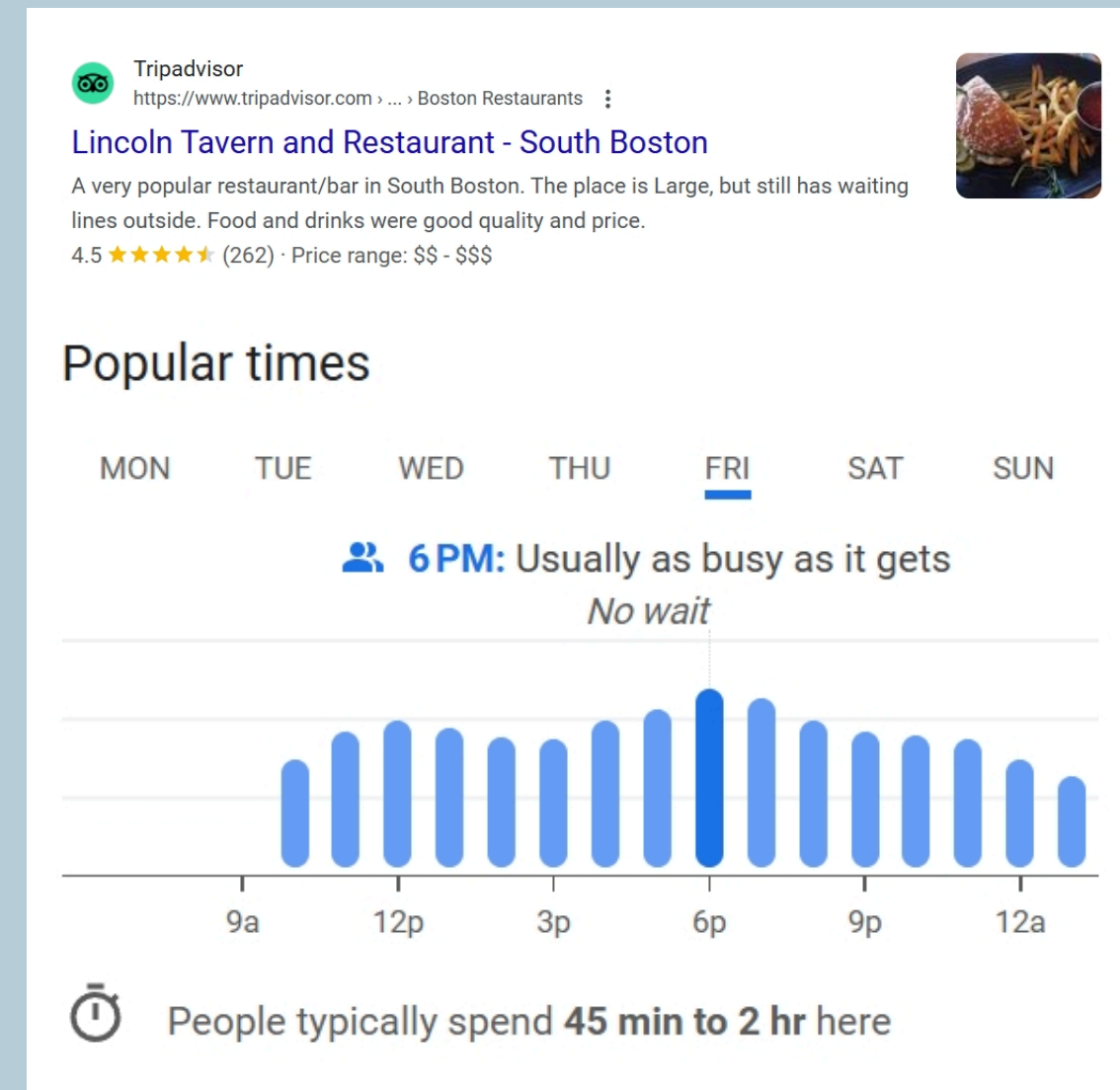
*On average, Massachusetts experiences around 60-70 days per year with temperatures between 65-75° Fahrenheit and no rain, with the most comfortable days falling within the late spring and early fall months.*



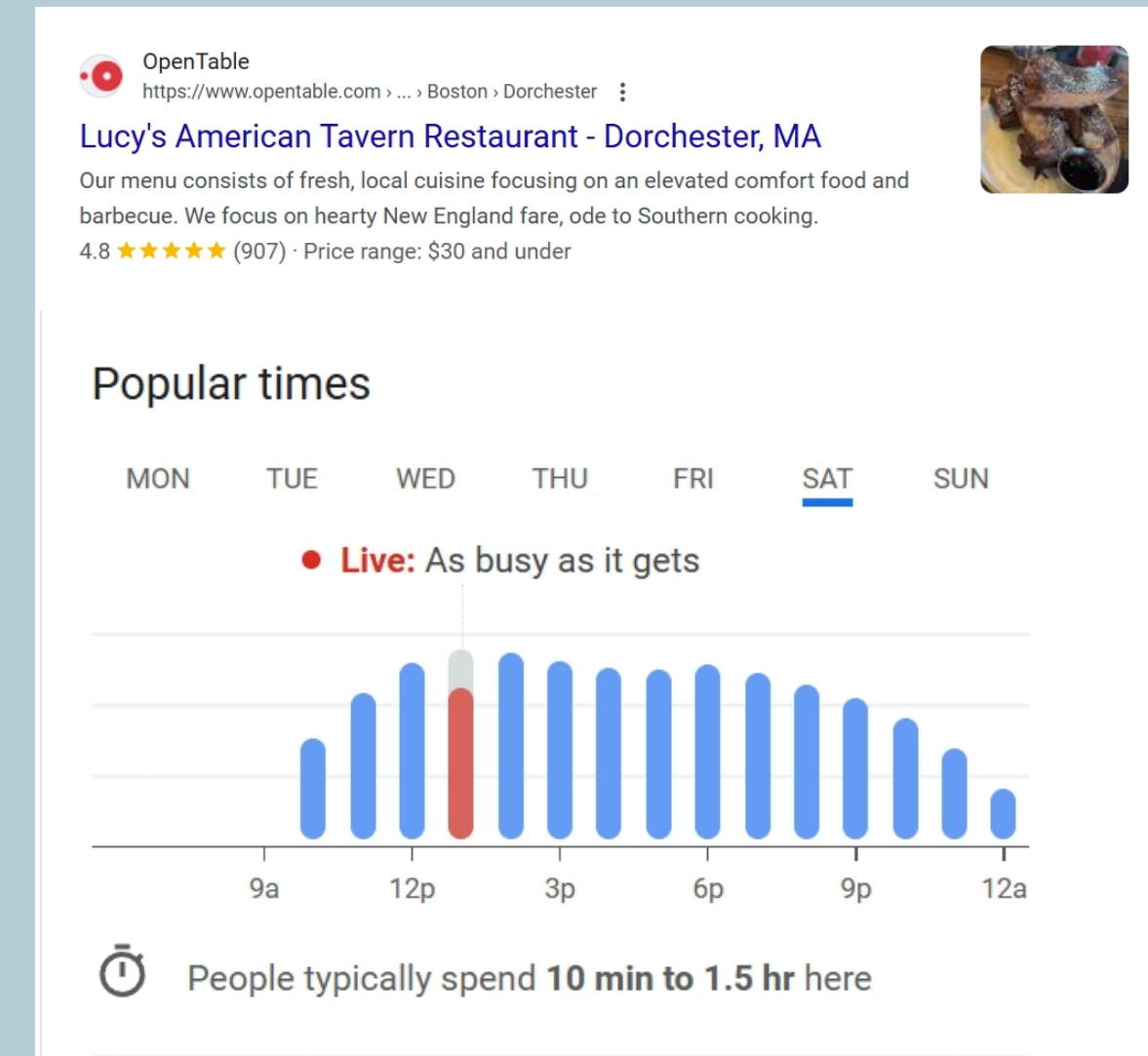
# Google Analytics



ALBA ON 53

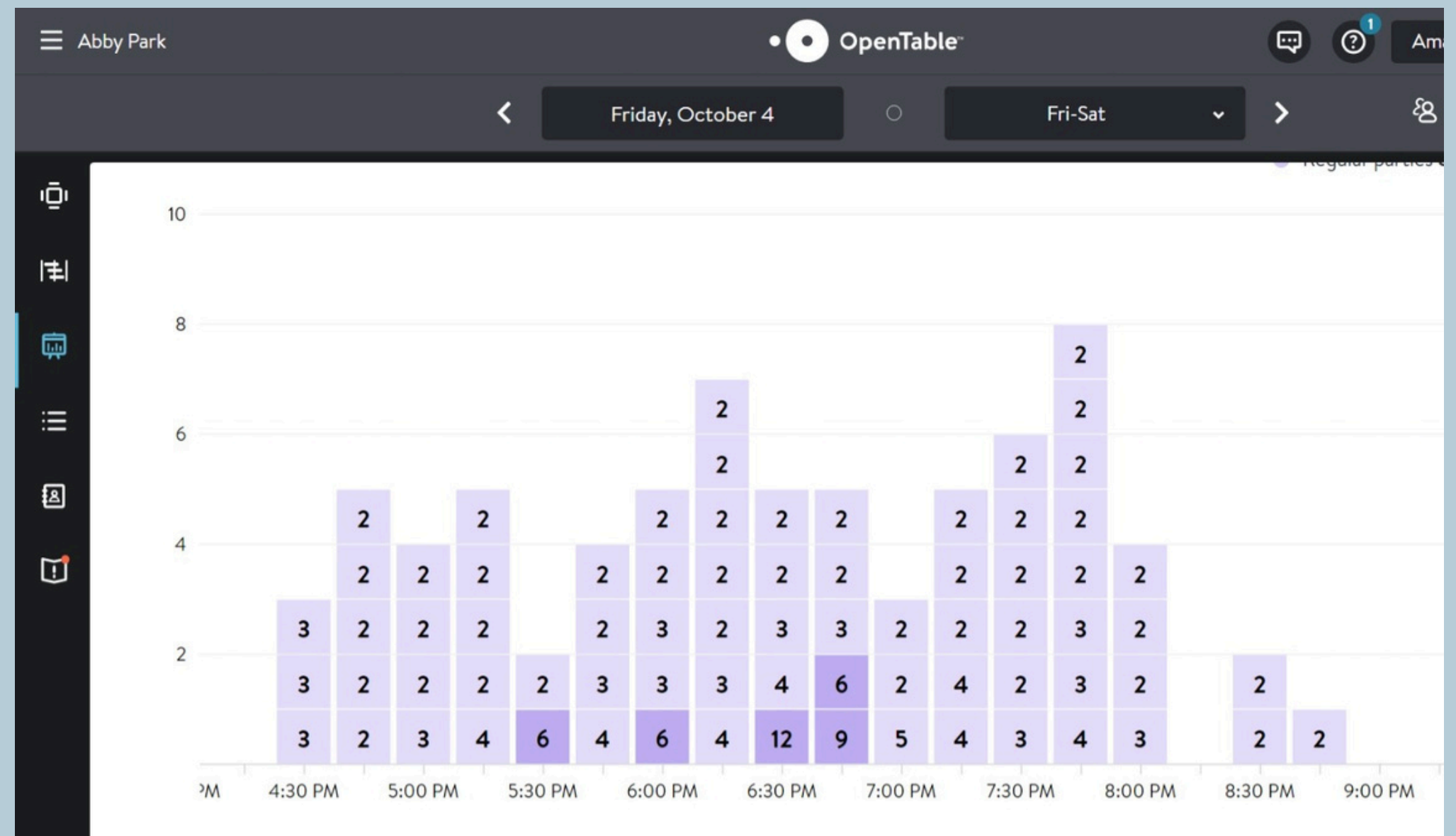


LINCOLN TAVERN



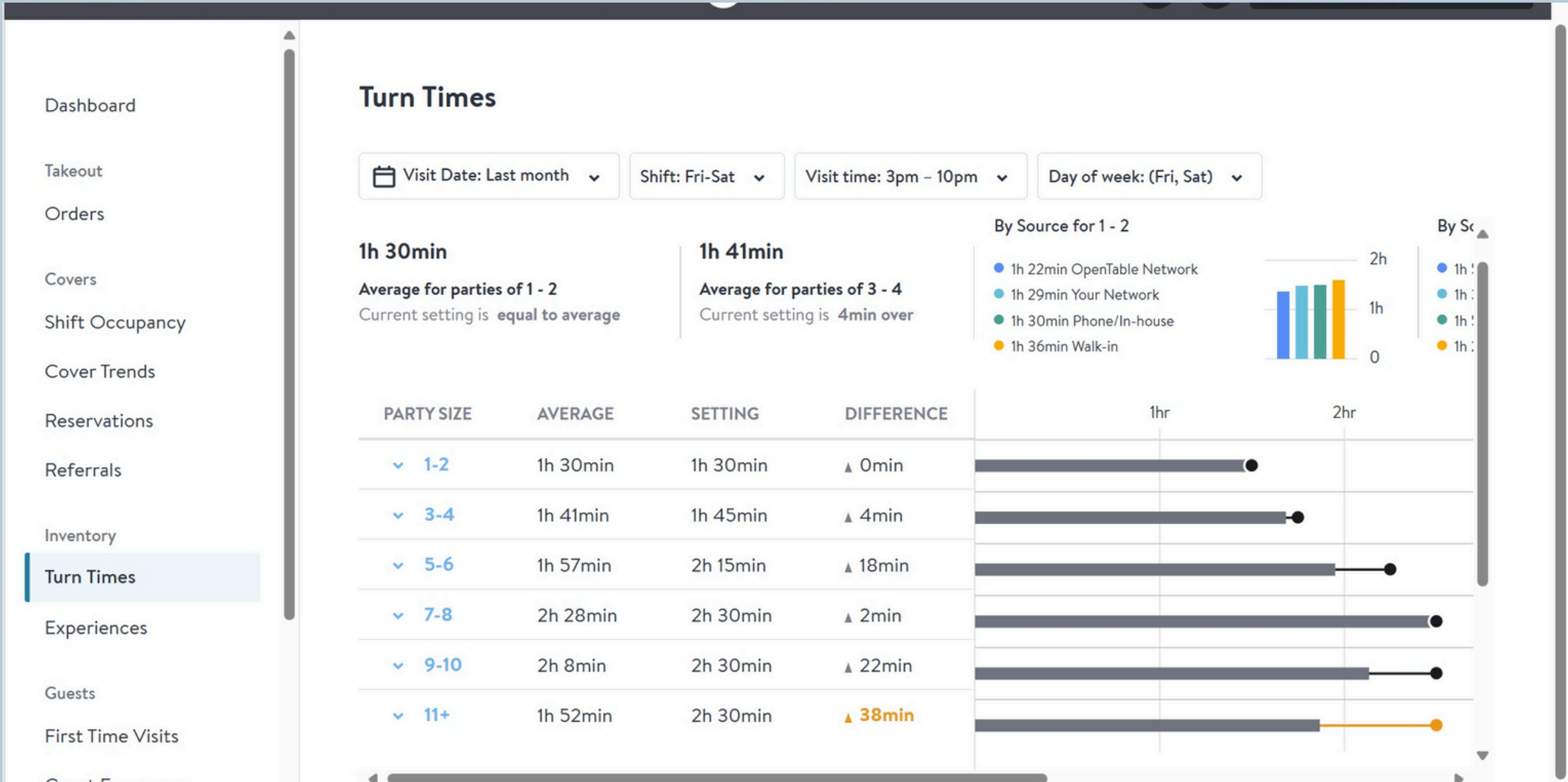
LUCY'S







# Analytics from our OpenTable reservation system: average turn times on a weekend night for parties of all sizes



Note: one might ask, if the business organically empties out at these times, why propose later hours?

# Check out Abby Park on a Busy Night...





# *Proposed Floorplan*



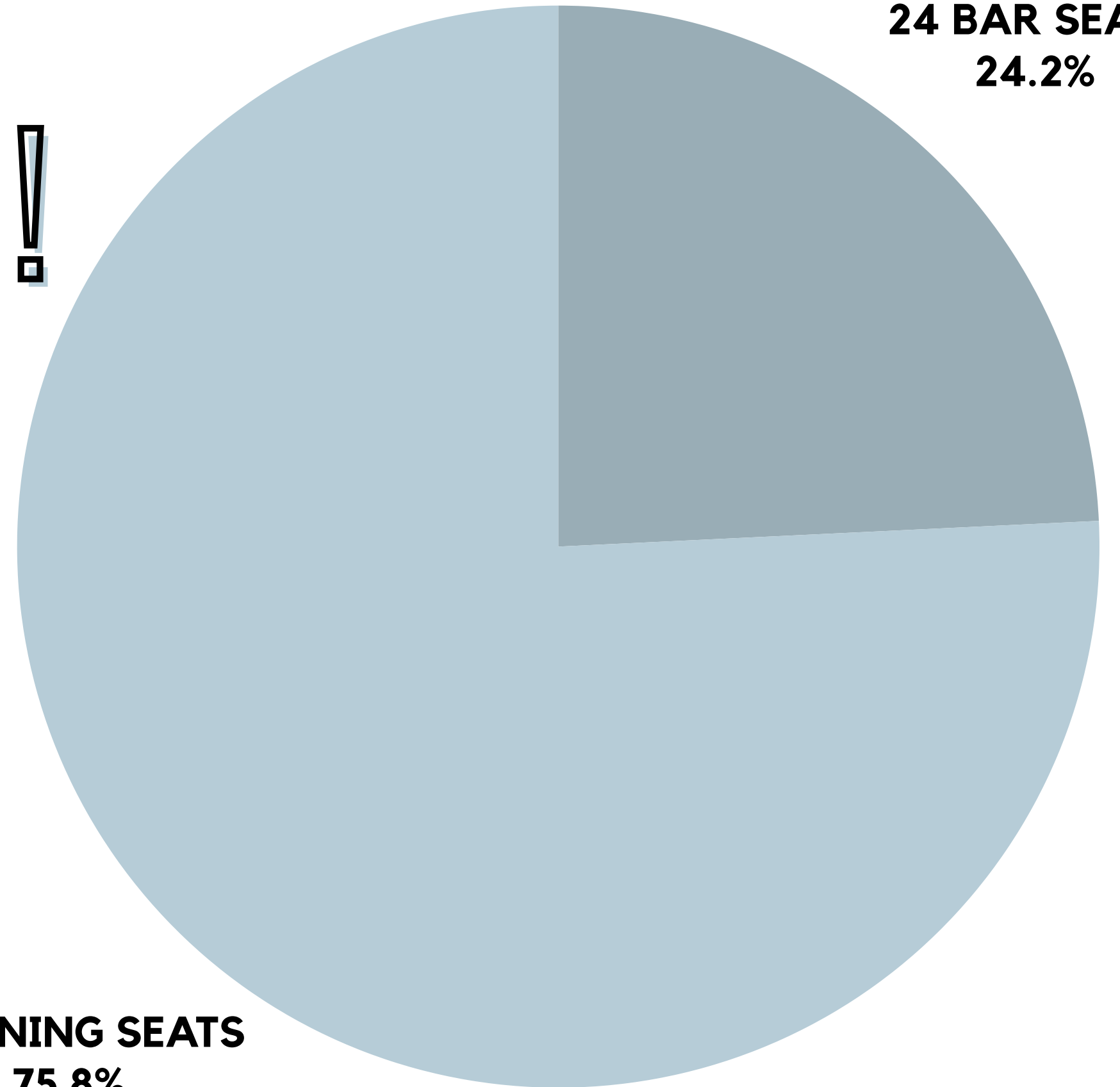
- our interior entrance leads guests to a host stand which serves as our takeout hub and communication center.
- the “Chef’s Table” is a major focal point of the main dining room with a state of the art pizza oven, serving as an extension of the kitchen where guests can enjoy an immersive dining experience as they watch food be prepared.
- our expert architect designed the space in such a way that from most seats in the dining room or veranda, guests can experience the warmth of the open kitchen, tying the spaces together in a unique way.
- the veranda bar houses storage and equipment in its entirety as the restaurant does not have dedicated walk-in space for chilled wine, beer & non-alcoholic offerings.

# MARBELLA IS NOT A BIG BAR!

*Bar vs. Dining Seats*

**75 DINING SEATS**  
**75.8%**

**24 BAR SEATS**  
**24.2%**





# Bar Design...


## SHARED HALLWAY

- *guests will be seated, not wandering*
- *signage posted prohibiting crossing with drinks*

## SIZE OF BAR

- *bar overall dimensions provide much needed storage solutions and refrigeration, etc.*
- *counter space necessary for equipment and service*

## TV'S IN BAR

- *focal point, encouraging guests to stay*
  - *not a sports bar! there will be no volume on games televised*
- 

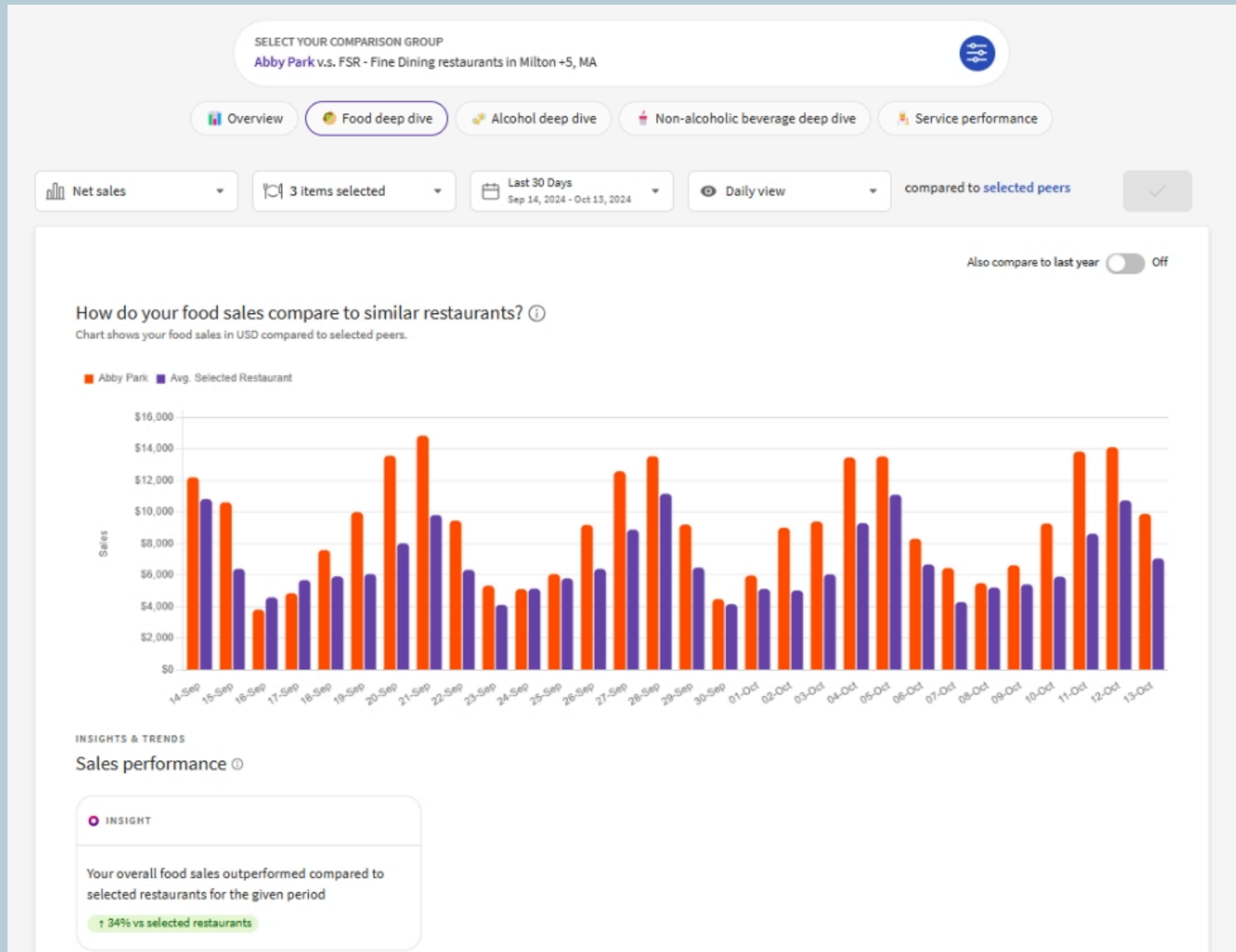


# Abby Park

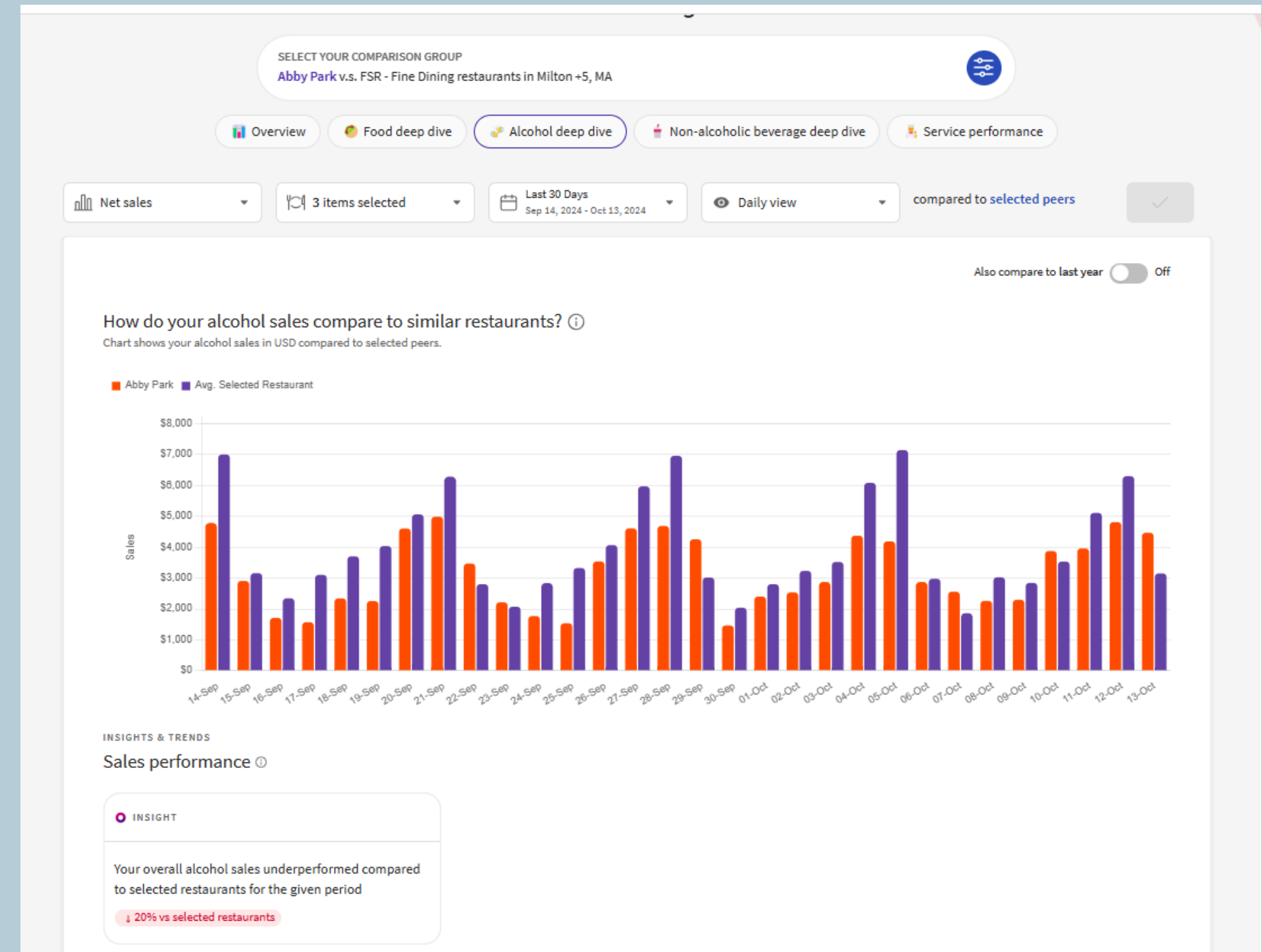
with the Patriots Game on...



# Toast Analytics



FOOD SALES



BAR SALES

# In Conclusion:

- We have redesigned the space to the extent that is possible with acoustic tiles for noise reduction.
- We have agreed to guarantee closure of the windows by 7pm
- We agree to close the Antwerp St. entrance and back lot at 8pm, and ensure staff park only facing Bassett St. The parking lot will be patrolled.
- We have reduced our proposed operating hours. Sunday-Thursday close at 10:30 pm, Friday-Saturday close at 11 pm
- We have reduced bar seating by 20% and replaced it with additional dining room seating.

*It is important to remember that our business must renew licensure annually, and that if this restaurant is truly problematic it would become ineligible for renewal*



MARBELLA

*Thank you for your time!*