Iron Horse Sports Pub
14 Oakwood Ave
West Hartford, CT 06110

October 20, 2023

Town Plan & Zoning Commission
Town of West Hartford
Town Hall
50 South Main Street
West Hartford, CT 06107

RE:

14-16 Oakwood Avenue (Iron Horse Sports Pub)

Dear Honorable Members of the Town Plan & Zoning Commission:

Application is hereby filed on behalf of Chemro, LLC (Iron Horse Sports Pub) for a Special Use Permit pertaining to Indoor Recreation or Amusement Facility.

Analysis of Code Requirements

Space definition and location

1. The first and second floors of 14-16 will be connected through both and internal stairwell and an elevator making both levels ADA compliant.
2. Parking (16 paved spaces) will be available onsite with the entrance on Park Road.
3. The facility will include indoor as well as covered and uncovered patio seating. Both patios will be ADA compliant. All covered seating and structures meet the setback requirements for the underlying zone.
4. The dining areas have been designed to meet the state liquor control standards pertaining to our designated liquor licence.

Operations

1. Handicap-accessible dining, parking and bathrooms will be provided, compliant with State of Connecticut code, in the designated areas.

2. The facility will have 3 pool tables and 4 dart boards for patrons recreational use during all hours of operation.

3. The facility will have 20 televisions featuring live and recorded sporting events.

4. Hot food made on premise and beer, wine and alcoholic beverages will be served during all hours of operation compliant with state liquor control standards.

5. Four consumer restrooms (2 ADA compliant) will be available for customers.

6. 16 paved parking spaces will be provided on site including the necessary ADA compliant space.

7. All construction activity will take place between the hours of 7 am and one hour after sundown.

8. The outdoor seating area will be lighted by warm round LED bistro lights. Lighting levels will be designed for adequate illumination of the outdoor dining and parking area and will be non-intrusive. There will be no flashing or blinking lights.

9. Outdoor dining patrons will be provided with commercial tables, chairs and umbrellas that are sufficiently weighted to avoid displacement by wind.

10. Selective staff and services will be responsible for maintaining a clean facility.

11. Waste and pest management will be scheduled and maintained in accordance with West Hartford Health District recommendations.

12. One on premise sign for the Iron Horse Sports Pub (existing) will be on the Park Road parking lot entrance. One on premise sign (existing) will be on the front of the building facing Oakwood Avenue. Both signs will meet town plan and zoning requirements.

Narrative:

Thank you for considering our application for special use as an indoor recreation or amusement facility. We are a good model for this use. We anticipate being Park Road's neighborhood sports pub. The density of the area will relieve the strain on the parking lot as we anticipate that many patrons will be within walking or biking distance. We will have a bicycle rack on the property and encourage patrons to ride or walk. The popularity of Uber and Lyft will also lessen the demands on the parking lot. East-West Engineering will further cover the parking concerns in their attached report.

Community Outreach:

Prior to your December meeting, we will send out a direct mail inviting all property owners within 500 feet of 14-16 Oakwood to a community meet and greet to discuss our business and address any concerns our neighbors may have.

About Myself:

I am Robert Mercier. I grew up in Manchester, CT and went to UConn. My restaurant career began at People's Choice as an assistant manager at the age of 21 in the Manchester, CT location. I was promoted to general manager by the end of the year and regional manager after my fifth year. In 2005 I became the first franchisee of People's Choice. I currently own and operate 2 franchises and am also a franchisor of People's Choice.

The Iron Horse Sports Pub is a rebranding of our pizza delivery company People's Choice. People's Choice first opened in April of 1989 in Unionville, CT as a full menu delivery restaurant specializing in pizza and wings. We always used the highest quality ingredients whiling focusing on having a great staff and great service. People's Choice grew to eight Connecticut locations and one in Newnan, Georgia by 2008.

Our delivery area was our delivery community. We learned in those early days in Unionville the importance of community. Unionville was uniquely positioned to delivery to Farmington, Avon and Burlington. We sponsored graduation parties, Relay for Life events, library summer reading programs, local and high school sports teams and countless other charities in all three of these towns and our business thrived. But being a take-out and delivery business model all of our services where received off premise and while not knowing it, we truly did not know what it was to be a community based business.

In 2017 our Simsbury People's Choice expanded into the adjacent two store fronts, added an outdoor patio and the Iron Horse Sports Pub was born. We now had a facility that allowed people to come to us. We found having a great pub menu along with our pizza and wings while offering a fun casual environment has kept our customers coming back each week. And using our private sections for team fundraisers, office parties, or special birthday parties has been a a good way of introducing ourselves to new local customers. Our Pub is now a gathering place where many of our regulars know staff and fellow patrons by name. The demographics of our customers leans to the older side. Most patrons are between 30 and 70. We are a pub not a club. Customers commonly refer to us as their own "Cheers" where each has their usual table or seat at the bar.

I am excited to open the West Hartford Iron Horse Sports Pub. I've received strong positive feedback and optimism about our presence in the Park Road section of town. Locals walking down the side walk have popped in to inquire "what's coming" and everyone has said that this is exactly what this part of town needs. We have a 20 year lease so we will be here for a long time and will become an integral part of this community.

Thank you,

Robert Mercier