



## MEMORANDUM

TO: Bob Klein, Chair, and Members of the  
Alcoholic Beverage Control Board

DATE: January 23, 2018

FROM: Erika McConnell, Director

RE: 5610 The Writer's Block Bookstore  
& Cafe

**Requested Actions:** Approval of new license application;  
approval of alternating premises

**Statutory & Regulatory Authority:** AS 04.06.090(b): "The board shall review all applications for licenses made under this title and may order the director to issue, renew, revoke, transfer, or suspend licenses and permits authorized under this title."

3 AAC 304.305(f): "...upon the licensee's written request accompanied by a detailed premises diagram, the board will, in its discretion, approve a portion of licensed restaurant or eating premises to alternate as licensed or unlicensed premises..."

**Staff Recommendation:** Approve the new license application and request for alternating premises

**Background:** On October 3, 2017, the office received an application for a new restaurant or eating place license (REPL) for an establishment that appeared to be primarily a bookstore, and that would hold events that would attract persons under the age of 21. The licensing team met with the applicants on December 20 to discuss concerns about whether the establishment would be a place where the patron's principal activity is consumption of food (a qualifying factor for an REPL under AS 04.11.100 and 3 AAC 304.305(a)), and whether persons under the age of 21 would be entering the licensed premises for purposes other than dining or employment (AS 04.16.049 and 3 AAC 304.715 – 745). On December 22, the applicant submitted a written explanation of how the establishment would qualify as a bona fide restaurant or eating place (pages 2-25 of this tab), as well as a request for the Board to approve portions of its establishment as alternating licensed/unlicensed premises (pages 31-37).

Attachments: Written request and explanation of proposed operations  
New license application  
Premises diagram(s)  
Restaurant designation permit application

To whom it may concern,

Thank you for alerting us to areas in need of clarification for our application for Restaurant & Eating Place (beer & wine) license in our soon-to-be-open café and bookstore. We greatly appreciated your time in helping us understand the kinds of information needed to support our application. In response to the concerns listed, please consider the following, specifically, how we will address persons under the age of 21 in the dining area.

**Alcohol serving policies/designated area/entertainment**

**AS 04.11.100 Restaurant or Eating Place License**

**3 AAC 304.305 Restaurant or Eating Place License**

The Writer's Block Bookstore and Café will function primarily as a café, and its predominate revenue will come from food and beverage sales (see attached financial projections). The kitchen design includes an ANSL Type I fire suppressing hood and commercial kitchen equipment intended for high volume food preparation and production. We are in the process of hiring a chef now.

The bookstore component of the café will provide inspiration, décor and ambiance, along with minimal revenue. The functional purpose of the space is to build community through food, coffee, conversation, and the elements of literature and art that bring people together.

When entering the building, customers will first encounter the service counter and coffee area where they can order drinks and food. The center of the café will consist of small tables and chairs that can be pushed together for larger groups. The common activity of all customers will center on eating from an eclectic menu of international comfort food made in our kitchen. This menu will include casseroles, sandwiches (prepared in our kitchen), salads, soups, baked goods, and other fare. These will be prepared and made fresh in our kitchen.

The bookstore area of the café is limited to the exterior walls with no significant books or bookstore shelving areas in the café/dining area. The Writer's Block is a café that happens to sell books, much like Middleway Café happens to sell t-shirts, mugs, French Press items, etc., in one portion of their restaurant, along with the artwork displayed on their walls. In our case, the walls will display books and local crafts.

I have blown up the seating area floor plans to help you better see the various areas within the building, and to show how they function. I am also including photographs of our kitchen and hood system, our stove/oven and various restaurant related items. We invested heavily in the kitchen and consulted with a variety of experts and kitchen planners.

***Please see the various floor plans that show the following information:***

Designated café/restaurant dining and service area demonstrating the café within the envelope of the aforementioned bookshelves on the exterior walls.

Designated retail/bookstore area (bearing in mind the above statement that our exterior walls are where the books live).



Our building is designed to have the café fully integrated into the bookstore. We do not have a bar. We have a coffee counter intended for ordering food and beverages.

Our stage area is small and will be used for events like readings and lectures, literary discussions, and small-scale listening-focused music performances. The children's literature section will envelope the stage on three sides, providing essentially the low "walls" for the stage, and highlighting the focus on children's literature. The idea here is that families can sit and eat in the dining area while their kids look at books nearby.

Our floor plan is open, meaning that any employee or manager can see the entire bookstore from anywhere in the building. Staff at the service counter will have clear and complete visibility of the entire place, including the small outdoor area at the entrance. This visibility serves to further control alcoholic beverages, as we can easily see who is sitting where, and what they are drinking. A second point of sale station provides additional staff security and availability as needed.

The space further provides a natural demarcation for splitting the main café area into two areas while providing counter service to both. Though the high ceilings create a sense of warmth and space, the café area itself is modest in size.

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All Writer's Block staff handling alcohol will have TAP cards, of course, and all staff working at the service counter will be of serving age.

Our dining area will include the equivalent seating for up to 54 with traditional tables & chairs and a few comfy chairs. In the summer it will include a very small seasonal outdoor area with four tables.

The space on the Spenard Road side of the building will provide a quieter semi-private area where people can sit, eat a snack and read. People will also be able to reserve the space for small gatherings. The Alaska Writers Guild can hold a monthly meeting in that area, for example.

Any client reserving that room will provide details on the kind of event they're holding and the age group they are targeting. We will be able to easily monitor these meetings and, since all food and beverage must be ordered from the service counter, we will be able to identify anyone ordering/drinking alcohol.

Our main line of control for serving alcohol safely and legally will involve the diligent checking of IDs, confirming of age, and continual monitoring of the space. Employees on the floor clearing tables and helping customers will all have TAP cards, and will keep a watchful eye on what is being consumed by whom. A manager will be on duty at all times to ensure that all staff and customers abide by the policies and laws for alcohol sales and consumption.

The outdoor space, as noted on the floor plan, is intended for summer use and when the weather is friendly enough for consuming food and beverages outside. It will be marked off with attractive landscaping and cordoned off with a visual barrier and a sign designating "No Alcohol Beyond this Point." This area is shielded from the street and neighborhood due to the design of the building. The outdoor space is also in the line of sight of staff.

**Addressing Entertainment:**



We intend to have cultural programming and events, such as poetry readings, lectures, workshops, and individual singer/song writers. These events will take place in the early evening while kitchen service is available. The events in the café will center on people actively listening to and engaging with the creative work of others. It's a listening space, not a bar or dance floor.

Our planned Sunday morning events will pair brunch with performances of classical music in a casual setting with good coffee. The idea is for people to enjoy brunch and good music together. The vast majority of our events will be family friendly.

We may have events geared toward a more mature audience, however, such as a war-writing seminar that involves more graphic content than suited to small children. For these kinds of activities, we will post a note on our calendar so that customers know it's for mature audiences.

Anytime we hold an event for people 21 and older, we will give reasonable notice to patrons in the store so that anyone under 21 can finish their food or complete their purchase.

Again, our events will focus on literary and culturally relevant activities, occasionally music, and not the type of things described in the definition of "entertainment." The events we intend to hold include:

Poetry readings and poetry slams

Book readings and book release celebrations

Book signings where patrons can get their copy of book signed and meet the author

Literary discussions – reading/craft talks in partnership with 49 Writers and Alaska Writers Guild

Writing workshops and mini-classes

Alaska Book Week events

Children's Reading Hours

Literary magazine release events/readings

First Friday art openings with a featured artist

Music performances (Classical music, Singer/Song writer sit-down listening room experiences and background music)

It is this last category of singer/song writer that would be the closest to "Entertainment" as listed in AAC 304.725 section (c). We do not want to deny younger people from experiencing a classical music performance of a pianist or cellist. We want them to experience these arts and cultural events in a warm and safe, family friendly environment—the *neighborhood* café with *books*.

During these music events where all ages are welcome, we will rope off an area for those under 21. We will use a unique mark or bracelet to ensure that only those over



21 can access the area where alcohol is sold. We will position a staff person or manager on the floor at all times to monitor the space.

Please see the attached diagram of the seating and floor plan, with specified alcohol serving, consumption, control areas, etc.

Thank you again for the consideration. Please let us know if you have any questions.

Kind regards,



Vered R. Mares  
The Writer's Block Bookstore & Café  
3956 Spenard Rd.  
Anchorage, Alaska 99517  
907-720-7559 • 907-231-6574 (cell)  
vered@writersblockak.com



December 22, 2017

Dear Vered,

In regards to the financing of the Writer's Block business and it's start-up, the company business was approved for financing based on the revenue model of a restaurant/café as the primary source of income generation and the bookstore component as a support for the business model—related to ambiance, community engagement, raising the level of business within the Spenard area. Based on other businesses like Barnes and Noble and Tidal Wave, the Lender's Board of Directors would only approve your business financing with the fully integrated restaurant (food & beverage) revenues where the book component serves only as a support to the primary functionality of the café/restaurant component. This business model works and can debt service the loan (repayment terms) of the bank's investment so long as it operates with the restaurant component fully functional, with all aspects of it.

Kind regards,

Patrick Williams  
CFO  
PESI Capital  
5631 Silverado Way  
Anchorage, AK 99518  
907-248-0066 (main)  
907-230-8091 (mobile)



Vered Mares <vered@writersblockak.com>

Photos

1 message

Vered Mares <vered@writersblockak.com>

Fri, Dec 22, 2017 at 10:51 AM

To: Vered Mares <vered@writersblockak.com>

Vered R. Mares

6 attachments



20171222\_082947.jpg  
3377K

Fridge



20171221\_200521.jpg  
3611K

view into Living Room



20171221\_200534.jpg  
3406K

Living room/Stage

Stage area

LR



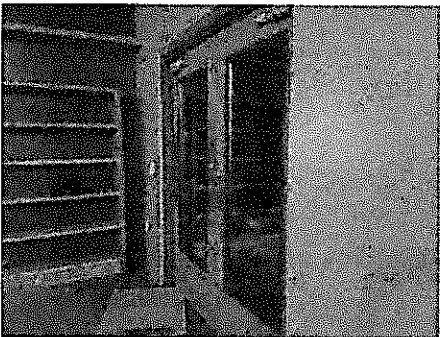


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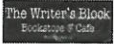
Main full glass Doors ①



20171221\_193811.jpg  
3201K

Main Full glass Doors ②





Vered Mares <vered@writersblockak.com>

Fwd: Block  
2 messages

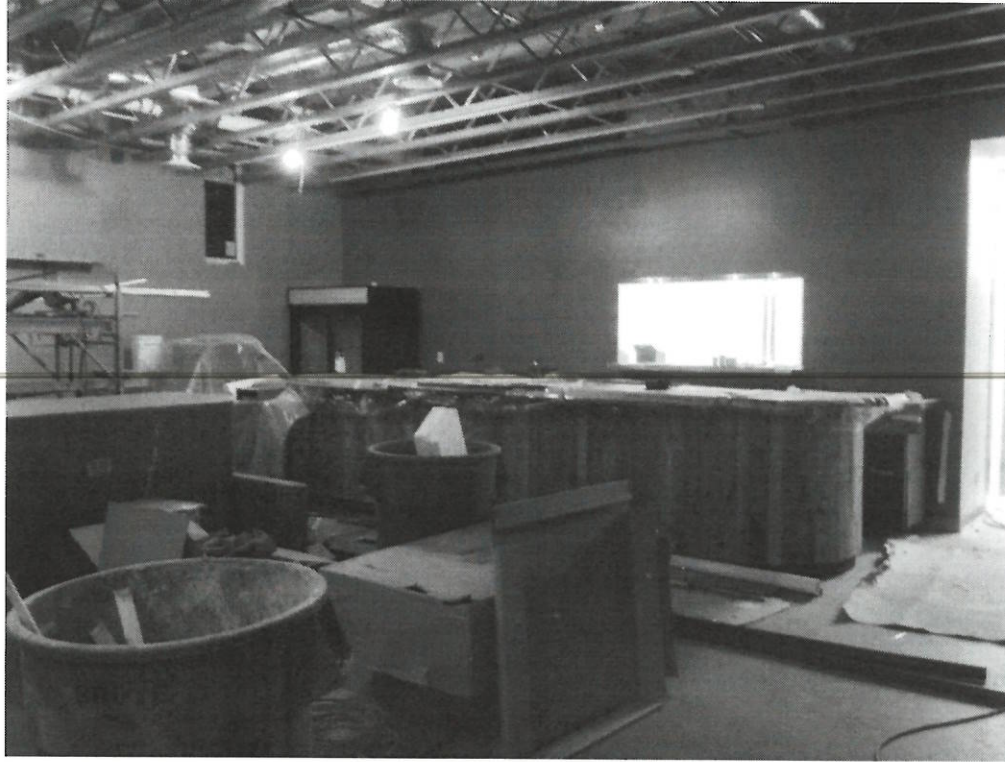
Dawnell smith <wickedspedia@gmail.com>  
To: vered@writersblockak.com

Fri, Dec 22, 2017 at 2:04 PM

Sent from my iPhone

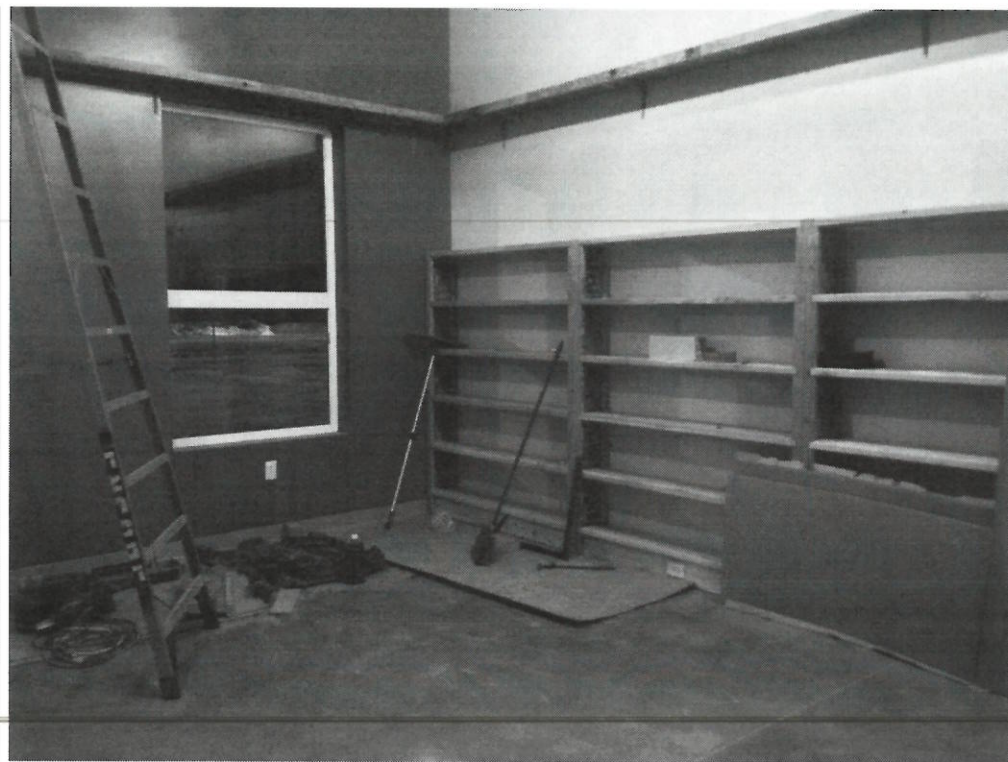
Begin forwarded message:

From: Dawnell smith <wickedspedia@gmail.com>  
Date: December 22, 2017 at 11:17:07 AM AKST  
To: Wicked Spedia <wickedspedia@gmail.com>  
Subject: Block



*Service Counter + pass - through Food window*





Dish area in process of  
Installation

RECEIVED  
DEC 22 2017  
ALCOHOL MARIJUANA CONTROL OFFICE  
STATE OF ALASKA



Sent from my iPhone

Dawnell smith <wickedspedia@gmail.com>  
To: Vered Mares <vered@writersblockak.com>

Fri, Dec 22, 2017 at 2:05 PM

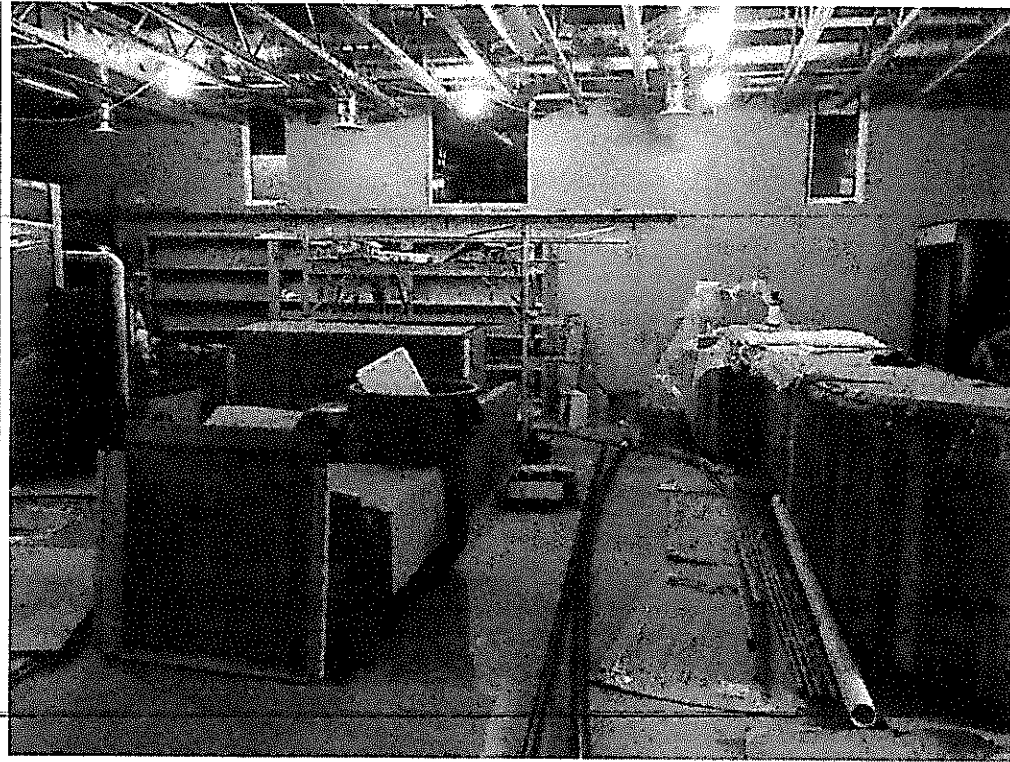
Sent from my iPhone

Begin forwarded message:

From: Dawnell smith <wickedspedia@gmail.com>  
Date: December 22, 2017 at 11:16:24 AM AKST  
To: Dawnell Smith <wickedspedia@gmail.com>  
Subject: Block

6-Burner Commercial  
Range/oven w/  
ANSI Type I Hood,  
Stainless Steel Backing

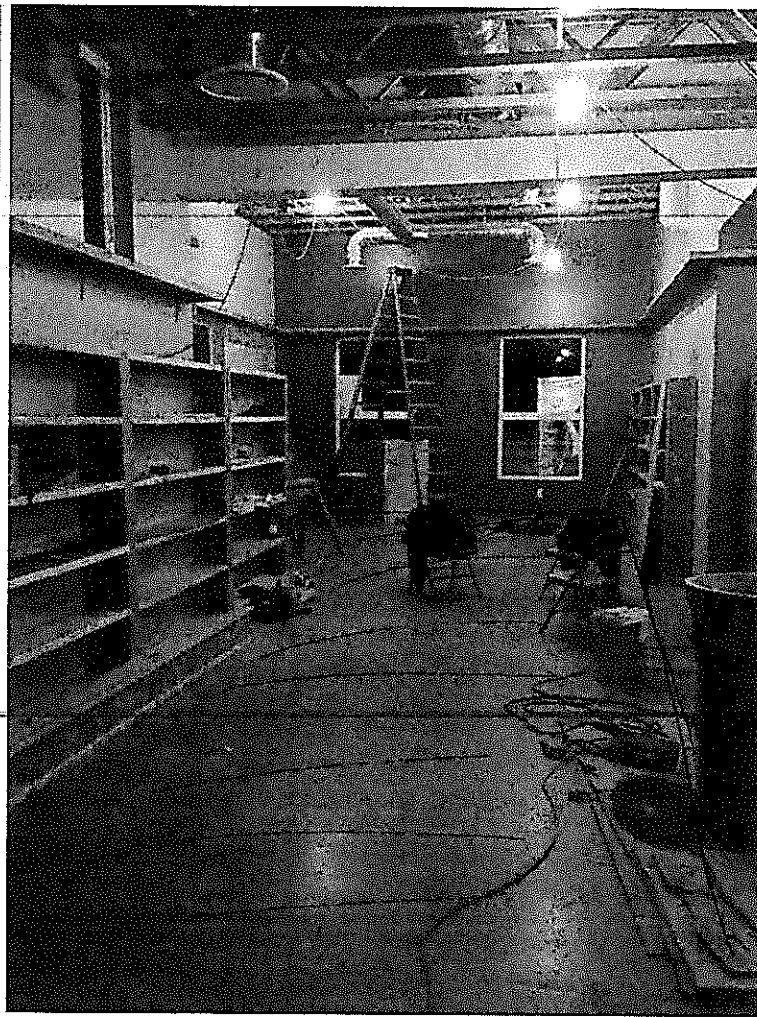




Dining area  
&  
Service counter



Dining area



→ area for All ages  
under 21 during  
Entertainment  
(See Diagram)



## Alaska Alcoholic Beverage Control Board

# Form AB-00: New License Application

### What is this form?

This new license application form is required for all individuals or entities seeking to apply for a new liquor license. Applicants should review **Title 04 of Alaska Statutes** and **Chapter 304 of the Alaska Administrative Code**. All fields of this form must be completed, per AS 04.11.260 and 3 AAC 304.105.

This form must be completed and submitted to AMCO's main office, along with all other required forms and documents, before any license application will be considered complete.

### Section 1 – Establishment and Contact Information

Enter information for the business seeking to be licensed.

Licensee:	The Writer's Block LLC		
License Type:	Restaurant or Eating Place License	Statutory Reference:	04.11.100
Doing Business As:	The Writer's Block Bookstore & Cafe		
Premises Address:	3956 Spenard Rd		
City:	Anchorage	State:	AK
		ZIP:	99517
Local Governing Body:	Municipality of Anchorage		
Community Council:	Spenard		

Mailing Address:	1352 West 25th Ave		
City:	Anchorage	State:	AK
		ZIP:	99503

Designated Licensee:	Anne K McCue		
Contact Phone:	907-317-2018	Business Phone:	907-720-7559
Contact Email:	chachianddoc@yahoo.com <i>Vered31@gmail.com</i>		

Seasonal License?  Yes  No  
 If "Yes", write your six-month operating period: \_\_\_\_\_

OFFICE USE ONLY			
Complete Date:		License Years:	License #: 5610
Board Meeting Date:		Transaction #:	1016020
Issue Date:		BRE:	MS





Alaska Alcoholic Beverage Control Board

# Form AB-00: New License Application

## Section 2 – Premises Information

Premises to be licensed is:

- an existing facility       a new building       a proposed building

The next two questions must be completed by beverage dispensary (including tourism) and package store applicants only:

What is the distance of the shortest pedestrian route from the public entrance of the building of your proposed premises to the outer boundaries of the nearest school grounds? Include the unit of measurement in your answer.

0.76 miles to Northwood ABC Elementary School

What is the distance of the shortest pedestrian route from the public entrance of the building of your proposed premises to the public entrance of the nearest church building? Include the unit of measurement in your answer.

0.59 miles to Korean First Presbyterian Church

## Section 3 – Sole Proprietor Ownership Information

This section must be completed by any sole proprietor who is applying for a license. Entities should skip to Section 4.

If more space is needed, please attach a separate sheet with the required information.

The following information must be completed for each licensee and each affiliate (spouse).

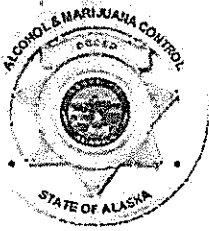
This individual is an:  applicant       affiliate

Name:					
Address:					
City:		State:		ZIP:	

This individual is an:  applicant       affiliate

Name:					
Address:					
City:		State:		ZIP:	





Alaska Alcoholic Beverage Control Board

**Form AB-00: New License Application**

**Section 4 – Entity Ownership Information**

This section must be completed by any entity, including a corporation, limited liability company (LLC), partnership, or limited partnership that is applying for a license. Sole proprietors should skip to Section 5.

If more space is needed, please attach a separate sheet with the required information.

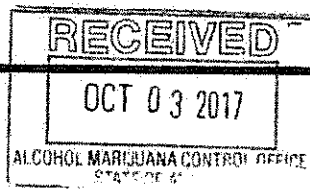
- If the applicant is a corporation, the following information must be completed for each *stockholder who owns 10% or more* of the stock in the corporation, and for each *president, vice-president, secretary, and managing officer*.
- If the applicant is a limited liability organization, the following information must be completed for each *member with an ownership interest of 10% or more*, and for each *manager*.
- If the applicant is a partnership, including a limited partnership, the following information must be completed for each *partner with an interest of 10% or more*, and for each *general partner*.

Entity Official:	Vered R. Mares			
Title(s):	member	Phone:	907-231-6574	% Owned: <del>10</del> 70
Address:	1352 W 25th Ave			
City:	Anchorage	State:	AK	ZIP: 99503

Entity Official:	Anne K. McCue			
Title(s):	member	Phone:	907-317-2018	% Owned: 15
Address:	1312 W 15th Ave			
City:	Anchorage	State:	AK	ZIP: 99501

Entity Official:	Dawnell Smith			
Title(s):	member	Phone:	907-903-9940	% Owned: 10
Address:	2501 Northrup Pl			
City:	Anchorage	State:	AK	ZIP: 99508

Entity Official:	Teeka Bailas			
Title(s):	member	Phone:	907-244-10250	% Owned: 5
Address:	2501 Northrup Pl.			
City:	Anchorage	State:	AK	ZIP: 99508







Alaska Alcoholic Beverage Control Board  
**Form AB-00: New License Application**

This subsection must be completed by any applicant that is a corporation or LLC. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations (DOC) and have a registered agent who is an individual resident of the state of Alaska.

DOC Entity #:	10026233	AK Formed Date:	01-13-2015	Home State:	AK
Registered Agent:	Vered R. Mares		Agent's Phone:	907-231-6574	
Agent's Mailing Address:	1352 W 25th Ave				
City:	Anchorage	State:	AK	ZIP:	99503

Residency of Agent: Yes No

Is your corporation or LLC's registered agent an individual resident of the state of Alaska?

**Section 5 – Other Licenses**

Ownership and financial interest in other alcoholic beverage businesses: Yes No

Does any representative or owner named in this application have any direct or indirect financial interest in any other alcoholic beverage business that does business in or is licensed in Alaska?

If "Yes", disclose which individual(s) has the financial interest, what the type of business is, and if licensed in Alaska, which license number(s) and license type(s):

**Section 6 – Authorization**

Communication with AMCO staff: Yes No

Does any person other than a licensee named in this application have authority to discuss this license with AMCO staff?

If "Yes", disclose the name of the individual and the reason for this authorization:

All members of The Writer's Block LLC may discuss the license with AMCO staff, including Vered Mares, Anne McCue, Dawnell Smith, and Teeka Ballas.





Alaska Alcoholic Beverage Control Board  
**Form AB-00: New License Application**

**Section 7 – Certifications**

Read each line below, and then sign your initials in the box to the right of each statement:

Initials

I certify that all proposed licensees (as defined in AS 04.11.260) and affiliates have been listed on this application.

*AMC*

I certify that all proposed licensees have been listed with the Division of Corporations.

*AMC*

I certify that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.

*AMC*

I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check the identification of a patron will complete an approved alcohol server education course, if required by AS 04.21.025, and, while selling or serving alcoholic beverages, will carry or have available to show a current course card or a photocopy of the card certifying completion of approved alcohol server education course, if required by 3 AAC 304.465.

*AMC*

I agree to provide all information required by the Alcoholic Beverage Control Board in support of this application.

*AMC*

As an applicant for a liquor license, I declare under penalty of perjury that I have read and am familiar with AS 04 and 3 AAC 304, and that this application, including all accompanying schedules and statements, is true, correct, and complete.

*Anne K. McCue*  
Signature of licensee

Anne K. McCue  
Printed name of licensee

*Onassis G. Cartagena*  
Signature of Notary Public

Notary Public in and for the State of Alaska

My commission expires: June 9, 2019

Subscribed and sworn to before me this 25<sup>th</sup> day of September, 2017.

Notary Public  
ONASSIS G. CARTAGENA  
State of Alaska  
My Commission Expires June 9, 2019

RECEIVED  
OCT 03 2017  
ALCOHOL MARIJUANA CONTROL OFFICE

RECEIVED  
DEC 22 2017  
Page 5 of 5  
ALCOHOL MARIJUANA CONTROL OFFICE  
STATE OF ALASKA



## Alaska Alcoholic Beverage Control Board

# Form AB-02: Premises Diagram

### What is this form?

A detailed diagram of the proposed licensed premises is required for all liquor license applications, per AS 04.11.260 and 3 AAC 304.185. Your diagram must include dimensions and must show all entrances and boundaries of the premises, walls, bars, fixtures, and areas of storage, service, consumption, and manufacturing. If your proposed premises is located within a building or building complex that contains multiple businesses and/or tenants, please provide an additional page that clearly shows the location of your proposed premises within the building or building complex, along with the addresses and/or suite numbers of the other businesses and/or tenants within the building or building complex.

The second page of this form is not required. Blueprints, CAD drawings, or other clearly drawn and marked diagrams may be submitted in lieu of the second page of this form. The first page must still be completed, attached to, and submitted with any supplemental diagrams. An AMCO employee may require you to complete the second page of this form if additional documentation for your premises diagram is needed.

This form must be completed and submitted to AMCO's main office before any license application will be considered complete.

Yes      No

I have attached blueprints, CAD drawings, or other supporting documents in addition to, or in lieu of, the second page of this form.           

## Section 1 – Establishment Information

Enter information for the business seeking to be licensed, as identified on the license application.

Licensee:	The Writer's Block LLC	License Number:	
License Type:	Restaurant or Eating Place License		
Doing Business As:	The Writer's Block Bookstore & Cafe		
Premises Address:	3956 Spenard Rd		
City:	Anchorage	State:	AK      ZIP: 99517





500 W 7<sup>th</sup> AVENUE, SUITE 1000

Anchorage, AK 99501

[alcohol.licensing@alaska.gov](mailto:alcohol.licensing@alaska.gov)

<https://www.commerce.alaska.gov/web/amco>

Phone: 907.269.0350

Alaska Alcoholic Beverage Control Board

## Form AB-02: Premises Diagram

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### Section 2 – Detailed Premises Diagram

Clearly indicate the boundaries of the premises and the proposed licensed area within that property. Clearly indicate the interior layout of any enclosed areas on the proposed premises. Clearly identify all entrances and exits, walls, bars, and fixtures, and outline in red the perimeter of the areas designated for alcohol storage, service, consumption, and manufacturing. Include dimensions, cross-streets, and points of reference in your drawing. You may attach blueprints or other detailed drawings that meet the requirements of this form.

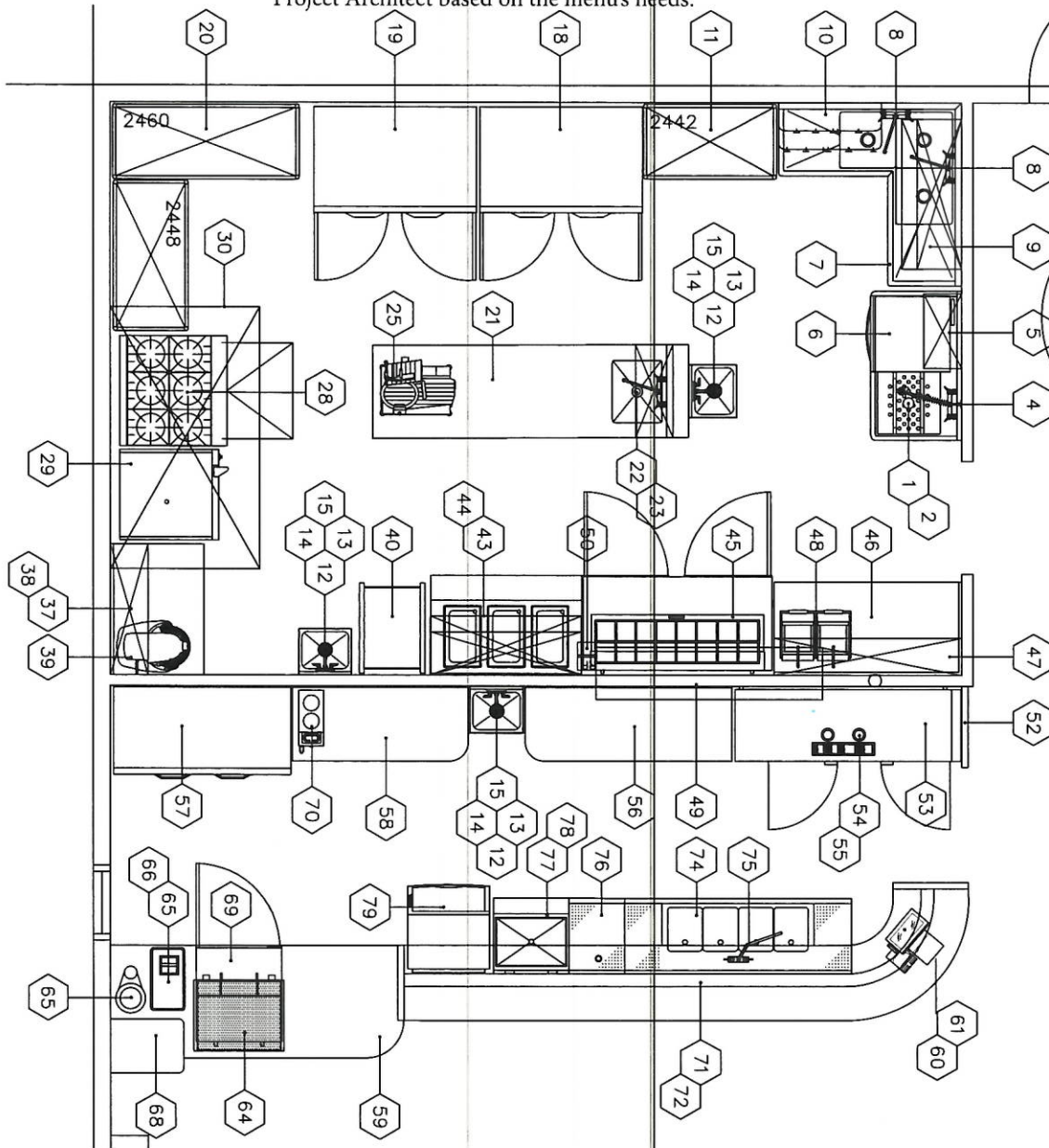
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*See Attached*

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The Writer's Block Bookstore & Cafe  
 3956 Spenard Rd., Anchorage, AK 99517  
 Kitchen planning & design with help from  
 Alaska Restaurant Supply kitchen planners and  
 Project Architect based on the menu's needs.

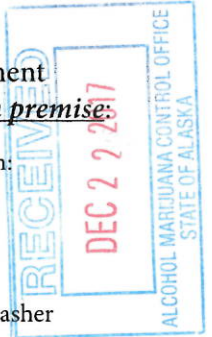


## KITCHEN LAYOUT

Enlarged to show commercial equipment  
 with diagram for all food to be prepared on premise.

Equipment List by Number w/ description:  
 Numbers not shown are wall mounted  
 shelving/storage/hanging racks.

- 1-2: Drain/Pre Rinse Sink
- 4-10: Corner sink/Faucets, Heat Sterilize Dishwasher
- 11: Wire Shelves - Clean dish storage
- 12-15: Hand Sinks (three total, 2 in kitchen, 1 behind service counter.
- 18: Double door commercial reach-in freezer
- 19: Double door commercial reach-in fridge
- 20: Stainless Work Table
- 21-23: Center Island food prep table & food prep sink
- 25: Deli meat & cheese slicer for sandwiches
- 28: Six-burner commercial range & oven
- 29: Space for Connection Oven (in future when budget allows)
- 30: ANSL Type 1 fire suppression hood/exhaust system
- 37-38: Shelving for kitchen tool storage
- 39: Mixer
- 40: Pan rack
- 43-44: Work table/Soup warmers
- 45: Sandwich prep station with double reach-in cooler
- 46-47: Stainless Food/Work table/Shelving
- 48: Double panini sandwich press
- 49-50: Pass through food service window
- 52: Decorative wall panel
- 53-55: Beer cooler with 4 taps (two heads, two taps each)
- 56: Counter w/ shelving/storage for to-go orders
- 57: Merchandising glass fronted refrigerator
- 58: Counter w/ shelving/storage shelves beneath
- 60-61: Point of Sale Station
- 64: 2-group Epoca Rancilio espresso machine
- 65-66: Coffee grinder/knock box
- 68: Coffee station - raised counter (creamer/sugar)
- 69: Under counter reach-in fridge for baristas
- 70: Drip coffee maker
- 71-72: Service counter/pony-plumbing wall
- 74-76: 4 compartment sink/ drainboard for washing glassware
- 77-78: Ice bin plumbed for fountain sodas & speed rack for cold drinks w/syrups (Italian sodas, spritzers, etc.)
- 79: Ice Maker

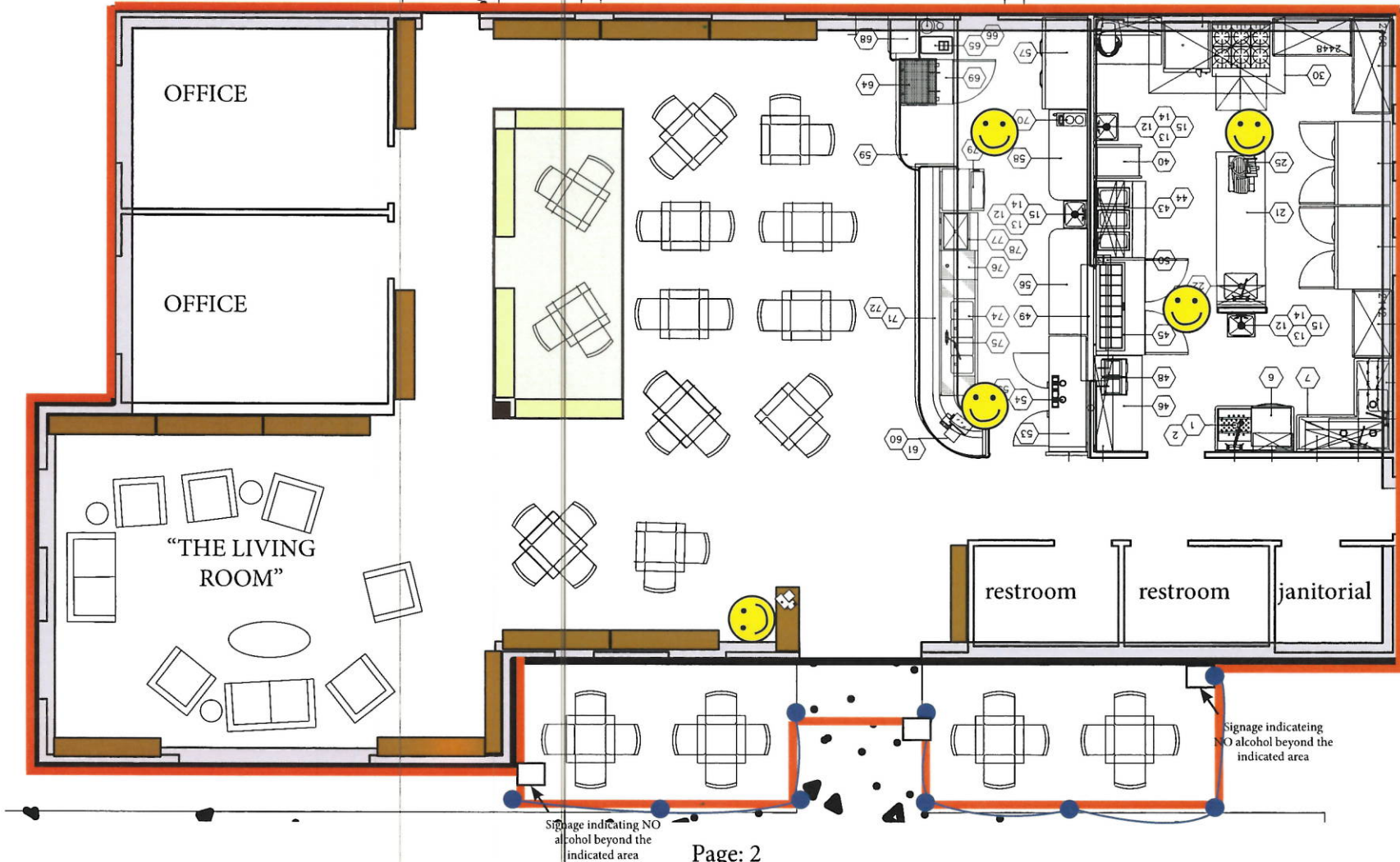


The Writer's Block Bookstore & Cafe  
3956 Spenard Rd., Anchorage, AK 99517

NORMAL/NO ENTERTAINMENT PLAN

Operating hours 7 am to 11 pm, Tuesday through Saturday, Sunday 9 am to 9 pm, Closed Monday  
Beer & Wine Service Hours: 10:00 am to 11:00 pm, Tuesday through Saturday, Sunday 10:00 am to 8:30 pm

- 1) During normal operating hours when no entertainment is present, the area in RED is the intended licensed premise.
- 2) Food, 100% prepared in our kitchen from scratch, will be served during all operating hours.
- 3) Out door seating area is seasonal/summer use, contained with visual and physical barriers with signs posted: NO ALCOHOL BEYOND THIS POINT
- 4) Location of bookcases, built-in along the exterior walls are in BROWN
- 5) Stage bookcases are LOW 2' tall, and shown in YELLOW
- 6) Stage is used as dining area during normal operating, non-entertainment operations.
- 7) BLUE lines indicate physical barrier
- 8) Smiley faces indicate staff at normal duty stations

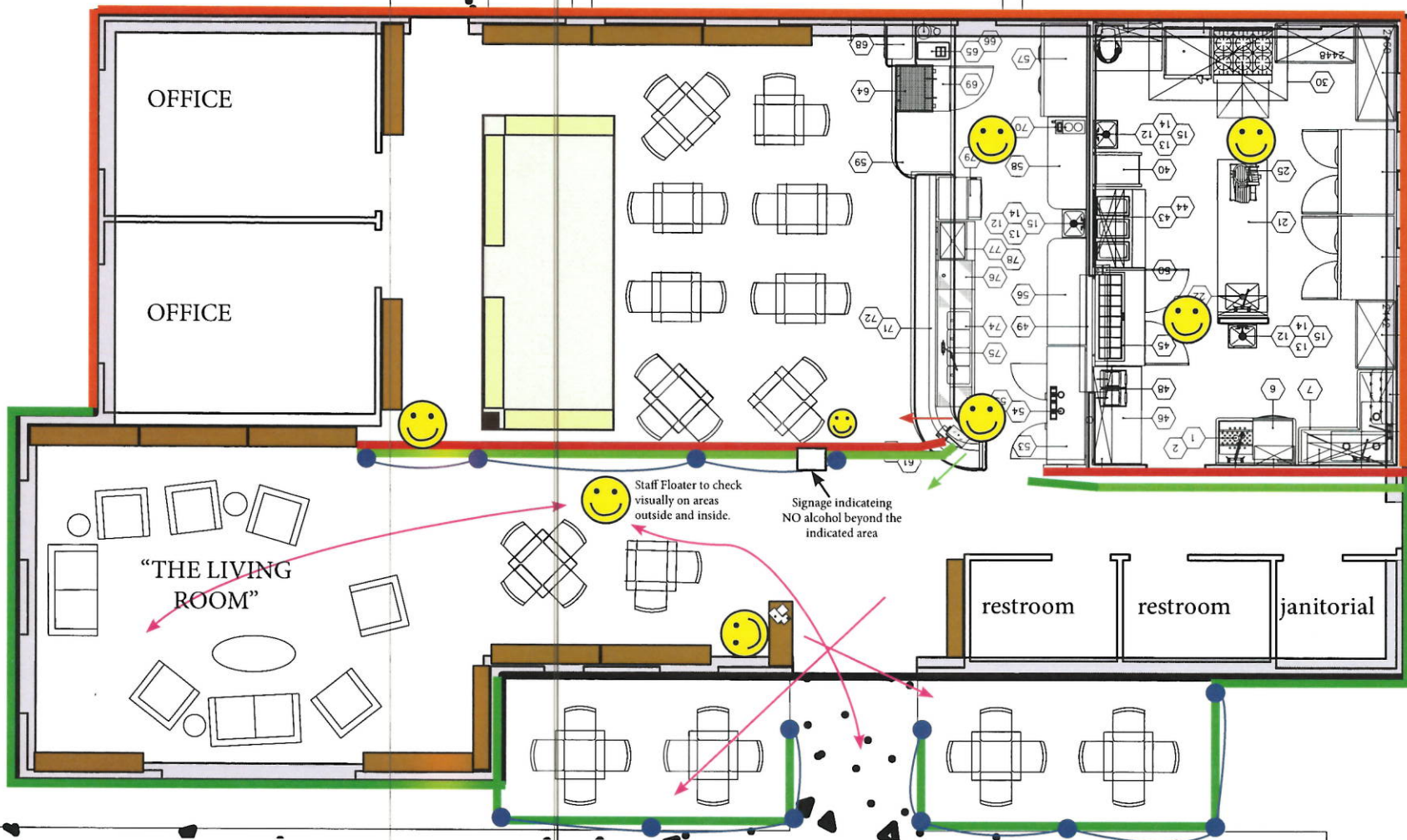


The Writer's Block Bookstore & Cafe  
3956 Spenard Rd., Anchorage, AK 99517

ALL AGES ENTERTAINMENT EVENTS

Operating hours 7 am to 11 pm, Tuesday through Saturday, Sunday 9 am to 9 pm, Closed Monday  
Beer & Wine Service Hours: 10:00 am to 11:00 pm, Tuesday through Saturday, Sunday 10:00 am to 8:30 pm

- 1) RED lines show where alcohol will be available
- 2) GREEN lines show the area that is "DRY," no alcohol where minors will be permitted.
- 3) BLUE indicates physical barrier, such as move theater rope, indoors, and combination planters/landscaping/etc.
- 4) Smiley Face indicates a staff member who will be positioned at the indicated locations (1 at door POS, 1 at service counter POS, 1 Barista, 1 at rope area into office.
- 5) Person positioned at door will card ALL customers, issue "over 21" stamps and mark back of hands of minors with unique semi-permanent visual indication. They will be directed to the under-21 seating area. Staff at service counter POS will verify mark/stamp/ or other indicator of age prior to serving.

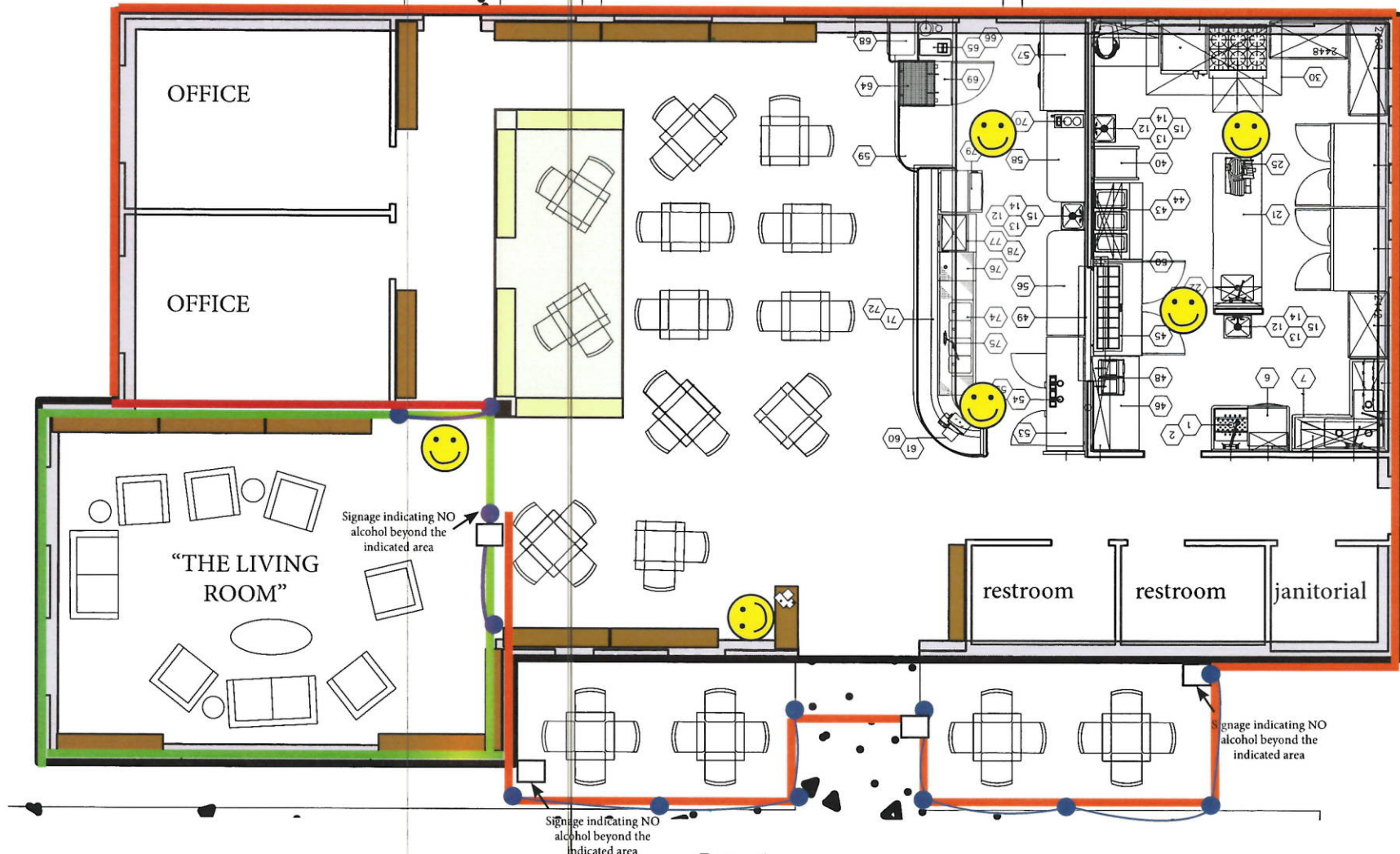


The Writer's Block Bookstore & Cafe  
3956 Spenard Rd., Anchorage, AK 99517

**SPECIFIC TEEN ENTERTAINMENT EVENT IN THE LIVING ROOM - NO ALCOHOL ALLOWED IN GREEN INDICATED AREA**

Operating hours 7 am to 11 pm, Tuesday through Saturday, Sunday 9 am to 9 pm, Closed Monday  
Beer & Wine Service Hours: 10:00 am to 11:00 pm, Tuesday through Saturday, Sunday 10:00 am to 8:30 pm

- 1) During normal operating hours when no entertainment is present, the area in RED is the intended licensed premise.
- 2) Food, 100% prepared in our kitchen from scratch, will be served during all operating hours.
- 3) Out door seating area is seasonal/summer use, contained with visual and physical barriers with signs posted: NO ALCOHOL BEYOND THIS POINT
- 4) Location of bookcases, built-in along the exterior walls are in BROWN
- 5) Stage bookcases are LOW 2' tall, and shown in YELLOW
- 6) Stage is used as dining area during normal operating, non-entertainment operations.
- 7) BLUE lines indicate physical barrier
- 8) Smiley faces indicate staff at normal duty stations, **ADDITIONAL STAFF STATIONED AT ENTRANCE TO EVENT SPACE FOR CONTROL**



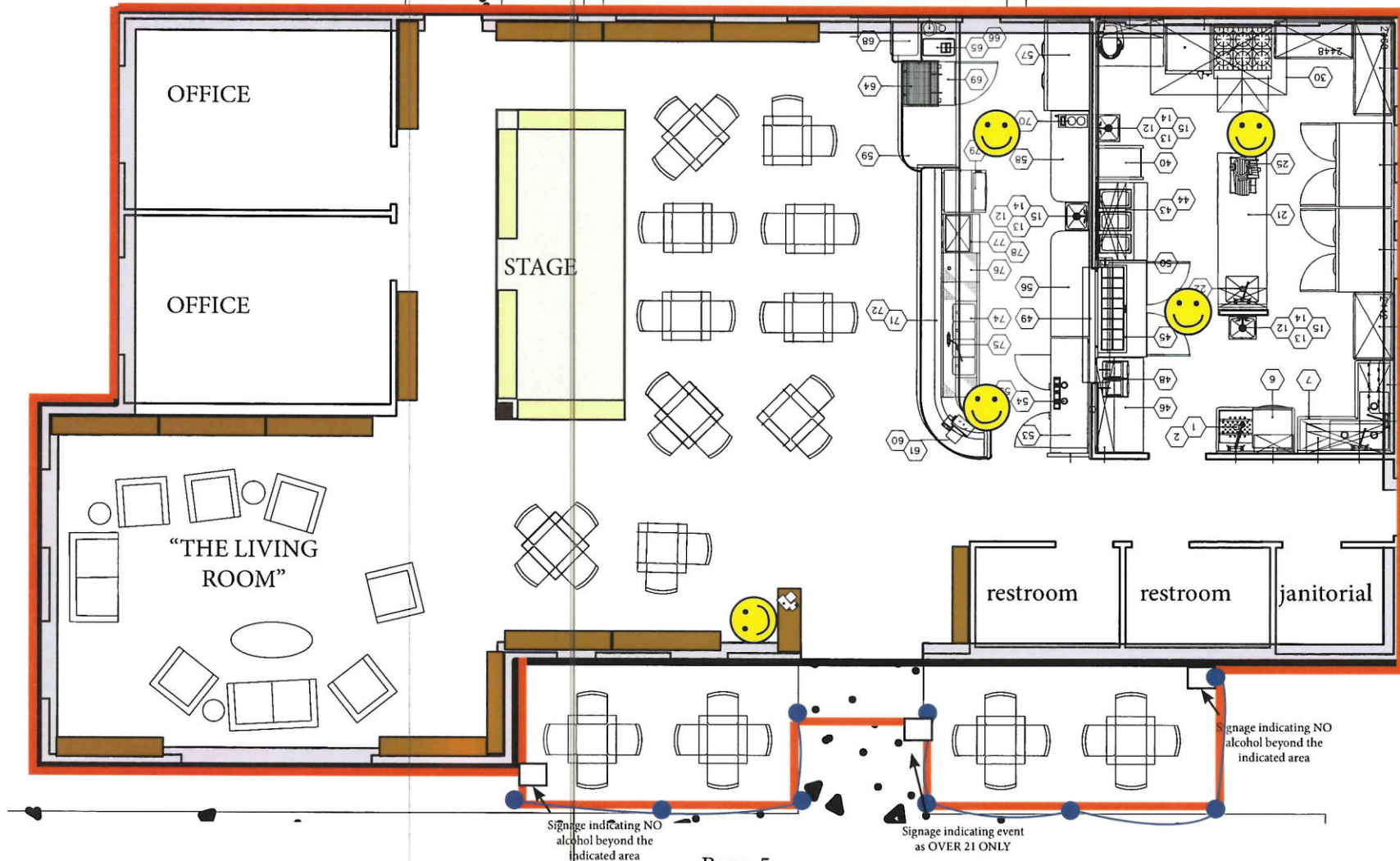


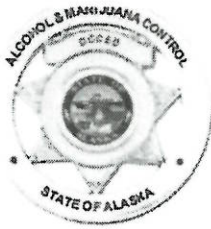
The Writer's Block Bookstore & Cafe  
3956 Spenard Rd., Anchorage, AK 99517

**OVER 21 ONLY ENTERTAINMENT PLAN- NO PERSONS UNDER 21 ALLOWED ON PREMISES**

Operating hours 7 am to 11 pm, Tuesday through Saturday, Sunday 9 am to 9 pm, Closed Monday  
Beer & Wine Service Hours: 10:00 am to 11:00 pm, Tuesday through Saturday, Sunday 10:00 am to 8:30 pm

- 1) During ENTERTAINMENT EVENTS intended for mature audiences, the entire building will be off limits to persons under the age of 21
- 2) Food, 100% prepared in our kitchen from scratch, will be served during all operating hours regardless of events.
- 3) Out door seating area is seasonal/summer use, contained with visual and physical barriers with signs posted: NO ALCOHOL BEYOND THIS POINT
- 4) Location of bookcases, built-in along the exterior walls are in BROWN
- 5) Stage bookcases are LOW 2' tall, and shown in YELLOW
- 7) BLUE lines indicate physical barrier
- 8) Smiley faces indicate staff at normal duty stations





Alaska Alcoholic Beverage Control Board

**Form AB-03: Restaurant Designation Permit Application**

**What is this form?**

A restaurant designation permit application is required for a licensee desiring designation under 3 AAC 304.715 – 3 AAC 304.795 as a bona fide restaurant, hotel, or eating place for purposes of AS 04.16.010(c) or AS 04.16.049. Designation will be granted only to a holder of a beverage dispensary, club, recreational site, golf course, or restaurant or eating place license, and only if the requirements of 3 AAC 304.305, 3 AAC 304.725, and 3 AAC 304.745, as applicable, are met. A **detailed floor plan** of the proposed designated and undesignated areas of the licensed business and a **menu** or expected menu listing the meals to be offered to patrons must accompany this form. Applicants should review AS 04.16.049 – AS 04.16.052 and 3 AAC 304.715 – 3 AAC 304.795. All fields of this form must be completed. The required \$50 permit fee may be made by credit card, check, or money order.

**Section 1 – Establishment Information**

Enter information for licensed establishment.

Licensee:	The Writer's Block LLC				
License Type:	Restaurant or Eating Place	License Number:			
Doing Business As:	The Writer's Block Bookstore & Cafe				
Premises Address:	3956 Spenard Rd.				
City:	Anchorage	State:	AK	ZIP:	99517
Contact Name:	Anne K. McCue	Contact Phone:	(907) 317-2018		

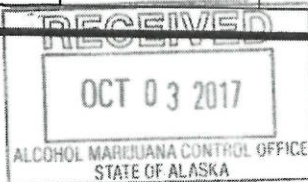
**Section 2 – Type of Designation Requested**

This application is for the request of designation as a bona fide restaurant, hotel, or eating place for purposes of AS 04.16.010(c) or AS 04.16.049, and for the request of the following designation(s) (check all that apply):

- Dining after standard closing hours: AS 04.16.010(c)
- Dining by persons 16 – 20 years of age: AS 04.16.049(a)(2)
- Dining by persons under the age of 16 years, accompanied by a person over the age of 21: AS 04.16.049(a)(3)
- Employment for persons 16 or 17 years of age: AS 04.16.049(c)

NOTE: Under AS 04.16.049(d), this permit is not required to employ a person 18 - 20 years of age.

OFFICE USE ONLY				
Issue Date:		Transaction #:		BRE:





Alaska Alcoholic Beverage Control Board

**Form AB-03: Restaurant Designation Permit Application**

**Section 3 – Additional Information**

Enter all hours that your establishment intends to be open. Include variances in weekend/weekday hours, and indicate am/pm:

Tuesday through Sunday, 7am - ~~11pm~~ 11pm  
Monday - 10am - 11pm

Are any forms of entertainment offered or available within the licensed business or on the proposed designated portions of the premises?

Yes  No

If "Yes", describe the entertainment offered or available:

lectures, book launches, musical performances  
  
Please see attached Documents #1

Food and beverage service offered or anticipated is:

table service     buffet service     counter service     other

If "other", describe the manner of food and beverage service offered or anticipated:

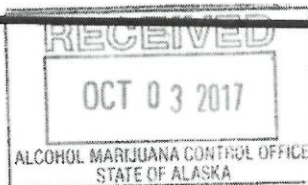
Is an owner, manager, or assistant manager 21 years of age or older always present on the premises during business hours?

Yes  No

Blueprints, CAD drawings, or other clearly drawn and marked diagrams may be submitted in lieu of the third page of this form.

I have attached blueprints, CAD drawings, or other supporting documents in addition to, or in lieu of, the third page of this form that meet the requirements of this form.

Yes  No





550 W 7<sup>th</sup> AVENUE, SUITE 1000

Anchorage, AK 99501

[alcohol.licensing@alaska.gov](mailto:alcohol.licensing@alaska.gov)

<https://www.commerce.alaska.gov/web/amco>

Phone: 907.269.0350

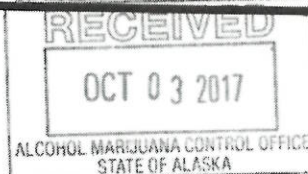
Alaska Alcoholic Beverage Control Board

## Form AB-03: Restaurant Designation Permit Application

### Section 4 – Detailed Floor Plan

Provide a detailed floor plan that meets the requirements listed in Form AB-02 and clearly indicates the proposed designated and undesignated areas of the licensed business for purposes of this permit application.

*please see attached*





Alaska Alcoholic Beverage Control Board

Form AB-03: Restaurant Designation Permit Application

Section 5 - Certifications and Approvals

Read each line below, and then sign your initials in the box to the right of each statement:

Initials

I have included with this form a detailed floor plan of the proposed designated and undesignated areas of the licensed business for purposes of this application. I understand that this diagram is different than my licensed premises diagram.

AMM

I have included with this form a menu, or an expected menu, listing the meals to be offered to patrons.

AMM

I certify that the license for which I am requesting designation is either a beverage dispensary, club, recreational site, golf course, or restaurant or eating place license.

AMM

I declare under penalty of perjury that this form, including all attachments and accompanying schedules and statements, is true, correct, and complete.

AMM  
Signature of licensee

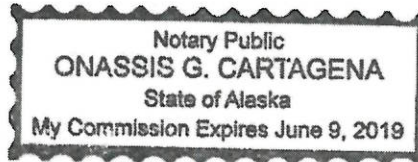
Onassis G. Cartagena  
Signature of Notary Public

Anne K. McCue  
Printed name of licensee

Notary Public in and for the State of Alaska

My commission expires: June 9, 2019

Subscribed and sworn to before me this 25th day of September, 2017.

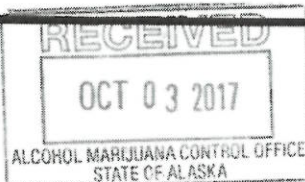


Local Government Review (to be completed by an appropriate local government official):

Approved Disapproved

Signature of local government official Date

Printed name of local government official Title





Alaska Alcoholic Beverage Control Board

**Form AB-03: Restaurant Designation Permit Application**

**AMCO Enforcement Review:**

\_\_\_\_\_  
Signature of AMCO Enforcement Supervisor

\_\_\_\_\_  
Printed name of AMCO Enforcement Supervisor

**Enforcement Recommendations:**

**AMCO Director Review:**

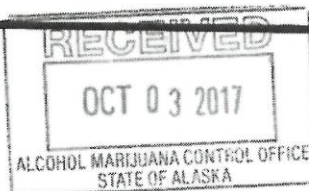
Approved      Disapproved

\_\_\_\_\_  
Signature of AMCO Director

\_\_\_\_\_  
Printed name of AMCO Director

\_\_\_\_\_  
Date

**Limitations:**



# Writer's Block Café Menu

## Breakfast (served all day)

Steel cut oats with choice of nuts & berries or fresh fruit  
served with side of brown sugar or maple syrup and milk or soy milk ..... \$7.50

Cold cereal with milk or soy milk (ask for today's choices) ..... \$5.50  
Add banana, dried cranberries, or berries. .... +\$2.00

Sweeney's Breakfast Bowl  
A generous serving of brown rice topped with poached egg, cilantro, fresh salsa & sour cream,  
served with a side of hot sauce ..... \$10.50

Shakshuka (meaning "all mixed up") \*  
Two eggs poached atop fresh seasonal vegetables, potatoes and hot peppers  
served with warm bread or toast. .... \$12.50

## Soups & Salads

Soups served daily ..... cup - \$4.00 bowl - \$6.00  
Matzo ball soup, Dave's Three Sisters Chili, Tomato\*, Soup of the Day (ask)

Etti's Israeli salad  
Diced tomatoes, cucumbers, red onion, avocado and seasonally available fresh herbs tossed in a  
lemon garlic dressing\* ..... sm - \$6.50 lg - \$9.50

Bo's salad  
Fresh strawberries and goat cheese on a bed of fresh spinach tossed with maple walnut dressing  
and served with toast points ..... sm - \$6.50 lg - \$9.50

Caprese salad  
Sweet tomatoes, mozzarella & basil with balsamic vinaigrette. .... sm - \$6.50 lg - \$9.50

Classic Caesar ..... sm - \$6.50 lg - \$9.50

Soup & Salad Lunch  
Cup of soup & small salad served with bread ..... \$10.00

\*Vegetarian/GF



Note: All ingredients are organic and/or sourced from local or regional growers and suppliers  
whenever possible. We are HFCS free, Corn Syrup free and proudly serve real butter.



## Build Your Own Deli Sammies

All sammies come with chips and a kosher dill pickle

Create your own masterpiece with locally baked breads and seasonally local veggies . . . . . \$10.50

1/2 Sammie & Soup or Salad . . . . . \$9.50

Whole Sammie & Soup or Salad . . . . . \$13.00

Condements (ask for a basket): assorted hot sauces, ketchup, mustard, horseradish

Choose Your Bread:  
(pick one)

Sourdough

Wheat

Multi-grain

Jewish Rye

Bagel (ask for selection)

...or make it wrap

Choose Your Meat:

(pick one - add \$1.00 for extra)

Chicken

Turkey

Roast Beef

Beef Salami

Pastrami

Corned Beef

Choose Your Veggies:

(choose any)

Tomato

Lettuce

Pickles

Onions

Sprouts

Avocado (add \$1.00)

Cucumber

Seeds

Spinach

Choose Your Cheese:

(pick one - add \$1.00 for extra)

English Cheddar

Dutch Guoda

Brie

Jarlsburg, or Gruyere

Blue Cheese

Fresh Mozzarella

Classic Grilled Cheese: Cheddar, Gouda, Jarlsburg and Brie all melted together  
on your choice of bread . . . . .

\$9.50

add sliced tomato, avocado or apple - \$1.00

PB&J: House pressed peanut butter and locally made jam on your choice of bread  
served cold with the crusts cut off, or try it grilled . . . . .

\$9.50

substitute jam for locally made honey - \$1.00

add sliced banana - \$1.00

try it with brown sugar - \$ .50

Kosher all beef hotdog served straight up on a bun

with sides of ketchup and mustard . . . . .

\$5.00

add red cabbage, melted gouda and kosher pickles - \$2.00

## On the lighter side

Fruit & Cheese Plate: An assorted selection of artisan cheeses and seasonal fruit. . . . . \$12.00

add assortment of local & seasonal meats - \$3.00

Lorca's Spanish Toast - hard toasted sourdough bread

served with fresh garlic and campari tomato . . . . .

\$4.50

Brown Rice . . . . .

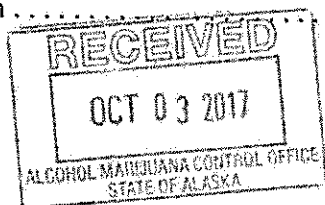
\$3.00

Baked Potato with all the fixings on the side . . . . .

\$5.00

Toast with a side of butter & jam . . . . .

\$3.00





## Sweets

Dessert of the Month .....	\$7.50
Dave's Classic Cheesecake .....	\$6.00
	Whole cheesecake - \$40.00
Kris Farmer's Wild Berry Cobbler .....	\$6.50
Papa Tony's Poached Figs: Whole dried figs poached in Portugues port wine reduction spiced with orange peel and cinnamon, served with vanilla ice cream .....	\$7.00
Carolyn Meyer's Mexican Flan .....	\$6.00
Select locally made pastries (ask for today's selection) .....	\$5.00
Dark Chocolate Brownie served with ice cream .....	\$5.00

## Beverages

House Coffee - organic cold brewed coffee served hot or iced (one free refill) .....	\$2.00
Drip Coffee (bottomless) .....	\$2.00
French Press Coffee (light, medium or dark roast) .....	\$4.00
Hot Tea (ask for today's selection of herbal, black and green teas) .....	cup \$2.00 pot \$4.00
Iced Tea .....	16 oz only \$2.50
Specialty Coffee, Lattes, and Mochas (all the basics) .....	12 oz \$3.50 16 oz \$4.00
Turkish Coffee (fine grind Turkish coffee, honey sweetened, with milk) .....	8 oz \$3.00 12 oz \$4.00
Roiboos Latte .....	12 oz \$3.75 16 oz \$4.25
Chai Spice Latte .....	12 oz \$3.50 16 oz \$4.00
House made nut milks (Cashew, Hazelnut, Almond) .....	2 oz \$1.00 6 oz 3.50 12 oz \$6.00
Fresh squeezed juices (orange, apple, carrot, others as available) .....	8 oz \$4.50 12 oz \$6.50
Itallian Sodas .....	16 oz \$3.50
Blue Sky & Izze Sodas (ask for current selection) .....	12 oz cans \$2.50
Q Tonic Water or Ginger Beer .....	12 oz cans \$3.50



# Beer & Wine

## From the Vine

### Red Wine

Frey Organic Wines  
(Syrah, Cabernet, Petit Syrah, Natural Red, Tannat) ..... \$8/\$28

Green Truck Organic Cabernet ..... \$7/\$26

Foustino Red ..... \$8/\$28

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### White Wine

Frey Organic Wines  
(Chardonay, Sauvignon Blanc, Natural White, Gewurztraminer) ..... \$8/\$28

~~Goats do Roam White ..... \$9/\$30~~

Saki (ask for this week's selections) ..... \$8/\$28

## From the Grain

### On Tap

Midnight Sun (ask for today's selections) ..... \$6

King Street Brewing (ask for today's selections) ..... \$6

### Bottles

Paulaner Hefeweisen ..... \$4

Guinness Stout ..... \$4

Harp Lager ..... \$4

New Castle Nut Brown Ale ..... \$4

Samuel Smith's Oatmeal Stout ..... \$4

Red Stripe ..... \$4

