

\$250.00

# TOWN OF WEST SENECA

## APPLICATION FOR REZONING – SPECIAL PERMIT

### TO BE COMPLETED BY APPLICANT

DATE 3/28/13

FILE # 2013-02

PROJECT NAME JD's Smokin Grill N Bar - Authentic Barbeque

PROJECT LOCATION (Include address and distance to nearest intersection)  
1956 Ridge Rd West Seneca 14224

APPLICANT Joseph GRIMALDI PH/FAX 716-557-2317

ADDRESS 4269 Rt 16 Hinsdale NY 14743 Cell 702-575-1486

PROPERTY OWNER Joseph GRIMALDI & Daniel Lei PH/FAX \_\_\_\_\_

ADDRESS 4269 Rt 16 Hinsdale NY 14743

ENGINEER/ ARCHITECT \_\_\_\_\_ PH/ FAX \_\_\_\_\_

ADDRESS \_\_\_\_\_

SBL # 143.04-4-21.11

PROJECT DESCRIPTION (Include all uses and any required construction)  
Renovation of the old pondosa restaurant, addition of approximately a 16' x 22' smoker (to smoke meat) and outdoor patio in front.

SIZE OF LOT (acres) 1.40 ACREAGE TO BE REZONED SAME

ADJACENT ROAD NAMES AND AMOUNT OF FRONTAGE ON EACH

NONE, ENTIRE PROPERTY ADJACENTS RIDGE RD.

EXISTING ZONING M-1 PROPOSED ZONING M-1(S)

EXISTING USE(S) ON PROPERTY FORMER RESTAURANT (NO ALCOHOL)

PROPOSED USE(S) ON PROPERTY NEW RESTAURANT SERVING ALCOHOL

EXISTING USE(S) AND ZONING ON ALL PROPERTY WITHIN 500 FEET  
NORTH SIDE OF RIDGE RD IS ZONED M-1 // SOUTH SIDE OF RIDGE RD ZONED R-60A & C-1 //

PUBLIC SEWER YES  NO \_\_\_\_\_ PUBLIC WATER YES  NO \_\_\_\_\_

VARIANCES AND OTHER APPROVALS OR PERMITS REQUIRED

NONE REQUIRED, FILE BUILDING PERMIT

**APPLICATIONS WILL NOT BE ACCEPTED WITHOUT COMPLETION OF ALL REQUIREMENTS LISTED HEREIN**

### TO BE COMPLETED BY THE TOWN OF WEST SENECA

DATE RECEIVED 3/28/2013 BY J. Felsner

PLANNING BOARD MEETING DATE 4/11/2013

TOWN BOARD MEETING DATE \_\_\_\_\_

TOWN BOARD RESOLUTION DATE \_\_\_\_\_

NON - REFUNDABLE FILING FEE (Payable to the Town Clerk): \$ 250.00

Map Designation: SBL 143.06-4-21.11  
Property Address: 1956 Ridge Road, West Seneca, NY 14224

**EXHIBIT A**

ALL THAT TRACT OR PARCEL OF LAND situate in the Town of West Seneca, County of Erie, State of New York, being part of Lot Number 296, Township 10, Range 7 of the Buffalo Creek Reservation, bounded and described as follows: Beginning at a point in the Northerly line of Ridge Road as now laid out where the same is intersected by the Westerly line of premises conveyed to Nicolas Hull by deed recorded in the Erie County Clerk's Office in Liber 2130 of Deeds, at Page 232, February 24, 1931; thence Northerly along the West line of premises so conveyed by said deed, 377 feet; thence Easterly at right angles 148 feet; thence Southerly parallel with the Westerly line of premises so conveyed by said deed and parallel with the West line of Lot Number 296, 348 feet more or less to the North line of Ridge Road; thence Westerly along the Northerly line of Ridge Road 150 feet to the point or place of beginning.

SUBJECT TO covenants, easements, and restrictions of record, if any, affecting the above-described premises, including but not limited to an ingress and egress easement recorded in the Erie County Clerk's Office in Liber 8753 of Deeds, Page 441.

Page 6 of 6

W:\3294\DEEDS\Jesue Trust to Jesue LLC.doc  
Property # 3294 West Seneca, NY

Book11192/Page6516

**Appendix C**  
**State Environmental Quality Review**  
**SHORT ENVIRONMENTAL ASSESSMENT FORM**  
**For UNLISTED ACTIONS Only**

**PART I - PROJECT INFORMATION (To be completed by Applicant or Project Sponsor)**

1. APPLICANT/SPONSOR Joe Grimaldi	2. PROJECT NAME JD's Smokin Grill n Bar - Authentic BBQ West Seneca
3. PROJECT LOCATION: Municipality <u>West Seneca</u> County <u>Erie</u>	
4. PRECISE LOCATION (Street address and road intersections, prominent landmarks, etc., or provide map) <u>1956 Ridge Rd</u>	
5. PROPOSED ACTION IS: <input type="checkbox"/> New <input checked="" type="checkbox"/> Expansion <input checked="" type="checkbox"/> Modification/alteration	
6. DESCRIBE PROJECT BRIEFLY: Will be adding on a 15' by 23' food prep room addition on back of building, creating an outdoor dining area in the front of the building, remodel of the inside with the addition of a sit down bar area. New flooring, wall coverings throughout as well as FF&E's	
7. AMOUNT OF LAND AFFECTED: Initially <u>.025</u> acres     Ultimately <u>.025</u> acres	
8. WILL PROPOSED ACTION COMPLY WITH EXISTING ZONING OR OTHER EXISTING LAND USE RESTRICTIONS? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No     If No, describe briefly	
9. WHAT IS PRESENT LAND USE IN VICINITY OF PROJECT? <input type="checkbox"/> Residential <input type="checkbox"/> Industrial <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Agriculture <input type="checkbox"/> Park/Forest/Open Space <input type="checkbox"/> Other Describe: We are remodeling a former Ponderosa Steak House	
10. DOES ACTION INVOLVE A PERMIT APPROVAL, OR FUNDING, NOW OR ULTIMATELY FROM ANY OTHER GOVERNMENTAL AGENCY (FEDERAL, STATE OR LOCAL)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No     If Yes, list agency(s) name and permit/approvals: Town of West Seneca zoning variance for a liquor license and ultimate approval form the New York State Liquor Authority	
11. DOES ANY ASPECT OF THE ACTION HAVE A CURRENTLY VALID PERMIT OR APPROVAL? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No     If Yes, list agency(s) name and permit/approvals: Town of West Seneca Zoned for a commercial restaurant	
12. AS A RESULT OF PROPOSED ACTION WILL EXISTING PERMIT/APPROVAL REQUIRE MODIFICATION? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE Applicant/sponsor name: <u>Joe Grimaldi</u> Date: <u>4-1-13</u> Signature: <u>Joseph M Grimaldi</u> <i>JOSEPH M GRIMALDI</i>	

**If the action is in the Coastal Area, and you are a state agency, complete the Coastal Assessment Form before proceeding with this assessment**



**WORLD BBQ, LLC  
dba  
JD's Smokin Grill & Bar  
Authentic Bar-b-que**

**Proposed New Location  
1956 Ridge Rd  
West Seneca, NY**

**November 2012**

**CO-OWNERS**

**Daniel C. Lai, MD and Joseph M. Grimaldi**

**Contact Address**

**3425 Driftwood Rd  
Bemus Point, NY 14712  
Daniel C. Lai, MD Tel: 716-499-6153  
e-mail: [dclentmd@yahoo.com](mailto:dclentmd@yahoo.com)**

**Joseph M. Grimaldi Tel: 716-557-2317  
9935 Swift Rd  
Cuba, NY 14727  
e-mail: [grimaldi702@gmail.com](mailto:grimaldi702@gmail.com)**

**CONFIDENTIAL**

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# I. Executive Summary

## Business Overview

WORLD BBQ, LLC, doing business as (dba), JD's Smokin Grill n Bar – Authentic Barbecue, located at 1956 Ridge Rd. West Seneca, NY, will be the second JD's Authentic Barbecue restaurant location, focusing on high quality smoked meats, comfort food, live music and tantalizing libations.

### Services

JD's will offer a full menu of appetizers, salads, soups, sandwiches, entrees and desserts. All recipes use only finest ingredients available. We buy only USDA choice meats and locally grown produce (when possible). The menu offers delicious low and slow smoked meats, southern staples such as fried chicken and catfish. All the entrees are expertly prepared and served by our highly trained team. We also offer traditional fish fries, wings and choice steaks. The atmosphere will be friendly and professional, warm and inviting for families. The portions will be large and reflect value. After 9pm the bar/lounge will feature live entertainment and karaoke. Guests will also be able to watch their favorite sporting events on HD TV's.

### Customer Focus

JD's will primarily serve the residents within a 10 mile radius of our restaurant. The demographics of these customers are as follows:

- 53,000 West Seneca residents
- 79,988 Cheektowaga residents (5 miles away)
- 292,648 Buffalo residents (6.4 miles away)
- Average household income between \$47,000 and \$53,000
- 58% married
- Median age: 38 years

In addition to this prime demographic location, the 1956 Ridge Rd location offers the following:

- Great visibility
- Over 90 parking spots
- Strategically located on Ridge Rd., Immediately east of Exit 55 of NYS Thruway I-90
- Across the street from Home Depot and shopping mall
- Area Retailers include K Mart, Big Lots, Office Max, Aldi, Wegmans, Tops
- High traffic counts: 17,150 AADT on Ridge Rd and 16,300 on Orchard Park Rd

### Management Team

WORLD BBQ, LLC is led by Joe Grimaldi who has been in the restaurant business for over 25 years. He is a native of Western NY and worked 7 years at John's Flaming Hearth on Military Rd in Niagara Falls NY. In 1986 Joe moved to Las Vegas where he worked his way up through the ranks of the industry's culinary regime. From a chef at the Stardust Resort & Casino to the Vice President of Food & Beverage for Caesars Entertainment at Bally's Paris and the Rio casinos. He has managed in excess of \$250 Million dollars on an annual basis. Joe has designed, built, launched and operated numerous restaurants and has a proven track record. Joe's professional profile is at LINKEDIN.COM search Joseph Grimaldi.

Dr. Daniel Lai is a very successful solo physician, in the specialty of Otolaryngology, Head and Neck Surgery. He currently manages 2 very busy offices with the help of 2 full time Physician Assistants, Allergy and Immunology nurses, and an Audiologist. Dr. Lai is also the Vice Chairman of the Olean General Hospital Department of Surgery, and the Treasurer and part owner, of the Pine Grove Ambulatory Surgery Center. Dan will initially be handling the financing and marketing efforts. His vision is to eventually grow their product and deliver the dining experience to the global market, via the internet. Dan and Joe are using their independent and diverse assets to synergize and grow their business.

## II. Company Overview

### Who is JD's Smokin Grill N Bar – Authentic Barbecue?

World BBQ, LLC, dba JD's Smokin Grill n Bar, located at 1956 Ridge Rd, West Seneca, NY, will bring a new, casual American authentic barbecue featuring smoked meats, sausage, seafood and steaks to the local community as well as tourists.

JD's was founded by Joe Grimaldi. While Joe has been in the restaurant business for some time, it was in May of 2009 that he decided to launch JD's Smokin Grill n Bar – Authentic Barbecue. In the previous 25 years Joe operated two different franchised barbecue restaurants. Both were highly profitable as well as award winning. Joe is also quite familiar with Dinosaur BBQ. In particular its founder, John Stage. Four years ago John sold 75% of his interest in Dinosaur BBQ to George Soros and his hedge fund group. They are on an aggressive ten year plan to open 15 more units in New York State. Dinosaur has already enjoyed tremendous success in Syracuse, Rochester, NYC and Troy NY. They signed a 10 year lease for a building behind Shea's Theatre in Buffalo and will be opening in 2013.

Authentic BBQ is expanding throughout the Northeast. Joe and Dan clearly understand that a similar business will enjoy significant success in West Seneca. After all, if JD's Smokin Grill n Bar can make money in Hinsdale NY, across the street from a cemetery and corn field with less than 30,000 people in a 20 square mile radius, then West Seneca is a dream location.

### JD's Smokin Grill n Bar – Authentic Barbecue's History

From Joe's humble beginnings as a cook at John's Flaming Hearth in Niagara Falls to a Chef in Las Vegas at the Stardust cooking for others has always been a passion of his. While in Las Vegas Joe operated Tony Roma's, and A Place for Ribs at the Stardust Resort and Casino. While under his watch the restaurant won the coveted "Restaurant of the Year" award two years in a row out of 140 units worldwide. He was then promoted to F&B Director of Sam's Town Casino located just south of Memphis Tennessee. For 6 years Joe competed in Memphis in May and fell in love with real Southern Style Barbecue. His company franchised a Corky's BBQ and he realized just how serious southerners took their BBQ. You can say that Joe was baptized in the "Q" business and was proud to open his families very own authentic barbecue restaurant, JD's Smokin Grill n Bar. The J stands for Joe and the D for Dinah, who is Joe's wife. Their restaurant is located at 4269 Rt. 16 Hinsdale, NY.

You can say that BBQ brings friends together because it was at JD's where Dr. Lai and Joe first met. They instantly formed a relationship due to their love of the food and the fact they are both highly motivated and energetic entrepreneurs. After more than a year of discussion, Dan and Joe committed to their common goal of introducing their sauces and brand of BBQ, to a greater audience in the Buffalo area, and to the rest of the world. Dan and Joe became partners in November of 2012 and formed WORLD BBQ, LLC.

Presently, the company has achieved the following milestones:

- *Incorporated WORLD BBQ LLC on Nov. 14, 2012*
- *Developed the company's name, logo and website located at [www.idssmokinggrillnbar.com](http://www.idssmokinggrillnbar.com)*
- *Created the menu*
- *Determined equipment and inventory requirements*
- *Began recruiting key employees with experience in the restaurant industry*
- *Sourced an HVAC company and local contractors*
- *Sourced engineering firm, Best Restaurant & Equipment Design*

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## **JD's Smokin Grill N Bar's Services**

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JD's Smokin Grill n Bar only hires the friendliest team members. We foster an environment of teamwork and everyone is proud of our product that we offer. We prepare and serve only the best authentically smoked meats. We promise to deliver only the finest comfort foods in a clean, entertaining and above all friendly environment. We also specialize in catering off site and will also offer curb side service in West Seneca. After 6 months of operation we also plan on offering delivery and internet sales. Please refer to menu in the Appendix.

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## **Restaurant Design**

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JD's 1956 Ridge Rd location will develop a 5,600 square foot restaurant whose key elements will include the following:

- Kitchen area
- Ordering counter
- Waiting area
- Spacious bar
- Tables to comfortably seat 250 customers
- Restrooms
- Retail Sales
- Future drive through

The retail location has 90 dedicated parking spots which should suffice even in peak hours.

JD's Smokin Grill n Bar plans to be open 7 days a week, from 11AM to 11PM. On Friday & Saturday nights the lounge/bar will be open until 2AM. As demand dictates, we may extend or reduce our hours.

## **III. Industry Analysis**

JD's directly or indirectly competes with all foodservice providers nearby our restaurant that offer similar dining experiences. Indirect competition will come from nearby restaurants such as Denny's. Direct competition will come from companies offering authentic hickory smoked barbecue.

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## **Industry Statistics & Trends**

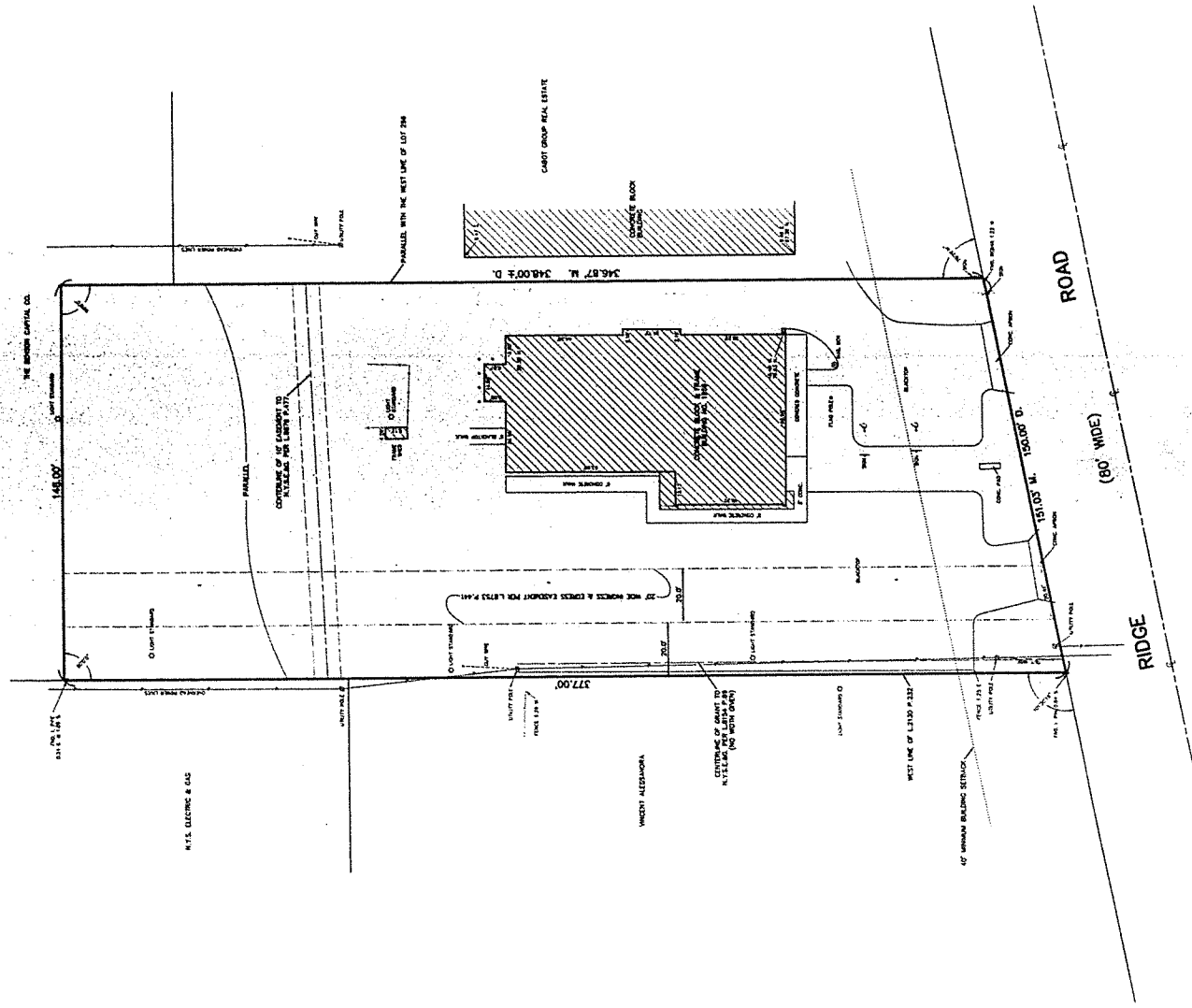
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The current marketing statistics project favorably for JD's Smokin Grill n Bar - Authentic Barbecue.

According to the National Restaurant Association Restaurant Industry Forecast, restaurant industry sales are expected to reach \$600 billion by the end of the year.

While full-service restaurants are expected to reach \$200 billion in revenues this year, an increase of 1.0 percent over last year, quick service restaurants are expected to grow to \$170.8 billion in revenues this year. This will represent a gain of 4.0 percent over last year.

The National Restaurant Association reports that while overall restaurant industry sales will increase by 2.5 percent over last year; with inflation, this will translate to an adjusted decline of 1 percent, largely due to the economic downturn. However, the restaurant and food industry will remain a cornerstone of the American economy, as it represents 4 percent of the United States Gross Domestic Product.



GRAPHIC SCALE  
 1" = 20' H.L.  
 (1" = 100' V.L.)

TO EMPLOYER, ARCHITECT OR TRUSTEE OF THE ESTATE TRUST AND COMMERCIAL LAND TITLE INSURANCE COMPANY:  
 THIS IS TO CERTIFY THAT THE SURVEY AND THE ACCOMPANYING MAP, SPECIFICATIONS AND INSTRUMENTS WERE MADE AND CONDUCTED IN ACCORDANCE WITH THE REQUIREMENTS OF THE ESTATE TRUST AND COMMERCIAL LAND TITLE INSURANCE COMPANY AND THE REQUIREMENTS OF THE ESTATE TRUST AND COMMERCIAL LAND TITLE INSURANCE COMPANY AND THE REQUIREMENTS OF THE ESTATE TRUST AND COMMERCIAL LAND TITLE INSURANCE COMPANY.  
 DATE: 7/10/71  
 SURVEYOR: [Signature]  
 REGISTERED PROFESSIONAL ENGINEER

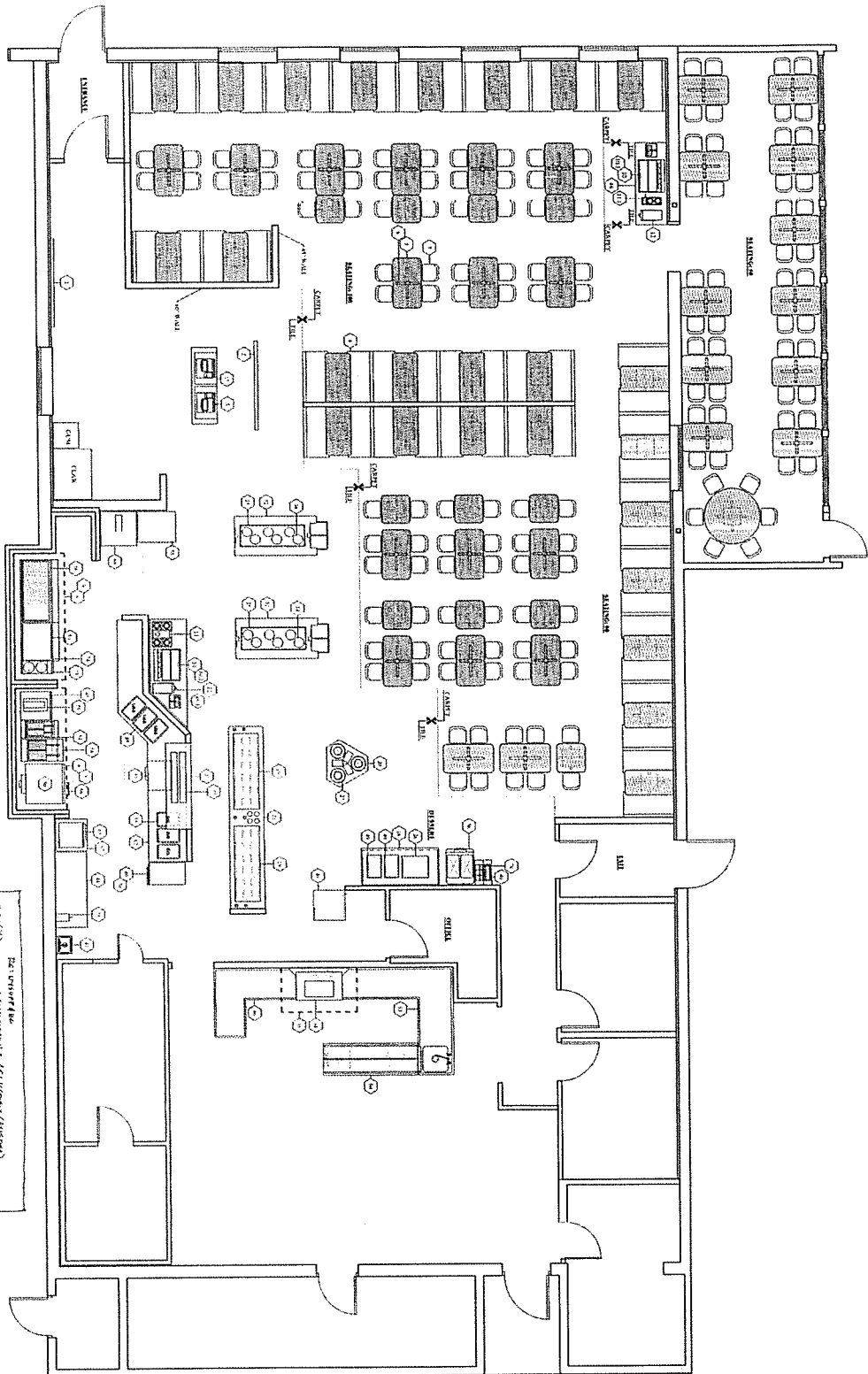
ALTA/ACSM LAND TITLE SURVEY  
 SURVEY OF: 1956 RIDGE ROAD  
 "PONDEROSA STEAK HOUSE"  
 TOWN OF WEST SENECA, ERIE COUNTY - N.Y.  
 PART OF LOT 296, TOWNSHIP 10, RANGE 7,  
 OF THE BUFFALO CREEK RESERVATION SURVEY

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 MILLARD & MAC KAY  
 150 AERO DRIVE  
 BUFFALO, NEW YORK  
 (716) 831-3140  
 ENGINEERS - PLANNERS - SURVEYORS

MADE IN U.S.A.  
 DATE: 7-10-71  
 SCALE: AS SHOWN  
 DRAWN BY: M.L.K.  
 CHECKED BY: M.L.K.  
 APPROVED BY: M.L.K.

NO. 143,06-1-71,11





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**EQUIPMENT FLOOR PLAN**  
 TOTAL FLOOR AREA: 28,800 SQ. FT.

SHEET NO. F-1  
 JOB NO. 03802

**BEST**  
**RESTAURANT EQUIPMENT & DESIGN INC.**  
 880 KINNEAR ROAD  
 COLUMBUS, OHIO 43212-1443  
 614-488-2378 614-488-4732 FAX  
 BESTDRAFT1@AOL.COM

DRAWN BY JOE LAY  
 DATE 06, MAY 02

**PONDEROSA**  
*Steakhouse*  
 WEST SENECA, NEW YORK

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REVISION	DATE
FAL GENERAL REVISIONS	22, MAY 02
JAN GENERAL REVISIONS	07, JUNE 02

RECEIVED  
 JUN 12 2002  
 PONDOROSA WEST SENECA