



**OREGON LIQUOR CONTROL COMMISSION**  
**LIQUOR LICENSE APPLICATION**

*PR*

Application is being made for:

**LICENSE TYPES**

- Full On-Premises Sales (\$402.60/yr)
- Commercial Establishment
- Caterer
- Passenger Carrier
- Other Public Location
- Private Club
- Limited On-Premises Sales (\$202.60/yr)
- Off-Premises Sales (\$100/yr)
  - with Fuel Pumps
- Brewery Public House (\$252.60)
- Winery (\$250/yr)
- Other: \_\_\_\_\_

**ACTIONS**

- Change Ownership
- New Outlet
- Greater Privilege
- Additional Privilege
- Other \_\_\_\_\_

Rec'd by Portland  
Liquor Licenses

JUL 24 2017

PD *ck* \$100  
# *1035*

**90-DAY AUTHORITY**

Check here if you are applying for a change of ownership at a business that has a current liquor license, or if you are applying for an Off-Premises Sales license and are requesting a 90-Day Temporary Authority

**APPLYING AS:**

- Limited Partnership
- Corporation
- Limited Liability Company
- Individuals

**CITY AND COUNTY USE ONLY**

Date application received: \_\_\_\_\_

The City Council or County Commission:

(name of city or county)

recommends that this license be:

- Granted
- Denied

By: \_\_\_\_\_  
(signature) (date)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**OLCC USE ONLY**

Application Rec'd by: *JA*

Date: *6-27-17*

90-day authority:  Yes  No

1. Entity or Individuals applying for the license: [See SECTION 1 of the Guide]

① *Keys Lounge, LLC* ③ \_\_\_\_\_

② \_\_\_\_\_ ④ \_\_\_\_\_

2. Trade Name (dba): *Keys*

3. Business Location: *533 NE Killingsworth Portland Mult OR 97211*  
(number, street, rural route) (city) (county) (state) (ZIP code)

4. Business Mailing Address: *1232 SE Belmont Portland OR 97214*  
(PO box, number, street, rural route) (city) (state) (ZIP code)

5. Business Numbers: *503 803 8701*  
(phone) (fax)

6. Is the business at this location currently licensed by OLCC?  Yes  No

7. If yes to whom: \_\_\_\_\_ Type of License: \_\_\_\_\_

8. Former Business Name: \_\_\_\_\_

9. Will you have a manager?  Yes  No Name: *Sarah French*  
(manager must fill out an Individual History form)

10. What is the local governing body where your business is located? *Portland*  
(name of city or county)

11. Contact person for this application: *Brian Alfrey* *503 803 8701*  
(name) (phone number(s))  
*1232 SE Belmont Portland 97214* *brian@alfrey.com*  
(address) (fax number) (e-mail address)

I understand that if my answers are not true and complete, the OLCC may deny my license application.

Applicant(s) Signature(s) and Date:

① *[Signature]* Date *6/14/17* ③ \_\_\_\_\_

② \_\_\_\_\_ Date \_\_\_\_\_ ④ \_\_\_\_\_

RECEIVED

Date *JUN 19 2017*

Initials: *[Signature]*  
Oregon Liquor Control Commission



OREGON LIQUOR CONTROL COMMISSION
BUSINESS INFORMATION

Please Print or Type

Applicant Name: Keys Lounge, LLC Brian Alfrey Phone: 503 803 8701

Trade Name (dba): Keys

Business Location Address: 533 NE Killingsworth

City: Portland ZIP Code: 97211

DAYS AND HOURS OF OPERATION

Business Hours table with columns for day and time (e.g., Sunday 2pm to 2am)

Outdoor Area Hours table with columns for day and time (e.g., Sunday 2pm to 2am)

The outdoor area is used for: [X] Food service Hours: 2pm to 2am [X] Alcohol service Hours: 2pm to 2am

Seasonal Variations: [ ] Yes [X] No If yes, explain:

ENTERTAINMENT

- Check all that apply: [ ] Live Music [ ] Karaoke [X] Recorded Music [ ] Coin-operated Games [ ] DJ Music [ ] Video Lottery Machines [ ] Dancing [ ] Social Gaming [ ] Nude Entertainers [ ] Pool Tables [ ] Other:

DAYS & HOURS OF LIVE OR DJ MUSIC

Table for Live or DJ Music hours by day (Sunday to Saturday)

SEATING COUNT

Restaurant: 69 Outdoor: 39
Bar: 16 Other (explain):
Banquet: Total Seating: 124

OLCC USE ONLY
Investigator Verified Seating: (Y) (N)
Investigator Initials:
Date:

I understand if my answers are not true and complete, the OLCC may deny my license application.
Applicant Signature: [Signature] Date: 6/14/17

OREGON LIQUOR CONTROL COMMISSION  
LIMITED LIABILITY COMPANY QUESTIONNAIRE



1290890-90

Please Print or Type

LLC Name: Keys Lounge, LLC Year Filed: 2017 ✓

Trade Name (dba): Keys

Business Location Address: 533 NE Killingsworth

City: Portland ZIP Code: 97211

List Members of LLC:

Percentage of Membership Interest:

1. Alley Rally, Inc.  
(managing member)

100%

2. \_\_\_\_\_  
(members)

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

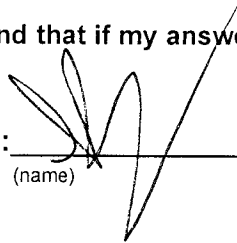
6. \_\_\_\_\_

\_\_\_\_\_

(Note: If any LLC member is another legal entity, that entity must also complete an LLC, Limited Partnership or Corporation Questionnaire. If the LLC has officers, please list them on a separate sheet of paper with their titles.)

Server Education Designee: Sarah French DOB: 9/13/1976

I understand that if my answers are not true and complete, the OLCC may deny my license application.

Signature:   
(name)

Manager  
(title)

Date: 6/14/17



OREGON LIQUOR CONTROL COMMISSION  
CORPORATION QUESTIONNAIRE

1113079-97

Please Print or Type

Corporation Name: Alley Rally, Inc. Year Incorporated: 2015 ✓

Trade Name (dba): Keys

Business Location Address: 533 N.E. Killingsworth St.

City: Portland ZIP Code: 97211

List Corporate Officers:

<u>Michael Gadberrny</u>	<u>President</u>
(name)	(title)
<u>Brian Alfrey</u>	<u>Secretary</u>
_____	_____
_____	_____

List Board of Directors:

<u>Brian Alfrey</u>
(name)
<u>Michael Gadberrny</u>
_____
_____

List Stockholders: (Note: If any stockholder is another legal entity, that entity may also need to complete another Corporation Questionnaire. See Liquor License Application Guide for more information.)

Stockholders:	Number of Shares Held:	Number of Stock Shares:
<u>Brian Alfrey</u>	<u>4082</u>	Issued: <u>8,164</u>
<u>Michael Gadberrny</u>	<u>4082</u>	Unissued: <u>991,836</u>
_____	_____	Total Shares Authorized to Issue: <u>1,000,000</u>
_____	_____	

Server Education Designee: Sarah French DOB: 9/13/1976  
(See Liquor License Application Guide for more information)

I understand that if my answers are not true and complete, the OLCC may deny my license application.

Officer's Signature: [Signature] Secretary Date: 6/14/17  
(name) (title)

# CITY OF PORTLAND LIQUOR OUTLET INFORMATION FORM

PLEASE SUBMIT TO: Liquor Licensing Notification Program, 1221 SW 4<sup>th</sup> Avenue, Suite #110, Portland OR 97204

On New Outlet applications, property owners within 300 feet of the location, the Portland Police Bureau and all interested parties are notified by mail (with a copy of this form) and given an opportunity to comment on your application. The OLCC allows the City at least 45 days to complete the recommendation process. Submission of a complete operating plan can expedite the time required to process. A City liquor endorsement is not a confirmation that the property is properly zoned. Call (503) - 823-7526 to confirm that the property is properly zoned.

On submission of this form, you must also include the following:

- OLCC Liquor Application Form, initialed by your OLCC License Investigator
- OLCC Individual History Forms (all persons anticipated to have a financial interest, or key personnel are required)
- City Endorsement Fees

City Endorsement Fees are payable at the beginning of the application process (please make checks payable to City of Portland): New outlets are \$100.00, all others are \$75.00. All blank sections must be filled in. If the question does not apply, write "N/A" in the space.

LEGAL NAME OF BUSINESS: Keys Lounge, LLC

DBA OR TRADE NAME: Keys PHONE: 503 803 8701 FAX: \_\_\_\_\_

BUSINESS ADDRESS (Including ZIP Code): 533 NE Killingsworth, Portland, OR 97211

WHAT TYPE OF LIQUOR ARE YOU APPLYING FOR? (Change of owner, new outlet, beer & wine, etc.): New outlet

CONTACT PERSON: Brian Alfrey PHONE: 503 803 8701 EMAIL: brian@alfrey.com

## DESCRIPTION OF OUTLET

TYPE OF OPERATION (CHECK ALL THAT APPLY)

- Food Cart       Night Club  
 Restaurant       Sports Bar  
 Convenience Store       Other: \_\_\_\_\_

SIZE OF SERVICE AREA: \_\_\_\_\_

EXISTING BUILDING:  Yes  No

ZONING: \_\_\_\_\_

STRUCTURAL CHANGES (DESCRIBE): \_\_\_\_\_

RESTAURANT SEATING CAPACITY: 59 Bar LOUNGE SEATING CAPACITY: 16 OUTSIDE SEATING CAPACITY: 39

DESCRIBE SECURITY: will add security personnel as needed, if needed.

HAS AN APPLICATION FOR A LIQUOR LICENSE AT THIS LOCATION BEEN RECEIVED BY THE CITY OF PORTLAND IN THE LAST TWO (2) YEARS?  
 Yes  No  I Don't Know

## HOURS OF OPERATION

SUNDAY - THURSDAY OPEN: 2 PM CLOSE: 2 AM FRIDAY & SATURDAY OPEN: 2 PM CLOSE: 2 AM

HOW LATE WILL THERE BE OUTSIDE SEATING? 2 AM HOW LATE WILL THERE BE ENTERTAINMENT? N/A

## HISTORY OF LOCATION

PREVIOUS BUSINESS NAME OF THIS LOCATION: Keys (Locksmith)

NAME & ADDRESS OF PROPERTY OWNER: Alley Rally, Inc. 1232 SE Belmont Portland 97214

## ENTERTAINMENT

TYPE OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- Dancing       Video Poker       Live Music       Nude Dancers  
 Karaoke       Video Games/Pinball       Recorded Music       DJ Entertainment  
 Pool Tables (How Many): \_\_\_\_\_  Events (Describe): \_\_\_\_\_  Other: \_\_\_\_\_

The City requires an **Amusement Location Permit** for all locations with amusement devices or pool tables. **Contact the Revenue Bureau for rules and an Amusement Location Permit application form now.** Permits are non-transferable from one owner to another and must be paid before games are placed on the premises. Contact Anne Holm at 503-865-2488. The City of Portland will notify affected nearby neighbors and a copy of this form will be included in our mailing.

Use this area to provide any additional information that you wish to be considered on this liquor application

A false answer or omission of any requested information may result in an unfavorable City recommendation.

SIGNATURE: [Signature] DATE: 7/4/17

Bureau of Development Services

Retail Sales and Service uses are allowed by right in the CGdh zone per 33.130.100 Table 130-1.  
 Suzan Poisner, City of Portland OR, Planner II, 503-823-5804.

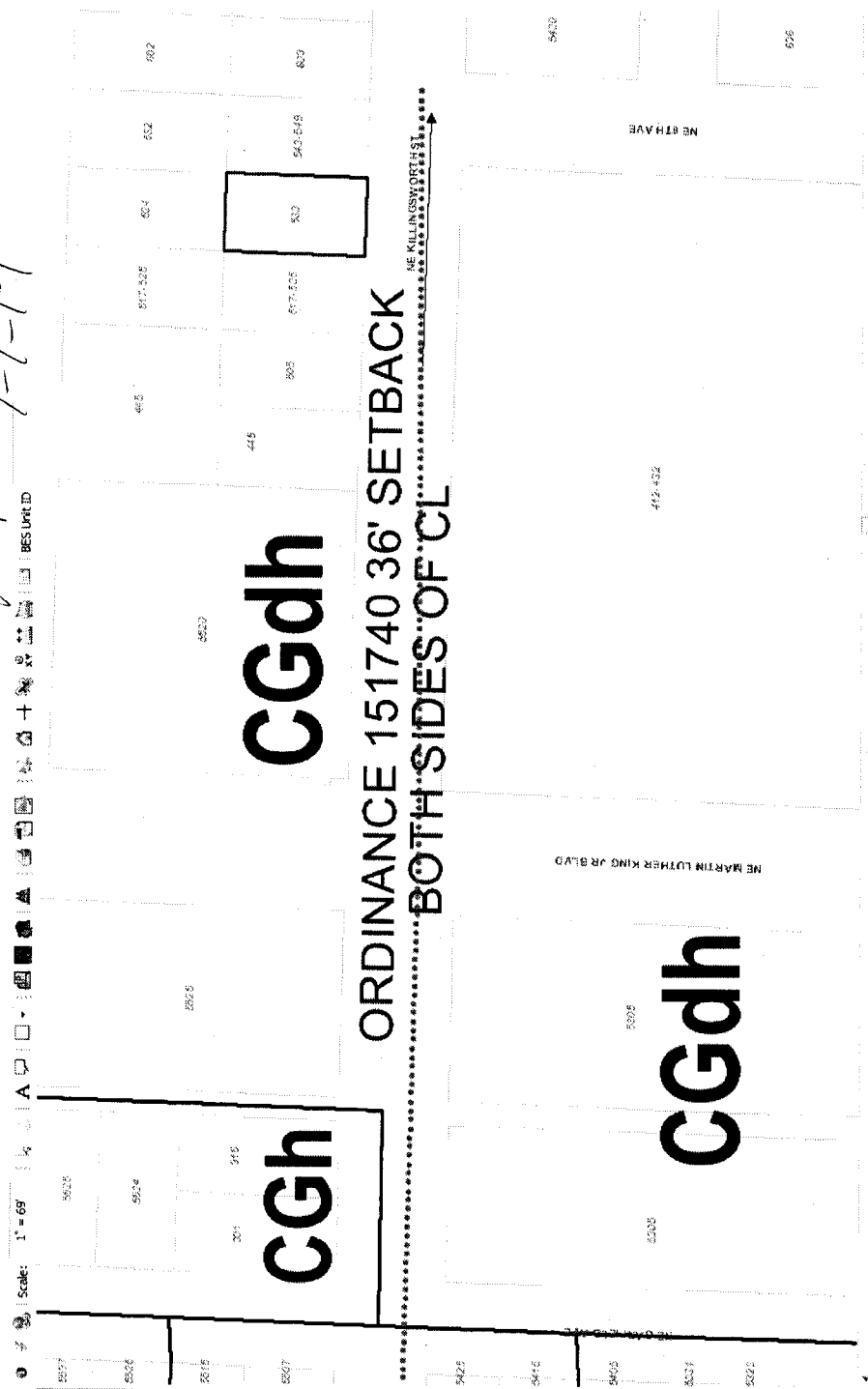
1900 SW 4th Ave., Suite 5000  
 Portland, OR 97201

*Suzan Poisner*  
 7-7-17

File Edit View Drawing Help  
 Property Search  
 Owner Name: ALLEY RALLY INC  
 Site Address: 533 NE KILLINGSWORTH ST  
 State ID: JM1E14CC 18600  
 Account #: R136600

Search Clear Portland Maps  
 Geocode Address When Taxlot Not Found  
 Search is Based on Active Field Only  
 Hide Personal Property Accounts  
 Display Taxlot Detail Window

Navigate Query Results  
 Owner: ALLEY RALLY INC 533 NE KILLINGSWORTH ST  
 Site Address: State



ORDINANCE 151740 36' SETBACK  
 BOTH SIDES OF CL

Map Details  
 Lot Size: 4500 sqft  
 Building Size: 1269 sqft  
 Map Number: 2431  
 Legal Description: CLOVERDALE TR, BLOCK 1, LOT 21  
 Zoning Code(s): CGdh  
 Lot & Block: 21  
 Historic District:  
 Conservation District: 1  
 Jurisdiction: Portland

Map Information:  
 ALLEY RALLY INC  
 1232 SE BELMONT ST  
 PORTLAND, OR 97214

Map Tools: Section Map, Tax Map, Zoning Map  
 LUR Case History: (1 Case)  
 LU 15-280264 DZ  
 Draw LURs  
 LUR Search

Legend, Add Date, Selection