



DEPARTMENT OF PLANNING

Application / Petition Form & Statement of Financial Interest

Department Use

Case #
Meeting Date
Total Fee
Received By/Date

Case Type (Special Use Permit, Rezoning, Variance, Site Development Plan Review, etc) SPECIAL USE PERMIT & PARKING VARIANCE

Project Address (Location) 6890 N HUALAPAI WAY

Project Name LAS VEGAS ICEBERG Proposed Use STATIONARY FOOD TRAILER

Assessor's Parcel #(s) 125-19-202-006 Ward # _____

General Plan: Existing NIC Proposed NIC Zoning: Existing NIC Proposed NIC

Additional Information PROPOSING TO PLACE A STATIONARY FOOD TRAILER IN A STRATEGIC LOCATION ON A GAS STATION / CONVENIENCE STORE.

Property Owner RAPINDER CHIMA Contact 702-498-6058
Address 6890 N HUALAPAI WAY City LAS VEGAS State NV Zip 89149
E-mail Rapinderchima75@icloud.com Phone _____

Applicant ANTHONY GONZALEZ Contact 702-845-7002
Address 11539 MONTE ISOLA ST City LAS VEGAS State NV Zip 89141
E-mail ANTHONY.GONZALEZ@LASVEGASICEBERG.COM Phone 702-845-

Representative KENIA GONZALEZ Contact 702-985-7524
Address 11539 MONTE ISOLA ST City LAS VEGAS State NV Zip 89141
E-mail KENIAZ4PURPLE@gmail.com Phone _____

To the best of your knowledge, does the Mayor or any member of the City Council or Planning Commission have any financial interest in this or any other property with the property owner, applicant, the property owner or applicant's general or limited partners, or an officer of their corporation or limited liability company? ☐ Yes ☒ No

If yes, please indicate the member of the City Council or Planning Commission who is involved and list the name(s) of the person or persons with whom the City Official holds an interest. Also list the Assessor's Parcel Number if the property in which the interest is held is different from the case parcel.

City Official _____ Partner(s) _____
Partner(s) _____

- I certify that I am the applicant and that the information submitted with this application is true and accurate to the best of my knowledge and belief. I understand that the City is not responsible for inaccuracies in information presented, and that inaccuracies, false information or incomplete application may cause the application to be rejected. I further certify that I am the owner or purchaser (or option holder) of the property involved in the application, or the lessee or agent fully authorized by the owner to make this submission, as indicated by the owner's signature below.
- Application will not be deemed complete until the submitted materials have been reviewed by Department of Planning for consistency with the Zoning Ordinance.

Property Owner Signature [Signature]
An authorized agent may sign in lieu of the property owner for Final Maps, Tentative Maps and Parcel Maps

Print Name Rapinder Chima

Subscribed and sworn before me
This 20 day of August, 20 20
[Signature]
Notary Public in and for said County and State



20-0136
08/22/2020

Las Vegas Iceberg Stationary Food Trailer

Site Plan Summary

- Location address: 6890 N. Hualapai Way (Lucky Spot Chevron)
- Project Type: Stationary Mobile Food Trailer
- Mobile Food Trailer will be 7x10, total of 70 square feet
- Parking Required/ Provided: 108/108. Regular Parking Spaces: 103 and Handicapped Parking Spaces: 5, Total Parking Spaces: 108. The trailer will take up 2 parking spaces out of the 108 previously approved parking spaces. We are kindly requesting a Parking Variance. Due to the nature of the business, and the setup of parking spaces in the surrounding areas, there will still be plenty of available parking spaces.

Site Plan

The request is to place a stationary Mobile Food Trailer on a corner of the Lucky Spot Chevron located on 6890 N. Hualapai Way. Las Vegas Iceberg is a small Mobile Food Trailer that will serve all-time favorite desserts such as snow cones, fried ice cream, and funnel cakes. The small trailer will be placed in a strategic corner area where it will not have a negative impact on incoming and outgoing vehicles within the Gas Station/Convenience Store. It will also be safe for customers to approach and order from the walk-up window and there will be a designated waiting area on the side to ensure customer safety.

Floor Plan

The Mobile Food Trailer will be 70 square feet, it is 7x10. It will have a concession window in the front so customers can order/receive their delicious dessert. A side door is available for staff to come in and out from. The interior will be stainless steel to be health compliant, and the exterior will be the traditional steel material. It will be wrapped so it can portray the Company's name and logo.

Elevations

The Mobile Concession Trailer is 7x10. It will have a concession window in the front so customers can order/receive. A side door is available for staff to come in and out from. The interior will be stainless steel to be health compliant, the exterior will be the traditional steel material.

Landscape Plan

No changes are being requested regarding existing landscape.

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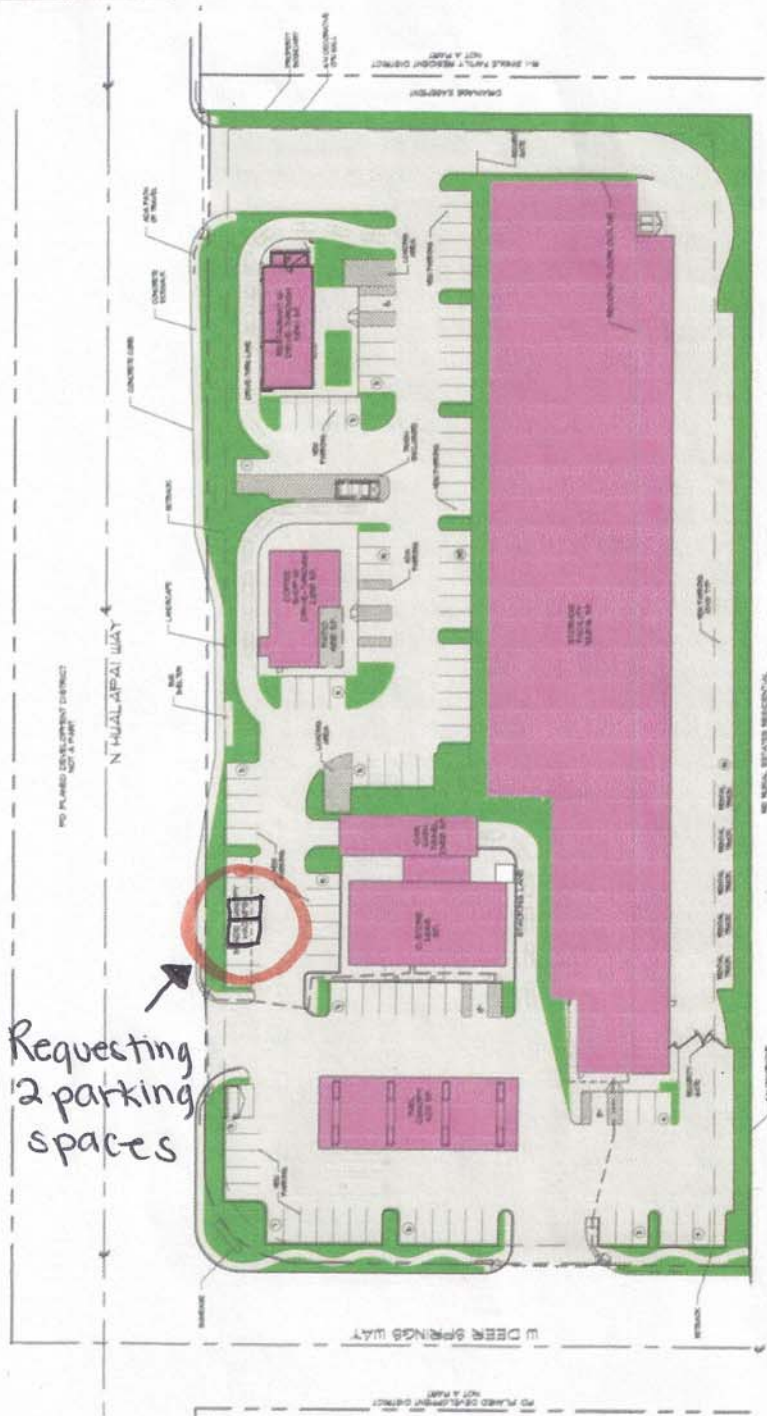
Parking Analysis

We are requesting a Parking Variance. To accommodate the small trailer, we will need 2 parking spaces out of the 108 previously approved parking spaces. Las Vegas Iceberg will be placed in a strategic location where it will be convenient and safe for visitors to approach. Lucky Spot shares the parking spaces with the surrounding businesses; however, they have the majority of parking spaces, making parking abundant. We anticipate that most of our visitors will be pedestrians as well as guest already visiting the car wash, so our business will not congest the parking area. There is also ready access to public transportation, so many of our visitors will also be people walking to and from the bus stop. In addition, there are plenty of parking lots in close proximity, so parking is not an issue.

Cross Section

The Mobile Food Trailer will be a minimum of 10 ft away from the property line of Lucky Spot Chevron.

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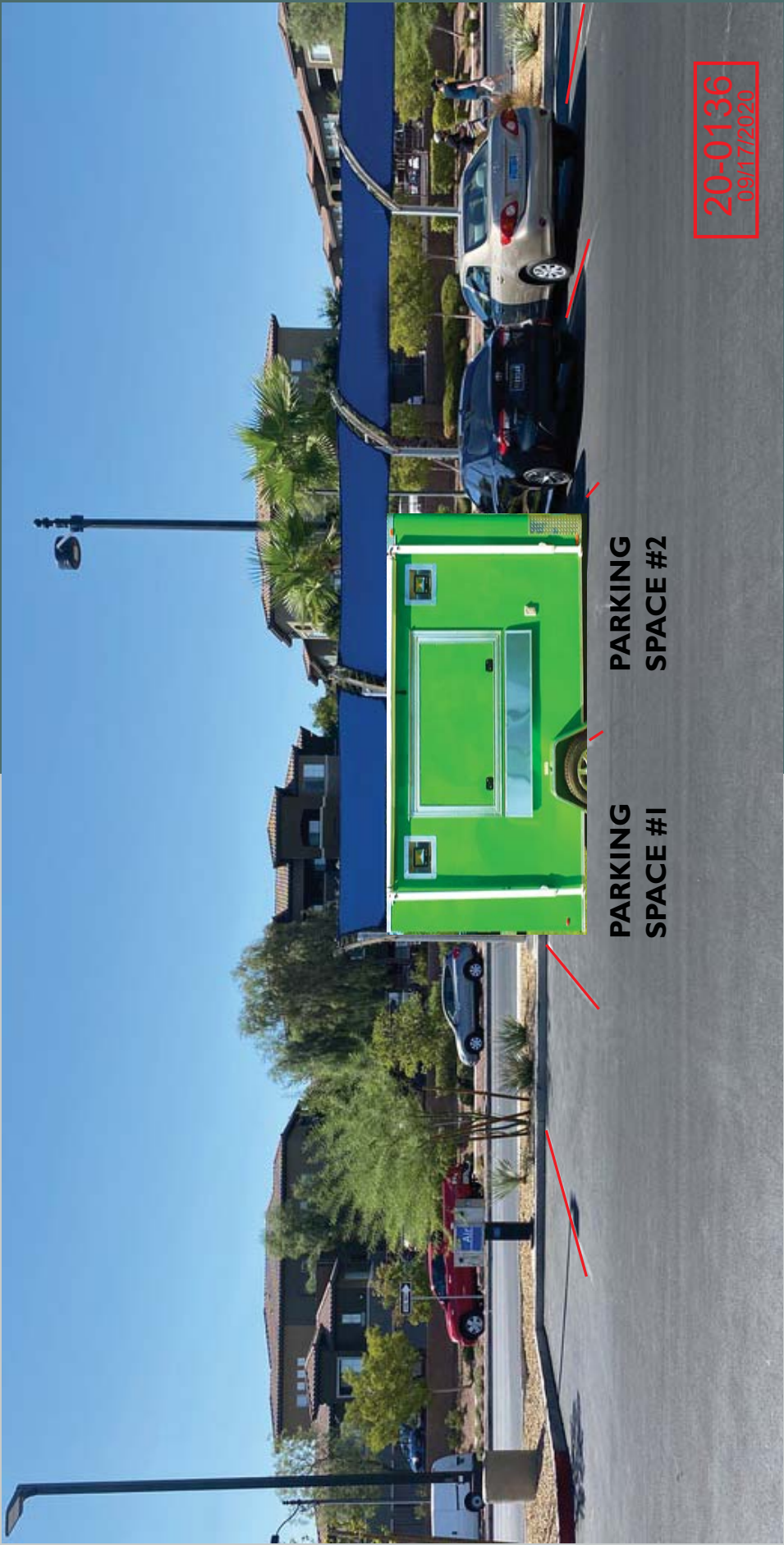
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Requesting
2 parking
spaces

SITE PLAN

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VAR-67706, SUP-67486, SUP-67487, VAC-67470, SDR-67484 and TMP-67469 - REVISED



**PARKING
SPACE #2**

**PARKING
SPACE #1**

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PARKING
SPACE #2

PARKING
SPACE #1

20-0136
09/17/2020



LAS VEGAS ICEBERG BUSINESS PLAN

Prepared by:

ANTHONY & KENIA GONZALEZ

11539 Monte Isola St
Las Vegas, NV 89141
702-845-7002

Anthonygonzalez@lasvegasiceberg.com



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08/27/2020

I. EXECUTIVE SUMMARY

Las Vegas Iceberg (referred to from hereon in as the “Company”) is intended to be established as a Limited Liability Company in Las Vegas Valley, with the expectation of rapid expansion in the shave ice industry.

BUSINESS DESCRIPTION

The company shall be formed as Limited Liability Company under Nevada State Laws and headed by Anthony & Kenia Gonzalez.

Three main products that will be sold through Las Vegas Iceberg which will include Shaved Ice, Funnel Cakes, & Fried Ice Cream. Thirty-five different tropical and featured flavored syrups will be sold, and include the following:

Blue Hawaii, Blueberry, Blue Raspberry, Cake Batter, Cappuccino, Cherry, Coconut, Creamsicle, Fruit Punch, Green Apple, Grape, Guava, Horchata, Kiwi, Lemon, Li-Hing-Mui, Luscious Lime, Mango, Margarita, Peach, Pink Lemonade, Passion Orange, Passion Fruit, Pineapple, Pina Colada, Pink Bubble Gum, Pog, Root Beer, Strawberry, Tamarind, Tigers Blood, Watermelon.

Other products will include sugar free flavors: Blue Raspberry, Pina Colada, and Strawberry.

Funnel Cakes will include: Whipped cream, powder sugar, and topped with chocolate or strawberry sauce.

Fried Ice Cream will include: Vanilla ice cream, whipped cream, and topped with caramel or strawberry sauce.

The Company will employ 2 full-time employees and 1 part-time employee.

MANAGEMENT TEAM

The Company has assembled an experienced management team:

- Manager** – Anthony Gonzalez, 10 years of Food & Beverage Management experience
- Manage Food & Beverage day-to-day operations within budgeted guidelines, and to the highest standards
 - Preserve excellent levels of internal and external customer service
 - Lead F&B team by attracting, recruiting, training, and appraising talented personnel
 - Establish targets, schedules, policies and procedures
 - Comply with all health and safety regulations

BUSINESS MISSION

To improve our communities by providing affordable desserts, family-fun events, and to be the best in the industry at selling gourmet desserts.

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PRODUCT

The Company's primary products to be sold through Las Vegas Iceberg business will include Shaved Ice, Funnel Cakes, & Fried Ice Cream. Four sizes will be offered for shaved ice: small, medium, large, & Iceberg. One size will be offered for funnel cakes, and fried ice cream.

II. BUSINESS SUMMARY

INDUSTRY OVERVIEW

In the United States, the Shave Ice industry presently makes \$107,000 dollars yearly in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Las Vegas Iceberg will target all income consumers who want to have high quality desserts for moderate prices. Las Vegas Iceberg's shave ice meets the quality required by these customers since it will cater to the large millennial population in the Las Vegas Valley.

BUSINESS GOALS AND OBJECTIVES

SHORT TERM:

Las Vegas Iceberg short-term goal is to redesign the customer service research process to include new questionnaires and incentives, such as monthly drawings for free products or discounts on future purchases for customers who take the time to respond. Choose one or two high-profile annual charity events to sponsor within the community. Hire a web consultant for one month to propose and implement programming changes to make the site appeal to a broader audience than the traffic trend research suggests that currently exist.

LONG TERM:

Las Vegas Iceberg long-term goals for customer service would be achieving at least 95 percent positive customer feedback. Building Las Vegas Iceberg recognition within the community through community outreach projects. Increase traffic to Las Vegas Iceberg site by at least 50 percent by the end of the current fiscal year.

LEGAL ISSUES

The company affirms that its promoters have acquired all legal trademarks and patents.

III. MARKETING SUMMARY

TARGET MARKETS

The Company's major target markets are as follows:

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We aim to establish Las Vegas Iceberg in the Summerlin/Southwest area. It is one of the main centers of shopping, dining, and entertainment. As well as various residential communities surrounding the area. Summerlin/Southwest area is accessible via Interstate 215, where Las Vegas Iceberg will be located.

Shaved Ice, Funnel Cakes, & Fried Ice Cream is a great business for the Summerlin/Southwest area due to the flow of traffic, climate, and established location.

The estimate number of potential clients within the Company's geographic scope is 123,167.

PRICING STRATEGY

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

Shaved ice will be offered at the following prices:

- Small \$2.75
- Medium \$3.75
- Large \$4.25
- Iceberg \$5.00

Funnel Cakes will be offered at the following prices:

- \$5.00

Fried Ice Cream will be offered at the following prices:

- \$4.50

Add-on pricing will be offered at the following:

- Vanilla Ice Cream - \$1.00

Products will be sold cash and Debit/Credit card basis.

DISTRIBUTION STRATEGY

Las Vegas Iceberg will implement new and innovative ways to share our delicious desserts within the community. Las Vegas Iceberg will make Mobile Ordering accessible for our consumers and will partner up with delivery companies such as UberEATS. Las Vegas Iceberg plans on offering catering options for clients.

PROMOTIONAL STRATEGY

The Company will promote sales using the following methods:

Las Vegas Iceberg's overall marketing strategy will be to create an image of offering the highest quality shaved ice in Summerlin/Southwest area. The business will be located in a high traffic area.

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area. Customers will be reached through advertisements such as fliers, Facebook, Yelp, Instagram, and website.

A special marketing program will also be incorporated by offering special coupon prices for nearby restaurants, motels, recreation center, and the gas station to customers who purchase any product at Las Vegas Iceberg.

SWOT ANALYSIS

STRENGTHS

Las Vegas Iceberg is goal oriented and has strong values to ensure an excellent customer experience each and every time.

“Real Hawaiian Shaved ice” is our supplier, which will help to set us apart from our competition and providing great quality syrups. We will also provide outstanding customer service to each and every guest.

Anthony Gonzalez, along with his staff are skilled and knowledgeable not only in the Food & Beverage industry, but also in hospitality. Through their years of experience in various settings, they’ve acquired skills to deliver an outstanding guest experience to each one of our customers. If for some reason a guest isn’t happy with our product or service, they will own the experience and make the moment right.

WEAKNESSES

Las Vegas Iceberg is a new shave ice stand, so we don’t have a reputation built yet with the local community.

Being a new business, it will take some time to get known, and build a reputation within our local community. Using social media as our platform will help drive business to Las Vegas Iceberg.

OPPORTUNITIES

The Summerlin/Southwest location we are looking to establish our Shaved Ice stand doesn’t have any competitors nearby. Doing our research, we found that our competitors are in the Henderson area.

With the hot summer months in Las Vegas, it’s a great opportunity to provide a convenient frozen dessert to the residents of the Summerlin/Southwest area. There will be an opportunity for growth through word of mouth from satisfied customers, as well through social media.

THREATS

Fluctuations in prices of supplies may occur. Creating a repeat customer base and merging competitors through-out the valley can grow.

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COMPETITON

In the Shaved Ice industry, Las Vegas Iceberg will target all income consumers who want to have a high-quality dessert for moderate prices. Las Vegas Iceberg's shave ice meets the quality required by these customers since it will cater to the large millennial population in Summerlin/Southwest area.

The level of competition for Las Vegas Iceberg will be new to the Summerlin/Southwest area. Competitors in this type of business primarily sell raspados or snow cones, and do not focus on the shave ice market. The keys to success will definitely focus on selling shaved ice and not snow cones. Our shaved ice is made with high quality syrups supplied by, "Real Hawaiian Shaved Ice". Las Vegas Iceberg will also provide unique flavors that will set us aside from the competitors. Prices will also be competitive with those of the competition.

PURPLE PENGUIN:

Strength: The main strength of Purple Penguin is that it has several locations in Henderson, and in-store location. It also has very reasonable prices.

Weaknesses: Purple Penguin's weakness is that its locations are not across the valley. Their locations are focused in Henderson.

WALMART:

Strength: Main strength of snow cones sold by Walmart is the convenience to the shopper and low price.

Weaknesses: Walmart weakness is that they do not sell quality syrups. Also, the snow cone business is not their primary focus or product.

SNOW VEGAS:

Strength: Snow Vegas stands out by offering toppings in their menu. Snow Vegas has been established for a few years.

Weaknesses: Snow Vegas has their locations in Henderson, and not the Las Vegas valley.

SERVICES

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

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SnoWizard® 7x10' SnoBall Concession Trailer



Dimensions	SW-710
Overall Width	7' 1"
Overall Length	10' 2"
Overall Height	8'9"
Inside Width	7'
Inside Length	10'
Inside Height	7'
Interior Space	490 ft ³
Gross Weight (base unit)	1650 lbs
Axles	(2) 3500
Avg. Tongue Wgt.	300 lbs
Tongue Length	36"
Hitch Height	20"
Coupler	2" ball
Tires (6 ply)	B78x13

The complete line of SnoWizard® concession trailers is manufactured of fiberglass, a material that is rust-free, lightweight, durable and easy to maintain. The manufacturing and assembly process, a proprietary method, creates structural components with high strength-to-weight characteristics that offers strength and wear ability unmatched by typical "stick" construction. The result is a quality, durable and low-maintenance trailer that provides countless years of service.

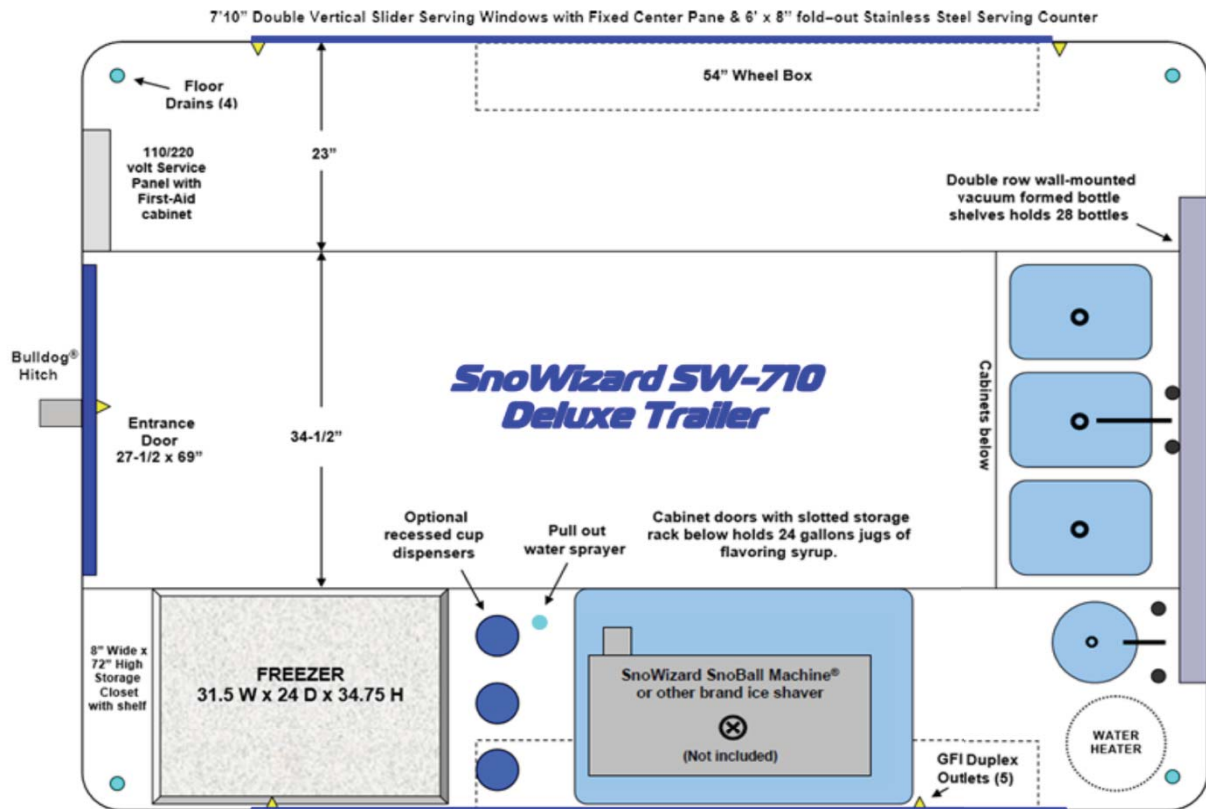
SnoWizard® shaved ice trailers are designed by shaved ice experts for the shaved ice entrepreneur. Our floor plans are meticulously designed with unique attributes that utilize all available space for an efficient operation. Attention to detail is visible in every feature, inside and out. Custom design, layout and equipment installation is also available

STANDARD FEATURES

- Non-skid Interior Fiberglass Floor
- Smooth Gel-Coated Fiberglass Interior & Exterior
- 15,000 BTU Air Conditioner
- Integrated Stabilizing Jacks on all Corners
- 7' 10" Dual Serving Window with Fixed Center (Curb Side Only)
- 6' X 8" Fold-out Stainless Steel Serving Counter
- 8" Overhead Storage Shelves on all Sides
- Lighted Serving Window Awning
- Power Gas-assisted Serving Window Openings
- Locking Entry Door with Deadbolt
- Recessed Ceiling Twin Fluorescent Lights
- 30/50 AMP 110/220 Volt Service Panel
- Five Duplex 110-volt GFI Outlets
- Three wide Fiberglass Counters
- Hose-down Interior with four floor drains
- Fully Insulated Walls, Ceiling and Floor
- Commercial Freezer with 10-year Warranty
- 6' High Broom/Mop/Apron Storage Closet
- Molded Serving Bottle Racks
- Slotted Shelf for 24 Gallons of Flavoring
- Integrated First-Aid Kit
- **Complete Water System**
- Four Stainless Steel Sinks
- 28.5 GL Fresh and 42.5 GL Waste Tanks
- 6 Gallon 110V Hot Water Heater
- 110 Volt Demand Pump
- Ice-shaver Water Sprayer
- Tubular Steel Frame
- Undercoating
- 3500 LB Torsion Axles
- B78 x13 6-ply Tires & White Wheels
- Clearance Marker Lights
- Two-wheel Electric Brakes
- Fully Detachable Hitch & Tongue
- 2" Ball Coupler & Towing Chains
- Overhead shelves on all sides for storage or display.

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Floorplan:



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LAS VEGAS ICEBERG



FUNNEL CAKES

(Whipped cream, powder sugar, and topped with chocolate or strawberry sauce)

\$5.00

FRIED ICE CREAM

(Vanilla ice cream, whipped cream, and topped with caramel, chocolate, & strawberry sauce)

\$4.50

SHAVED ICED TRADITIONAL FLAVORS

BLUE HAWAII
BLUE RASPBERRY
CAKE BATTER
CHERRY
COCONUT
CREAMSICLE
FRUIT PUNCH
GREEN APPLE
GRAPE
LEMON
LUSCIOUS LIME
MANGO
MARGARITA
PASSION ORANGE
PEACH
PINEAPPLE
PINK LEMONADE
PINK BUBBLE GUM
PINA COLADA
ROOT BEER
STRAWBERRY
WATERMELON

ADDITIONAL ADD-ONS

VANILLA ICE CREAM – \$1.00
CONDENSED MILK – \$1.00

SHAVED ICED FEATURE FLAVORS

GUAVA
HORCHATA
KIWI
LI-HANG-MUI (PLUM)
PASSION FRUIT
POG
TAMARIND
TIGERS BLOOD
CAPPUCCINO

SUGAR FREE FLAVORS

BLUE RASPBERRY
PINA COLADA
STRAWBERRY

CUP SIZES

SMALL - \$2.75
MEDIUM - \$3.75
LARGE - \$4.25
ICEBERG - \$5.00

SCOOP UP SOME FUN!

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