

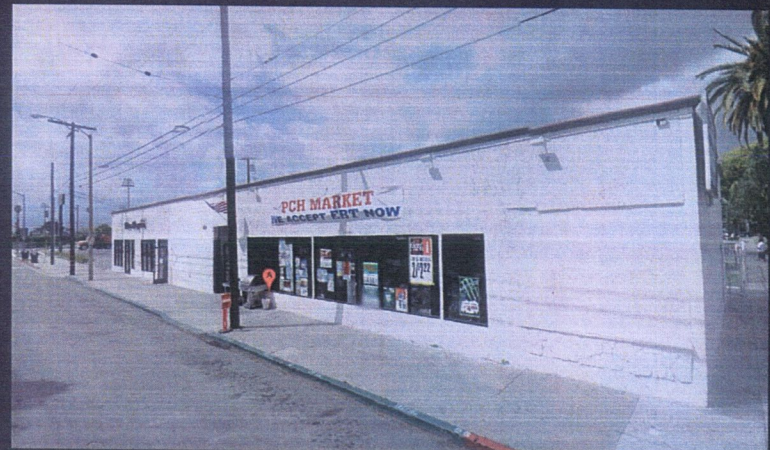
PCH Market

Conditions of Approval

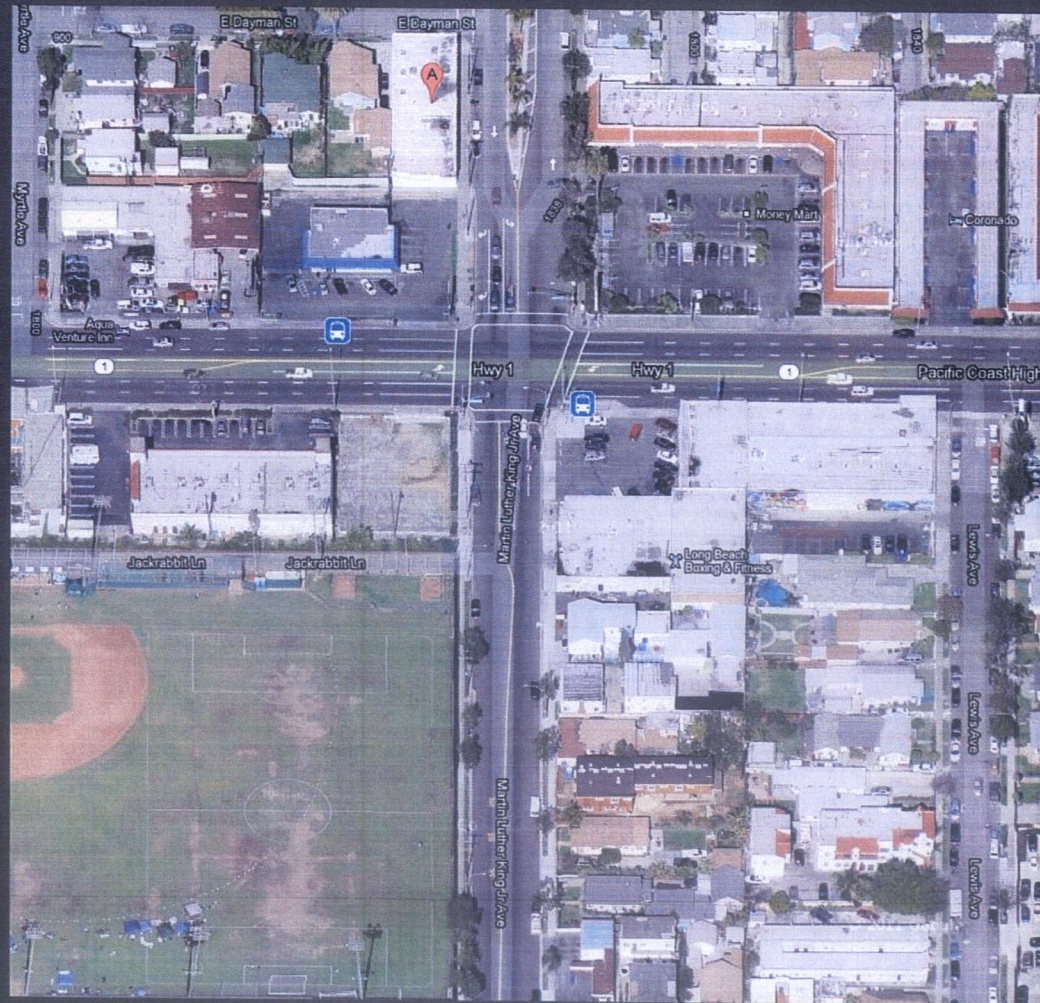
PCH Market

1821 Martin Luther King

- Successfully operated business since 2007
- Over 300 local neighborhood residents have signed petition of support for PCH Market to sell Beer & Wine
- Participated in community events; Neighborhood clean ups, served free food on Thanksgiving, MLK Parade & Other community activities
- Owner is the Co-Founder of the Killing Field Memorial Nonprofit



PCH Market



A Finding on May 17, 2012 Staff Report

The subject site is located within 500 feet of the Poly High school property boundary. However, the school offices and classrooms are more than 1,000 feet away from the entrance to the store and is situated at the northerly corner of the school, away from the entrance to the school. Thus, staff is recommending that Planning Commission waive this finding.

Planning Commission Meeting on May 17, 2012

- Staff Recommended Approval of CUP
- Over 33 conditions
 - The beer and wine sales shall be limited to one cooler and shall not be expanded
 - Security Cameras w/LBPD
 - Fruits and Vegetables to be sold at premises

For purposes of ABC License this area is:

- Not High Crime Area
- Not Over Concentration

Planning Commission Meeting - Continued
May 17, 2012

Result: Planning Commission overturned staff recommendation directing preparation of negative findings for 4/7/12 Planning Commission Meeting.

Planning Commission Meeting June 7, 2012

- Based on Planning Commission direction from the May 17th meeting, staff came back with a negative recommendation
- The CUP was denied based on proximity of school
- Appeal filed on behalf of applicant in support of premise-to-premise license transfer

Liquor Store vs. Neighborhood Market Selling Beer & Wine

Whistler Liquor Store

- Wall to wall liquor store 16,000 square feet
- Distilled spirit such as Brandy, Whiskey, & Vodka
- Sold as individual bottles, including malt beverages & wine over 15% proof
- No CUP limiting business activity
- Between 2004 & 2009, more than 1,200 calls for service at this location
- Late hours of operation

Neighborhood Market

- Neighborhood Market offers variety of products and service
- Small business that caters to local market
- Food & produce available
- Limited and controlled sale of beer and wine

Whistler Liquor Store



Changes to Conditions

Item 6: There shall be no exterior advertising or sign of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages.

Revised Item 6: Any exterior advertising or sign of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages, must be submitted for the review and approval by the Director of Development Services.

Changes to Conditions - Continued

Item 19: The sale of beer or malt beverages in quantities of quarts, 22 oz., 32 oz., 40oz or similar size is prohibited.

Revised Item 19: The sale of beer or malt beverages in quantities of 32 oz. or 40 oz. is prohibited.

Changes to Conditions - Continued

Item 17: No beer or malt beverages shall be sold, regardless of container size, in quantities of less than three per sale.

Revised Item 17: No beer or malt beverages shall be sold, except 22 oz. or 24 oz., in quantities of less than three per sale.