

## **PROJECT DESCRIPTION**

**APPLICANT:** GELSON'S MARKET

**LOCATION:** 22277 MULHOLLAND HWY.  
CALABASAS, CA 91302

**REQUEST:** **CONDITIONAL USE PERMIT TO ALLOW THE SALE OF BEER & WINE FOR ON-SITE CONSUMPTION IN CONJUNCTION WITH THE OPERATION OF A RESTAURANT LOCATED WITHIN AN EXISTING GELSONS MARKET.**

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The applicant Gelsons Market is requesting a Conditional Use Permit to allow the sale of beer and wine for on-site consumption with the operation of a small restaurant located within an existing retail supermarket. The requested use will take place within the 47,916 s.f. operating supermarket. Along with a large variety of standard supermarket items, Gelson's currently sells a full line of alcoholic beverages for off-site consumption via an ABC Type #21 License and offers on-site instructional tastings via an ABC Type #86 License. The off-site alcohol sales were approved under P.C Resolution No. 95-08. The on-site instructional tastings were approved under P.C. Resolution No. 11-515. The on-site consumption will occur via a Dept of ABC Type #41 License. Gelsons has been operating in this location with a Dept of ABC License since 1995.

Gelson's opened its first store in Burbank, CA in 1951. More than five decades later they operate over 25 stores throughout Southern California, including Ventura, Santa Barbara, Los Angeles, Orange and San Diego Counties. Gelson's has long been recognized for the outstanding quality of its products and its exceptional customer service. Gelsons' customers rely on the company to provide the highest quality produce, meat, seafood, deli, and general grocery items, along with an unmatched selection of beer, wine and distilled spirits. Many of these beverages are selected from boutique wineries and local craft breweries, giving Gelson's customers an opportunity to purchase quality products which may not be readily available elsewhere.

In an effort to further enhance their customer's shopping experience, Gelson's is proposing to offer a small on-site restaurant area. The operation will offer freshly made appetizers, sandwiches, tapas, sushi, etc., which can be accompanied by a small selection of beer and wine. The total beer & wine consumption area will include a 646 sf interior area with 16 seats. This is currently used as a 490.25 sf seating area with 22 seats for patrons on-site food consumption. Beer & wine will also be available within a 455 sf enclosed patio area with 20 seats. This patio area is currently used as a 455 sf unenclosed seating area with 16 seats for patrons on-site food consumption. The net change in interior patron seating area is +155.75 sf

with 6 fewer seats. There is no change in the patio sf area, but there is an increase of 4 seats. The on-site restaurant area is not meant to draw additional patrons, but to better serve those already visiting the market. The proposed hours of operation for the on-site beer & wine consumption are the same as the store's general operating hours of 7am to 10pm daily.

Gelson's believes its request for a Conditional Use Permit for the on-site consumption of beer & wine is a reasonable addition to the existing operation. The location is suitable for a retail market, and there has been an ABC licensed supermarket in this location since 1995. Offering an on-site cafe has become an increasingly common amenity in high end supermarkets such as Gelson's, and is simply meant to offer a better overall experience to those patrons already visiting the market. Gelson's has an excellent record of compliance with the Department of ABC as a responsible alcohol retailer, with no marks on their numerous ABC licenses. Gelson's proven track record with the Dept. of ABC illustrates their commitment to following required protocols regarding the sale of alcoholic beverages.

Gelson's patrons not only rely on the highest quality of items for purchase, but also for the exceptional customer service and professional manner in which their stores are operated. This responsible and professional approach with attention to detail will continue with the introduction of on-site beer & wine consumption. With its overall reputation as a long-standing, responsible company, Gelson's believes the approval of their request for a Conditional Use Permit is proper for this location.