



**REQUEST:**

*A Determination of Public Convenience or Necessity for the sale of a full line of alcoholic beverages for off-site consumption in conjunction with the operation of a proposed Vintage Grocers market located at 15285 W. Sunset Boulevard.*

**ABOUT VINTAGE GROCERS:**

The first Vintage Grocers opened its doors in Malibu at Trancas Country Market in 2014 and has since expanded to The Promenade at Westlake in Thousand Oaks. This location at Palisades Village (the Village") will be its third market.

*Vintage Grocers is "a classic hometown, homegrown market with a curated selection of local, sustainable and healthy products for locals and visitors alike. From the friendly staff and exceptional customer service to the food sourced from local and artisanal brands, Vintage Grocers is a market for the community, by the community."*

**Exceptional Food & Customer Service:**

*The community we serve deserves the best, and that is exactly what you will find at Vintage Grocers. We stock only the freshest produce and seafood, the finest wines and gourmet items, and the very best meat, poultry and pork selections. Vintage Grocers embraces all food beliefs — offering a vast selection of products that serve the diverse needs of shoppers.*

*At Vintage Grocers, we not only meet your everyday grocery shopping needs, but we provide exceptional offerings from our kitchen ready for your table. Piping hot brick-oven pizza, fresh-cut sushi made with the highest quality seafood, heart-warming homemade soups, an expansive range of deli selections, a garden-fresh salad bar, a fresh-squeezed juice bar, gourmet sandwiches and many more delicious dishes are all available to take home or enjoy at the store.*

*All of us at Vintage Grocers share your passion for food. From picking up a tasty treat for tonight's dinner to preparing gourmet holiday meals— we are dedicated to being your knowledgeable and friendly partner in all your eating endeavors.*

**Local & Sustainable Products:**

*A curated menu of locally-sourced, extraordinary items raises the bar at Vintage Grocers. Shop organic produce, fresh fruits and vegetables from family-owned farms just a short distance from the market. At Vintage Grocers, we uphold a criteria of quality for every product sold in the*

*store— making it a priority to seek out homegrown foods for customers to discover in the aisles of our store.*

*In addition, local and artisanal brands are put through a panel of Vintage Grocers buyers who educate themselves in the origin story, taste test the product, and make the final decision on its shelf potential in the store.*

<http://www.vintagegrocers.com/about/>

This is a company with a family and community-oriented culture which is a recognized hallmark of its operation and success.

## **BACKGROUND:**

On June 21, 2016 the Los Angeles City Council approved Ordinance No. 184371 amending the Pacific Palisades Commercial Village and Neighborhoods Specific Plan to add new definitions and create a Commercial Village Subarea A with separate sign, alcohol and streetscape standards.

### **Section 11 of said Ordinance establishes the Alcohol Consumption Regulations:**

*“The sale and service of alcoholic beverages for on-site and off-site consumption shall be permitted within Commercial Village Subarea A as provided below. Entities that sell and serve alcoholic beverages for on-site and off-site consumption shall obtain approvals from other jurisdictions, as required, including licenses or permits from the State Department of Alcoholic Beverage Control (ABC). A maximum total of eight (8) Alcohol Use Approvals (including on-site and off-site) shall be permitted.”*

### **Subsection B:**

***Alcohol Use Approvals for Alcoholic Beverage Sales for Off-Site Consumption.*** All off-sale alcohol uses, including renewals of existing conditional uses and the establishment of new conditional uses in the Commercial Village Subarea A, shall be subject to review and decision by a Director of Planning.

**1. *Number of Establishments.*** A maximum total of two (2) Alcohol Use Approvals shall be allowed for sale of a full-line of alcohol beverages for off-site consumption within Commercial Village Subarea A, after the effective date of this Specific Plan, as follows: ...

*(b) One (1) approval for the off-site consumption of a full line of alcoholic beverages in conjunction with market.*

*(c) The number of establishments listed above may be adjusted within each category, provided that the total number of licensed premises does not exceed 2, and subject to a Plan Approval pursuant to LAMC Section 12.24 M.*

Vintage Grocers was approved accordingly under case number CPC-2015-2714-VZC-SP-DRB-SPP-PA1-1A on September 15, 2017.

Included in the grant were the following hours:

- *Hours of operation for the market will be from 7:00 a.m. to 10:00 p.m., daily.*
- *Vendor deliveries will be conducted between 7:00 a.m. to 7:00 p.m. Monday through Friday and 8:00 a.m. to 7:00 p.m. on Saturday and Sunday in the alley and between 9:00 a.m. to 7:00 p.m. Monday through Sunday on Swarthmore Avenue.*
- *Trash pick-up and compacting will be limited to 7:00 a.m. to 7:00 p.m. Monday through Friday and 8:00 a.m. to 7:00 p.m. Saturday and Sunday.*

#### **NARRATIVE IN SUPPORT OF THE REQUEST:**

When making the findings for approval of Ordinance No. 184371, the Planning Commission found that the proposed development will revitalize the portion of the Village encompassed by the Project Site that had experienced a gradual decline over the years. The development will accommodate a broad range of uses that includes retail, personal services, restaurant uses, office, a neighborhood cinema, residential uses and a specialty grocery market. Review and approval of the Ordinance included the input of a substantial amount of community outreach and public hearing testimony. The subject application fulfills the specialty market use considered, approved and planned for under this original grant.

Vintage Grocers will occupy approximately 11,388 square feet within a shopping center which has been planned according to modern planning practice including a streetscape design, planning program and master signage program. Moreover, the establishments serving alcohol beverages will be part of a carefully controlled and secured mixed-use development owned by an entity with a long track record of successfully and safely integrating the ancillary sale of alcohol with other uses, including retail and residential uses patronized by persons of all ages.

On-site parking was approved for the overall project including the allocated square footage for the specialty market now being considered under this application. Employees of all tenants including Vintage Grocers will be required to park onsite and not in the residential neighborhoods and this requirement is enforced through tenant leases. Trash collection areas will be located within the enclosed building and shielded from public view. The center plan includes attractive lighting, properly shielded and directed on-site, as well as sufficient security measure and lighting throughout the development. It also provides attractive landscaping and intersecting paseos throughout.

The shopping center design incorporates security design features subject to approval by Los Angeles Police Department relative to security of semi-public and private spaces within the Village project, which may include but not be limited to access control to building, secured parking facilities, well-illuminated public and semi-public spaces, and provision of onsite security as may be necessary.

The subject application meets the conditions of approval established under Ordinance No. 184371 as well as conditions of approval imposed under CPC-2015-2714-VZC-SP-DRB-SPP-PA1-1A.

With the primary center planning process having already anticipated the proposed use, the CPC-2015-2714-VZC-SP-DRB-SPP-PA1-1A approval ensured that the floor plans, operation and management will be conducted in a manner consistent with the original consideration.

The Director of Planning and Area Planning Commission found that off-site site sales of a full line of alcoholic beverages as proposed by the applicant was an appropriate use for the location. The primary Vintage Grocers operation is the sale of food and sundry goods. Alcohol sales are a relatively small portion of the floor area of the store and provided as a convenience to customers only, so that they may purchase all of their shopping needs at one time, in one location, with one trip.

It is good planning policy to allocate alcohol sales to locations which are planned and zoned for large scale commercial uses, have high quality and professional operations, and where alcohol sales are limited to an ancillary capacity.

Vintage Grocers is a company with a mandate of being family friendly, environmentally and community enhancing, with a corporate image to protect. It has established operating procedures and guidelines which ensure consistency in its service. Vintage Grocers has no citations on either ABC license currently held at their Thousand Oaks and Malibu locations.

Employees for the Vintage Grocers markets undergo cutting edge training regarding sale of alcoholic beverages. Alcohol is served by responsible employees in a controlled environment. At least one on-duty manager with authority over the activities within the market is on the premises during all operating hours.

***General Plan Framework Element:***

The General Plan does not specifically discuss the sale of alcohol. Alcohol service is ancillary and a normal complement to a full-service market, especially in a unified mixed-use project. The sale of alcohol at the subject site will be in harmony with the elements and objectives of the General Plan. Specifically, by permitting the market to serve alcohol, the market can “accommodate a diversity of uses that support the needs of the City’s existing and future residents, businesses, and visitors,” consistent with Objective 3.1 of the General Plan Framework. The market is a use “which strengthen the economic base and expand market opportunities for new businesses,” consistent with Objective 2.3 of the Community Plan.

Within the Land Use chapter of the Framework Element, the following goals, objectives and policies relevant to the Community Center are applicable to the Village project:

*Goal 3: Pedestrian-oriented, high activity, multi- and mixed-use centers that support and provide identity for Los Angeles’ communities.*

*Objective 3.9: Reinforce existing and encourage new community centers, which accommodate a broad range of uses that serve the needs of adjacent residents, promote neighborhood and community activity, are compatible with adjacent neighborhoods, and are developed to be desirable places in which to live, work and visit, both in daytime and nighttime.*

The market with the expected secondary and ancillary sale of alcoholic beverages was part of the mixed use approved development. Vintage Grocers adds to the compliance with the Community Plan by being a unique operation that focuses on the health, well-being and shopping experience for the Pacific Palisades community.

#### Chapter 7: Economic Development

The following Economic Development policies are applicable to the project:

*Policy 7.3.2: Retain existing neighborhood commercial activities within walking distance of residential areas.*

Vintage Grocers provides a neighborhood-serving commercial activity at the Village project site, which is within walking distance of residential areas, thereby attracting local Palisades visitors and creating an urban and interactive pedestrian environment.

#### ***Brentwood-Pacific Palisades Community Plan***

The Community Plan is the official guide to future development within Pacific Palisades. It is intended to promote an arrangement of land uses, streets and services that will encourage and contribute to the health, safety, welfare and convenience of the people who live and work in the community and create a healthful and pleasant environment. The Community Plan sets forth goals to maintain the community's distinctive character by improving the function, design and economic vitality of the commercial areas. The Community Plan recognizes the Pacific Palisades Commercial Village as a pedestrian oriented area and encourages "pedestrian-friendly commercial development" and identifies the goal to "build on successful commercial areas."

The proposed Determination of Public Convenience or Necessity would be consistent with the following objectives and policies of the Community Plan:

*Goal 2: A strong and competitive commercial sector which best serves the need of the community through maximum efficiency and accessibility while preserving the unique character of the community.*

*Objective 2.1: To conserve and strengthen viable commercial development.*

*Policy 2-1.1: New commercial uses shall be located in existing established commercial areas or existing shopping centers.*

*Policy 2-1.3: Require that projects be designed and developed to achieve a high level of quality, distinctive character, and compatibility with existing uses and development.*

The addition of the Vintage Grocers market helps revitalize Pacific Palisades Village. A specialty grocery market was a use sought by Palisades residents who desire to have convenient options within their neighborhood rather than driving to more distant locations.

***Supports the general welfare:***

Vintage Grocers has been a positive, stable participant at each of their operation locations. It has provided jobs. It provides an appropriate mixture of community-driven unique character and ambiance with the experience that comes with a successful, professional operation.

Rather than harming the economic welfare of the community, approval of the subject application will provide a known quality operator as an anchor for smaller tenants in the center, as well as complimentary support for the other larger uses within the center, to help the center collectively succeed.

Vintage Grocers, therefore, will not only provide a high quality, reliable service for its customers, but will also have positive ripple benefits for the Pacific Palisades community.

***Regarding Crime and Concentration:***

The Director of Planning and Area Planning Commission found that, “There are several other grocery stores in the vicinity that cater to the neighborhood. The project will provide a new option that will allow residents living nearby to be within walking distance of their everyday grocery shopping needs, including alcoholic beverages. The project will also provide those residents, and visitors frequenting the area, with access to a deli, bakery, and juice bar.”

They also found that the project is not in a high crime rate area, “According to the statistics provided by the Los Angeles Police Department, within Reporting District No. 802, which has jurisdiction over the subject property, a total of 60 crimes were reported in 2015, compared to the citywide average of 181 crimes and high crime reporting district average of 217 crimes for the same period. In 2015, there were 1 Narcotics Drug Law, 0 Liquor Law, 0 Drunkenness, 0 Disturbing the Peace, 0 Disorderly Conduct, and 1 DUI-related arrests. These numbers do not reflect the total number of arrests in the subject reporting district over the accountable year. Arrests for this calendar year may reflect crimes reported in previous years. The crime rate numbers are substantially lower than those rates identified for the City. Nonetheless, the public safety measures to mitigate nuisance and criminal activities have been incorporated into the grant to assure better oversight.”

According to the State of California Department of Alcoholic Beverage Control (ABC) licensing criteria , three (3) on-sale and two (2) off-sale licenses are allocated to Census Tract 2625.01 . There are currently three (3) on-sale and two (2) off-sale licenses in this Census Tract, one of which has been surrendered.

A specialty market with the off-site sale of a full line of alcoholic beverages was found to be an appropriate element of the holistically-planned commercial development approved under the Specific Plan Amendment.

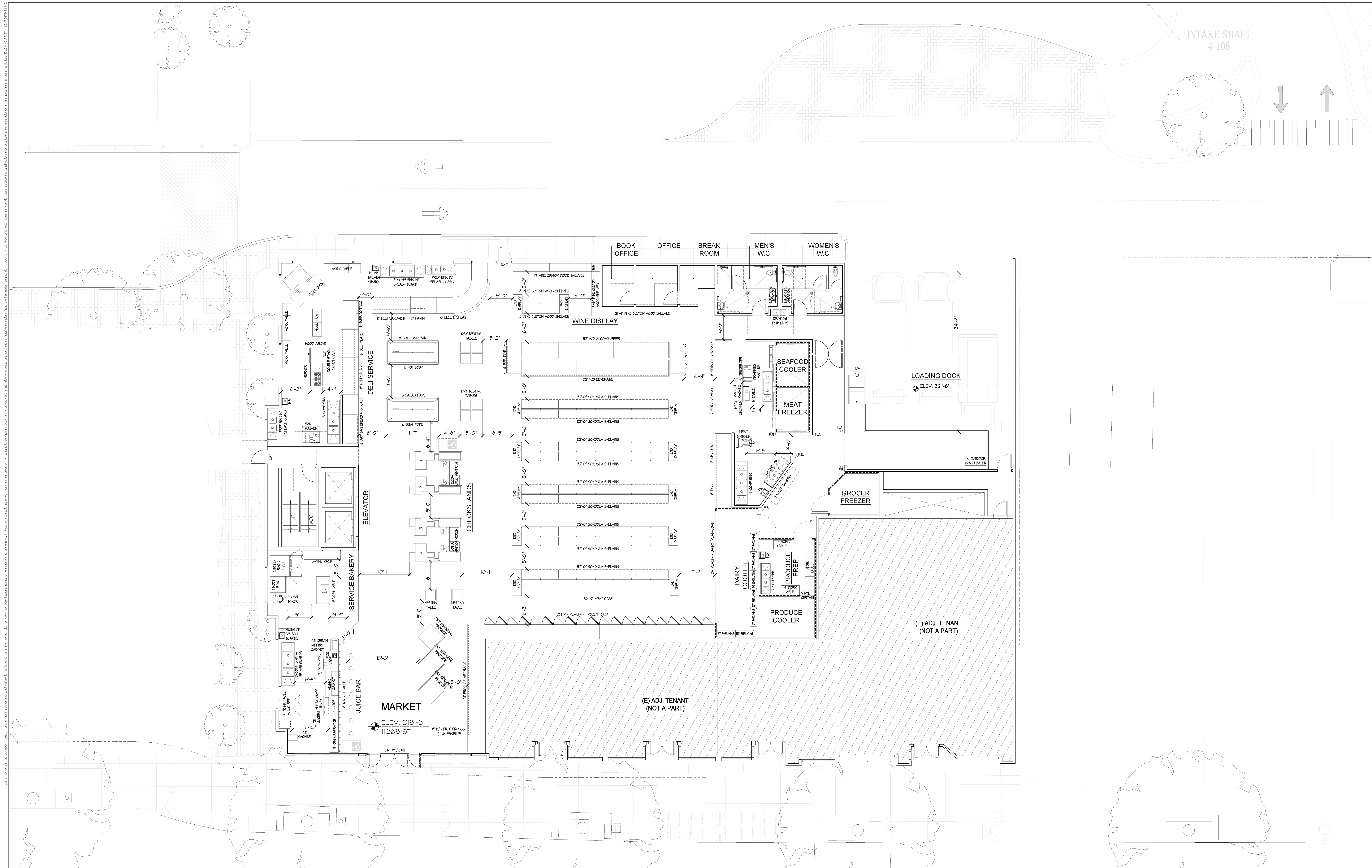
Vintage Grocers provides a safe environment for the public to have the convenience of purchasing alcohol for off-site consumption in a market where it is secondary and ancillary to the primary service of food and sundry goods.

**To summarize:**

Vintage Grocers is known for customer-oriented service, quality and detail. It knows how to operate in a sensitive manner to surrounding properties and has demonstrated substantial commitment to the overall good through its business execution, mission and practices.

Therefore, as proposed and conditioned, a Determination of Public Convenience or Necessity is appropriate to the health, vitality and well-being of the community.

**For these reasons, the applicant respectfully requests approval of the subject request.**



REVISIONS:

DATE:	BY:
DATE:	BY:
DATE:	BY:
DATE:	BY:
DATE:	BY:

OWNER:  
**VINTAGE GROCERS**  
*where exceptional food and relationships are always created*  
 VINTAGE GROCERS  
 30745 PACIFIC COAST HIGHWAY  
 SUITE #24  
 MALIBU, CA 90265  
 TEL: (310) 457-9429  
 FAX: (310) 457-2034

PROJECT:  
**2016 TENANT IMPROVEMENT FOR VINTAGE GROCERS #003 PACIFIC PALISADES**  
 LOCATION:  
 15229-15281 WEST SUNSET BLVD, PACIFIC PALISADES, CA, 90272

CONSULTANT:

SHEET TITLE:

PROJECT ARCHITECT: TC  
 PROJECT MANAGER: JL  
 DRAWN BY: JA/JL  
 CHECKED BY: JL/KL  
 DRAWING SCALE: 1/8" = 1'-0"

**COURTNEY+LE ARCHITECTS**

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 Monrovia, California 91016  
 (626) 275-6800 (626) 275-6801 FAX  
 mail @ courtney-le-architects.com

PROJECT NO.: 1600714  
 OWNERS/AGENCY:  
 BID ISSUE:  
 CONSTRUCTION ISSUE:

**FFP**  
 V2\_09-09-16

NOTE:  
 PRIOR TO START OF CONSTRUCTION, THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS ON SITE AND EXISTING CONDITIONS, AND ANY DISCREPANCIES FOUND ON SITE SHALL BE REPORTED TO THE ARCHITECT OR VINTAGE GROCERS' CONSTRUCTION MANAGER BEFORE PROCEEDING WITH THE WORK.

**1** CONCEPTUAL FLOOR FIXTURE PLAN  
 1/8" = 1'-0"

USE OF DRAWINGS AND INFORMATION HEREON IS LIMITED TO THE PROJECT AND SITE SPECIFICALLY IDENTIFIED THEREON. ANY REUSE OR MODIFICATION OF THESE DRAWINGS WITHOUT THE WRITTEN CONSENT OF COURTNEY+LE ARCHITECTS IS PROHIBITED. COURTNEY+LE ARCHITECTS, INC. 15229-15281 WEST SUNSET BLVD, PACIFIC PALISADES, CA 90272. TEL: (310) 457-9429. FAX: (310) 457-2034.





**PALISADES VILLAGE**  
LOS ANGELES, CALIFORNIA



PROJECT NUMBER: 13149-00

DATE: April 27, 2016

REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:  
RENDERED  
SITE PLAN

DRAWING NUMBER:

**A1.2**