

# Attachment E

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**Valley Greens Gallery**

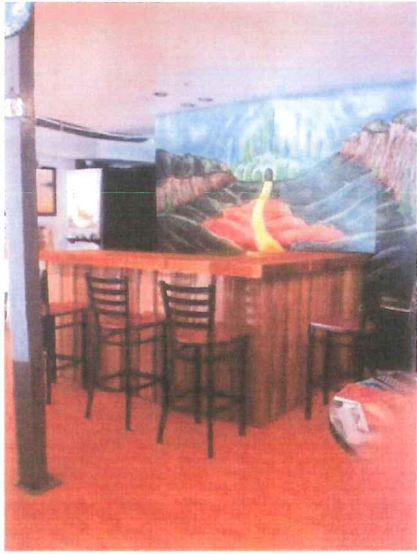
*Beer ~~Application~~ License Intent*



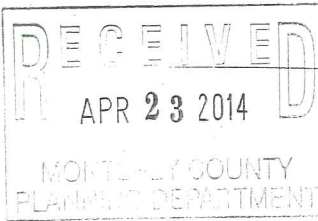
The intent of Valley Greens Gallery obtaining a Beer License is to offer "Craft Beers" in our establishment. We have long been fans of the craft beer industry and find it a unique compliment to our gallery as well as to potential patrons in our area. We currently offer adult painting classes in the evenings in which the invited guests can bring a beverage of their choice; we would like to open this up to the public and sell various local and small craft beers during these popular events as well as various art openings and other charitable events held at the gallery. It is not our intent to compete with the large amount of wine tasting rooms in the area or to become a late night bar, but rather to offer another unique option which promotes local craft beers, cultural arts and community by bringing people together through our arts, craft beer and events.

This will be a unique niche for our community in that there are no other establishments that offer a variety of local craft brews and art events that coincide with the various featured beers. We have been vocal to our many clients and locals about our intent and have received very positive feedback and support from them. We and the majority of our locals and customers, find this to be a pleasant and necessary need in our area that is heavily focused on the wine industry. Our business is already fitted with a complete bar, tables and seating for the many customers ready to enjoy our "Arts & Drafts".

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PLN140276

Department of Alcoholic Beverage Control

INFORMATION AND INSTRUCTIONS - SECTION 23958.4 B&P

State of California ARNOLD SCHWARZENEGGER, Governor

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED BY ABC

1. APPLICANT'S NAME

Valley Greens Production LLC

187-441-030-000

2. PREMISES ADDRESS (Street number and name, city, zip code)

16 E Carmel Valley Rd., A, Carmel Valley, CA 93924

3. LICENSE TYPE

40

4. TYPE OF BUSINESS

- Full Service Restaurant, Deli or Specialty Restaurant, Cafe/Coffee Shop, Bed & Breakfast, Wine only, All, Hofbrau/Cafeteria, Comedy Club, Brew Pub, Theater, Membership Store, Department Store, Florist/Gift Shop, Service Station, Convenience Market, Convenience Market w/Gasoline, Private Club, Veterans Club, Fraternal Club, Wine Tasting Room, Swap Meet/Flea Market, Drive-in Dairy, X Other - describe: Gallery

5. COUNTY POPULATION

419,038

6. TOTAL NUMBER OF LICENSES IN COUNTY

673

X On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

1:596'

X On-Sale Off-Sale

8. CENSUS TRACT NUMBER

0110.'

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

11

X On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

19

X On-Sale Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- X Yes, the number of existing licenses exceeds the number allowed
No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13) X No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

14. TOTAL NUMBER OF REPORTING DISTRICTS

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

16. AVERAGE NO. OF OFFENSES PER DISTRICT

17. 120% OF AVERAGE NUMBER OF OFFENSES

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

- Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17
No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

- a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.
X c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name:

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

V. Moore (ABC)

ABC-245 (12/03)

**PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)**

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

*Please see attached documentation*

22. APPLICANT SIGNATURE

*Paul Tosco*

23. DATE SIGNED

*2/21/14*

**PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)**

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes

No

See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED