

**Before the Board of Supervisors in and for the
County of Monterey, State of California**

RESOLUTION NO. 12-_____)
Resolution of the Monterey County Board of)
Supervisors:)
Adopt a resolution finding that a Public)
Convenience or Necessity (PCN) will be served by)
the issuance of a Type 21 (Off-Sale General) and a)
Type 42 (On-Sale Beer and Wine – Public Premises))
license by the Department of Alcoholic Beverage)
Control (ABC) to BevMo located within the Carmel)
Rancho Shopping Center at 26538 Carmel Rancho)
Boulevard, Carmel, for sale of alcoholic beverages,)
pursuant to California Business and Professions)
Code Section 23958.4.)
(Public Convenience or Necessity)
PLN120769/BevMo! (Bucquet), 26538 Carmel)
Rancho Boulevard, Carmel, Carmel Valley Master)
Plan))

WHEREAS, a finding of “Public Convenience or Necessity” (PCN) must be made by the appropriate local jurisdiction before the California Department of Alcoholic Beverage Control (ABC) may issue a Type 21 (Off-Sale General) and a Type 42 (On-Sale Beer and Wine - Public Premises) license for sale of alcoholic beverages pursuant to California Business and Professions Code Section 23958.4; and

WHEREAS, the applicant, Beverages and More, Inc. (BevMo!), a large retailer specializing in alcoholic and non-alcoholic beverage, seeks to lease retail space at the Carmel Rancho Shopping Center; and

WHEREAS, said business is located at 26538 Carmel Rancho Boulevard, Carmel, Assessor’s Parcel Number 015-000-000-000; and

WHEREAS, said business is located within the Carmel area census tract which is considered to have an “undue concentration” of licenses. The issuance of Type 21 (Off-Sale General) and Type 42 (On-Sale Beer and Wine - Public Premises) licenses will exceed the amount considered normal by the ABC for the population within the subject census tract.

WHEREAS, the finding for a PCN can be supported for the following reasons:

- 1) Based on crime data within the area, the Monterey County Sheriff’s Department is not opposed to the issuance of Type 21 and Type 42 licenses to BevMo.
- 2) Based on support letters received, BevMo provides products and services not found in the area. The business will provide added tax revenue and employment opportunities. BevMo’s application materials indicate the Company adheres to strict policies that prohibit loitering, the selling of products that cause loitering and a strict ID check.
- 3) BevMo will provide a public convenience to the Carmel Valley neighborhood and also the regional area considering the nearest BevMo is located in Salinas.
- 4) Based on ABC licensing data for the Carmel area census tract and the Monterey Peninsula regional area, existing licenses for on and off-sale alcoholic beverages are much different than what BevMo

proposes. 90% of existing licensing in the area is for restaurants, wine tasting, and inns, but BevMo is best compared to super-markets and liquor stores.

- 5) BevMo is a unique type of retail establishment which is not currently available within the Monterey Peninsula regional area.

NOW, THEREFORE, BE IT RESOLVED THAT, the Board of Supervisors does hereby:

Adopt a resolution finding that a Public Convenience or Necessity (PCN) will be served by the issuance of a Type 21 (Off-Sale General) and a Type 42 (On-Sale Beer and Wine – Public Premises) license by the Department of Alcoholic Beverage Control (ABC) to BevMo located within the Carmel Rancho Shopping Center at 26538 Carmel Rancho Boulevard, Carmel, for sale of alcoholic beverages, pursuant California Business and Professions Code Section 23958.4.

PASSED AND ADOPTED this 26th day of February, 2013 upon motion of Supervisor _____, seconded by Supervisor _____, by the following vote, to wit:

- AYES:
- NOES:
- ABSENT:
- ABSTAIN:

I, Gail T. Borkowski, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisor duly made and entered in the minutes thereof of Minute Book___ for the meeting on_____.

Dated:

Gail T. Borkowski, Clerk of the Board of Supervisors
County of Monterey, State of California

By _____
Deputy