

# ATTACHMENT F

## PROJECT DESCRIPTION

**APPLICANT:**            **NOWHERE MANHATTAN BEACH, LLC**  
**DBA: EREWHON NATURAL FOODS MARKET**

**LOCATION:**              **1700 ROSECRANS AVE., SUITE C**  
**MANHATTAN BEACH, CA 90266**

**REQUEST:**              **PDP AMENDMENT AND DETERMINATION OF PUBLIC CONVENIENCE OR NECESSITY TO ALLOW AN UPGRADE OF ABC LICENSING FROM A TYPE 20 TO A TYPE 21, ADD ON-SITE INSTRUCTIONAL TASTINGS OF ALCOHOLIC BEVERAGES AND CONTINUED SALE OF BEER & WINE FOR ON-SITE CONSUMPTION IN CONJUNCTION WITH A PROPOSED EREWHON NATURAL FOODS MARKET.**

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Erewhon Market is requesting a PDP Amendment and a Determination of Public Convenience or Necessity (PCN) to allow an upgrade of ABC Licensing from a Type 20 allowing the sale of beer and wine for off-site consumption, to a Type 21 allowing the sale of a full line of alcohol for off-site consumption. The applicant is also requesting the ability to add the on-site instructional tastings of alcoholic beverages to the operation, which will be conducted via an ABC Type 86 license. Erewhon would also like to retain the option of offering beer and wine for on-site consumption in conjunction with their on-site food service. This ability was granted to the previous tenant under the current entitlement, and Erewhon would like to retain the ability for use at a future time. The sale of beer and wine for on-site consumption would be conducted via an ABC Type 41 license. The on-site consumption area would include a small interior seating area near the prepared food counter, and within the two outdoor patio areas. Per Dept of ABC guidelines, the on-site consumption areas will need to be delineated or sectioned off with railings, stanchions, etc. Erewhon's proposed hours of operation are 7am to 11pm daily; proposed hours of sale of alcohol for off-site consumption and on-site consumption of beer and wine will be the same as the store's hours of operation. On-site instructional tastings may only occur within the hours of 10am to 9pm daily per Dept of ABC guidelines.

The project site is located at the southeastern corner of W. Rosecrans Ave. and Redondo Blvd. The property consists of two generally flat parcels and is located within the PD - Planned Development zone; Area District II. The site has frontage along both W. Rosecrans Ave. and Redondo Blvd. The site is developed as a retail shopping center, including three separate commercial buildings. The tenants on the site include retail tenants in the northernmost building, and commercial uses in the two southernmost buildings. The site also includes a large surface parking lot to accommodate all the uses on the site. Uses on the site require 275 parking spaces. There are currently 287 on-site spaces, with 286 spaces as the proposed final count. The proposed Erewhon Natural Foods Market will be assuming a tenant space in the northern building that was previously occupied by Mother's Market & Kitchen, also a natural foods operation. This Erewhon Market will include a 16,603 sf interior space, which will house all the main store operations, sales floor, storage, etc. A popular part of all Erewhon operations are the prepared meals and drinks. These items are available to enjoy for take-out or on-site. To accommodate the patrons that choose to enjoy them on-site, Erewhon will offer two outdoor dining areas. A 374 sf area is located on the northern side of the building offering 28 seats. A 445 sf patio area is located on the eastern side of the building offering 40 seats. On-site consumption of beer and wine would occur within the 60 sf interior seating area adjacent to the prepared food counter, and within the two outdoor seating areas.

Erewhon is proposing to offer a full line of alcohol for off-site consumption, which will be conducted via a Dept of ABC Type 21 license. Erewhon will also offer on-site instructional tastings of alcoholic beverages, which will be conducted via an ABC Type 86 license. Proposed hours of operation are 7am to 11pm daily. Hours of off-site alcohol sales and on-site consumption of beer and wine will be the same as the store's hours of operation 7am to 11pm daily. On-site consumption of beer and wine would occur within the 60 sf indoor seating area with 6 seats, and in the two outdoor seating areas. Hours of on-site instructional tastings are limited by the Type 86 license and only permitted between the hours of 10am to 9pm daily.

The Erewhon brand is over 50 years old. Tony and Josephine Antoci purchased Erewhon in 2011, and since then have worked to improve and expand the operation. Erewhon now has five stores throughout the Los Angeles area, with plans for new locations in the near future. They consider Erewhon to be more than a store, but instead a community of people who are united in a love for pure products that protect the health of people and our planet. In today's competitive world, they are grateful to have been able to thrive while remaining true to their founding values. This can only happen when all share the same vision: that what we do and what we buy has a huge impact on our planet and ourselves. That when we live with intention, we learn together and we grow together. Clean and pure foods and products, ethically and sustainably produced, direct from the earth – it's good for you and good for the planet. They have the most stringent standards for the items on their shelves, the foods from their kitchen, the juices and tonics, and the produce that is offered. Erewhon spends countless hours researching suppliers and their products so that they can offer you clean and pure foods and products that are as close to the source as possible! That means items free from artificial preservatives, synthetic pesticides, ripening agents, growth hormones, irradiation, fumigants, fungicides or other additives. Any processing, packaging or transportation and storing must also ensure the retention of maximum nutritional value.

Erewhon's mission is to make healthy, pure, nutrient-rich foods and products available to all and to inspire people to eat better, eat less and live longer. They believe in knowing the organic farmer who grows the crop, the supplier who makes the product, and the shopper who walks through our doors. Erewhon is committed to bringing pure foods, made with the highest quality ingredients to as many people as possible. They believe food should nourish, excite and enhance health. They believe food should be grown sustainably. In order to fulfill this mission, they constantly strive to source the latest innovations from suppliers in nutrient-rich, pure products.

Erewhon's suppliers are a very important component of the business. They must think the same way, also cherish the earth, and be as crazy about uncontaminated food as Erewhon. Erewhon's strict standards mean that products on their shelves are made with the highest quality ingredients possible. They constantly strive to work with suppliers who share the same values. From those who have preserved heritage seeds and traditional techniques to those who are on the cutting edge of innovation, their suppliers are true partners and we are here to help each other grow. As an independent grocer, they are able to give smaller brands a chance, and can be nimble and bring exciting products to their shelves. As an independent grocer, it is this unique mix of products combined with passionate customers that have allowed them to do what they do for over fifty years.

Erewhon cares deeply about our world and the people in it. They offer the highest quality foods and products possible so that their customers can lead the best possible lives. They support local organic farmers and growers; partner with suppliers who share their concerns and values; and build community by listening and learning together. They recycle, reuse and minimize waste as much as possible, and act in ways that protect the resources of our planet. Erewhon believes that transparency from farm to table is crucial in supplying the highest quality products. They believe that to make the world a better place we

must be our best selves. They are striving to build a team of passionate, committed individuals who each play a vital role in making Erewhon a special place and who are focused on creating a remarkable experience for their customers.

In an effort to further enhance a patron's shopping experience, Erewhon is requesting the ability to offer a full line of alcohol to be enjoyed off-site. This will be conducted via Dept of ABC Type 21 License. The proposed alcohol sales will occur during the store's normal operation hours of 7am to 11pm daily. All other Erewhon stores hold an ABC License, and Erewhon is an experienced alcohol retailer with an excellent record of compliance with the Dept of ABC. Erewhon is also proposing to educate their patrons and allow them to become more familiar with the nuances of the fine wines, craft beers and specialty spirits offered by the store. Under an ABC Type 86 License, Erewhon would periodically invite its vendors to offer on-site instructional tastings to interested patrons of legal drinking age. The instructional tasting license Type 86 was created in 2011 pursuant to Business and Professions Code §23396.6 and §25503.56, and is only available to qualified off-sale retail licensed businesses. Per Type 86 guidelines, tasting events can only be held between the hours of 10am and 9pm. Additionally, the events are to be sponsored by an "Authorized Licensee;" winegrower, beer or wine importer, wine rectifier, spirits distiller, etc. The same Authorized Licensee will be supplying the showcased beverages to be offered. Tastings of wine shall not exceed one ounce each, and patrons will be limited to no more than 3 tastings per day. The tasting of beer shall be limited to no more than 8 ounces per patron per day. Tastings of distilled spirits shall not exceed ¼ of one ounce, and patrons will be limited to no more than 3 tastings per day. As an adjunct to Erewhon's Type 21 License, the Type 86 license allows tastings to be held in any area within the licensed establishment. Erewhon will host tastings adjacent to their alcohol display areas and will always occur within the store. While tastings are being conducted, the area will be partitioned off and signs posted that identify the area for tastings and age requirements will be prominently displayed. No permanent physical changes will be made to the store as a result of the Type 86 License or tasting event.

Erewhon believes its request for a PDP Amendment to allow the sale of alcoholic beverages for off-site consumption of a full line of alcohol, on-site consumption of beer & wine and ancillary on-site instructional tastings is proper at this location. None of the requested alcohol uses are not intended to draw additional patrons to the store. The sale of alcohol for off-site consumption is an expected feature of most retail markets. Offering instructional tastings has become an increasingly common amenity in high end specialty markets such as Erewhon, and is simply meant to offer a better overall experience to those patrons already visiting the market. The ancillary sale of beer & wine for on-site consumption has become a common offering from many upscale markets. Erewhon offers a large variety of quality items, and would like to give their patrons an opportunity to taste some of the finer alcohol offerings on occasion in a supervised, instructional setting. Erewhon has an excellent record of compliance with the Department of ABC as a responsible alcohol retailer, with no marks on their multiple ABC licenses. Each of the Type 21, Type 41 and Type 86 Licenses will include a set of operating conditions from the Dept of ABC, which must be abided by in order to continue the sale of alcohol and offer tastings. Erewhon's proven track record with the Dept. of ABC illustrates their commitment to following required protocols regarding the sale of alcoholic beverages.

The project is located within Census Tract #6204.00. Per the Dept of ABC guidelines, 3 off-sale licenses are automatically allocated to this census tract. There are currently 14 active off-sale licenses within this tract. Therefore the number of off-sale licenses exceeds the ABC's automatic allocation of these license types within the census tract. Undue concentration can occur when the addition of a license will negatively impact a neighborhood. Concentration is not undue when the approval of a license does not negatively impact an area, but rather such a license benefits the public welfare and convenience. The

number of active licenses within the census tract is above the number allocated by ABC guidelines. However the census tract includes one of the most important and established commercial districts in the City of Manhattan Beach. This hub of commercial activity was designed and intended to be home to a variety of commercial uses, including retail stores and restaurants, some of which may hold an ABC License.

The sale of alcoholic beverages at the new market will be incidental to groceries and other household items. When conducted in a professional and responsible manner, the sale of alcohol in conjunction with quality grocery operation is not expected to contribute to the area's crime rate or result in nuisance activity. In addition, the incorporation of suitable operating conditions can minimize any possible adverse impact on the welfare of the surrounding area. In this case, the proposed project will not adversely affect community welfare because the specialty grocery store is a desirable use in an area designated for commercial uses. The new market will provide convenience to workers, visitors, and residents in the immediate neighborhood and will not negatively impact the area. Erewhon will offer an array of vegetarian, vegan and responsibly sourced items that are not readily available elsewhere in the vicinity. As such, approval of the subject request will not result in an undue concentration of licensed premises and provide a Public Convenience to the area.

Erewhon'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 and attention to detail will continue with the introduction of alcohol sales and instructional tastings. Based on the foregoing, Erewhon believes the approval of their request for a PDP Amendment is proper. With its overall reputation as a long-standing, responsible company, Erewhon can be trusted to manage the requested ABC licenses appropriately.