

FINDINGS
Plan Approval
City of Los Angeles
Ralphs - 17840 Ventura Blvd

Project Location

17840 Ventura Blvd
Encino, CA 91316

Applicant

Ralphs Grocery Company
1100 W. Artesia Blvd
Compton, CA 90220

Owner

Ralphs Grocery Company
1100 W. Artesia Blvd
Compton, CA 90220

Agent

Art Rodriguez & Associates
709 E. Colorado Blvd., Suite 200
Pasadena, CA 91101

- 1. ORIGINAL APPROVAL (attached)**
- 2. CONDITION COMPLIANCE (in a separate document)**
- 3. FINDINGS**

a. General Condition Use

- i. That the project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city, or region.*

Ralphs already serves a prominent neighborhood-serving retail presence with its location at 17840 Ventura Blvd. Ralphs has operated from this location for quite some time while selling a full line of alcoholic beverages for off-site consumption.

Ralphs operates hundreds of stores throughout California that sell a full line of alcoholic beverages, including many in the City of Los Angeles. Applicant requests a Plan Approval to allow instructional tastings of alcoholic beverages for store patrons at the same time that they shop for their groceries and sundry needs.

- ii. That the project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further*

degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.

The location, size, and height of the store will not change at all with this request. Ralphs will continue to operate this store, including the incorporation of instructional alcoholic beverage tastings, in a manner that does not degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety. Ralphs will operate first and foremost as a grocery and retail store with instructional tastings of alcoholic beverages ancillary to the sale of food and other sundry items. Ralphs has operated compatibly and without incident while selling a full line of alcoholic beverages for off-site consumption within the City of Los Angeles and at this location. Ralphs seeks to provide an enhanced experience for patrons seeking to purchase alcoholic beverages through offering instructional tastings of alcoholic beverages that will not have any detrimental effects on surrounding businesses or property owners.

- iii. *That the project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any applicable specific plan.*

The operating Ralphs supermarket substantially conforms to the purpose, intent and provisions of the General Plan. The General Plan promotes the provision of services throughout the city in locations that are convenient to the public yet do not impact neighboring properties. The property is zoned for commercial use – C4-1VL– and a grocery store use is permitted as a matter of right. The General Plan Land Use designation states it to be used for Community Commercial – a grocery store is also appropriate here. A full-service supermarket is the type of use that offers a variety of services and goods to those residing, working and visiting the community. The addition of on-site instructional tastings will enhance the current operation, offering a more complete service to its patrons while still conforming to the intent of the General Plan.

b. Additional Findings

- i. *Explain how the approval of the application will not result in, or contribute to an undue concentration of such establishments.*

The Ralphs supermarket currently holds a Type-21 ABC license. Ralphs is requesting the addition of a Type-86 license, which is strictly

for on-site instructional tastings at established off-site retailers. The Type-86 license cannot be held on its own, but is only available to those establishments that currently hold off-site licenses. As such, the introduction of a new Type 86 license will not detrimentally affect the area by contributing to the undue concentration of such establishments as the main focus of the supermarket's alcohol sales will remain unchanged from the current operation.

Should this application be granted, Ralphs will continue to operate in a responsible and professional fashion and remain within the operating guidelines set by the Office of Zoning Administration and the ABC.

- ii. *Explain how the approval of the application will not detrimentally affect nearby residential zones or uses.*

Given the store's location near Encino neighborhoods zoned residential, there are residential uses in the immediately vicinity of the property. However, any residential dwellings within walking distance of the subject location (17840 Ventura Blvd) help to enhance the pedestrian activity and walkability of the area. The location of Ralphs near residences and businesses makes the Ventura Blvd corridor a more walkable and lively place. The supermarket has been operating at this location for quite some time with off-site sales of a full line of alcoholic beverages, and the proposed addition of on-site instructional tastings will not detrimentally affect the current arrangements. Ralphs will operate in a professional manner and abide by all guidelines placed on it by the Office of Zoning Administration and the ABC.

4. QUESTIONS REGARDING THE PHYSICAL DEVELOPMENT OF THE SITE

- a. *What is the total square footage of the building or center the establishment is located in?*
36,754
- b. *What is the total square footage of the space the establishment will occupy?*
38,992
- c. *What is the total occupancy load of the space as determined by the Fire Department?*
Exact occupancy load has not yet been determined.
- d. *What is the total number of seats that will be provided indoors? Outdoors?*

There is no designated seating area that pertains to the instructional tastings of alcoholic beverages per this application.

- e. *If there is an outdoor area, will there be an option to consume alcohol outdoors?*
No.
- f. *If there is an outdoor area, is it on private property or on the public right-of-way, or both?*
N/A
- g. *If an outdoor area is on the public right-of-way, has a revocable permit been obtained?*
N/A
- h. *Are you adding floor area? No. If yes, how much is enclosed? N/A Outdoors?*
N/A
- i. *Parking*
 - i. *How many parking spaces are available on the site?*
312
 - ii. *Are they shared or designated for the subject use?*
Shared
 - iii. *If you are adding floor area, what is the parking requirement as determined by the Department of Building & Safety?*
N/A
 - iv. *Have any arrangements been made to provide parking off-site?*
N/A
 - 1. *If yes, is the parking secured via a private lease or a covenant/affidavit approved by the Department of Building & Safety?*
N/A
 - 2. *Please provide a map showing the location of the off-site parking and the distance, in feet, for pedestrian travel between the parking area and the use it is to serve.*
N/A
 - 3. *Will valet service be available?*

No

Will the service be for a charge?
 N/A

j. Is the site within 1,000 feet of any schools (public, private or nursery schools), churches or parks?

Yes.

Our Lady of Grace Elementary & Middle School (17720 Ventura Blvd)
 Our Lady of Grace Church & Preschool Religious Education (5011 White Oak Ave)
 Torat Hayim Valley Synagogue (17901 Ventura Blvd, #A)
 Crespi Carmelite High School (531 Alonzo Ave)

k. For massage parlors and sexual encounter establishments, is the site within 1,000 feet of any other Adult Entertainment Businesses as defined by LAMC 12.70 B17?

N/A

5. QUESTIONS REGARDING THE OPERATION OF THE ESTABLISHMENT

a. Has the use been discontinued for more than a year? No

- i. If yes, **it is not eligible** for the Plan Approval process.*
- ii. If no, the applicant may be required to prove that the discontinuance of the use did not occur – see LAMC section 12.23 B9 or 12.24 Q.*

b. What are the proposed hours of operation and which days of the week will the establishment be open?

	M	Tu	W	Th	F	Sa	Su
Proposed Hours of Operation	5am-1am	5am-1am	5am-1am	5am-1am	5am-1am	5am-1am	5am-1am
Proposed Hours of Alcohol Sales	6am-1am	6am-1am	6am-1am	6am-1am	6am-1am	6am-1am	6am-1am

Under guidelines of the ABC Type-86 license, on-site instructional tastings of alcoholic beverages will take place between 10am – 9pm. Tastings will be at no cost to patrons and will be conducted by authorized distributors, not Ralphs.

- c. *Will there be entertainment such as a piano bar, dancing, live entertainment, movies, karaoke, video game machines, etc...? Please specify*

No

- d. *Will there be minimum age requirements for entry?*

No

If yes, what is the minimum age requirement and how will it be enforced?

There is no minimum age requirement to enter the premises. However, all patrons who purchase alcohol or partake in tastings must be at least 21 years old. Any patrons who look under the age of 30 will be asked to show valid identification upon purchase of any alcoholic beverage.

- e. *Will there be any accessory retail uses on the site?*

Yes, Ralphs is a grocery/retail store.

What will be sold?

Mostly food and beverages.

f. Security

- i. *How many employees will you have on the site at any given time?*

There will be up to 100 employees on site at any given moment. The number of employees on site will be influenced in part by time of day, season and anticipated foot traffic.

- ii. *Will security guards be provided on-site?*

Yes

1. *If yes, how many and when?*

1 – 3:00 pm – Midnight

- iii. *Has LAPD issued any citations or violations?*

No

g. Alcohol

- i. *Will there be beer & wine only, or a full line of alcoholic beverages available?*

Ralphs already is licensed to sell a full line of alcoholic beverages for off-site consumption. This application only relates to the addition of instructional tastings of a full line of alcoholic beverages to take place at the store during the hours of 10am-9pm. These instructional

tastings will only be at no cost to patrons and will be offered by currently authorized distributors, not Ralphs.

- ii. *Will “fortified” wine (greater than 16% alcohol) be sold?*
Specialty wines with greater than 16% alcohol (aged ports) are sold. However cheap, fortified wines such as “Thunderbird” are not be sold. However, this application does not pertain to any alcohol that is being sold for off-site consumption.

All instructional tastings will take place at no cost to patrons.

- iii. *Will alcohol be consumed on any adjacent property under the control of the applicant?*

No.

- iv. *Will there be signs visible from the exterior that advertise the availability of alcohol?*

Some signage may be placed on the building advertising a particular special, such as instructional tastings of alcoholic beverages for those who are of legal age. However, no neon signage advertising alcoholic beverages will be placed in the windows of the restaurant. Ralphs will continue to abide by all regulations established by the Department of Alcoholic Beverage Control and the Office of Zoning Administration.

- v. *Food*

1. *Will there be a kitchen on site?*

Yes.

2. *Will alcohol be sold without a food order?*

Yes. However, this application is for instructional tastings that are at no cost to patrons.

3. *Will the sale of alcohol exceed the sale of food items on a quarterly basis?*

No.

4. *Provide a copy of the menu if food is to be served.*

N/A – this is a grocery store.

- vi. *On-Site*

1. *Will a bar or cocktail lounge be maintained incidental to a restaurant?*

No. The only on-site consumption will take place during instructional tastings, which will be at no cost to patrons and will be offered by currently authorized distributors, not Ralphs.

- a. *If yes, the floor plans must show the details of the cocktail lounge and the separation between the dining and lounge facilities.*
N/A

2. *Will off-site sales of alcohol be provided accessory to on-site sales (“Take Out”)?*

The store is currently granted the right to off-site sales, which will continue. This application pertains to instructional tastings of a full line of alcoholic beverages, which will take place on-site and can only be offered

- a. *If yes, a request for off-site sales of alcohol is required as well.*
N/A

3. *Will discounted alcoholic drinks (“Happy Hour”) be offered at any time?*

No happy hour with discounted drinks is being requested.

vii. *Off-site*

- i. *Will cups, glasses or other containers be sold which might be used for the consumption of alcohol on the premises?*

No containers will be sold for the purpose of consumption of alcohol on an adjacent property.

- ii. *Will beer or wine coolers be sold in single cans, or will wine be sold in containers less than 1 liter (750 ml)?*

Instructional tastings will occur in single servings as pre-determined by the ABC Type 86 license.

- viii. *Contact the CA Department of Alcoholic Beverage Control (ABC) regarding its requirements – <http://www.abc.ca.gov/>*

6. CALDERA BILL (CA Business and Professions Code Section 23958 and 23958.4)

- a. *Is this application a request for on-site or off-site sales of alcoholic beverages?*
This request is for on-site instructional tastings of alcoholic beverages.

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- i. *If yes, is the establishment a bona-fide eating place (restaurant) or hotel/motel?*
No.

1. *If no, contact the CA Department of Alcoholic Beverage Control (ABC) to determine whether the proposed site is located in an area whereby:*

- a. *Issuance of a license to serve alcohol on-site or off-site would tend to create a law enforcement problem, or*
- b. *If issuance would result in, or add to an undue concentration of licenses.*

- b. *If ABC has determined that an eligible use is in an area of high crime or undue concentration of licenses, the City Council will need to make the finding that the issuance of the license is required for **public convenience** or **necessity**.*

N/A