



PLANNING COMMISSION AGENDA REPORT

MEETING DATE: FEBRUARY 10, 2013

ITEM NUMBER: PH-5

SUBJECT: PLANNING APPLICATION PA-13-39 TO ALLOW SALES OF DISTILLED SPIRITS FOR OFF-SITE CONSUMPTION AT 3313 HYLAND AVENUE, SUITE #A6 & A13 (THE MIXING GLASS)

DATE: JANUARY 31, 2013

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: ANTONIO GARDEA, SENIOR PLANNER

**FOR FURTHER INFORMATION CONTACT: ANTONIO GARDEA (714) 754-5692
antonio.gardea@costamesaca.gov**

PROJECT DESCRIPTION

The applicant is requesting approval of a Conditional Use Permit (CUP) to allow the sale of alcoholic beverages (distilled spirits only) under a State Alcoholic Beverage Control (ABC) Type 21 License (Off-Sale General) in conjunction with the sale of glassware and bar accessories for an existing retail store.

APPLICANT

The applicant is Gabrielle Dion (The Mixing Glass) on behalf of the property owner, Burnham USA.

RECOMMENDATION

Adopt a Resolution approving the Conditional Use Permit to allow sales of distilled spirits for off-sale consumption subject to conditions of approval.

BACKGROUND

Project Site

The property is located on the southwest corner of Hyland Avenue and Sunflower Avenue (South Coast Collection, a.k.a SOCO). The site is developed with approximately 300,000 square feet of commercial uses, including furniture stores, showrooms, offices, restaurants, and the Paul Mitchell vocational school. The property is within the Planned Development Industrial District (PDI zone) and has a general plan land use designation of Industrial Park. The subject tenant space is located in the retail

portion of SOCO, referred to as the 'OC Mart'. OC Mart includes a mix of specialty retail stores, cafes and restaurant uses.

Prior land use approvals

The South Coast Collection includes a mix of furniture stores, general retail, and restaurant uses approved as part of a master plan to redevelop the property (PA-04-05). The master plan included a shared parking analysis that incorporated the OC Mart retailers and restaurant uses and indicated that parking in excess of the minimum number of spaces was provided on site. The shared parking analysis has been periodically updated to account for the current tenants and allocates parking spaces to the various uses on the entire site. The application for the Neptune School of Wine (PA-13-39) is being considered concurrently with this application. Taking that application into account, the number of parking spaces required increases to 940, which results in an excess of 49 parking spaces.

ANALYSIS

Conditional Use Permit

The applicant is proposing to add the sale of distilled spirits in conjunction with fine glassware, high-end mixing tools, vintage barware, and specialty bitters at an existing 432-square foot tenant space. The applicant intends to sell small-batch, rare, non-commercial spirits as a small but integral part of their specialty products. The proprietor intends to capitalize on the extensive knowledge of craft cocktails to conduct small scale (typically 1-5 people) demonstrations of products and techniques. These demonstrations will personalize the retail experience.

Zoning Code Section 13-200.71 requires approval of a Conditional Use Permit, because the retailer is applying for a new Type 21 license for the sale of distilled spirits for off-site consumption. Although the City of Costa Mesa is listed as a moratorium city by the ABC, this Census Tract (No. 639.07) does not have an overconcentration of 'off-sale' licenses. According to the ABC, four (4) off-sale licenses are allowed and three (3) active off-sale licenses currently exist (Attachment 3) within this Census Tract. Therefore, a Finding of Public Necessity or Convenience is not necessary for this application.

Project Compatibility

The project, as conditioned, is compatible with the uses in the surrounding area. The South Coast Collection (SOCO) is located in an industrial area of the City. The site is bound by Sunflower Avenue to the north, Hyland Avenue to the east and the San Diego (405) Freeway to the south. The abutting property to the west is a warehouse/distribution center. The site is approximately 250 feet away from the nearest residentially-zoned properties across the 405 Freeway to the south.

The South Coast Collection includes a mix of furniture stores, general retail, and restaurant uses approved in 2005 as part of a master plan to redevelop the property. The retailer is a complimentary use to the furniture and appliance showrooms as well as the gourmet restaurants/cafes located at the South Coast Collection. The proposed use, as conditioned, will not generate adverse noise, traffic, or parking impacts that are unusual for industrially-zoned properties in the SOCO master plan area.

Staff Justifications for Approval

Staff supports the above requests based on the following:

The proposed use, as conditioned, is compatible with the uses in the surrounding area.

The South Coast Collection is located in an industrial area of the City, surrounded by industrial parks. The site is bound by Sunflower Avenue to the north, Hyland Avenue to the east and the San Diego (405) Freeway to the south. The abutting property to the west is a warehouse/distribution center. The site is approximately 250 feet away from the nearest residentially-zoned properties across the 405 Freeway to the south. The proposed use, as conditioned, will not generate adverse noise, traffic, or parking impacts that are unusual for industrially-zoned properties. The proposed specialty store is a complimentary use to the gourmet restaurants/cafes located at the South Coast Collection.

No adverse parking impacts are anticipated. The proposed retail use will operate during regular business hours and the demonstrations are proposed for small groups that will not increase the parking demand above a typical retail use.

The Police Department does not have any objections to the proposed use. The Police Department has reviewed the proposed use and has no objections to the proposal. The Police Department does not anticipate elevated rates of alcohol-related crime (i.e., disturbing the peace, public intoxication, vandalism, graffiti, etc.).

A Public Convenience or Necessity Finding is not required. Only four off-site retail licenses are allowed per ABC for this Census Tract. Since the Type 21 license is in process with ABC and pending approval from the City, it is anticipated that this license will be issued first; therefore not subject to a Public Convenience or Necessity. However, for the second retailer (Neptune School of Wine) a Finding of Public Convenience or Necessity will be required from the City

ENVIRONMENTAL DETERMINATION

If approved, the project would be exempt from the provisions of the California Environmental Quality Act under Section 15301 for Existing Facilities. If the use is denied, they would be exempt from the provisions of the California Environmental Quality Act (CEQA) Section 15270(a) for projects which are disapproved.

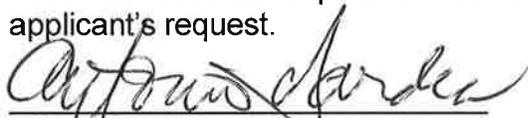
ALTERNATIVES

The Commission may take the following actions:

1. Approve the project by adopting a resolution approving Conditional Use Permit PA-13-39 to allow the sale of alcoholic beverages (distilled spirits only) subject to a new ABC Type 21 License (Off-Sale General), subject to conditions; or
2. Deny the project. If the application is denied, the Mixing Glass would continue to operate as a retail operation selling glassware and bar accessories but could not sell distilled spirits for off-site consumption; and the applicant could not submit substantially the same type of application for six months.

CONCLUSION

The proposed use, with the recommended conditions of approval, will be consistent with the City's General Plan and Zoning Code. The proposed project, as conditioned, will not have an adverse impact on surrounding properties. Therefore, staff supports the applicant's request.



ANTONIO GARDEA
Senior Planner



GARY ARMSTRONG, AICP
Economic & Development Services Director /
Deputy CEO

- Attachments:
1. Draft Planning Commission Resolutions
 2. Applicant's Letter
 3. List of ABC Licensed Establishments within Census Tract 639.07
 4. Site Plan and Floor Plan

cc: Director of Economic & Development / Deputy CEO
Sr. Deputy City Attorney
Public Services Director
City Engineer
Transportation Services Manager
Fire Protection Analyst
Lt. Bryan Glass, Police Department
Staff (6)
File (2)

Gabrielle Dion
3313 Hyland Avenue, Suite A6
Costa Mesa, CA 92626

Stephen K. Thorp
Burnham USA
1100 Newport Center Drive Ste #200
Newport Beach, CA 92660

RESOLUTION NO. PC-14-

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COSTA MESA APPROVING CONDITIONAL USE PERMIT PA-13-39 FOR THE SALE OF ALCOHOLIC BEVERAGES (DISTILLED SPIRITS ONLY) FOR A RETAILER (THE MIXING GLASS) LOCATED AT 3313 HYLAND AVENUE #A6 & A13.

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY RESOLVES AS FOLLOWS:

WHEREAS, an application was filed by Gabrielle Dion, representing Burnham USA, owner of property located at 3315 Hyland Avenue, Suite A6 & A13 (an existing 432-square foot tenant space), requesting Conditional Use Permit PA-13-39 to allow the sale of distilled spirits (ABC Type 21 License – Off-Sale General).

WHEREAS, a duly noticed public hearing was held by the Planning Commission on February 10, 2014, with all persons having the opportunity to speak for and against the proposed project.

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit A, the Planning Commission hereby **APPROVES** PA-13-39 with respect to the property described above.

BE IT FURTHER RESOLVED that the Costa Mesa Planning Commission does hereby find and determine that adoption of this Resolution is expressly predicated upon the activity as described in the staff report for PA-13-39 and upon the applicant's compliance with each and all of the conditions contained in Exhibit B as well as with compliance of all applicable federal, state, and local laws. Any approval granted by this resolution shall be subject to review, modification or revocation if there is a material change that occurs in the operation, or if the applicant fails to comply with any of the conditions of approval.

PASSED AND ADOPTED this 10th day of February, 2014

Jim Fitzpatrick, Chair
Costa Mesa Planning Commission

EXHIBIT A

FINDINGS

- A. The proposed project complies with Costa Mesa Municipal Code Section 13-29(e) for the following reasons:
1. A compatible and harmonious relationship exists between the proposed use and existing buildings, site development, and uses on surrounding properties. The retailer is a complimentary use to the furniture and appliance showrooms as well as the gourmet restaurants/cafes located at the South Coast Collection.
 2. Safety and compatibility of the design of the buildings, parking areas, landscaping, luminaries, and other site features including functional aspects of the site development such as automobile and pedestrian circulation. The proposed use will be in addition to an existing retail business and no changes to the existing tenant space and improvements are anticipated. The proposed sale of small batch, rare and craft distilled spirits in conjunction with fine glassware, high-end mixing tools vintage barware and specialty bitters is not anticipated to increase alcohol related crimes. The project involves adding the sale of alcoholic spirits to an existing business, modification to the automobile or pedestrian circulation is not anticipated.
 3. The proposed use will comply with the performance standards as prescribed in the Zoning Code. The use complies with the performance standards of the zoning code including providing the minimum number of required parking spaces based on the shared parking analysis approved as part of the master plan for the site. A total of 901 parking spaces are required and 989 spaces are provided on site. With approval of Neptune School of Wine and The Mixing Glass, a total of 940 parking spaces are required, which results in an excess of 49 parking spaces.
 4. The proposed use is consistent with the General Plan Land Use Policies. The General Plan policies call for providing a mix of commercial goods and services to the community (LU-1A.1). The project will allow the sale of high-quality glassware; mixing supplies tools and specialty bitters; and small batch, rare and non-commercial sprits that are not readily available in the city today.
 5. The planning application is for a project-specific case and does not establish a precedent for future development. The barware retailer is considered a unique use in that specialty glassware and tools are offered for sale. Allowing the sale of craft spirits is unique to this retailer.
 6. The cumulative effect of all the planning applications have been considered including two Conditional Use Permits to allow for the sale of alcoholic beverages for off site consumption. The proposed sale of rare, craft, and small batch distilled spirits will be unique from the existing alcohol purveyors in the area and will not result in elevated rates of alcohol-related crime. Only four off-site retail licenses are allowed per ABC. Since the Type 21 license is in process with ABC and pending approval from the City, it is anticipated that this license will be issued first; therefore not subject to a Public Convenience or Necessity. However, for the second retailer (Neptune School of Wine) a Finding of Public Convenience or Necessity will be required from the City since the total number of off-sale retailer will exceed the four allowed in the Census Tract. Adverse effects on the community, surroundings, or other

tenants within the industrial park are not anticipated.

- B. The information presented substantially complies with Costa Mesa Municipal Code Section 13-29(g)(2) with regard to the conditional use permit because:

Required Finding: The proposed development or use is substantially compatible with developments in the same general area and would not be materially detrimental to other properties within the area.

Response: The retailer will be offering small batch, rare and non-commercial bitters and sprits in conjunction with the sale of high-quality glassware; mixing supplies and tools. The retailer is a complimentary use to the furniture and appliance showrooms as well as the gourmet restaurants/cafes located at the OC Mart section of the South Coast Collection.

Required Finding: Granting the conditional use permit will not be materially detrimental to the health, safety and general welfare of the public or otherwise injurious to property or improvements within the immediate neighborhood.

Response: The immediate neighborhood is surrounded by industrial uses and the South Coast Collection consists primarily of large furniture stores with ancillary retail and restaurant uses; the proposed sale of alcoholic beverages will not be injurious to property or improvements in the immediate neighborhood. This particular census tract is not over concentrated with Type 21 licenses and adding a new outlet for the sale of alcoholic spirits will not be detrimental to the health, safety and general welfare of the public.

Required Findings: Granting the conditional use permit will not allow a use, density or intensity which is not in accordance with the general plan designation and any applicable specific plan for the property.

Response: The sale of alcoholic spirits is ancillary to the retail use, which is a permitted use in accordance with the master plan for the South Coast Collection. The size and scale of the business is quite small and the use will be occupying existing retail space designed for the intensity of the proposed use.

Zoning Code Section 13-200.71 requires approval of a conditional use permit for issuance of a new off-sale ABC license and any type of premise-to-premise transfer of an existing off-sale ABC license. The application can be supported based on the following:

- The cumulative effect of all the planning applications have been considered including two Conditional Use Permits to allow for the sale of alcoholic beverages for off site consumption. The proposed sale of rare, craft, and small batch distilled spirits will be unique from the existing alcohol purveyors in the area and will not result in elevated rates of alcohol-related crime. Only four off-site retail licenses are allowed per ABC. Since the Type 21 license is in process

with ABC and pending approval from the City, it is anticipated that this license will be issued first; therefore not subject to a Public Convenience or Necessity. However, for the second retailer (Neptune School of Wine) a Finding of Public Convenience or Necessity will be required from the City since the total number of off-sale retailer will exceed the four allowed in the Census Tract. Adverse effects on the community, surroundings, or other tenants within the industrial park are not anticipated.

- The Police Department has reviewed the request and supports the premise-to-premise transfer of the ABC license to this location. The Police Department has reviewed the proposed use and has no objections to the proposal.
- C. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines; and the City's environmental procedures, and has been found to be exempt from CEQA under Section 15301 for Existing Facilities.
- D. The project is exempt from Chapter IX, Article 11, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

EXHIBIT B

CONDITIONS OF APPROVAL

- Plng.
1. The use shall be limited to the type of operation as described in the staff report. Any change in the operational characteristics including, but not limited to, the hours of operation and additional services provided, shall require review by the Planning Division and may require an amendment to the conditional use permit, subject to either Zoning Administrator or Planning Commission approval, depending on the nature of the proposed change. The applicant is reminded that Code allows the Planning Commission to modify or revoke any planning application based on findings related to public nuisance and/or noncompliance with conditions of approval [Title 13, Section 13-29(o)].
 2. The conditional use permit herein approved shall be valid until revoked, but shall expire upon discontinuance of the activity authorized hereby for a period of 180 days or more. The conditional use permit may be referred to the Planning Commission for modification or revocation at any time if the conditions of approval have not been complied with, if the use is being operated in violation of applicable laws or ordinances, or if, in the opinion of the development services director or his designee, any of the findings upon which the approval was based are no longer applicable.
 3. All sales and service staff within 90 days of hire shall complete Responsible Beverage Service (RBS) training.
 4. Distilled spirits shall be sold in the factory manufactured packages for retail sales. Factory multiple-packed bottles shall not be unpackaged to be sold individually. This restriction is not intended to prohibit the sale of beverages in a single container packaged by the manufacturer for individual sale.
 5. The applicant shall maintain free of litter all areas of the premises under which applicant has control.
 6. The outdoor storage of boxes, equipment, materials, merchandise, and other similar items shall be prohibited.
 7. No alcoholic beverage shall be displayed or offered for sale outside the building.
 8. Exterior signage/advertisements promoting or indicating the availability of alcoholic beverages shall be prohibited. Exterior signage indicating the availability of alcoholic beverages shall be limited to the name of the business, e.g., The Mixing Glass. Interior signage/advertisements promoting or indicating the availability of alcoholic beverages which are visible from the exterior of the building shall be prohibited.
 9. Temporary window signage shall not exceed 10% of the contiguous window area. Window panes separated by mullions shall be considered contiguous window area.
 10. Exposed neon signage is strictly prohibited. This excludes the "open/close" sign for business.
 11. The business shall be conducted, at all times, in a manner that will allow the quiet enjoyment of the surrounding neighborhood. The applicant and/or business owner shall institute whatever security and operational

measures are necessary to comply with this requirement.

12. A copy of the conditions of approval for the conditional use permit must be kept on premises and presented to any authorized City official upon request. New business/property owners shall be notified of conditions of approval upon transfer of business or ownership of land.
13. The applicant shall defend, indemnify, and hold harmless the City, its elected and appointed officials, agents, officers and employees from any claim, action, or proceeding (collectively referred to as "proceeding") brought against the City, its elected and appointed officials, agents, officers or employees arising out of, or which are in any way related to, the applicant's project, or any approvals granted by City related to the applicant's project. The indemnification shall include, but not be limited to, damages, fees and/or costs awarded against the City, if any, and cost of suit, attorney's fees, and other costs, liabilities and expenses incurred in connection with such proceeding whether incurred by the applicant, the City and/or the parties initiating or bringing such proceeding. This indemnity provision shall include the applicant's obligation to indemnify the City for all the City's costs, fees, and damages that the City incurs in enforcing the indemnification provisions set forth in this section. City shall have the right to choose its own legal counsel to represent the City's interests, and applicant shall indemnify City for all such costs incurred by City.

the
mixing glass
curated cocktailware & knowhow

3313 Hyland Ave. Suite. A-6
Costa Mesa, CA 92626

To Whom It May Concern,

My name is Gabrielle Dion and I am the proprietor of The Mixing Glass. I am a professional in the spirit industry and was named 2012 Orange County Bartender of The Year by OC Weekly. Recently, while running the bar cocktail program at Broadway By Amar Santana in Laguna Beach, I received the 2013 Orange County Best Wine and Spirit Award from The Orange County Register.

I have lived in Costa Mesa for nearly five years and enjoy the diversity of retailers and restaurants that the city has to offer. Although it has a robust selection of bars, shops and restaurants, there is a gap in the market in regards to the craft cocktail industry. The Mixing Glass is my contribution to filling this gap and making mixology more accessible to consumers. The Mixing Glass is a high-end boutique that provides all supplies necessary for creating craft cocktails at home. The concept is similar to purchasing high-end kitchen gadgets and tools from a retailer like Sur la Table as opposed to a common retailer such as Target. While both may carry similar items in function, the quality is unparalleled at the specialty store and culinary experts curate items.

The Mixing Glass will sell fine glassware, mixing tools, vintage barware as well as small batch, rare and non-commercial bitters and spirits. When looking for a special occasion wine or cigar one doesn't visit the corner liquor or grocery store. Rather, one seeks out a retailer who has the reputation of carrying only the best, often owned by a professional in the field whose knowledge is extensive. This is who The Mixing Glass aims to be for craft cocktails.

The industry of craft spirits is growing. Renowned culinary magazines dedicate coveted editorial space to it and the public is becoming more and more educated. Small distilleries around the country are rising up, offering an informed public a well crafted and cared for product. Just as consumers want to know where their food comes from, they are increasingly interested in how everything they put into their bodies are made.

The Mixing Glass will not just offer items for purchase but more importantly, an educational environment for teaching. My extensive knowledge base will be key in creating demos, classes and organizing speakers on a variety of topics, from history to home application.

The Mixing Glass will offer all of the above services and more, however under the 21 License that I am seeking approval for, there will be no consumption of alcohol on the

premises. The Conditional Use Permit will allow us to use the license as an accessory to our retail business. Although the ability to sell spirits is only one fifth of our business model, it is still an integral and crucial part of the all-inclusive product we need provide our clients.

Our clients should see The Mixing Glass as a one-stop shop for all specialty cocktail and spirit needs. The selection will be small and extremely selective. We will not have an endless variety of base spirits but instead a select few that other area stores do not carry or specialize in. We look to bring The City of Costa Mesa a unique offering that will help solidify us as a leader in culinary industry and craft culture.

In choosing our location, we thoroughly considered the demographic of the shopping center at SoCo. SoCo's clientele is perfectly inline with The Mixing Glass's target consumer. Businesses like Surfas, Portola Coffee and Cloth & Metal are successful catering to a niche market that seeks the best in their areas of expertise. I have already personally met with these businesses and discussed ways we can collaborate to boost foot traffic both at SoCo and the City of Costa Mesa. The owners of the property, Burnham-Ward and I are fully confident that The Mixing Glass fits the center and can be a great contributor to its mission and clientele needs.

The Mixing Glass currently has 2 employees and would like to hire 3 more in 2014. Monday through Thursday there will be one employee working during opening hours and one employee working during closing hours, the two shifts will overlap during the busier mid-day hours. On Fridays, Saturdays and Sundays there will be 2 employees working at all times during hours of operation.

The hours of operation for The Mixing Glass will be as follows:

Monday- Friday: 11-7
Saturday: 10-7
Sunday 11-5

ATTACHMENT 3



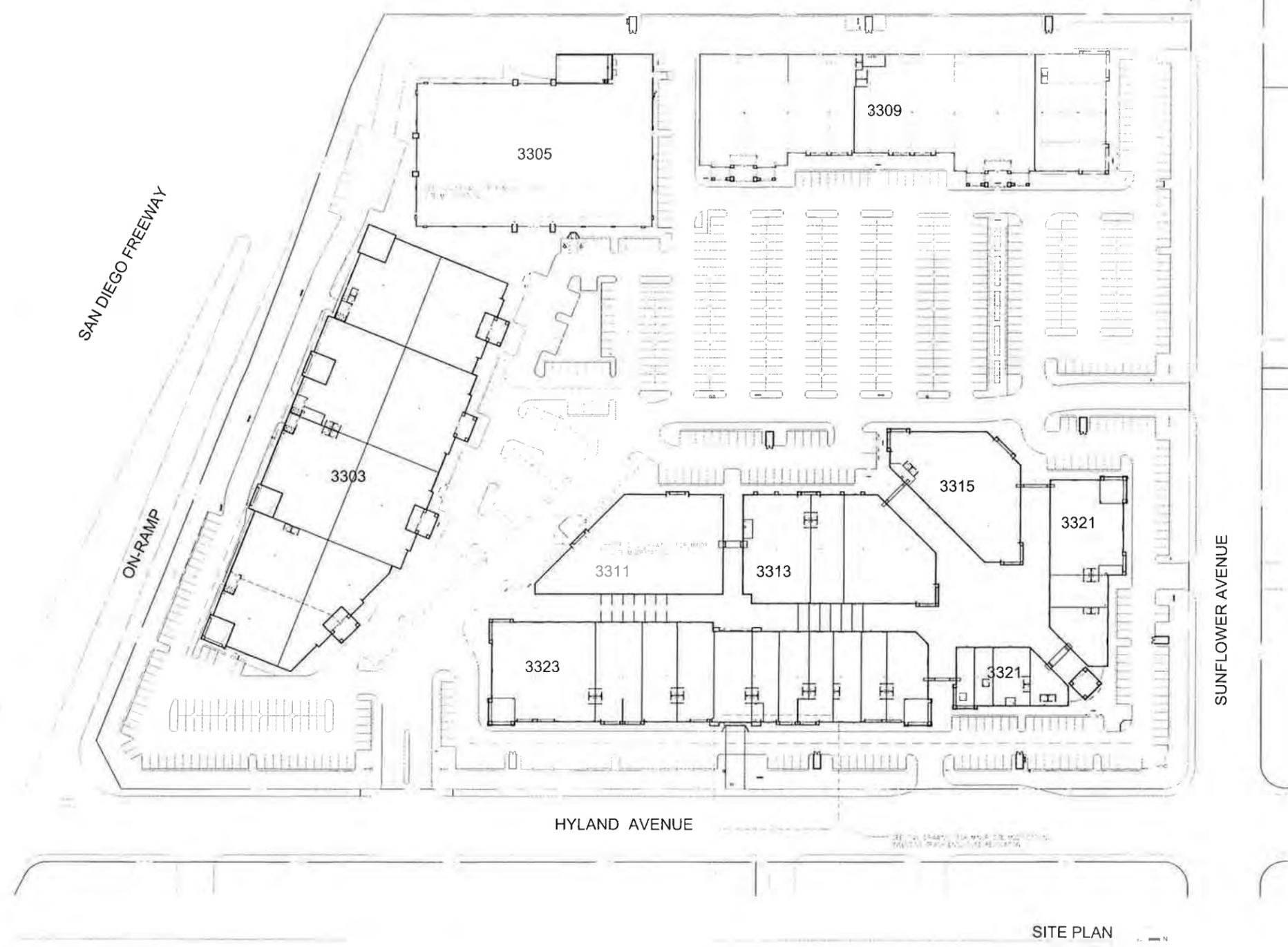
**California Department of Alcoholic Beverage Control
For the County of ORANGE - (Off-Sale Licenses)
and Census Tract = 639.07**

Report as of 1/29/2014

| | License Number | Status | License Type | Orig. Iss. Date | Expir Date | Primary Owner and Premises Addr. | Business Name | Mailing Address | Geo Code |
|----|------------------------|--------|--------------|--------------------------|------------|--|---------------|--|----------|
| 1) | 400474 | ACTIVE | 20 | 9/5/2003 | 8/31/2014 | AKTA INVESTMENTS INC 1178 SUNFLOWER AVE, STE E COSTA MESA, CA 92626 Census Tract: 0639.07 | A K MARKET | | 3004 |
| 2) | 515689 | ACTIVE | 20 | 2/28/2012 11:28:21 AM | 6/30/2014 | CIRCLE K STORES INC 3470 FAIRVIEW RD COSTA MESA, CA 92626-1666 Census Tract: 0639.07 | CIRCLE K 9421 | 255 E RINCON ST, STE 100 CORONA, CA 92879-1368 | 3004 |
| 3) | 535623 | SUREND | 20 | 10/4/2013 11:09:21 AM | 10/31/2014 | BRIGGS, HELENE MARIE-THERESE 3333 BRISTOL ST, STE 1024 COSTA MESA, CA 92626-1873 Census Tract: 0639.07 | WRAPPER THE | 17841 RAINIER DR SANTA ANA, CA 92705-1836 | 3004 |

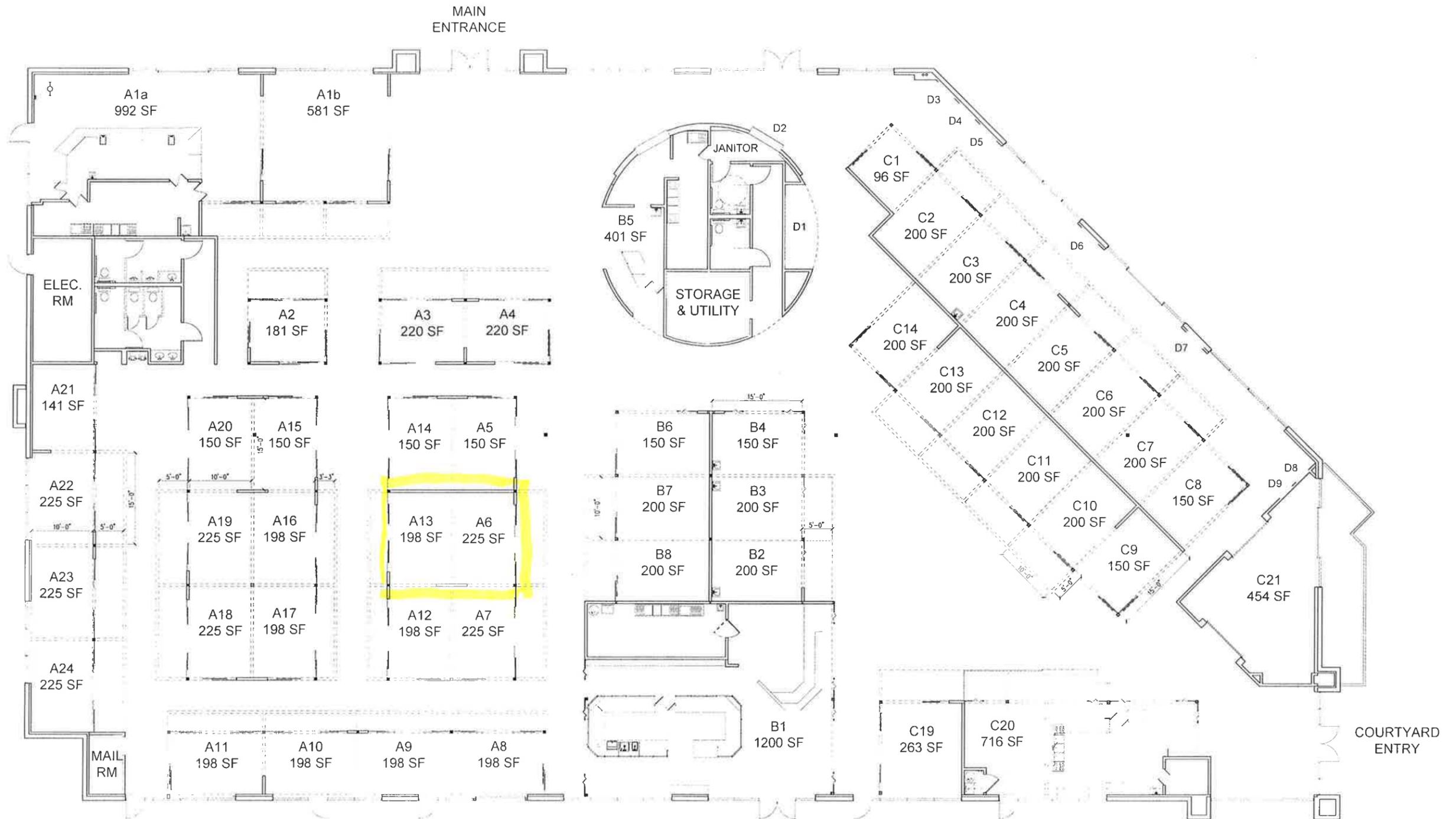
- - - End of Report - - -

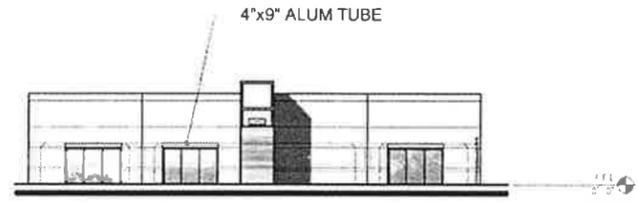
For a definition of codes, view our [glossary](#).



SITE PLAN

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|---|--|--|--|
| <p>WARE MALCOMB Leading Design for Commercial Real Estate</p> | | <p>BURNHAM WARD PROPERTIES SOUTH COAST COLLECTION 3303-3323 HYLAND AVENUE COSTA MESA, CALIFORNIA</p> | |
| address graphics interiors site development landscape architecture planning | | | |
| 10000 Wilshire Blvd Suite 1000 Beverly Hills, CA 90210 Tel: 310.279.1111 Fax: 310.279.1112 www.waremalcomb.com | | | |
| DATE REVISIONS DATE REVISIONS | | | |
| PA / PM DRAWN BY JOB NO | | | |
| A1.0 | | | |

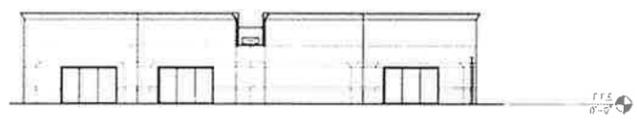




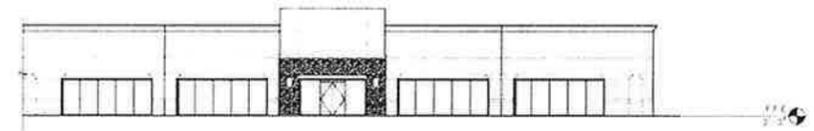
PROPOSED NORTH EXTERIOR ELEVATION (BLDG 3311-BREEZEWAY) SCALE 1/16" = 1'-0" (A)



PROPOSED SOUTHWEST EXTERIOR ELEVATION (BLDGS 3311) SCALE 1/16" = 1'-0" (E)



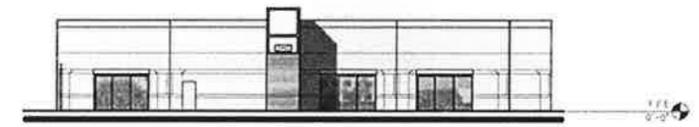
EXISTING NORTH EXTERIOR ELEVATION (BLDG 3311-BREEZEWAY) SCALE 1/16" = 1'-0" (B)



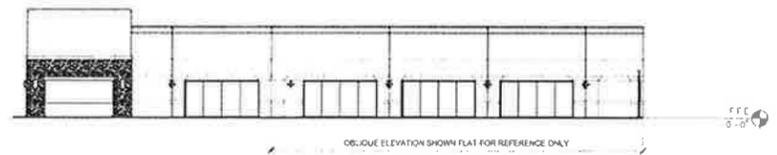
EXISTING SOUTHWEST EXTERIOR ELEVATION (BLDGS 3311) SCALE 1/16" = 1'-0" (F)



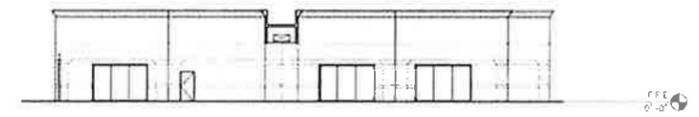
PROPOSED NORTH EXTERIOR ELEVATION (BLDG 3313) SCALE 1/16" = 1'-0" (C)



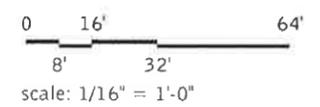
PROPOSED SOUTH EXTERIOR ELEVATION (BLDG 3313-BREEZEWAY) SCALE 1/16" = 1'-0" (G)



EXISTING NORTH EXTERIOR ELEVATION (BLDG 3313) SCALE 1/16" = 1'-0" (D)

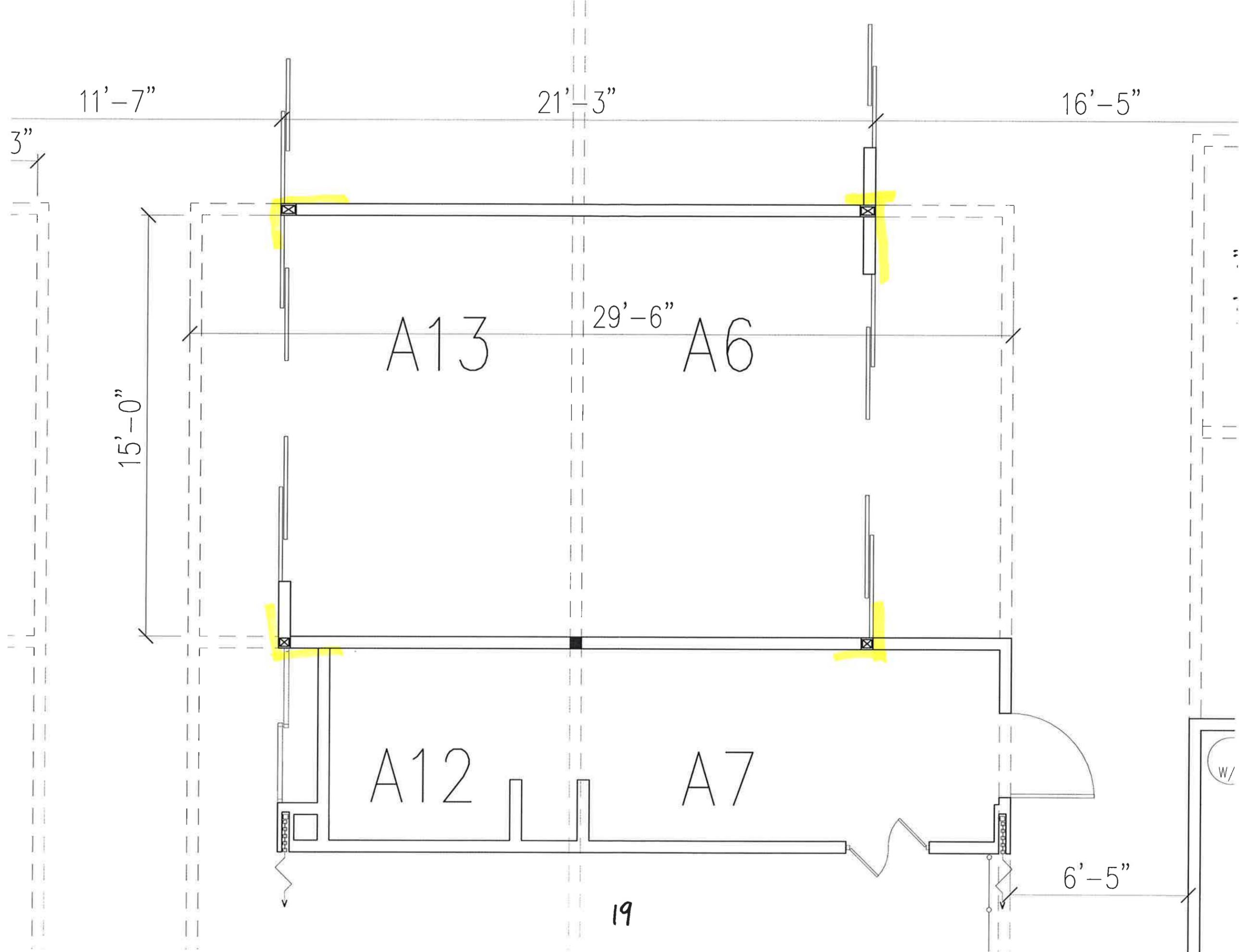


EXISTING SOUTH EXTERIOR ELEVATION (BLDGS 3313-BREEZEWAY) SCALE 1/16" = 1'-0" (H)



NOTE:
THIS CONCEPTUAL DESIGN PLAN IS BASED UPON A PRELIMINARY REVIEW OF ENTITLEMENT REQUIREMENTS AND ON UNVERIFIED AND POSSIBLY INCOMPLETE SITE INFORMATION, AND IS INTENDED MERELY TO ASSIST IN EXPLORING HOW THE SITE MIGHT BE DEVELOPED.





GARDEA, ANTONIO

From: Jamie Gallagher <jamiegallagher@gmail.com>
Sent: Monday, February 10, 2014 2:01 PM
To: GARDEA, ANTONIO
Cc: tastytipple@gmail.com
Subject: Mixing Glass - Liquor License Application

Antonio -

As an 8 year resident of Costa Mesa, I fully support the Mixing Glass' application for a liquor license. It is a unique concept, offering hard to find products like vintage glassware and artisan bitters.

Gabrielle, her team and her store provide a great addition to the city and to the OC Mix Mart - and having access to a full liquor license will greatly enhance the center's offerings.

Feel free to contact me via email should you require any additional information regarding my support.

Thank You,
Jamie Gallagher
186 Santa Isabel Ave, #B, Costa Mesa CA 92627

GARDEA, ANTONIO

From: Ismael Osuna <adventureish@gmail.com>
Sent: Monday, February 10, 2014 2:03 PM
To: GARDEA, ANTONIO
Cc: tastytipple@gmail.com
Subject: The Mixing Glass

Hello, to whom it may concern; as a resident of Costa Mesa, I'm of the mind that the amazing place, Mixing Glass IS a great addition to the OC mix and is needed in our town. I LOVE their selection of hard to find bitters and tools, I can't get that stuff anywhere else. And liquor would make it even better, because then I can see/be shown just how to use those unique bitters, and wonderful tools.

Please approve them and let them be a permanent part of the OC Mix.

Cheers,
--ismael.

Sent from my Wireless Etch-a-Sketch

GARDEA, ANTONIO

From: Forrest Cokely <forrestcokely@gmail.com>
Sent: Monday, February 10, 2014 2:06 PM
To: GARDEA, ANTONIO; tastytipple@gmail.com
Subject: The Mixing Glass

Good afternoon Mr. Gardea,

As a long time citizen of Costa Mesa (over 13 years) I would like to express my complete, unadulterated support of 'The Mixing Glass' receiving their liquor license.

Not only will 'The Mixing Glass' be creating jobs and paying taxes in our area, they also will offer a service that is much needed to this area: They will be supplying things that are difficult to find and source and promote local purchases which are impossible at present.

I would like to make myself available for any further questions, or endorsement that you may come across.

With warm regards,

Forrest Cokely
 1762 Kenwood Place
 Costa Mesa CA 92627

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- [Forrest Cokely C.S.S.](#)
- [Cell: 949-276-1758](#)
- [Haas Brothers' - Minister of Culture](#)
- [Tonga Hut - Tohunga Waipiro](#)
- [The Bartenders Cabinet- Key holder](#)
- [Compagnie des Mousquetaires d'Armagnac](#)
- [Rum XP \(Expert Panel\) - Member](#)
- [Blog . . .](#)
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- [Linkedin](#)
- [Facebook](#)
- [Twitter](#)
- [Ministry of Rum Connoisseur's Cabinet](#)
- [Bar Smarts -Certified](#)

GARDEA, ANTONIO

From: Caitlin Pfeiffer <cpfeif92@gmail.com>
Sent: Monday, February 10, 2014 2:20 PM
To: GARDEA, ANTONIO
Cc: tastytipple@gmail.com
Subject: The Mixing Glass Of Costa Mesa To Obtain A Liquor License

To Whom it May Concern:

As a current resident of the city of Costa Mesa, I am confident that it would be fortuitous for this town to have a business such as The Mixing Glass obtain their liquor license. Gabrielle Dion has been apart of many openings for other restaurants and bars which have done nothing but thrive and contribute to their respective communities. Both her and her staff exude extreme professionalism and have very progressive and creative concepts. The Mixing Glass obtaining a liquor license would benefit the patrons like myself that are truly tired of having to drive to other neighboring cities to get really yummy, classically crafted cocktails. Gabrielle's shop is an educational opportunity for other citizens in our town to learn about the most traditional ways in which cocktails used to be crafted, and being a bartender myself, I would love to see this trend grow. Honestly, who wants more night clubs and dive bars pouring cheap liquor to get patrons drunk? Certainly not me. The Mixing Glass is radically different from this, in that the owners genuinely care about the product they are putting out. I believe that your decision to grant The Mixing Glass their liquor license would be a delicious treat, providing the citizens of Costa Mesa with something unique for our area. Thank you very much for your time and consideration.

Sincerely,

Caitlin Pfeiffer
1124 Victoria Street Apt B
Costa Mesa, CA 92627

GARDEA, ANTONIO

From: Tara Simon <taralsimon@hotmail.com>
Sent: Monday, February 10, 2014 2:22 PM
To: GARDEA, ANTONIO
Subject: The Mixing Glass Needs a Liquor License!

This isn't LA, it's Orange County and there's nothing like The Mixing Glass around. It's the perfect addition to our Costa Mesa community. Where else am I going to find stellar and unique bar tools and hard to find bitters? But what's missing is the liquor. The Mixing Glass without a liquor license is like a cake without frosting; it's just not complete!

TaraLSimon@hotmail.com

Tara
aka. The Bacon Vixen
www.thestickypig.com

PH-5

GARDEA, ANTONIO

From: Brandi Uehli <brandiuehli@gmail.com>
Sent: Monday, February 10, 2014 2:25 PM
To: GARDEA, ANTONIO
Cc: tastytipple@gmail.com
Subject: Mixing Glass at OC Mix

Antonio,

Good afternoon. I am a resident of Costa Mesa (307 E. 21st Street, Costa Mesa, CA 92627) and am very excited to see the Mixing Glass at the OC Mix. They are a much needed addition to the Mix and have a wonderful selection of hard to find bitters, bar tools and accessories. It would be even more convenient if they sold liquor, so it would be a one-stop shop. One of the reasons I love the OC Mix is the variety of products offered and this would be a welcome addition.

Thanks,
Brandi Uehli

PA-5

GARDEA, ANTONIO

From: Mac <infifteen@aol.com>
Sent: Monday, February 10, 2014 2:27 PM
To: GARDEA, ANTONIO
Cc: tastytipple@gmail.com
Subject: Costa mesa resident in FAVOR of the Mixing Glass

Hi My name is Anna Austin,

I have been a resident in costa mesa all of my life. I truly am excited for the growth of the OC mix. I believe that the center is in need and will benefit from the Mixing Glass. With the fantastic new found education in prohibition style mixology, it is hard to find proper tools as well as hard to find bitters and liquor to make the nostalgic cocktails. Our household awaits the opening of this concept and are excited to frequent there. We look forward to be able purchase these hard finds as soon as the Mixing Glass opens.

Thank you so much, Sincerely,

Anna Austin

1741 Tustin Ave 11 a

Costa Mesa, Ca

Resident: 34 years.

PH-5

GARDEA, ANTONIO

From: mxjxharris@gmail.com on behalf of M.J. Harris <mh@apertureps.com>
Sent: Monday, February 10, 2014 2:42 PM
To: GARDEA, ANTONIO
Cc: Gabrielle Dion
Subject: Tasty Tippler, LLC d/b/a The Mixing Glass

Good Afternoon, Mr. Gardea:

My name is Michael Harris, and I am a Costa Mesa resident, as well as an owner of three Costa Mesa-based businesses. I am writing you today, in reference to the pending grant of a Class 47 liquor license to Gabrielle Dion, the Owner/Operator of The Mixing Glass.

I am proud to write that Ms. Dion is a long-time personal friend of mine, as well as a Client. I met Ms. Dion and her husband Chris, on a personal basis approximately four years ago, through mutual friends. In January of 2012, she became a Client of my firm, Aperture Payment Solutions, with my company providing credit card processing service for The Mixing Glass.

Through my personal and business interactions with Ms. Dion, she has proven to be consummately professional, highly adept at business operations, and keenly aware of compliance on a systemic level. She is a dedicated family woman and mother, and acts responsibly in all aspects of her life.

My other two businesses located here in Costa Mesa, are Mesa Restaurant and Detroit Bar. In my seasoned capacity as a partner in these two concerns, which each feature the service of alcoholic beverages as a cornerstone of their respective business models, I am astutely aware of the personality traits, that a prospective liquor license holder would need to possess, in order to responsibly and successfully operate a business which centers on the service and sales of alcohol. These would include, but of course would not be limited to: responsibility, a sharp situational awareness with respect to liquor sales and service laws, and most important, a respect and deep concern for the surrounding community. Without reservation, it is my personal and professional opinion, that Ms. Dion possesses all of these attributes, and more.

It is my hope that your consideration of her and her new, very important business for our city of Costa Mesa, leads you to agree with my assessment, and to grant her a liquor license for The Mixing Glass. Her business model is a much-needed addition to the "artisan", culinary culture which we have all worked so hard to cultivate together in our city.

Should you have any questions, comments or concerns, I am available at any time for follow-up. My information follows in my signature, below.

Sincerely,
-Michael J. Harris-

Michael J. Harris, Managing Partner
Aperture Payment Solutions
An Aperture Capital Company
10470 500 5033
mh@apertureps.com

PH-5

GARDEA, ANTONIO

From: Cyrille Hanson <vinetales1@yahoo.com>
Sent: Monday, February 10, 2014 2:56 PM
To: GARDEA, ANTONIO
Cc: tastytipple@gmail.com
Subject: [BULK]
Attachments: The Mixing Glass liquor license.docx

Importance: Low

February 10, 2014

Dear Mr. Gardea:

I am a native Costa Mesan. My family has owned and operated Hi-Time Wine Cellars in Costa Mesa since 1957. Over the last decade or so, we have seen a long needed revolution in the types of unique businesses choosing our city as their chosen home. **The Mixing Glass is one of these and a perfect fit for the cutting edge venue, SoCo.**

Gabrielle Dion and her establishment – The Mixing Glass - provide a lovely counterpart to the burgeoning culture of fine food and libations that Costa Mesa is currently engendering. She most assuredly is a superb candidate for a liquor license, as she is a responsible individual and successful businesswoman, and is sensitive to both the needs of her clientele and the reputation of this city. She will provide an excellent destination boutique for both residents of and visitors to Costa Mesa to discover and frequent.

Thank you.

Sincerely,

Cyrille HANSON
vinetales1@yahoo.com
949.202.9008

PH-5

GARDEA, ANTONIO

From: Meribeth Gunn <meribethgunn@gmail.com>
Sent: Monday, February 10, 2014 2:57 PM
To: GARDEA, ANTONIO
Cc: tastytipple@gmail.com
Subject: Mixing Glass - Joining the OC Mix

Hi Antonio,

I am a resident of Costa Mesa: 2378 Fordham Drive, Costa Mesa, 29626 and have been frequenting the OC Mix since it opened, what a great addition to our community!!!! A new store was added to the OC Mix and I LOVE IT! It is called the Mixing Glass. We have been several times and have found it to have many unique specialty items that I know it will be awesome for the Mix and its shoppers. I have found very interesting bitters and punch bowls and look forward to each visit, since they always have something new!

The first time I went in, I thought that it was a fabulous store but thought that it would be even better if they added liquor, since there is nothing like that in the area. I know that tonight is a big night for the Mixing Glass and hope that they can add what will make their store even better than it is!

Enjoy and thank you!
Meribeth Gunn
Costa Mesa Resident - finest city in Southern California!!!
949-632-2679

PH-5

GARDEA, ANTONIO

From: Alexis Wong <alexiswong@gmail.com>
Sent: Monday, February 10, 2014 3:35 PM
To: GARDEA, ANTONIO
Cc: tastytipple@gmail.com
Subject: The Mixing Glass

Dear Mr. Gardea,

I am writing this letter in support of The Mixing Glass' request for a liquor license.

As a nearly six-year resident of Costa Mesa, I am pleased to have this business in our community and as far as I know, the products and services they provide are unique to the area.

Our country has been undergoing a fantastic cocktail renaissance over the last several years, and having fully supported specialty shops like the Mixing Glass will help put Costa Mesa on the map as a cocktail destination.

In the short time it has been open, the OC Mix has already become one of my favorite spots in the county. The Mixing Glass is a welcome addition to what is already an enjoyable assortment of shops providing a one stop location for eating, drinking, shopping, and entertainment.

Please consider granting this business a liquor license at tonight's hearing.

Cheers,

Alexis Wong
Resident, The Enclave at South Coast
Enclave Circle
Building 415, #203
Costa Mesa