



PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: September 2, 2020

TO: Hearing Officer

SUBJECT: Conditional Use Permit #6833

LOCATION: 3225 E. Foothill Boulevard

APPLICANT: VDC Wine, LLC (Good Luck Wine Shop)

ZONING DESIGNATION: EPSP-d2-CL (East Pasadena Specific Plan, subarea d2, limited commercial district)

GENERAL PLAN DESIGNATION: LC (Low Commercial)

CASE PLANNER: Katherine Moran

STAFF RECOMMENDATION: Adopt the Environmental Determination and Specific Findings in Attachment A to **approve** Conditional Use Permit #6833 with the conditions in Attachment B

PROJECT PROPOSAL: Conditional Use Permit: To allow the off-site sale and consumption of beer and wine in addition to on-site instructional tastings (Type 2 and Type 20 ABC Licenses) in conjunction with the operation of an Industry Restricted, Small Scale land use (wine production). A Conditional Use Permit is required for the sale and consumption of alcohol within the EPSP-d2-CL zoning district.

ENVIRONMENTAL DETERMINATION: This project has been determined to be exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act (Public Resources Code §21080(b)(9); Administrative Code, Title 14, Chapter 3, §15301, Class 1, Existing Facilities) and there are no features that distinguish this project from others in the exempt class and, therefore, there are no unusual circumstances. This section specifically applies to the operation, permitting, licensing or minor alteration of existing structures where there is negligible or no expansion of the use. The sale of alcohol in

conjunction with the operation of an Industry Restricted, Small Scale land use is considered a negligible expansion of a commercial use.

BACKGROUND:

Site characteristics: The subject site is located on the north side of East Foothill Boulevard between Santa Paula Avenue and Sierra Madre Villa Avenue. The subject site is 2,483 square feet and contains a 1,912-square-foot commercial building built in 1951. An existing Industry Restricted, Small Scale land use (Vin De California) occupies the subject 2,483 square foot tenant space (wine production).

Adjacent Uses: North: Residential Single Family
South: Warehouse and Medical Office
East: Commercial/Retail
West: Office/Professional

Adjacent Zoning: North: RS-6 (Single-Family Residential, 0-6 dwelling units per acre)
South: EPSP-d2-IG-B-4 (East Pasadena Specific Plan, subarea d2, general industrial district, subarea B-4)
East: (EPSP-d2-CL (East Pasadena Specific Plan, subarea d2, limited commercial district)
West: (EPSP-d2-CL (East Pasadena Specific Plan, subarea d2, limited commercial district)

Previous Cases: None

PROJECT DESCRIPTION:

The applicant, VDC Wine LLC, has submitted a Conditional Use Permit application to allow the off-site sale and consumption of limited alcohol (beer and wine) in addition to on-site instructional alcohol tastings within the operation of an Industry Restricted, Small Scale land (wine production) use located in the EPSP-d2-CL zoning district. The tenant space is approximately 1,912 square feet in size, no dedicated bar area is proposed, and the hours of operation would be from 8:00 a.m. to 10:00 p.m. daily. A Conditional Use Permit is required for both the off-site sale and consumption of limited alcohol (beer and wine) and ancillary on-site instructional alcohol tasting within the EPSP-d2-CL zoning district. The applicant intends to operate under both a non-retail Type 2 (Wine Grower) and a Type 20 (Off-sale Beer and Wine) Alcoholic Beverage Control (ABC) license.

ANALYSIS:

Staff's review of a Conditional Use Permit for alcohol sales entails an analysis of whether the proposed location of alcohol sales would affect the general welfare of surrounding properties and whether the proposed use would result in an aggravation of existing alcohol-related problems such as loitering, public drunkenness, sales to minors, noise, and littering.

Zoning and Land Use

The subject property is located in the EPSP-d2-CL (East Pasadena Specific Plan, subarea d2, limited commercial district) zoning district. The purpose of the EPSP-d2-CL (East Pasadena Specific Plan, subarea d2, limited commercial district) zoning district is to implement the East Pasadena Specific Plan. One of the purposes of this zoning district is to strengthen the City's tax and employment base and the linkage of commercial districts to residential neighborhoods by continuing to support retail uses which serve the needs of local residents. The primary use of the tenant space for wine production is classified as an Industry Restricted, Small Scale land use (limited to maximum gross floor area of 5,000 square feet), which is allowed by-right within this district. The wine production operation is expected to produce approximately 24 barrels of wine on-site per year. Although the wine production is allowed by-right, it is the proposed accessory sale of alcohol for off-site consumption and on-site instructional tastings that are subject to the approval of a Conditional Use Permit pursuant to Table 3-6 of Zoning Code Section 17.32.050 (EPSP District Land Uses and Permit Requirements).

The proposal consists of a 200 square-foot retail store in the front portion of the tenant space and a designated 300 square-foot tasting room. The retail component would feature both wine bottles produced on-site, various specialty wine brands produced off-site, wine decanters and other related accessories for sale. The tasting room is intended for customers to sample on-site produced wines before purchasing. As regulated by the California Department of Alcohol Beverage Control (ABC), the instructional alcohol tastings would be limited to three ounce tasting portions for up to three wines per customer. Full-sized alcohol portions would not be available for on-site consumption and no food sales are proposed. According to the applicant, the off-site sale and consumption of limited alcohol (beer and wine) in addition to the on-site instructional alcohol tastings would be ancillary to the Industry Restricted, Small Scale use. Alcohol sales are intended to be for off-site consumption only. Within the tasting room, there will be no bar area and no persons under the age of 21 allowed during tastings. The operation proposes no live entertainment.

The conditions of approval would ensure the use remains an Industry Restricted, Small Scale land use. The on-site consumption of instructional tastings, in addition to the off-site beer and wine sales, in conjunction with the operation of the Industry Restricted, Small Scale, wine production land use would be consistent with the surrounding uses within the East Pasadena Specific Plan Subdistrict. The introduction of alcohol sales is not viewed as being in conflict with the surrounding commercial uses. The conditions of approval would ensure the use remains an Industry Restricted, Small Scale use.

Hours of Operation

The subject site fronts East Foothill Boulevard (south) with Culver Alley (north) at the rear. The existing Industry Restricted, Small Scale (wine production) use is surrounded by general commercial businesses to the west, south, and east. The RS-6 (Single-Family Residential, 0-6 dwelling units per acre) zoning district borders the site to the north and contains residential uses land uses. The RS-6 zoning district is separated from the site by Culver Alley.

Section 17.40.070 (Limited Hours of Operation) of the Zoning Code limits the hours of operation for commercial uses located within 150 feet of a residential zoning district to 7:00 a.m. to 10:00 p.m. Due to the proximity of the existing winery to the single-family residential zoning district, the business is subject to these hours. The proposed hours of operation would be from 8:00 a.m. to 10:00 p.m. daily.

Staff is recommending a condition of approval for the on-site instructional tasting requiring it cease one-half hour before closing or 9:30 p.m., whichever is earlier.

As previously discussed, the property is surrounded primarily by other commercial uses with similar activities and uses conducted, and it is not anticipated that the operation of the Industry Restricted, Small Scale use with ancillary retail sales and instructional tasting of alcohol for on-site consumption would be detrimental to the immediate area. All activities associated with the use would occur in an enclosed environment of the existing industrial building. Adherence with the recommended conditions of approval and periodic condition monitoring would ensure that the use would not deviate from the planned operation reviewed under this application.

Concentration of Alcohol Sales

A Conditional Use Permit application for alcohol sales requires the applicant to identify all uses that sell alcohol for either on-site or off-site consumption within 1,000 feet of the site. Based on the information provided by the applicant, there are currently three establishments that sell alcohol within 1,000 feet of the subject site, as shown in Table 1 below:

No.	Business Name	Address	License Type
1	The Boulevard	3199 E. Foothill Boulevard	On-site, Type 48
2	Chipotle Mexican Grill	3409 E. Foothill Boulevard	On-site, Type 47
3	El Torito	3333 E. Foothill Boulevard	On-site, Type 47, 77

Table 1: Alcohol License Types for Existing Businesses within 1,000 feet

The applicant intends to operate under both a retail Type 20 (Off-sale Beer and Wine) ABC license and a non-retail Type 2 (Wine Grower) ABC license that would allow for instructional on-site alcohol tasting. Whereas the ABC maintains statistical information (number allowed verses what is existing) for retail licenses (e.g. on-sale beer and wine, on-sale general, etc.), they do not maintain this information for non-retail licenses. Unlike retail licenses, non-retail licenses are primarily associated with the import, manufacture, or wholesale of alcohol products. As the name implies, they do not principally involve direct sales to the public and have different limitations/restrictions from retail licenses that are commonly held by restaurants, bars, or similar uses. The three establishments possessing alcohol licenses within 1,000 feet include one cocktail lounge and two restaurants. This situation reduces the concern regarding a potential concentration of alcohol sales or occurrence of unwanted activities. Additionally, due to the number, type, and location of existing licenses in the vicinity, it is unlikely that the proposed addition of alcohol sales would create an undesirable concentration that would be detrimental to the area.

The project site is located within Census Tract #4629. According to (ABC), based on a ratio of one alcohol license for every 1,618 residents in the census tract, a maximum of three on-site consumption alcohol licenses and two off-site consumption alcohol licenses are allowed in the census tract. Currently there are 13 total licenses (eight on-site and five off-site) within the census tract. An on-site consumption license would not be required as the proposed Type 2 non-retail license allows for limited instructional tasting. The applicant's proposed off-site license is adding to an "undue concentration" of alcohol licenses, as defined by ABC. When such a request is for a public premises, such as a bar or lounge, or for a retail license for the off-site sale of alcohol, ABC requires the governing body (e.g. City of Pasadena) make findings of public convenience and necessity. In this case, the request is for the latter, a retail license for the off-site sale of alcohol, thereby requiring such findings. The required findings of public convenience and necessity can

be found in Attachment A.

The project is located in the Limited Commercial Subdistrict of the East Pasadena Specific Plan, which is intended to balance the community needs of residents with the needs of businesses and commercial property owners. The project site's general vicinity includes a variety of retail, commercial, and medical office uses. However, the existing wine production's Industry Restricted, Small Scale land use is a unique commodity that is not currently present within the vicinity. Currently there are no other businesses offering Pasadena-produced specialty beer and wine sales for off-site consumption within 1,000 feet of the proposed business. Although an over concentration of alcohol establishments, as defined by ABC exists in the area, most of the existing alcohol establishments are restaurants which are not typically problematic, as opposed to nightclubs or bars. The approval of this request would add to the number of alcohol licenses; however, the existing winery in conjunction with the proposed off-site sale and consumption of limited of alcohol (beer and wine) and ancillary instructional tastings on-site within the commercial district is considered an amenity. ABC has strict regulations enforcing the quantities and maximum tastings any one person can consume on-site. The sale of alcoholic beverages for off-site consumption as part of a specialty business is not viewed as a concern for surrounding uses/properties.

Proximity to Sensitive Uses

The sale of alcohol shall be designed and operated to avoid any significant adverse impact on adjacent or nearby parks (e.g., public parks or recreation centers), playgrounds (e.g., public or parochial), religious facilities, or schools (e.g., public, parochial, or private elementary, junior high, or high schools). The subject property is located on East Foothill Boulevard and is surrounded by various commercial, retail, and medical office uses.

The nearest public park (Viña Vieja Park) is 2,145 feet northwest of the site, the nearest school (Pasadena City College's Extension) is 585 feet west of the site, the nearest religious facility (Light of Love Mission Church) is 3,000 feet southwest of the site, and the nearest residential zoning district is 20 feet north of the subject site RS-6 (Single-Family Residential, 0-6 dwelling units per acre) and contains residential single family uses. The residential zoning district is buffered from the tenant space by Culver Alley.

Both the rear of the tenant space (which includes parking spaces and the rear yards of the residential district both face Culver Alley. The suite's entrance, the retail portion of the operation, and instructional alcohol tasting room are facing East Foothill Boulevard, opposite commercial and medical office uses. Therefore, it is not anticipated that the residences in the vicinity would be impacted by the proposed project since the primary use is an Industry Restricted, Small Scale land use and the hours of operation are consistent with other existing businesses in the East Pasadena Specific Plan Subdistrict.

As proposed, both off-site sale of limited alcohol and on-site instructional alcohol tastings would be ancillary to the business's primary use as an Industry Restricted, Small Scale (wine production) land use. All alcohol consumption would be indoors which would limit potential noise impacts. After giving consideration to the location and nature of the proposed use with respect to sensitive uses in the general area, it is staff's assessment that the off-site sale of beer and wine in addition to the on-site instructional alcohol tastings in conjunction with an Industry Restricted, Small Scale (wine production) use would not detrimentally affect the surrounding area.

GENERAL PLAN CONSISTENCY:

As conditioned, the proposed use is consistent with General Plan Land Use Element *Policy 12.1 Vital Commercial Districts. Enhance commercial districts to create quality shopping and dining experiences* as it will allow for the sampling and sale of the specialty wine produced in Pasadena in addition to other boutique wine accessories. The proposed use is also consistent with General Plan Land Use Element *Policy 12.6 Local Businesses. Support the development of Pasadena-grown and based retail businesses as an alternative to national chain brands* as it allows the creation of a small retail business which is not currently offered within the general vicinity. The proposed use is also consistent with General Plan Land Use Element *Policy 33.2 Sierra Madre Transit Village. Provide for the clustering of pedestrian-oriented retail, office, and multi-family housing uses adjoining the transit station. Provide places where nearby residents can eat, shop, and meet friends. Improve access to local and regional transit by providing convenient options to reduce driving, contributing to reductions in vehicle trips, energy consumption, and GHG emissions* as the specialty wine shop will be accessible via walking distance from public transit. The proposed wine sales contribute to a vital, pedestrian-oriented destination located within a quarter mile walking distance from the Sierra Madre Villa Avenue Gold Line Station.

ENVIRONMENTAL REVIEW:

This project has been determined to be exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act (Public Resources Code §21080(b)(9); Administrative Code, Title 14, Chapter 3, §15301, Class 1, Existing Facilities) and there are no features that distinguish this project from others in the exempt class and, therefore, there are no unusual circumstances. This section specifically applies to the operation, permitting, licensing or minor alteration of existing structures where there is negligible or no expansion of the use. The sale and instructional tasting of alcohol in conjunction with the operation of an Industry Restricted, Small Scale land use is a negligible expansion of use.

REVIEW BY OTHER CITY DEPARTMENTS:

The proposal was reviewed by the Building Department, Fire Department, Community Planning Section, Design and Historic Preservation Section, Health Department, Police Department, Water and Power Division (Water), Water and Power Division (Power), and Department of Transportation. All departments did not have any comments at this time and would review the use during the building permit plan check process.

CONCLUSION:

It is staff's recommendation that all findings for approval of the Conditional Use Permit can be made. The site is located in a non-residential zoning district that encourages a diverse mix of land uses and service and the proposed sale of alcohol for off-site consumption and ancillary instructional tasting would be complimentary to the surrounding area and to other existing businesses in the vicinity. Conditions of approval and periodic condition monitoring would ensure that the use would not deviate from the planned operation reviewed under this application. Therefore, staff recommends that the Hearing Officer approve the application with the findings in Attachment A and the Conditions of Approval in Attachment B.

Attachments:

Attachment A: Specific Findings of Approval

Attachment B: Conditions of Approval

ATTACHMENT A
SPECIFIC FINDINGS FOR CONDITIONAL USE PERMIT #6833

Conditional Use Permit: To Allow the Off-Site Sale and Consumption of Limited Alcohol (Beer and Wine) with Ancillary On-Site Instructional Tasting of Limited Alcohol (Beer and Wine) in Conjunction with an Industry Restricted, Small Scale Use.

1. *The proposed location of the site for the Conditional Use Permit would not adversely affect the general welfare of the surrounding property owners.* The sale of alcohol will occur in conjunction with the existing Industry Restricted, Small Scale (wine production) use. Nearby uses include commercial, retail, medical office, and single-family residential uses. The proposed use complements and provides an amenity for the adjacent uses, maintaining a mix of uses in the area. Alcohol sales associated with the use would occur as an accessory to the wine production establishment. The proposed use will operate in accordance with City laws, ordinances, and conditions of approval that ensure the continuity of the compatible coexistence of this use with uses in the surrounding area.

2. *The proposed location of the site for the Conditional Use Permit would not result in an undesirable concentration of premises for the sale of alcoholic beverages, including beer and wine, in the area.* An overconcentration of alcohol establishments, as defined by Alcoholic Beverage Control (ABC), exists in the Census Tract of the proposed project. Although an undue concentration of alcohol establishments, as defined by ABC exists in the area, most of the existing alcohol establishments are restaurants which are not typically problematic, as opposed to nightclubs or bars. The approval of this request would add to the number of alcohol licenses; however, the existing winery in conjunction with the proposed off-site sale and consumption of limited of alcohol (beer and wine) and ancillary instructional tastings on-site within the commercial district is considered an amenity.

ABC has strict regulations enforcing the quantities and maximum tastings any one person can consume on-site. The sale of alcoholic beverages for off-site consumption as part of a specialty business is not viewed as a concern for surrounding uses/properties. The approval of this request will add to the number of alcohol licenses. Therefore, the project is expected to contribute to the undue concentration of alcoholic establishments in the Census Tract. Alcohol will be consumed indoors only and no live entertainment is proposed. Additionally, conditions of approval have been included that will limit the potential for negative impacts.

3. *The proposed location of the site for the Conditional Use Permit would not detrimentally affect the nearby surrounding area after giving special consideration to the proximity and nature of the proposed use with respect to the following: a. Residential uses and residential districts; b. Hospitals, park and recreation facilities, places of public assembly, public or private schools, and religious assembly uses that attract minors and other similar uses; and c. Other establishments offering alcoholic beverages (including wine) for sale for consumption both on- and off-site.* The subject property generally maintains a sufficient distance from sensitive uses that have the potential to attract minors, such as park and recreation facilities, places of public assembly, public or private schools, hospitals, or religious facilities. The nearest public park (Viña Vieja Park) is 2,145 feet northwest of the site, the nearest school (Pasadena City College's Extension) is 585 feet west of the site, the nearest religious facility (Light of Love Mission Church) is 3,000 feet southwest of the site, and the nearest residential zoning district is 20 feet north of the subject site RS-6 (Single-Family Residential, 0-6 dwelling units per acre) and contains residential single-family uses. The residential zoning district is buffered from the tenant space by Culver Alley. Both the rear of the tenant space and the rear yards of the

residential district face Culver Alley. The suite's entrance, the retail portion of the operation, and instructional alcohol tasting room face East Foothill Boulevard opposite to commercial and medical office uses. Therefore, it is not anticipated that the residences in the vicinity would be impacted by the proposed project since the primary use is an Industry Restricted, Small Scale land use and the hours of operation are consistent with other existing businesses in the East Pasadena Specific Plan Subdistrict.

As proposed, both off-site sale of limited alcohol and on-site instructional alcohol tastings will be ancillary to the business's primary use as an Industry Restricted, Small Scale (wine production) land use. All alcohol consumption will be indoors which would limit potential noise impacts. After giving consideration to the location and nature of the proposed use with respect to sensitive uses in the general area, it is staff's assessment that the off-site sale of beer and wine in addition to the on-site instructional alcohol tastings in conjunction with an Industry Restricted, Small Scale (wine production) use will not detrimentally affect the surrounding area.

4. *The proposed location of the site for the Conditional Use Permit would not aggravate proposed problems created by the sale of alcohol (e.g., littering, loitering, noise, public drunkenness, and sales to minors).* The incidental off-site sale and consumption of limited alcohol and ancillary instructional on-site alcohol tasting, in conjunction with the existing Industry Restricted, Small Scale use, is not considered a problematic use and will not contribute to an aggravation of existing problems in the vicinity. The Police Department did not express concerns in regards to this application. With this approval, the project is subject to the City's Condition Mitigation Monitoring Program. Noncompliance with any of the conditions of approval or any of the provisions of the Zoning Code may result in the revocation of the Conditional Use Permit.
5. *The proposed use is in conformance with the goals, policies, and objectives of the General Plan and the purpose and intent of any applicable specific plan.* As conditioned, the proposed use is consistent with General Plan Land Use Element Policy 12.1 *Vital Commercial Districts. Enhance commercial districts to create quality shopping and dining experiences* as it will allow for the sampling and sale of the specialty wine produced in Pasadena in addition to other boutique wine accessories. The proposed use is also consistent with General Plan Land Use Element Policy 12.6 *Local Businesses. Support the development of Pasadena-grown and based retail businesses as an alternative to national chain brands* as it allows the creation of a small retail business which is not currently offered within the general vicinity. The proposed use is also consistent with General Plan Land Use Element Policy 33.2 *Sierra Madre Transit Village. Provide for the clustering of pedestrian-oriented retail, office, and multi-family housing uses adjoining the transit station. Provide places where nearby residents can eat, shop, and meet friends. Improve access to local and regional transit by providing convenient options to reduce driving, contributing to reductions in vehicle trips, energy consumption, and GHG emissions* as the specialty wine shop will be accessible via walking distance from public transit. The proposed wine sales contribute to a vital, pedestrian-oriented destination located within a quarter mile walking distance from the Sierra Madre Villa Avenue Gold Line Station.

Findings of Public Convenience or Necessity

6. *Public convenience or necessity is served in that:*

- a. *The project will result in a substantial net employment gain on the site.* The existing industrial small, scale land use establishment is a new business for the area. With the proposed alcohol sale and ancillary instructional tasting component, the business will provide jobs for at least 2-3 employees.
- b. *The project will result in a substantial increase in business taxes.* The proposed specialty wine shop and ancillary tasting would be located in a tenant space that has been vacant, and the proposed retail sales will generate sales tax income for the City.
- c. *The project is a unique business addition to the community.* The subject establishment is a winery (with a small tasting room at the front and production facility in the rear) with a retail shop, which is a unique business addition to the community. It is reminiscent of a piece of Pasadena's history, wherein this area once historically included grape vines and/or wineries, which largely closed down in the 1930s. The proposed business provides an alternative to stand-alone neighborhood wine shop, wine bar, or restaurant, and will offer a unique experience retail, ancillary wine tasting, and local production source for the local neighborhood as well as the Pasadena community at-large. No other wine stores that offer a unique collection of alcoholic beverages operate in the surrounding area. The addition of the proposed wine shop will provide for a unique experience in the East Pasadena Subdistrict area.
- d. *The project will contribute to long-term overall economic development goals.* The proposed establishment will provide job opportunities and contribute taxes, thus strengthening the community's economic base while maintaining the existing commercial use for the property (rather than changing the use to a non-commercial or other type of commercial use. The sale of specialty alcohol (beer and wine) has become more popular in the City and the region in recent years. The addition of the proposed specialty retailer allows a niche business to take advantage of this trend and strengthen the City's economy.
- a. *The project will result in a positive upgrading of an area.* The proposed alcohol sales in conjunction with the wine production create a unique retail establishment that will offer instructional tastings to learn more about the product sold in the store. The proposed alcohol sales a neighborhood-oriented winery and retail wine shop. This project will enhance the built environment by continuing to activate East Foothill Boulevard with a unique commercial use. It provides an additional amenity for the local neighborhood by encouraging pedestrian activity with an occupied and active commercial storefront. It will also contribute to maintaining a vibrant commercial element for the area's mixed-use corridor as an additional retail option that is within walking distance for residents and workers in the community. This wine shop and instructional tasting use is a use that is in character with, and compatible with, the surrounding uses within the East Pasadena Specific Plan and its combination of industrial and supporting commercial uses.

ATTACHMENT B
CONDITIONS OF APPROVAL FOR CONDITIONAL USE PERMIT #6833

The applicant or successor in interest shall meet the following conditions:

1. The site/floor plans submitted for building permits, and/or future development shall substantially conform to the site plan submitted with this application and dated "Approved at Hearing September 2, 2020", except as modified herein.
2. The right granted under this application must be enacted within 36 months from the effective date of approval. It shall expire and become void, unless an extension of time is approved in compliance with Section 17.64.040.C of the Zoning Code.
3. The approval of this application authorizes the off-site sale and consumption of limited alcohol (beer and wine) in addition to the on-site instructional tasting of limited alcohol (beer and wine) in conjunction with the operation of a 1,912-square-foot Industry Restricted, Small Scale land use, without a proposed bar, as depicted in the approved floor plan.
4. The Zoning Administrator, at any time, can call for a review of the approved conditions at a duly noticed public hearing. These conditions may be modified or new conditions added to reduce any impacts of the use. The Hearing Officer may revoke the Conditional Use Permit if sufficient cause is given.
5. Any change to these conditions of approval or expansion of the use may require the modification of this Conditional Use Permit or a new Conditional Use Permit.
6. The applicant or successor in interest shall meet the applicable code requirements of all other City Departments.
7. The final decision letter and conditions of approval shall be incorporated in the building plans as part of the building plan check process.
8. The proposed project, Activity Number **PLN2020-00154**, is subject to a **Final Zoning Inspection**. A Final Zoning Inspection is required for the project prior to the issuance of a Certificate of Occupancy. In addition, the project requires Condition Mitigation Monitoring. Contact the Planning Case Manager, Katherine Moran at (626) 744-6740 to schedule an inspection appointment time.

Planning Division

9. The primary use shall be an Industry Restricted, Small Scale land use with ancillary alcohol sales (beer and wine) for off-site consumption and limited alcohol instructional tasting (beer and wine).
10. The premises shall operate under ABC License Type 2 (Wine Grower) and ABC License Type 20 (Off-sale Beer and Wine) and be maintained as an Industry Restricted, Small Scale land use. The premises shall not obtain any other public premises type licenses without the approval of a Conditional Use Permit and/or Expressive Use Permit.
11. The last alcoholic instructional tasting shall be served no later than one-half hour before closing or 9:30 p.m., whichever is earlier.

12. The provision of a bar or counter used for preparing and serving alcoholic beverages within the establishment shall require a modification to this Conditional Use Permit or a new Conditional Use Permit.
13. Any increase in size to the 300 square-foot tasting room or 200 square-foot retail shop may require a modification to this Conditional Use Permit.
14. No consumption of alcoholic beverages shall occur outside of the tasting area.
15. The instructional tasting of beer and wine shall be limited to liquor store customers of legal drinking age of 21 years of age. This shall be monitored by all vendor and management staff through the verification of valid identification.
16. No cover charges, entry fees, or minimum drink orders shall be required of patrons.
17. Promoter-produced parties or events shall be prohibited. These events include private parties that involve third parties who profit from organizing and/or drawing attendees to the events.
18. Live entertainment shall be prohibited at all times.
19. Customized lighting and sound system conducive of a nightclub atmosphere shall be prohibited at all times.
20. Signs advertising brands and types of alcoholic beverages or the availability of alcohol for sale at the subject site shall not be visible from the exterior of the premises.
21. The following preventive measures shall be undertaken to reduce the potential for alcohol related problems:
 - a. Rideshare service phone numbers shall be posted in a conspicuous location at all times in the area(s) where alcohol is served to customers;
 - b. All employees selling or serving alcohol shall be required to participate in an alcohol training program offered by the Alcoholic Beverages Control prior to the operation of selling/serving alcohol;
 - c. The availability of non-alcoholic beverages shall be made known and offered to customers, and
 - d. There shall be no coin operated games or video machines maintained upon the premises at any time.
22. These conditions of approval must be posted in a conspicuous location for public viewing within the tenant space on a continuous basis for the life of this Conditional Use Permit beginning on the date the alcohol sales commence.
23. The site and surrounding area shall be maintained in a litter and graffiti free manner. Any graffiti that should appear on the site shall be removed within 48 hours.
24. Compliance with the City of Pasadena Refuse Storage regulations, see Section 17.40.120 (Refuse Storage Facilities) of the Pasadena Municipal Code, shall be maintained at all times.

25. The establishment shall allow patrons of all ages at all times.
26. Truck loading, unloading, and trash pick-up for the premises are allowed only between the hours of 7:00 a.m. to 9:00 p.m., Monday through Friday, and between 9:00 a.m. to 5:00 p.m. on Saturdays. No truck loading, unloading, or trash pick-up is allowed on Sundays, as specified in Section 17.40.070.C. (Limited Hours of Operation) of the Zoning Code. Loading and unloading activities shall be within the permitted hours and shall not continue afterwards.