

**Section C: Statement of Operations**

**88 Ranch Marketplace**

27473 Ynez Rd

March 19, 2025

**Proposed Use:** Finding of public convenience or necessity to allow the sales of beer, wine, and distilled spirits for off-site consumption (ABC Type 21 License) at an existing 35,000 square foot international grocery store that currently sells beer and wine along with food, fresh fish, meats and produce.

**Hours of Operation:** 8 am - 8 pm daily

**Number of Employees:** 15 – 20 per shift

**Estimated # of customers:** 100 daily

**Parking:** 500+ shared spaces

**Employee Training:** The management and staff will participate in an ABC approved responsible beverage sales and service training program within 60 days of their first day of employment.

## **Statement of Justification**

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**1. Does the proposed establishment have any unique features, which are not found in other similar uses in the community (ie types of games, types of food, and other special services)?**

88 Ranch Marketplace is a grocery store specializing in Asian products. As such, they provide a unique range of products that are not readily available in most grocery stores. By allowing a Type 21 License here, 88 Ranch Marketplace will be able to provide a convenience to shoppers to purchase their specialty grocery items along with beer, wine, and distilled spirits.

**2. Does the proposed establishment cater to an under-served population (ie patrons of a different socio-economic class)?**

88 Ranch Marketplace serves the Asian community. As they are one of the few stores in the area that offer these specialty products, the addition of alcohol sales will provide an amenity to an under-served population that the general population already enjoys when shopping at most supermarkets.

**3. Would the proposed mode of operation of the proposed establishment (ie sales in conjunction with gasoline sales, tours, etc) be unique or differ from that of other establishments in the area?**

The sale of beer, wine, and distilled spirits at a grocery store is not unique as it is an expected amenity at any large market; however, by allowing alcohol sales at 88 Ranch Marketplace they will be able to provide the same level of goods and services everyone has come to expect at a store of their size.

**4. Are there any geographical boundaries (ie rivers, hillsides) or traffic barriers (ie freeways, major roads, major intersections) separating the proposed establishment from other establishments?**

Ynez Road is a major traffic barrier separating 88 Ranch Marketplace from the nearest similar establishments, which are Vons and Target located on the corner of Rancho California Rd and Ynez Rd.

**5. Is the proposed establishment located in an area where there is a significant influx of population during certain seasonal periods?**

No

**6. Is there a proliferation of licensed establishments within the Census Tract of the proposed establishment?**

Currently in census tract 432.16 there are 4 off-sale licenses allowed, and 17 off-sale licenses exist. 8 of those are Type 21 Licenses.

**7. Are there any sensitive uses (ie schools, parks, hospitals, churches) in close proximity (500 feet) to the proposed establishment?**

There are no sensitive uses within 500 feet of 88 Ranch Marketplace.

**8. Would the proposed establishment interfere with these sensitive uses?**

N/A

**9. Would the proposed establishment interfere with the quiet enjoyment of their property by the residents of the area?**

There are no homes in the vicinity of 88 Ranch Marketplace.

**10. Will the proposed establishment add to law enforcement problems in the area?**

88 Ranch Marketplace will enforce security measures to prevent any law enforcement problems. In addition, ABC will condition the license appropriately to also prevent any law enforcement issues.

In addition, this location has already been selling beer and wine for 10 years and has proven to be consistent with the General Plan, therefore there is no reason to believe the addition of distilled spirits would change this. 88 Ranch Marketplace provides neighboring residents and the local Asian community with specialized grocery items that they would not be able to find in a general grocery store. Additionally, the sale of beer, wine, and distilled spirits for off-site consumption will be incidental to other grocery and household items and is an expected amenity at grocery stores. The estimated percentage of total sales that will be generated from alcohol is only 1-2%.