



CGR DEVELOPMENT

Development Services
Planning Bureau
411 W. Ocean Boulevard, 3rd Floor
Long Beach, CA 90202

RE: Application No. 2401-23 (CUP24-001), 4600 E Pacific Coast Highway, Conditional Use Permit to allow off site sale of beer and wine (ABC License Type 20) at a 24,042-square foot full-service grocery store located at 4600 E. Pacific Coast Hwy in the CCA zoning district.


Dear Ms. Arechiga,

Sprouts Farmers Market is seeking a discretionary approval of a Conditional Use Permit to allow the off-site sale of beer and wine in conjunction with an approximate 23,117 square foot, full service grocery store. The hours of operation will be from 7 am to 10 pm, daily and alcohol sales will be available during these hours of operation.

Additionally, Sprouts requests a Finding of Public Convenience and Necessity for over concentration. There are currently two (2) active licenses in census tract 5750.02 where two (2) licenses are allowed. The addition of Sprouts Farmers Market will bring the total of active licenses to three (3).

This is a full-service grocery store with a very different business model. Sprouts Farmers Market is a grocery store that specializes in farm-fresh produce purchased from local growers. It will offer a full line of grocery products, including a Sprouts Private label of bakery goods, a full-service meat counter and a deli. The stores feature natural, organic and favorite indulgence foods at a great value. Sprouts Farmers Market gives neighboring residents and workers a supermarket alternative for their shopping needs. A variety of goods and services is vital for the growth of any neighborhood and with an increase in retail choices, neighborhoods become more desirable to new residents. Sprouts Farmers Market offers an extensive (but not prescriptive) mix of natural, organic and great-tasting mainstream foods with a strong emphasis on value. Sprouts Market has carved out that magical middle ground between conventional supermarkets and healthy food superstores, making this a unique retailer in this neighborhood.

Today, Sprouts is one of the fastest growing retailers in the country. Sprouts employs more than 36,000 team members and operates over 393 stores in 23 states from coast to coast, with stores in California, Arizona, Colorado, Utah, Texas, Oklahoma, New Mexico, Alabama, Georgia, Kansas, Missouri, Tennessee, North Carolina, Florida, Washington, Nevada, South Carolina, Virginia, Maryland, Delaware, Louisiana, New Jersey, and Pennsylvania. In California alone, there are 133 stores, with more stores being added in 2024 and 2025.

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Alcohol Sales

The sale of beer and wine is imperative to stay competitive within the marketplace. The sales area for beer and wine is approximately 400 square feet, less than 2.0% of the total store square footage. On average, the sale of beer and wine is less than 5% of Sprouts' total sales volume. In other Sprouts Markets in California, beer is approximately 0.05% of total sales and wine is approximately 2.0% of overall sales, making the sale of beer and wine a small, although very important, percentage of total sales.

Products for sale include single beers ranging from 16 - 25.4 ounces, such as growlers and 4 pack multiples of beers, which are typically a local craft brew or an imported brand. Additionally, Sprouts sells Kombucha, a fermented tea, which is technically consider "alcoholic" and is therefore required to be labeled as beer. Kombucha is sold in single 10-ounce bottles.

For wines, typically the smallest products are bottles of Saki and Prosecco; these are sold in bottles of 180 milliliters or 8.5 ounces.

Sprouts takes the privilege of selling alcohol very seriously. All staff must complete the State Alcoholic Beverage Control's mandated training, as well as an internal training on the sale of alcohol as part of their new employee orientation. The internal training model/course used for all new personal is the BARS Program. More information on this training program can be found on the BARS Program website at <http://www.barsprogram.com>. Additionally, all staff selling alcohol will be over 21 years of age.

There will be a camera surveillance system with recordation capabilities installed, with cameras located throughout the sales area and on the exterior elevation. Furthermore, the premises, both the interior of the store and the parking lot, will be patrolled by management and staff to ensure a safe environment. Finally, Sprouts will comply with City mandated conditions to mitigate any impacts from the sale of alcohol.

Sprouts Farmers Market is a growing retailer. This retailer is strong and will continue to grow. The economic welfare of a community depends on healthy and viable commerce and strong businesses and the grocery store, as proposed, will provide the community with an economically viable and respected commercial establishment as part of its neighborhood-serving retail. The proposed project will establish a full-service grocery store that will serve the community. This, in turn, will contribute to the economic vitality of the site and to the City's tax base. Finally, the grocery store will employee approximately 100 people, which will provide employment for local residents and help the jobs-housing balance desired by the City and promoted in the General Plan.

Sincerely,



Terri Dickerhoff
Principal