

Barrel & Hops, Inc DBA: The Hops Shop
180 Garlic Ave
Morgan Hill, CA 95037



City of Capitola
ATTN: Planning Department
420 Capitola Ave
Capitola, CA 95010

To Whom it May Concern,

Please accept this formal application for a minor modification to the existing Master Conditional Use Permit (#19-0186) for 115 San Jose Ave. We are requesting two minor changes to the existing Conditional Use Permit:

- 1) Remove condition #9 of the shared alcohol premises prohibiting off premise alcohol sales - this privilege is essential to our business operations
- 2) Revise condition #7 to extend operational hours to 11:00pm instead of 10:00pm on Thursday, Friday, and Saturday

We will be opening a new craft beer tasting room and outdoor beer garden called “The Hops Shop” in the Northwest section of the Mercantile building, with public indoor service area in Suite “H” of the building and private storage in Suite “J” of the building, along with public seating in the common areas throughout the building and adjacent outdoor patio area. The indoor service area will consist of a refrigerated draft system, ToGo can coolers, and a kitchen for meals as required by ABC, including flatbreads, sausage rolls, empanadas, soups, salads, and pre-packaged snacks. There is a variety of seating throughout the indoor and outdoor common areas, including ADA accessible seating.

No construction is needed on the premises as this business was previously occupied by a fast casual food service tenant with beer and wine service; “LittleKoes Beach Bites”, who held ABC license 41-618354. This previous tenant is no longer in business. However, we will be utilizing the equipment remaining in the premises. We are in the process of securing a new ABC Type 41 (On-Sale Beer & Wine – Eating Place) license for our business, pending City approval of our use.

The goal of The Hops Shop is to improve the availability and awareness of great, independently craft brewed beer. Our craft beer taproom will feature several of the best breweries we can find (mostly from California) with a selection that rotates on a daily basis. We offer full pours, tasters, and mix and match flights of anything on our list. Our ToGo Coolers will be filled with a constantly rotating selection of high-end cans, bottles, kombuchas, seltzers, and non-alcoholic beverages.

The taproom will be operated with a staff of about 4 – 6 people (with 1 – 2 employees working at any given time). Our maximum hours of operation will be 11:00am – 11:00pm. The majority of the business will be based upon selling craft beer and food for consumption on the premises. This is estimated to be 80 - 85% of overall sales. Off- premise food, beverage, and merchandise purchases are estimated to be about 15 - 20% of overall sales. Therefore, the privilege of selling alcohol off-premises is critical to the success of our business.

The following security plan will be implemented upon opening to provide a safe and secure environment for our employees, patrons, and neighbors:

- A Designated Contact Person (24hrs/Day, 7 Days/Week): Evan Jaques – Owner 408-807-8619 | evan@outofthebarrelbeer.com
- All employees are required to provide ABC’s Responsible Beverage Service Training certification.
- All bartenders and employees have been trained to recognize the symptoms of an obviously intoxicated person, refuse service of alcoholic beverages to obviously intoxicated persons, and report emergencies to law enforcement and manager on duty.
- An adequate number of employees are always scheduled to work based upon the regularly anticipated volume of patrons during all working days.
- Barrel & Hops has partnered with Think Twice to make available a low cost, single use breathalyzer for all customers to prevent intoxicated driving in our community.
- First Aid supplies shall be maintained on site in the employee back of house area. Type 2A:10B:C fire extinguishers shall be easily and readily accessible to all staff members in case of a fire emergency.
- In addition to having a property manager on-site during the Mercantile’s operating hours, Barrel & Hops utilizes state of the art security controls and monitoring such as commercial door locks and wifi connected video cameras that upload all content to a cloud based 30-day recording system.

Please let me know if you need any additional forms or supporting documentation.

Thank you,

Evan Jaques
Barrel & Hops, Inc.
Owner
408-807-8619
evan@outofthebarrelbeer.com