

FORAGE FLORALS



October 17, 2021

County of Santa Barbara
Dept. of Planning and Development
624 W Foster Road
Santa Maria, CA 93455

To whom it may concern:

In accordance with the provisions of Section 23958.4 of the Business & Professions Code, we would like to submit the following consideration to demonstrate our request for an approval in that the public convenience and necessity will be served and that the request is consistent with other applicants that have been approved throughout the county.

Location: The location is currently a non-licensed floral shop. There have been no problems or prior violations at this location with any government agency. There are several commercial businesses that occupy spaces in this building and a small eatery.

Business purpose and Convenience: Our concept is to to have a beautiful welcoming storefront offering expertly designed florals using only 100% locally grown flora from neighboring farms, locally made ceramics, gifts and house wares. We also would like to start producing baskets filled with flora, wine and gifts. The baskets would contain a variety of items and individually selected by the customer to meet their needs, these gift basket will include but not limited to gifts, candles, soaps, wine, prepackaged cheeses, breads or commercially prepared food items. the baskets will be prepared at my shop and delivered to or picked up by my consumers. There will be no wine tastings on the premises, off sales only.

Management: I will be the sole owner/manager of this business, an artist and designer. I opened Forage Florals after moving permanently to the Santa Ynez Valley. I have an extensive background in design, marketing and hospitality. Making retail a natural step in my professional career. My employees will all undergo extensive procedural training in the areas of sale and presentation, customer identification, site security, premises boundaries and the proper handling of alcohol beverages. An ownership and/or supervision will be presence on site at all times, ensuring quality service and a healthy and safe environment.

1095 Meadowvale Road. Santa Ynez, CA. 93460
805.691.9755
Tuesday-Sunday 11am - 4pm | CLOSED MONDAY

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Customer Base: Our customer base has been consistent for many years and we hope will continue with the introduction for a wider product line, introducing local wines, as well as some with our brand labels or personalize labels for our clients.

Positive impact to community: We currently offer a very positive and welcoming environment for our customers. We are the only floral business to offer personalized wines to compliment our addition of personalized baskets.

Thank you for your time and consideration of our application to help our business grow.

Sincerely,

Jill Redman
Owner

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