

To: California Alcoholic Beverage Control  
Attention: Diane Carranza  
4800 Stockdale Hwy #213  
Bakersfield, CA 93309

From: Old Town Biergarten LLC  
125 Broadway St  
Orcutt, CA 93455

RE: Letter of Public Convenience or Necessity

To Whom It May Concern:

This letter provides justification for a finding of Public Convenience or Necessity for the Old Town Biergarten at 125 Broadway St, Orcutt, CA 93455. The Department of Alcoholic Beverage Control has indicated that a letter of public convenience or necessity is required to permit the sale of alcoholic beverages at this site (a Type 40 On-Sale Beer – Eating Place). Old Town Biergarten proposes to convert a garden store to a retail neighborhood beer garden that provides a unique experiential retail experience and specialized selection of premium craft beers to local patrons and visitors to Orcutt’s historic downtown.

Business & Professions Code §23958.4 requires a positive finding of “public convenience” or “necessity” in order for a retail on-sale beer eating place license to be approved. Thus, it is legally sufficient if Old Town Biergarten shows either public convenience or public necessity. As demonstrated below, permitting the sale of Alcoholic Beverages at this site will clearly satisfy this standard, and the ABC should grant Old Town Biergarten’s application.

Business Purpose: Old Town Biergarten’s model is intended to provide consumers with premium hard-to-find beers. Old Town Biergarten will offer an incredibly broad selection of local, regional, American and international beers – providing a voice to small Santa Barbara County breweries and placing them in the company of international favorites. The garden atmosphere is a different approach to the consumption experience in the downtown. Customers have the opportunity to consumer featured beers and bites in a relaxing, casual outdoor garden environment. Old Town Biergarten’s customers care about how the products and services they support affect the world around them.

The business features couple indoor and outdoor table and garden seating and service for approximately 50 seated guests. It will operate from 10am to 10 pm Monday through Thursday and 10am to 12pm Friday and Saturday. The business provides a unique seated dining experience incorporating elements of fine service standards with a casual counter-service environment for grab-and-go purchasing. The business also features an assortment of gifts.

Proposed Products and Services: Old Town Biergarten's operation will continue feature unique and hard to find premium beers. The selections are specifically designed to highlight the diversity of regional craft breweries and international offerings and to give patrons the full small producer experience they can't get anywhere within sixty miles. The space will provide educational beer events hosted by Old Town Biergarten for its customers on select nights. Offering education in pairing local beer in a way that will enhance our community.

There are plenty of places where a customer can choose from a variety of local premium beers. But Old Town Biergarten will bring the people and authenticity behind small production, local beers, right to the customer. After ID's are checked and they are checked in at the host station, customers can taste beer by 2 oz, 6 oz., 12 oz or 16 oz pours, take home a bottle, or taste from the featured brewery of the week.

Public Convenience: The goal of Old Town Biergarten is to (a) bring an eclectic curated selection of small local and international produced beers to downtown Orcutt, and (b) provide a convenient location for local patrons and business professionals, along with public patrons visiting Orcutt's historic sites and a shopping district that are looking for an upscale and unique beer experience.

A public convenience would be offered in that the beverage options and unique service available at Old Town Biergarten's premises are unlike any other experience in the downtown area. Old Town Biergarten particularly serves as a convenience for the hundreds of professionals working in the area and nearby professional offices on a daily basis. Other businesses in and around the proposed location provide limited upscale beer selections for working professionals and visitors alike to consumer in a casual outdoor environment.

A beer selection designed to lift up the voices of Santa Barbara County's small producers will support the downtown area as a vibrant retail area for shopping and a business center for local professionals working downtown, local residents and visitors. The upscale destination this location provides will enhance the surrounding community and support further economic development in the area for customers looking for lunch and after-work meal and drink options as well as allowing tourists to enjoy the town's unique cuisine while experiencing the natural wonder Orcutt has to offer.

No Impact on Public Health, Safety, or Welfare: The Old Town Biergarten premises is zoned for commercial uses. Surrounding land uses include mainly retail and commercial uses, including restaurants, tasting rooms, coffee shops, and other hospitality and commercial business offices.

The operation of this successful business at this site will contribute to the economic vitality of the area through sales tax revenue, create new jobs and provide a new, safe and convenient dining location. It's outdoor garden motif and clientele will also attract further upscale development to this corridor. Thus, the public health, safety, and welfare will be advanced. The continued sale of high end alcoholic beverages will not change this.


Old Town Biergarten is committed to protecting the public health, safety, and welfare of the community, and will take appropriate steps to do so. The Old Town Biergarten premises will be operated in a manner such that it will not contribute to or aggravate police problems in the area and immediate vicinity. The restaurant will implement stringent operational standards and, per ABC law, properly implement training programs and require responsible beverage service certificates from all its employees to ensure the lawful selling of alcoholic beverages.

Old Town Biergarten's service model will require face-to-face cashier or server and customer interaction, with employee approval on all sales of alcoholic beverages in order to verify that the customer is of legal age.

Based on the foregoing, Old Town Biergarten respectfully requests that the County of Santa Barbara approve and California ABC issue a Type 40 alcoholic beverage license for this location.

Sincerely,

Old Town Biergarten LLC



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Frank Rivera, Manager