



**COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING DIVISION**

CITY HALL  
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**CITY COUNCIL STAFF REPORT**

Meeting: November 19, 2019

Subject

Application for Alcoholic Beverage License for Welcome Market Inc (dba 99 Ranch Market), 10425 S. De Anza Boulevard.

Recommended Action

Recommend approval to the California Department of Alcoholic Beverage Control of the Application for Alcoholic Beverage License for Welcome Market Inc (dba 99 Ranch Market), 10425 S. De Anza Boulevard.

Description

Name of Business: 99 Ranch Market  
Location: 10425 S. De Anza Blvd  
Type of Business: Food Retailer  
Type of License: 86 – Instructional Tasting License  
Reason for Application: Annual Fee

Discussion

There are no zoning or use permit restrictions which would prohibit the sale of alcohol as proposed and staff has no objection to the issuance of this license. License Type 86 authorizes the tasting of alcoholic beverages as authorized to be sold from the off-sale premises, on a limited basis. License Type 86 requires physical separation from the off-sale premises while tasting is taking place and generally requires the participation of a specifically-authorized manufacturer or wholesale licensee. This is an existing grocery store located on the northwest corner of McClellan Rd and S. De Anza Blvd at McClellan Square Shopping Center.

Sustainability Impact

None

Fiscal Impact

None

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Prepared by: Lauren Ninkovich, Assistant Planner, Planning Division

Reviewed by: Benjamin Fu, Director of Community Development  
Approved for Submission by: Deborah Feng, City Manager

Attachment: A - Application