

Planning Application #: 15-060

Date Received: 7/30/15
 Fee Paid: \$2072+461.00
 Receipt #: 89927+89928

City of Albany

JUL 30 2015

Community Development

City of Albany

PLANNING APPLICATION FORM
NON-RESIDENTIAL

Please complete the following application to initiate City review of your application. Please be aware that staff may have additional application requirements. For projects requiring Planning and Zoning Commission review, please schedule an appointment with Planning Division staff. The Community Development Department office is open to accept applications Monday, 8:30 AM to 7:00 PM, Tuesday through Thursday 8:30 AM to 5:00 PM, and Friday 8:30 AM to 12:30 PM (closed Noon – 1PM, Mon. – Thu.) at 1000 San Pablo Avenue, Albany, CA 94706 (510) 528-5760.

Fee Schedule (FY 2013-2014)

<input type="checkbox"/> Design Review*	\$2,072/ Admin. \$1,101
<input type="checkbox"/> Parking Exceptions/Reductions - see separate handout*	\$Actual Cost/Min \$2,072
<input checked="" type="checkbox"/> Conditional Use Permit (major)*	\$Actual Cost/Min \$2,072
<input type="checkbox"/> Conditional Use Permit (minor)*	\$1,101
<input checked="" type="checkbox"/> Sign Permit	\$1,479/\$461 Admin.
<input type="checkbox"/> Temporary/Seasonal Conditional Use Permit*	\$461
<input type="checkbox"/> Lot Line Adjustment*	\$Actual Cost/Min \$1,101
<input type="checkbox"/> Secondary Residential Unit*	\$1,101
<input type="checkbox"/> Parcel/Subdivision Map; Planned Unit Development; Condo Conversion*	\$3,357
<input type="checkbox"/> Variance*	\$2,072
<input type="checkbox"/> Other(s): _____	\$ _____

*When obtaining more than one planning approval, the full amount for the highest fee will apply and 1/2 fee will be charged for any other ones.

General Plan Update Fee \$45 included in the fees above. This fee only needs to be paid once for each separately submitted application.

****If applying for a Conditional Use Permit, please complete the Supplemental Questionnaire****

Job Site Address: 1137 Solano Avenue, Suite 101, Albany CA 94507		Zoning District:
Property Owner(s) Name: Abraham Shem represented by Discovery Investments	Phone: Martin Chan Fax: (510)584-9073	Email: marty@discoinvest.com
Mailing Address: 3666 Grand Ave. Suite C	City: Oakland	State/Zip: CA 94610
Applicant(s) Name (contact person): Sebastien Tron	Phone: (510)646-5860 Fax:	Email: seb@hopsy.beer
Mailing Address: 2414 Virginia Street	City: Berkeley	State/Zip: CA 94709

PROJECT DESCRIPTION (Please attach plans)

Local craft beer retail store. See attached for project description



City of Albany

CONDITIONAL USE PERMIT SUPPLEMENTAL QUESTIONNAIRE

The City of Albany Municipal Code contains findings for approval of Conditional Use Permits. Your answers to these questions allow staff to process your application. There may be additional questions based on your responses below. After your application is accepted for processing, staff and the Planning & Zoning Commission (if applicable) will likely make at least one field visit to the Site and neighborhood.

1. What is (was) the use in this building/tenant space prior to your proposal?
NONE
2. What use are you proposing? BEER RETAIL STORE
3. Proposed hours/days of operation? 10 AM - 10 PM MONDAY THROUGH SUNDAY
4. Maximum number of employees expected on site at any one time?
(include owners/partners) 4
5. For instructional uses/assemblies of people/classes, etc. what is the maximum number of participants expected on site at any one time?

6. For restaurants and cafes, will beer/wine/liquor be served? ✓
7. How large is the space your business will occupy? 1561 SF
8. Do you have off-street parking? If so, how many spaces? 6 spaces

Please contact the Community Development Department if you have any additional questions. We are open with the following hours:

Monday, 8:30 AM – 7:00 PM
 Tuesday – Thursday, 8:30 AM – 5:00 PM
 Friday, 8:30 AM – 12:30 PM
 Closed for lunch from 12 PM – 1 PM daily

Albany City Hall
 1000 San Pablo Avenue, Albany, CA 94706
 TEL: (510) 528-5760

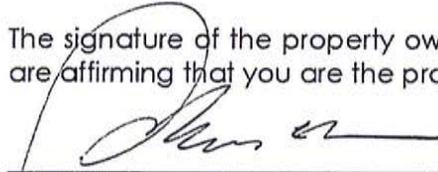
TERMS AND CONDITIONS OF APPLICATION

I, the undersigned owner (or authorized agent) of the property herein described, hereby make application for approval of the plans submitted and made part of this application in accordance with the provisions of the City's ordinances, and I hereby certify that the information given is true and correct to the best of my knowledge and belief.

I understand that the requested approval is for my benefit (or that of my principal). Therefore, if the City grants the approval with or without conditions, and that action is challenged by a third party, I will be responsible for defending against this challenge. I therefore agree to accept this responsibility for defense at the request of the City and also agree to defend, indemnify and hold the City harmless from any costs, claims, penalties, fines, judgments, or liabilities arising from the approval, including without limitation, any award or attorney's fees that might result from the third party challenge.

For this purposes of this indemnity, the term "City" shall include the City of Albany, its officers, officials, employees, agents and representatives. For purposes of this indemnity, the term "challenge" means any legal or administrative action to dispute, contest, attack, set aside, limit, or modify the approval, project conditions, or any act upon which the approval is based, including any action alleging a failure to comply with the California Environmental Quality Act or other laws.

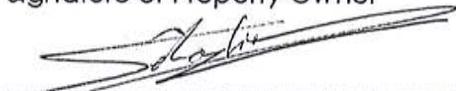
The signature of the property owner is required for all projects. By executing this form you are affirming that you are the property owner.



Signature of Property Owner

7/29/2015

Date



Signature of Applicant (if different)

7/29/2015

Date



HOPSY.

1137 Solano Avenue
Albany•CA•94507
510-646-5860
seb@hopsy.beer
www.hopsy.beer

Value Proposition

- (1) Draft local beer
- (2) Large selection
- (3) Convenience
- (4) Low prices

Partner Breweries

Magnolia (SF)
Alameda Island (Alameda)
FreeWheel (San Mateo)
Black Diamond (Concord)
Ale Industries (Oakland)
Moylan (Novato)
Half Moon Bay (HMB) ...

Project Description

Hopsy is a small startup with a big mission: to give access to better beers. We're building a community of beer enthusiasts ordering fresh draught beer directly from local craft brewers. Neighborhood by neighborhood, we want to bypass the supermarket and make fresh, real beer more accessible than ever before.

There are more than 3,500 microbreweries in the US, but consumers only have access to a small fraction of them in traditional retail. Ironically, access to local micro-breweries in retail is very limited as shelf space is trusted by larger brands. The solution for micro-breweries is to self-distribute to local bars and to sell beer to go in growlers at the brewery.

Hopsy is a beer retailer (Type 20 ABC – Off sale beer and wine) dedicated to local craft brands. We will facilitate access to local brands by sourcing directly from the producers and selling growlers of fresh draft beer.

We are both a brick and mortar retailer, based in Albany, and an online marketplace, delivering to the home.

In addition to a large selection of local craft beers, we will carry a selection of beer accessories such as glasses, coasters, t-shirts and books. We won't offer on premise consumption of food or alcohol.

Number of employees: 4. Hours of operation: 10 am to 10 pm from Monday to Sunday

Founding team

Sebastien Tron, co-founder & CEO

10 years experience in marketing and online retail
Food tech: SpoonRocket, Munchery, NakedWines
MBA UC Berkeley 2015

Bodie Paden, co-founder & CTO

7 years in online DTC wine sales.
Lead US Developer at NakedWines and former CTO at eWinery

Andrew Perroy, co-founder & Operations

Merchandising and operations at NakedWines US
Beer industry: Miller, Ruhstaller, Sierra Nevada
MBA UC Davis 2011



Avg BeerAdvocate ratings >4/5 😊

2 beers per brewery

Monthly rotation



Floor plan – 1137 Solano Avenue

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