



Public Comment Received for:
Item III: 324 W Montecito St
PLN2024-00027

Name of Sender	Distributed prior to hearing	Distributed during the hearing	Distributed after the hearing
1. David Powdrell	x		
2. Anonymous	x		
3. Anonymous	x		
4. Carter and Wendy Morgan	x		
5. Kelley Baeza	x		
6. Kimberly De Campos	x		
7. Anonymous	x		
8. Anonymous	x		
9. Marina	x		
10. Jess Frank	x		
11. Anonymous	x		
12. Mitchell Vance	x		
13. Robert & Bonnie Moore	x		
14. Tom Hoffman	x		

Public Comment #1

From: [David Powdrell](#)
To: [Community Development PC Secretary](#)
Subject: Please keep Santa Cruz Markets unchanged
Date: Monday, March 18, 2024 12:50:48 PM

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As a shopper at Santa Cruz Markets, I hope the change of ownership doesn't include any changes. Having a one-stop small market in Goleta that includes beer and wine is important to me.

Thank you very much,
David Powdrell

Public Comment #2

From: [Dennis Boscacci](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz
Date: Monday, March 18, 2024 1:23:57 PM

[You don't often get email from dboscacci54@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

I've been shopping SantaCruz markets for over 45 years on the Mesa , Milpas and Goleta and current location .
With the best meat counter in town it's nice to one stop shop including beer and wine. Let's keep it simple.
Sent from my iPhone

Public Comment #3

From: [AlenaSkala DavidGay](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz Market
Date: Monday, March 18, 2024 3:41:08 PM

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We love Santa Cruz Market and really appreciate having wine and beer available for one stop shopping!
We wouldn't change a thing!

Public Comment #4

From: [Morgan family](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz Market sale
Date: Monday, March 18, 2024 3:55:59 PM

We love the Santa Cruz Markets and have shopped at have shopped there for years. We are so happy to learn that the new owners are planning to continue to sell beer and wine.

Sincerely,
Carter and Wendy Morgan

Public Comment #5

From: [Kelley Baeza](#)
To: [Community Development PC Secretary](#)
Subject: 324 W Montecito Street (Santa Cruz Market)
Date: Monday, March 18, 2024 4:14:34 PM

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Hello,

I have shopped at Santa Cruz Market for decades. I hope the new owner is able to keep the same brand items, including beer and wine, I specifically go there for.

Kelley Baeza

Public Comment #6

From: [Kimberly deCampos](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz Market
Date: Monday, March 18, 2024 4:17:24 PM

[You don't often get email from 63pelicans@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

To whom it may concern: In reference to the wine and beer license currently under review for transfer:
My husband and I rely on Santa Cruz market for our shopping needs. We sure hope that the new owners can keep the store running similarly. We'd really miss it otherwise!
Sincerely,
Kimberly de Campos

Sent from my iPhone

Public Comment #7

From: [Jill Davis](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz Markets
Date: Monday, March 18, 2024 5:43:27 PM

You don't often get email from jillrdavis2@gmail.com. [Learn why this is important](#)

We enjoy the convenience of buying our groceries along with beer and wine at Santa Cruz Markets.

Public Comment #8

From: [Joe Rakowski](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz Market
Date: Monday, March 18, 2024 10:03:57 PM

You don't often get email from rakowski.joseph@gmail.com. [Learn why this is important](#)

This local market provides a great shopping experience, produce at the entry, all other items needed for every day use, and a great meat department. The Wine and Beer selection only helps the store's "easy one stop to shop" image. There is no need to change what works. Approve the transfer of the license.

Public Comment #9

From: [Marina Alam](#)
To: [Community Development PC Secretary](#)
Subject: 324 W Montecito Santa Cruz Market
Date: Monday, March 18, 2024 10:05:51 PM

You don't often get email from marinalma45@aol.com. [Learn why this is important](#)

It is very important to have a grocery store for our community in this location. There are so many people like me who do not drive cars and I am able to shop at Santa Cruz. I love my market. Being able to buy beer and wine at the same location, like every other grocery in town, makes the shopping trip complete so I don't have to go to another area or pay the high prices of a convenience store.

I am sure that having a beer/wine license will help keep this store as a successful part of the neighborhood. This is such an important market in the area and so many people walk to this store from the neighborhood. This is the one place in this area where we can get both produce and meat and a bottle of wine at the same time - rather than have to go to a different store. I think every other grocery in town sells beer and wine and most probably sell liquor as well.

It seems like the City would be trying to penalize the one grocery in this area if they taking away the beer/wine license and I'm not sure why when this is an area with such a large walking population, many who can't drive to other areas.

I think in the long term if they do not have a beer/wine license is going to be that the market loses customers and has trouble staying in business and may not be open in a few years.

We need this market in our area.

Thank you for reading my letter.

-Marina

608 San Pascual
Santa Barbara

Public Comment #10

From: [Frank Design](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz market - 324 W Montecito Street
Date: Monday, March 18, 2024 10:30:43 PM

You don't often get email from frankdesign@aol.com. [Learn why this is important](#)

Dear Planning Commission,

Santa Cruz market is a community asset. There are almost no local grocery stores left and it's so great to have one in serve it's local community and neighborhood by offering produce, a meat department, dry goods and beverages including beer and wine.

I really hope that this can continue since there is not an equivalent store to this in the area and this serves such a need for the pedestrian portion of the community in this area.

This market keeps this area from being a food desert in terms of household groceries and so many people walk to this store from the neighborhood.

Maintaining what the store currently offers is really important - both as a service to the neighborhood and for helping keep the store in business long term.

In other cities, neighborhoods with a lower income, more pedestrian population have to fight incredibly hard for years to get a grocery to come to their neighborhood. This area is so lucky to have a thriving store that serves the needs of the neighborhood and is a critical part of the area.

It's hard to imagine any planners not being thrilled to have a small but comprehensive grocery in this location and I hope you will do all you can to not endanger this well loved market from being viable at this location.

Thank you,
Jess Frank

Santa Barbara, CA

Public Comment #11

From: [Susie Logan](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz Market Beer & Wine License
Date: Tuesday, March 19, 2024 8:55:53 AM

You don't often get email from asuslog@yahoo.com. [Learn why this is important](#)

Santa Cruz Market has been a convenient and friendly place to shop for many years. Knowing we can get everything we need for a great meal in one place, including beverages, is just one of the many reasons we shop there.

We hope Santa Cruz Markets will stay the same great place for many years to come.

Thank you.

Public Comment #12

From: [Mitchell Vance](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz Market on Montecito St.
Date: Tuesday, March 19, 2024 9:20:45 AM

[You don't often get email from mitchell.e.vance@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

To whom it may concern : When I shop at Santa Cruz Market I appreciate all the convenience that it affords and especially the beer and wine selections....It is comforting to know that all my purchases go towards local owners and not some conglomerate out-of-town market.....not only should their beer and wine licenses be allowed but liquor should be added also....just like all the other markets in town i.e. Lazy Acres, Bristol Farms, Whole Foods, Albertsons, and Gelson's....Mitchell Vance

Public Comment #13

From: [Bonnie Moore](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz Market Beer and Wine Sales
Date: Tuesday, March 19, 2024 9:34:09 AM

You don't often get email from bjgmoore@gmail.com. [Learn why this is important](#)

Comment Regarding Santa Cruz Market sale of Beer and Wine

We have been customers of Santa Cruz market for the last 45 years.

Shopping for groceries and being able to purchase along with our food items is the selection of Beers and Wines when we have had holiday dinners at our home.

It has saved us many extra miles to drive to purchase beer and wine when it can be purchased at the same time as we purchase our food.

Great convenience when going to a BBQ to stop and pick up BBQ items along with Beer and Wine.

Respectfully submitted,

Robert & Bonnie Moore

Old Town Goleta residents

Public Comment #14

From: [Tom Hoffman](#)
To: [Community Development PC Secretary](#)
Subject: Santa Cruz Market
Date: Tuesday, March 19, 2024 12:50:46 PM

[You don't often get email from tomhoffmo@hotmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

To whom it may concern,

I wanted to offer my feedback regarding Santa Cruz Market. I have shopped there for many years and I have always appreciated the products and services they provide, including their fresh meats, beer and wine, ice, fresh produce, etc. They represent the ideal of a small business and should be supported by the community and local government in every way possible. Please allow the liquor license to transfer to the new owners without delay.

In fact I would support a full liquor license for them, if possible.

Thanks!

Tom Hoffman
5404 Agana Dr
SB, CA 93111