

Description

Windsor Homebrew Supply Co is a specialty retail shop selling equipment and ingredients to make beer and wine at home with a strong focus on community and education. We have been in operation for over 7 years in Costa Mesa and expanded to Anaheim with a second location 2 years ago. In 2017 the Costa Mesa planning commission approved a CUP to allow us to sell beer and wine for off premise consumption. We are proposing to add a 476 Square Foot tasting area to the existing bottle shop to allow for the tasting of beer, wine, and cider for on premise consumption. We have applied for a Type 42 Alcoholic Beverage Control (ABC) license that will allow for the on premise consumption of beer and wine. Within the small tasting area we plan to add a few taps of draft beer continuing with our focus on hyper local breweries and also hard to find limited, unique beers from around the US and globe. We also plan to have cider and wine samples. The tasting room would be greatly beneficial to our shop and to the local community as it would allow us to further our education by adding tastings to our classes. We plan to hold a class every month or two. They will be held on a weekday (Monday - Thursday) starting at 5pm and ending at 7pm. Classes range from 6-12 people per class and lead patrons on how to make beer at home and further beer education through style demonstrations. The main focus of the tasting room will be to provide a specialized tasting and educational experience for customers and to amplify the retail side of the shop. We plan to build a wooden tasting bar that can accommodate up to six guests. We will also have two standing tables that can accommodate 2 guests per table.

We feel the tasting area would be beneficial because patrons could come and taste beers and wines not found anywhere else in the area. We carry very limited and unique selections from small producers. Having the tasting area would be greatly beneficial to my supply shop as sharing and tasting beer is a great way to learn about new styles to be brewed and also learning the nuances of how they are made.

We have been operating a tasting room at our Anaheim shop for the last two years with great success. We abide completely by all rules and have had zero infractions. We are committed to providing a safe, comfortable well lit place to shop or enjoy a few samples. We post signs that deter loitering and have a fully trained and licensed staff of 2-3 employees operating the shop and tasting area. Our proposed hours are 10am-7:00pm, daily, and we have no intention of being a late night destination or a standard "bar." Last call would be at 6:30pm and no customers would be allowed to remain in the shop past closing. The sales from the proposed tasting area would only be around 5-10% of gross sales for the shop. We will have a designated sectioned off area for the tasting that will be no more than 476 square feet. It will be marked with signs allowing only for patrons 21 and over and will follow all local, state, and federal regulations. Tasting will only be allowed inside the sectioned off area with posted signs. The tasting area will be set up consistent with ABC requirement for separation from the rest of the retail sales area.

July 29,2022

To Whom it May Concern,

I am writing to express my enthusiasm for the prospect of Windsor Homebrew Supply adding a tasting room to its Costa Mesa location. As a craft beer culture enthusiast, I have driven many times from my home in Riverside to attend events hosted by the Windsor team at its Anaheim location, and think a similar model at its flagship location in Costa Mesa will be a great addition to the community. Windsor Homebrew Supply has become a conduit for the Southern California craft beer community, as well as a great local employer. Scott Windsor and his team have curated a thoughtful offering of brewing education and ingredients, along with beer and wine from around the world. I ask for your thoughtful consideration in granting their request to incorporate a tasting room into their long-standing establishment in Costa Mesa, and thank your for your time.

Best,
Armin Tchami

Dear City of Costa Mesa Representative:

Windsor Homebrew Supply Co. has become the gold standard of beer related retail shops.

Whereas most shops would specialize in either homebrew equipment OR beer sales, Windsor has excelled in both capacities. This duality has allowed Windsor to cater to a variety of crowds from professional brewers to home brewers to veteran beer drinkers to new beer drinkers and more.

Additionally, another meaningful element of Windsor is its focus on beer education; the shop has put on several classes/events that have focused on a variety of topics including beer styles, brewing techniques, beer and food pairings, craft beer culture, etc. Consistently, the shop has aimed to empower its consumers to take more ownership over their beer journeys.

Furthermore, it's undeniable the near complete beer experience that Windsor provides; yet, the missing piece that has eluded the shop, because of city restrictions, is a tasting room. A tasting room would further empower shop visitors by introducing them to different beer styles while simultaneously developing their palates. Additionally, the tasting room would go hand in hand with the classes/events of Windsor by providing the tangible/concrete form of many of the topics being discussed.

While I do believe Windsor "deserves" to have a tasting room considering how much the shop has given back to its supporters, what ultimately is most important in my eyes is that an added tasting room is so important to the overall ethos of Windsor. It's clear that Windsor is predicated on beer being experienced in a very dynamic manner and the addition of a tasting room is absolutely integral to the shop's ultimate vision of how one should engage with beer.

Thank you for your time and consideration of this endeavor for Windsor,

Brenton Agahan

Hello,

The intent of this letter is to support Scott and the Windsor team in their mission to sell alcohol on premise at the Costa Mesa location. Windsor Homebrew Supply has been such an integral part of the community, opening their doors to everyone and being so kind. Opening a tasting room at this location would mean a great deal to the local community and most importantly Windsor Homebrew Supply. The craft brew community, including myself and my friends/family, are such a tighten family - opening a tasting room would only bring this community that much closer. It's much deeper than simply just beer, it's about sharing experiences, knowledge, and just spending time together enjoying each other's company. Thank you so much for your consideration.

Thomas Dacanay

To whom it may concern,

I would like to write this letter in support of Windsor Homebrew Supply Co. in their efforts to open up a tasting room here in our beloved city of Costa Mesa. As a lifelong born and raised Costa Mesan since 1979, I have seen this city go through many changes. One recent change I've noticed on Randolph St is the progression to more of a nightlife, get people to walk up and down the street and create a more social vibe with the addition of all the breweries and clubs, especially with the new parking set up. It would only add to attraction and lure of this location to add a taproom to someone and an establishment that has already shown to be an appreciative and giving member of the community that has accepted him into it. So in short it really makes no sense not to allow someone who has shown to be a productive member of this community that we all love and want to be the best place for all of its residents and visitors.

Durke Atwell

To whom it may concern,
Windsor is a great local business which I support as a Costa Mesa business owner. They should be approved to pour beer on tap as it would be good for the sense of community they've built for people that have a passion for beer. I also feel that it's important to support smaller local businesses and their endeavors.
Thank you,

GAVIN RAINEY
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To whom it may concern,

City of Costa Mesa / planning division

RE:Windsor Homebrew Supply Company

Windsor is a fresh concept for our current image on Randolph Ave. Costa Mesa needs this place. The staff at this location are very good at what they do. Professional, and bring a quality group of people into our neighborhood. I feel that they understand the responsibility that comes along with a consumption license and will not abuse its purpose. I personally would like to endorse these gentlemen and I am confident they will be an asset to our city.

Thank you for your consideration.

Alec Tenace
gods&heros Inc.
C: 949.244.5163

To whom it may concern:

I am writing this letter to express my full support for the addition of a tasting room space at Windsor Homebrew Supply on Baker St. I have lived in the "SoBeCa District" of Costa Mesa for about the last 10+ years, owning my home for about the last 8 years. I am currently a short walk/drive away from the Windsor Homebrew Supply store and have been a regular customer for several years. Scott Windsor and his team have created a welcoming environment in this store, full of knowledgeable employees and like-minded customers who all enjoy the world of creating, exploring, and drinking delicious craft beers. I was a customer of this store when it was just a place to buy homebrew supplies, but have continued to frequent it as it has expanded into a bottle shop. It is my go-to place to find new and exciting beers to try and share with friends. I recently heard that Scott intends to add a tasting room space to his store and could not be more excited about this idea. I believe this will just continue to expand the aforementioned welcoming environment and I see this space being a great addition to the area. It will be a perfect fit for the growing craft beer hub on Randolph Ave, as it will complement the existing craft breweries in the area, allowing customers to explore an even broader range of great beers.

I know that Scott already has a similar tasting room in Anaheim that has been enjoyed by many. But many of us that live in Costa Mesa and the surrounding cities can't always make the time to trek up to Anaheim, so having something closer to home is quite desirable. Therefore, I ask that you please approve and expedite whatever necessary permitting is required for Windsor to make this new addition.

Thank you.

Jared Rounsevell

805-674-6880

jaredrounsevell@gmail.com

Hi Scott,

Last week I was in your Anaheim shop, and we chatted about your efforts to get approval for your Costa Mesa location to sell beer for consumption on-site. I just wanted to send a quick note to you to express my support - this will be a positive addition for the community! I would much rather not have to drive all the way to Anaheim to try some of the limited beers you offer.

Thanks for all you do!
Jon Haritatos

Hello,

My name is Max and I would truly love to see Windsor Home Brew Supply's Costa Mesa location have on site pours for all of us to consistently enjoy.

Scott and his team have always been the best at bringing in top quality beer and always provided a great environment for it. Not only would I enjoy this, but I know for a fact that everyone else would too.

Sincerely,
Max Bluestein
631-897-4806

Dear Council Member,

I am writing this letter to ask for your support in giving Windsor HomeBrew Supply Co. an Alcohol license to consume on-premise.

An Alcohol license makes perfect sense in the area, Scott Windsor has been supporting Costa Mesa for more than 7 years he pretty much is a folk hero in the area.

There are a lot of bars in the area with terrible beverage choices not to mention poor customer service. Windsor HomeBrew has always been my choice for some amazing beverages and top-notch customer service. I commute from Santa Ana and never think twice about going anywhere else but to Windsor HomeBrew Supply.

A tasting room inside Windsor HomeBrew makes good sense for convenience reasons and for networking with homebrewers and locals alike. I feel that giving a license to Windsor HomeBrew is a win win for the community and the city as well. It will bring in revenue to the city and bring the community closer together. When the benefits are so great and there is no harm done to existing business it makes perfect sense to support a tasting room and a loyal Costa Mesa patron like Scott Windsor.

Thank you so much for your help.

Miguel Torres
714-425-1000

To the City of Costa Mesa,

I would like to throw my support to Scott Windsor and the Windsor Home Brew Supply Company to have a tasting room. I have been a long time customer of the shop and I get most of my home brewing supplies from Scott's shop. I see the Anaheim shop and their offerings in the tasting room and know people who will go to that location in order to shop and taste beer that Scott has brought in for their customers. That is tax revenue that could be going to the city of Costa Mesa. Although I do not do that, and I'm loyal to Costa Mesa, I would love to try some of those samples that Scott would bring in while I continue to shop for my homebrewing ingredients. Please help Scott to allow his shop to deliver a tasting shop. There are already a few breweries down the street and Scott's shop would only add to the enjoyment of craft beer enthusiasts like myself.

Best regards,
Pat Murray

To whom it may concern,

Windsor has filled a niche need in our community for many years. It quickly became my go-to place for quality homebrew supplies and a quality curated selection of local and rare craft beers. As a homebrewer for many years and a craft-beer enthusiast I feel very lucky to have a business in the community that offers friendly and knowledgeable service, quality products, and cares for the community.

I fully support Windsor Homebrew store's ambition to create a tasting room. It's obvious that Scott is passionate about this craft and has put in a lot of effort to source local, rare, and impossible-to-find craft beers, many that you would not be able to try anywhere else. I know this is not going to just be a place to grab a brew, like the many other locations in walking distance, but a place to get to experience the craft from world class brewers from around the globe. I personally am excited to show my support for a small business whose goal is to share their passion with the community. I think it's the community leaders' job to show this support back.

Sincerely,

Robert Lucy
19 Calvados
Newport Coast, Ca 92657
949-338-1273

To Whom it May Concern,

I just wanted to vouch for the fine folks at Windsor, and say I whole-heartedly support the addition of a tasting room at the Costa Mesa location of Windsor Homebrew Supply Co. I have been a customer since they opened, and I try to stop at the Anaheim location any time I can to visit their tap room.

A big reason I'm looking forward to this is it will make more good beer and rare beer more accessible. There's a big difference between macro beer (your average beer at a bar) and craft beer. The beer you find at your average bar will not be served at Windsor. With the bottle shop that Windsor already has, I've had the pleasure of selecting from an excellent rotation of super fresh or hard to find beer from around the US and around the world. Every now and then the Anaheim location has events like tap takeovers and tastings. I've been to a few and have one marked on my calendar for next month. Those are expensive Lyft rides to Anaheim.

The beer selection is helpful for an educational journey with homebrewing as well. When you start homebrewing you learn that there are style guidelines with objective metrics for every style ever created, and those guidelines also specify commercial examples of beer. We have used Windsor to secure beer for study groups and homebrew clubs to let people taste a classic example and build some vocabulary and word association so they could clearly communicate perceived attributes of beer. Next week I'll be reviewing Czech Lager and Dark Czech Lager with Orange County Mash Ups. I've even picked up a \$99 bottle to share the best of the best at an open club meeting.

The Anaheim location got pretty popular with beer industry workers, who often congregate in the early afternoon at the end of their morning shift. I know they regularly attract industry folk as well as craft beer enthusiasts from as far away as Long Beach and beyond. A tasting room at Windsor will certainly bring people from all around.

Hopefully you support this idea as much as I do. Thanks for reading,
Rocky Evans
Costa Mesa

August 22, 2022

To the City of Costa Mesa:

This letter is being written in support of a local business, Windsor Home Brew Supply, in their ambition to open a beer/wine tap room within their home brewing equipment and supply showroom. Windsor fills a niche market in Orange County providing home brew equipment and supplies to hobbyist home brewers across the County. Likewise, they also currently provide a wide variety of lesser known and hard-to-find canned and bottled craft beer and wine as part of their business as home brewers like to experiment and see where the market is going and taste what the true professionals are doing that are pushing the envelope in the industry. The next logical extension of this is to provide a small taproom with hard to find and unique offerings on tap. This will help their clientele while also making their business more resilient.

I have been to the Windsor's Anaheim taproom and this is exactly what I am describing. Like their core business, this taproom fills a niche in the area by augmenting what a lot of bars and breweries in the area do not have and that's a small selection of unique and oftentimes very different styles and types of beers and wines. Generally, from what I've experienced, Windsor is frequented by home brew enthusiasts and it is a different experience from a typical bar and even the local breweries that usually focus on their particular styles. The clientele here is just a little more serious and it's less an entertainment destination. This will provide a unique place and a unique product that is underserved in the local makeup of bars and brewpubs.

Thank you, Costa Mesa, for your support on this issue.

Sincerely,



Dean M. Fisher

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