



In the Heart of Our Community

Since the founding of Northgate González Market in 1980, the family patriarch and matriarchs Don Miguel and Doña Teresa Gonzalez understood the importance of giving back to the community to be a successful business. More than 40 years later, their legacy continues through 2nd and 3rd generation family members and associates who continue to make it a priority to be not just a business but a valuable and caring neighbor.

The González family has led by example under three main pillars of giving – faith, education, and well-being. The current 13 owners established the Familia González Reynoso Foundation (FGRF). The foundation supports organizations involved with higher education and human services. Over the past two decades, FGRF has awarded more than \$2 million in community donations and scholarships.

As part of the company's well-being initiative, Viva La Salud, the grocer sponsored events such as mammography and health screenings, chronic illness detection, nutrition and healthy cooking classes and demonstrations, Covid-19 vaccines, and boosters. Through the Viva La Salud program, Northgate Market is the only retailer in the US that has more than 3,000 bilingual nutrition tags placed throughout the store.

In addition, the company offers back-to-school giveaways and annual toy giveaways. When the COVID pandemic hit, Northgate Market committed over \$1 million to support and help the most vulnerable community members by supporting food insecurity programs. During the holidays, the company gave schools, churches, and nonprofits more than \$250,000 in holiday food vouchers and turkeys to support needy families in cities that they serve.

In partnership with UC San Diego and the USDA, Northgate Market is part of the Mas Fresco, More Fresh program that provides community members participating in the CalFresh program up to \$100 a month in nutrition incentives when they purchase fresh fruits and vegetables with their CalFresh benefits at any Northgate Market, including the new store in Costa Mesa.

Teaching children the importance of good nutrition is also a priority for Northgate Market. We are proud to partner and host every year the Cooking Up Change® program, this year we will host our 10th annual event on March 16th. In partnership with Healthy Schools Campaign and Kid Healthy, the program challenges high school culinary students, from underserved communities, to create healthy, great-tasting meals that meet the real-life requirements of the national school meal program. The following is a link to video highlights of this program's events from 2012-2019 for you to view: <https://youtu.be/6Kv9EI86-p8>

And lastly, at the grand opening of the Costa Mesa store, Northgate Market plans to announce and give away over \$15,000 in scholarships and donations to local schools and nonprofit organizations highlighting our commitment to the community.

Applicant Supplemental
Information



April 18, 2023

To whom it may concern:

On behalf of the Costa Mesa Chamber of Commerce, I am writing to express our strong support for Northgate Market's efforts in the establishment and introduction of its newest store location in the City of Costa Mesa.

The entrance of Northgate into our local market will bring about a substantial economic contribution to the City of Costa Mesa, as it generates 300 new job opportunities and enhances the potential for increased sales revenue.

Complimenting the economic contributions Northgate Market offers is their long family history and their collaborative organizational culture. Starting almost a half a century ago, the story of Northgate Market perfectly captures the essence of the "American Dream." When Mr. Don Miguel made the decision to immigrate to the United States, he brought with him a hope and a dream for a better life for himself, his wife, and their children. Now with over 40 locations, the traditional values held dear by Mr. Miguel of servant leadership, respect, and hard work are continued to this day by the family.

The Costa Mesa Chamber of Commerce takes great pride in Northgate Market's dedication to choosing our local area for their business expansion and investment. The addition of Northgate Market will significantly contribute to the future growth and development of Costa Mesa.

Sincerely,

David Haithcock
President and CEO



April 11, 2023

City of Costa Mesa
Planning Commissioners
77 Fair Drive
Costa Mesa, CA 92628

RE: Support for Northgate Market, Harbor Center

Dear Planning Commissioners,

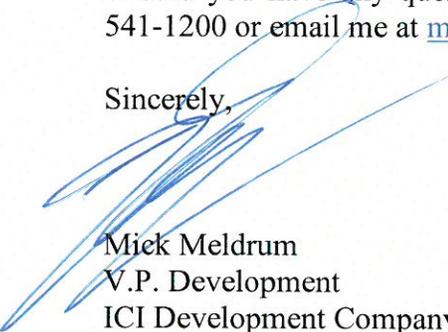
As a representative for Harbor Center Partners, L.P., owners of the Harbor Center shopping center, we would like to offer our support for Northgate Markets and their visions for their future store at 2300 Suite C, Harbor Blvd.

Over the past two years we have worked closely with Northgate to come up with a plan to have them remodel and occupy the former Albertson's store. Northgate's vision for this new store is much more than we ever envisioned. Their commitment to bring the very best to the City of Costa Mesa will be well represented with his new store.

We hope you will approve their plans as submitted and look forward to getting their store open in the very near future.

Should you have any questions or need additional information please call me at (714) 541-1200 or email me at mmeldrum@icidevco.com.

Sincerely,



Mjek Meldrum
V.P. Development
ICI Development Company, Inc.



April 14, 2023

Mr. Christopher Aldana
Assistant Planner
City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

Dear Mr. Aldana:

Travel Costa Mesa (TCM) has been informed about the plans for a new Northgate Market at 2300 Harbor Boulevard. I attended their community event on Saturday, March 25th and was impressed by the vision and proposal for this store. I believe it will be a wonderful addition to the city of Costa Mesa.

As you know, TCM is the destination marketing organization for the city and one of our core segments of marketing is the culinary scene and its incredible diversity. Eatcation® was a term created by TCM in 2018 with marketing strategies that support foodie-focused travelers, cultured cuisines and unforgettable local hangouts. My organization looks forward to sharing this unique and exciting concept with visitors. We feel strongly that residents as well as visitors will be welcomed and have the opportunity to thoroughly enjoy this *first of its kind* distinctive experience Northgate Market has thoughtfully created.

Sincerely,

A handwritten signature in black ink, appearing to read "Paulette", written in a cursive style.

Paulette Lombardi-Fries
President, Travel Costa Mesa