

STATEMENT OF JUSTIFICATION

PROJECT NAME: **PRUNERIDGE GOLF COURSE**

APPLICANT: **TOUCHSTONE GOLF, LLC**

REPRESENTATIVE: **Dan Kramer Law Group; Attn: Dan Kramer**

PROJECT ADDRESS: **400 N. Saratoga Avenue, Santa Clara, CA 95050**

Pruneridge Golf Club, located at 400 N. Saratoga Avenue, Santa Clara, CA 95050 (“Pruneridge”), is a 9-hole golf course on a 30-acre property. Pruneridge caters to those just learning how to golf as well as intermediate and advanced golfers. With rates ranging from \$22 - \$24 for a round of golf, the course is accessible to any golfer looking for a challenging course, but who doesn’t want to pay high greens’ fees.

The snack bar at Pruneridge serves breakfast and lunch every day and has been operating under a Type-41 Beer & Wine license since 1980. Under this license, consumption of beer and wine is authorized throughout the fenced premises of the property, including in the café and throughout the entire golf course. No alcohol violations have been issued to Pruneridge during the 39 years that it has been operating under a Type-41 license.

Due to customer demand, Pruneridge desires to upgrade its liquor license from a Type-41 to a Type-47 to enable its patrons to enjoy a full range of alcoholic beverages throughout the fenced premises of its property. Pruneridge believes this upgrade will also increase its competitiveness with nearby golf courses that hold Type-47 licenses such as Santa Clara Golf and Tennis, Deep Cliff Golf Course – Cupertino, Sunnyvale Municipal Golf Course, Shoreline Golf Links – Mountain View, San Jose Municipal Golf Course, Los Lagos Golf Course – San Jose, Summitpointe Golf Club – Milpitas, and Spring Valley Golf Course – Milpitas – all of whom serve alcoholic beverages on the golf course.

In conjunction with the upgrade of the liquor license, Pruneridge is renovating its clubhouse restaurant. The clubhouse will include a fixed bar, 68 indoor seats, and 44 outdoor seats. Breakfast, lunch, and dinner will be served at the clubhouse every day. The total building area of the clubhouse is 4,046 square feet. The clubhouse restaurant is 1,350.5 square feet. The clubhouse restaurant’s outdoor patio is 1,215 square feet.

The operating hours at the golf course will not change with this renovation. Operating hours will continue to be 6:00 a.m. to 10:00 p.m. Monday through Sunday.

This upgrade is desirable for the public convenience because members of the general public expect that a golf club of this nature will offer a full range of alcoholic beverages. The ability to serve a wide variety of alcoholic beverages along with various meal options will enhance the customer experience at the golf club.

Pruneridge is currently operated by Touchstone Golf. Touchstone Golf has been operating golf courses for 14 years and successfully operates 8 other golf courses in California with Type-47 licenses. No alcohol related incidents have occurred at any of these golf courses. Given the unblemished compliance history at Pruneridge, and Touchstone Golf's extensive operational experience, the addition of distilled spirits to the menu will have little negative impact on the nature of the golf club and will not be detrimental to the health, safety, peace, morals, comfort, and general welfare of persons residing or working nearby.

Pruneridge currently employs 35 staff members. Seven of these staff members work in the maintenance department based out of the golf course's maintenance building. The rest of the staff members work on staggered shifts that start at 6 a.m. and end at 10:00 p.m. The majority of the staff members are part-time and work between 10 to 30 hours per week. Typically, no more than 15 staff members (apart from golf course maintenance staff) are on a shift at any particular time. Pruneridge plans to hire an additional 6 to 10 staff members to service its new clubhouse restaurant.

Staff will regularly monitor areas where alcohol is consumed to make sure that alcoholic beverages are consumed in a safe and responsible manner. All servers have been trained through the Responsible Beverage Service training program. Pruneridge's management and staff are dedicated to maintaining the Club as a family-friendly establishment. Pruneridge understands the responsibility which comes with the service of food and alcohol, and all reasonable steps will be taken to ensure that the service of alcoholic beverages at the Club does not interfere with the quiet enjoyment of nearby residents.

In addition, the service of a full range of alcoholic beverages at Pruneridge will not impair the character and integrity of the zoning district. Pruneridge is located in a Planned Development zoning district and the operation of a golf course with a bona fide eating place is consistent with the Plan Development zoning classification.

Accordingly, Pruneridge respectfully requests that the City of Santa Clara approves its Use Permit.

BUSINESS OPERATIONS PLAN

PROJECT NAME: **PRUNERIDGE GOLF COURSE**

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Touchstone Golf, LLC operates the food and beverage facilities at Pruneridge Golf Course located at 400 N. Saratoga Avenue, Santa Clara, CA 95050 (“Pruneridge”). Pruneridge will be open from 6:00 a.m. to 10:00 p.m. daily. During these hours, Pruneridge will offer a full selection of alcoholic beverages at various locations on the property. These locations include the clubhouse restaurant, clubhouse restaurant patio, and on the golf course through the use of a beverage cart. Patrons will be permitted to consume alcoholic beverages purchased at these locations throughout the fenced area of the property. No alcohol consumption will be permitted in the parking lot or beyond the fenced area of the property.

Pruneridge is a 9-hole, walking only golf course. Unlike most golf courses, there are no golf carts on the property for customers to use. Therefore, the potential for alcohol related golf cart accidents is eliminated.

Pruneridge has 35 employees. Typically, there are 10-15 employees, excluding maintenance staff, on-duty at any given time. Pruneridge plans to hire an additional 6-10 employees to operate its new clubhouse restaurant. All servers will be required to undergo Responsible Beverage Service training through Touchstone Golf’s training program. This program teaches servers how to properly ID check customers as well as how to identify and manage intoxicated individuals. Recertification for all who serve alcohol is required every two years.

Servers will check customers’ ID whenever alcohol is ordered. Servers will make a good faith effort to ensure that identification is authentic and valid. Servers will not serve alcoholic beverages to minors or intoxicated individuals.

Staff will regularly monitor all areas where alcohol is consumed to make sure that alcoholic beverages are consumed in a safe and responsible manner. If staff identify an intoxicated individual, they are trained to politely refuse service to this individual and offer to arrange alternative transportation. In the event of an emergency, staff will call 911. Pruneridge’s management and staff are dedicated to maintaining the golf club as a family-friendly establishment, and strict adherence to these policies are paramount to accomplishing this mission.