



City of Carmel-by-the-Sea
COMMUNITY PLANNING AND BUILDING DEPARTMENT

POST OFFICE DRAWER CC
CARMEL-BY-THE-SEA, CA 93921
(831) 620-2010 OFFICE

March 27, 2019

Mr. Erez Chen
31177 Whistling Acres Drive
Temecula, CA 92591

Via email: erezchen702@gmail.com

Subject: Business License Approval
Royal Bee (BL 19-073)
Dolores, 4 SW of Ocean Avenue
Block: 76; Lot(s) 12, APN: 010-146-011

Dear Mr. Chen,

An initial review of your application is complete. The proposed primary use of a retail space as a theme/specialty store complies with the City's zoning standards for the Central Commercial (CC) Zoning District. This Department has given an initial zoning clearance for your business license subject to the attached Conditions of Approval. Final approval of the business license is subject to:

- 1) The completion of the 5-day appeal period.
- 2) The completion of a business license inspection conducted by our Code Compliance Coordinator, Bo Grunde. Please contact Mr. Bo Grunde at (831) 620.2026 to schedule an interior business license inspection once all counters, displays, etc. are in place. Your business license will not be issued until the business license inspection is completed. Interior modifications to the building may require approval from the Building Department prior to commencing work.
- 3) The return the signed Conditions of Approval to the Community Planning and Building Department.

City Staff will post the appeal notice at City Hall.

If you have any questions, please do not hesitate to contact me directly at (831) 620-2023.

Sincerely,

Evan Kort
Assistant Planner

Encl: Business License Conditions of Approval

BUSINESS LICENSE CONDITIONS OF APPROVAL

BUSINESS NAME: Royal Bee

BUSINESS OWNER: Erez Chen

PROPERTY OWNER: Carmel Properties LLC.

BLOCK: 76 LOT: 12

APN: 010-146-011

LOCATION: Dolores, 4 SW of Ocean Avenue

DATE OF ACTION: March 27, 2019

APPROVAL AND CONDITIONS:

1. This business license authorizes use of a retail space as a theme/specialty store:
 - a. Primary Use: This use is classified as a Other General Merchandise Store (NAICS 452319): Primarily engaged in retailing new goods in general merchandise stores. These establishments retail a general line of new merchandise with no single line predominating. Merchandise permitted to be sold include: consumable honey, handcrafted soaps made with honey or bees wax, candles made from bees wax, facial care & body care products derived from bees, and books, pillows and other accessories relating to bees and honey. All items sold shall be consistent with the "Bees" and "Honey" theme of the business. Products not consistent with the "Bee" and "Honey" theme are not permitted.
 - b. The business shall operate consistent with the project descriptions dated received by the Planning & Building Department on March 19, 2019, and March 21, 2019. Should the use or business operation deviate from the project descriptions, the business may be subject to a Use Permit.
2. Other goods or services not directly related to the authorizations listed in conditions #1 are prohibited.
3. All business activities shall occur within the enclosed business space.
4. No member of the public shall have access to any basement, attic or other space. Outdoor displays are not permitted.
5. This business is required to install an exterior business sign. Any additional exterior signs will require prior approval by the Planning Commission. You are required to submit an Application for a Commercial Business Sign within one month of receiving this approval. The sign shall include the full name of the business, "Royal Bee." Any additional text on the sign shall be subordinate in size and design to the name.
6. All modifications made to the interior and/or exterior of the building, including but not limited to paint, window treatments, awnings, paving and landscaping, shall first require written approval by the Department of Community Planning and Building. No

Business License Conditions of Approval

BL 19-073 (Royal Bee)

March 27, 2019

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- notice-attracting features, such as banners, balloons, streamers, lights, additional signs, or flags shall be installed without written approval from the City.
7. The license approval shall become effective after the required five business-day appeal period. City Staff will post the appeal notice at City Hall.
 8. Approval of this application does not permit an increase in water use on the project site.
 9. Except as modified by the conditions of this approval, or by requirements of the Municipal Code, the business use shall be operated consistent with the representations made on the business license application and all supporting documents submitted as part of the application. Any violation of these conditions of approval, or of any ordinance in the Carmel Municipal Code, shall be cause for the City to revoke the license.
 10. Upon termination or revocation of this business license for any reason, the use shall immediately cease and shall not be re-established without issuance of a new business license.
 11. The applicant agrees, at its sole expense, to defend, indemnify, and hold harmless the City, its public officials, officers, employees, and assigns, from any liability; and shall reimburse the City for any expense incurred, resulting from, or in connection with any project approvals. This includes any appeal, claim, suit, or other legal proceeding, to attack, set aside, void, or annul any project approval. The City shall promptly notify the applicant of any legal proceeding, and shall cooperate fully in the defense. The City may, at its sole discretion, participate in any such legal action, but participation shall not relieve the applicant of any obligation under this condition. Should any party bring any legal action in connection with this project, the Superior Court of the County of Monterey, California, shall be the situs and have jurisdiction for the resolution of all such actions by the parties hereto.

Business Owner Signature

Date

Once signed, please return to the Community Planning and Building Department

Cc: Carmel Properties, LLC.
1801 Century Park East, Suite #2100
Los Angeles, CA 90067-2323

MAR 19 2019

City of Carmel-by-the-Sea
Planning & Building Dept.

Project Description

Royal Bee is an innovative retail store that will offer and sell premium quality bee related products. (www.RoyalBee.Buzz)

Royal Bee is designed for men and women and provides customers a natural and beneficial choice for health and beauty. Our store will feature honey, handcrafted soaps, candles, facial care & body care, books, pillows and other accessories. For centuries, honey has been known to naturally boost memory, soothe throats, provide nutrients and act as an antibiotic & skincare application. Carmel-by-the-Sea locals and visitors will learn about the numerous health benefits that this "liquid gold" provides. In addition to being one of the oldest and sweetest ingredients, honey has been utilized for its medicinal properties as it alleviates allergies, treats wounds and burns and works as a sleep aid. In a fun & exciting way Royal Bee will allow consumers to explore the power of the bee.

Our family first fell in love with Royal Bee concept at a Los Angeles - Farmers Market at the Grove. Shortly after I took a small vacation trip with my lovely wife and two beautiful children (my amazing daughter is 5 years old and my son is currently 3 months) to Carmel-by-the-Sea and I immediately felt connected to the area. That's when I had the wonderful idea to bring the Royal Bee concept to this great city. Our goal is to carry on the Carmel-by-the-Sea tradition by preserving the town's character and quality of life by contributing a natural commodity the community will enjoy.

Our shop is approximately 500 square feet, and an ideal location for a health & beauty shop. Inspired by the organic elements of the beehive and natural ambiance of the store, a beautiful palate of gold, amber and cream will draw customers' attention to this beehive design. We anticipate a July opening with three employees and one store manager. Our store will operate regularly from 10 am to 7 pm.

We offer a variety of products related to the concept ranging in price from \$30 - \$250, this assortment allows something for everyone's budget, which is why our stores are so successful. Our Glory Bee Honey selection includes - Raw Pacific Northwest Clover Blossom Honey, Fair Trade Raw Coffee Blossom Honey & Habanero Flavored Honey. Venofye, our facial care / body care line, has an exciting cosmetic ingredient called *Apitoxin* (bee venom) that increases the production of collagen and blood circulation and also firms the skin. Explore the latest scientific research on the healing powers of honey in our literary selection along with Bee Time: Lessons from the Hive, The Honey Prescription & The Beekeeper's Bible. Everyone loves the Big Dipper Wax Works candles, these long burning, naturally scented pillars exude a aromatherapy blend of the finest essential oils with the purest beeswax. You'll find 100% organic beeswax, natural vegan glycerin infused with avocado, coconut, and vitamin E in our Honey Soaps. We want to leave the customers with a very special experience, most importantly we want to capture the hearts of the locals to ensure repeat business and long lasting relationships.



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MAR 18 2019

City of Carmel-by-the-Sea
Planning & Building Dept.

ROYAL BEE

THE POWER OF BEE



CONCEPT

Royal Bee is an innovative new retail concept that attracts customers to your retail location with honey samples. Honey, also known as "liquid gold," has been used for centuries to boost memory, sooth throats, provide nutrients, act as an antibiotic and skincare application, along with other home remedies. We offer pure premium quality honey in three flavors - delicate Clover Blossom, Coffee Blossom and Habanero flavored honey.



WHY HONEY?

Honey is one of the oldest and sweetest ingredients, it has been used for centuries for beauty and health purposes. It contains a treasure chest of hidden nutritional and medicinal values. The sweet golden liquid contains flavonoids and antioxidants and also offers anti-bacterial and anti-fungal properties. Consume honey regularly to reap the numerous health benefits of this liquid gold. Honey has been utilized for its medicinal properties for over 2,000 years and continues its legacy as a multipurpose health aid.



Alleviates Allergies



Cough Suppressant



All Natural Energy Drink



Sleep Aid



Boosts Memory



Treats Wounds And Burns



ROYAL BEE LOCATIONS



Conestoga Mall, Ontario | Pine Centre Mall, British Columbia | Sunridge Mall, Alberta | Erin Mills Town Centre, Ontario

Erin Mills Town Centre, Dartmouth, Canada | Del Amo Fashion Center, Torrance, CA

Woodland Hills Mall, Tulsa, OK | Aberdeen Mall, Kamloops, Canada | Farmer's Market, Los Angeles, CA | SouthPark Mall, Charlotte, NC

Dufferin Mall, Ontario | Oshawa Centre, Ontario | Upper Canada Mall, Ontario

ROYAL BEE

HANDCRAFTED SOAP



CATEGORIES

Royal Bee is a concept built around the power of bee. The benefit of honey and bee related products have been known for centuries and remain some of the most beloved ingredients of all time. There are a lot of honey related products out on the market; we offer a collection of bee and honey related products consolidated in one location. Explore the power of bee with honey, soaps, candles, skin care, books and other accessories that bring this hive cart to life.



VENOFYÉ



CHESAPEAKE BAY CANDLE®



BIG DIPPER
WAX WORKS
Handcrafted Tapered Candles



FAMILY OWNED
GloryBee
SINCE 1975



CATEGORIES

Glory Bee Honey

- **Raw Pacific Northwest Clover Blossom Honey:** *The sweet, delicate flavor and creamy, slightly crystalized texture of this classic honey comes from the clover fields throughout the Pacific Northwest where the bees harvest their nectar.*
- **Fair Trade Raw Coffee Blossom Honey:** *The warm tropical flavor and slightly crystallized texture of this Raw Fair Trade Coffee Blossom Honey comes from the nectar collected by honey bees from beautiful and delicate coffee blossoms grown in the highlands region of Chiapas, Mexico.*
- **Habanero Flavored Honey:** *The sweet and fruity citrus-like flavor of this Habanero honey comes from clover honey infused with a natural Habanero flavor emulsion.*

Pillows

- *Made of burlap*



CATEGORIES

Chesapeake Bay

- Milk and Honey 9.90oz candles
- 20 hour burn time
- Soy wax
- Milk & Honey Diffuser: Indulging white freesia and fresh bergamot provide uplifting notes to this soothing, natural scent.

Big Dipper Wax Works Candles

- Everyone loves these long burning, naturally scented pillars dyed to match their corresponding blend. Each aromatherapy blend combines only the finest essential oils with the purest beeswax. Absolutely no fragrance or synthetic scents are used.

Honey Soaps

- Essential oils (avocado, coconut, and vitamin E)
- 100% natural vegan glycerin
- 100% organic pure honey
- 100% organic bees wax



CATEGORIES

Skin Care Brand: Venofye

Venom is emerging as one of the most exciting ingredients in the world of skin care. In fact, Apitoxin (bee venom) as a cosmetic ingredient is rapidly growing in popularity due to its ability to fool the skin into believing that it has been stung, thereby increasing the production of collagen and blood circulation. This rush of blood also firms the skin and leads to a gentle plumping effect.

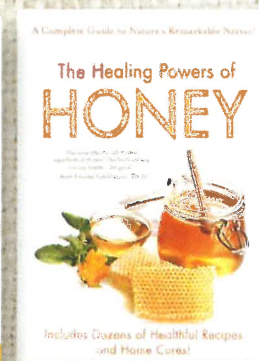
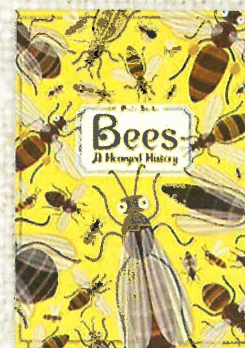


Tea Blossom Bee Pollen Granules

Tea Bee Pollen is a unique pollen produced in Asia. It is collected from tea plants grown on farms in the more remote and cleaner environments.

Literature

- *A Honeyed History*
- *The Honey Prescription: The Amazing Power of Honey as Medicine: Explores the latest scientific research on the healing powers of honey*
- *Healing Powers of Honey*



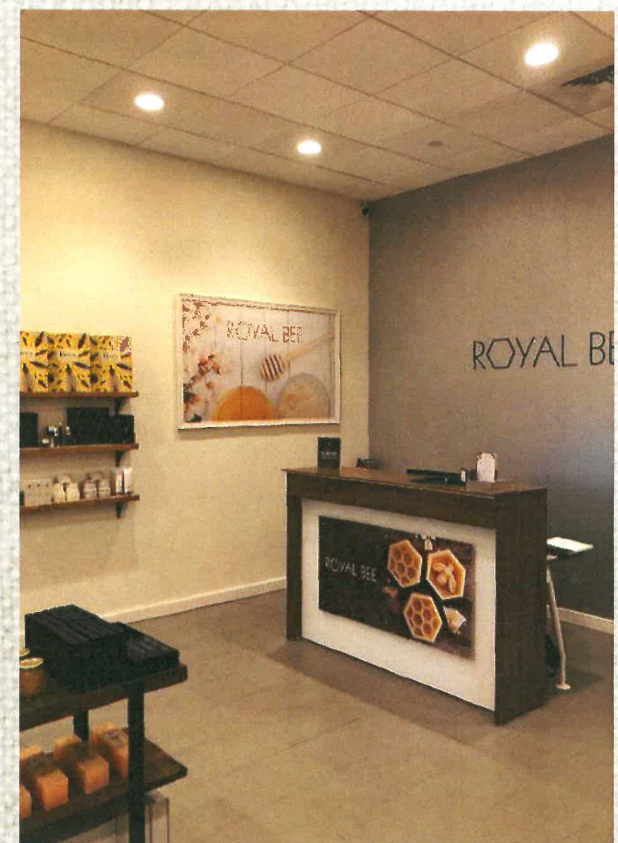
INLINE DESIGN

A beautiful palate of gold, amber and cream draws customer's attention to this honey hive cart design. Inspired by the organic elements of the bee hive and natural ambiance of the store.



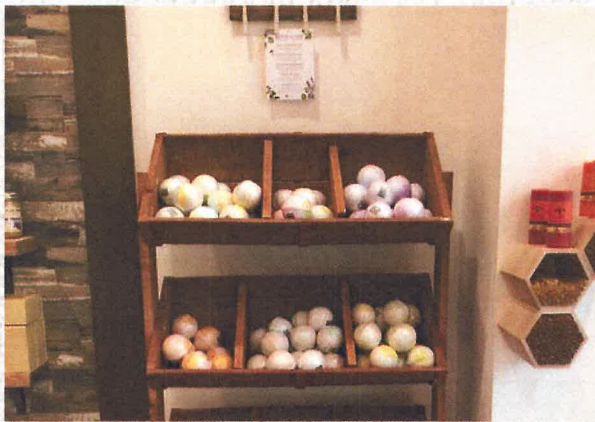
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ROYAL BEE

Royal Bee Store
Block 76, Space B
Dolores 4 S. W. of Ocean
Carmel by the Sea, CA

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MAR 21 2019

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Planning & Building Dept.

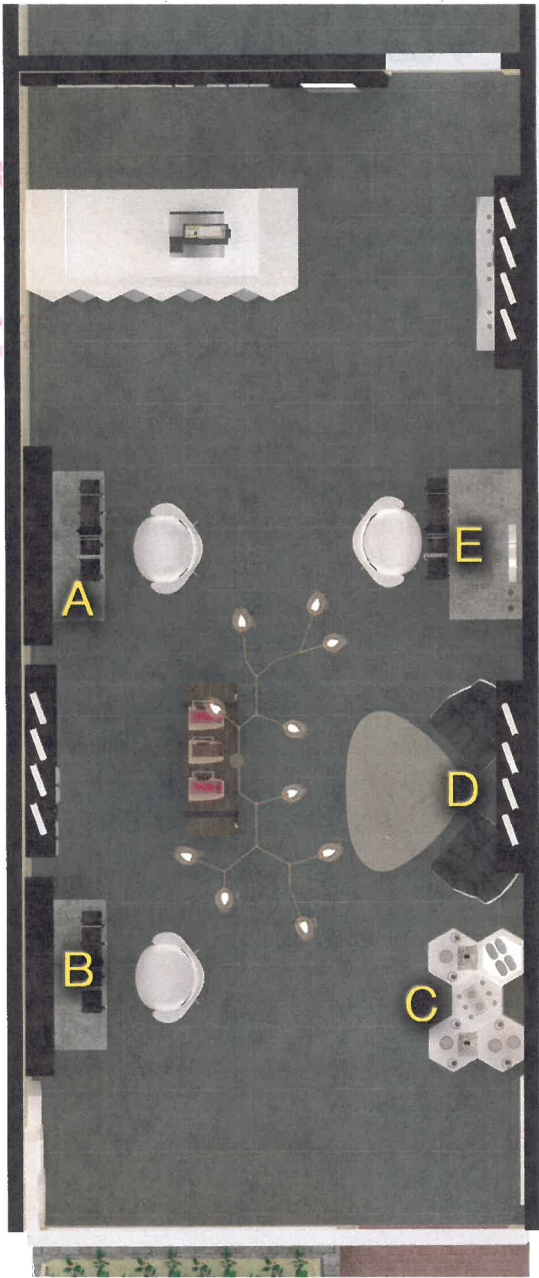
To Whom It May Concern,

The Royal Bee store situated in "Space B" in block 76 of Dolores S.W. of Ocean, will be a multi product store with a honey and bee theme. The overall aesthetics of the store will be a mix of wood textures and warm tones to evoke the presence of nature and honey.

The product ratio of the store shall be as follows:

- Royal Bee skin care solutions
 - Store composition: 20%
 - Location: Area D (see exhibit 1)
- Royal Bee honey jars and honey sticks
 - Store composition: 20%
 - Location: Area B (see exhibit 1)
- Royal Bee accessories: Scented candles
 - Store composition: 20%
 - Location: Area C (see exhibit 1)
- Royal Bee accessories: Books
 - Store composition: 10%
 - Location: Area A (see exhibit 1)
- Royal Bee Body Care
 - Store composition: 20%
 - Location: Area E (see exhibit 1)
- Royal Bee accessories: Home Decor
 - Store composition: 10%
 - Location: Front displays of store and in some parts of Area C

EXHIBIT 1



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