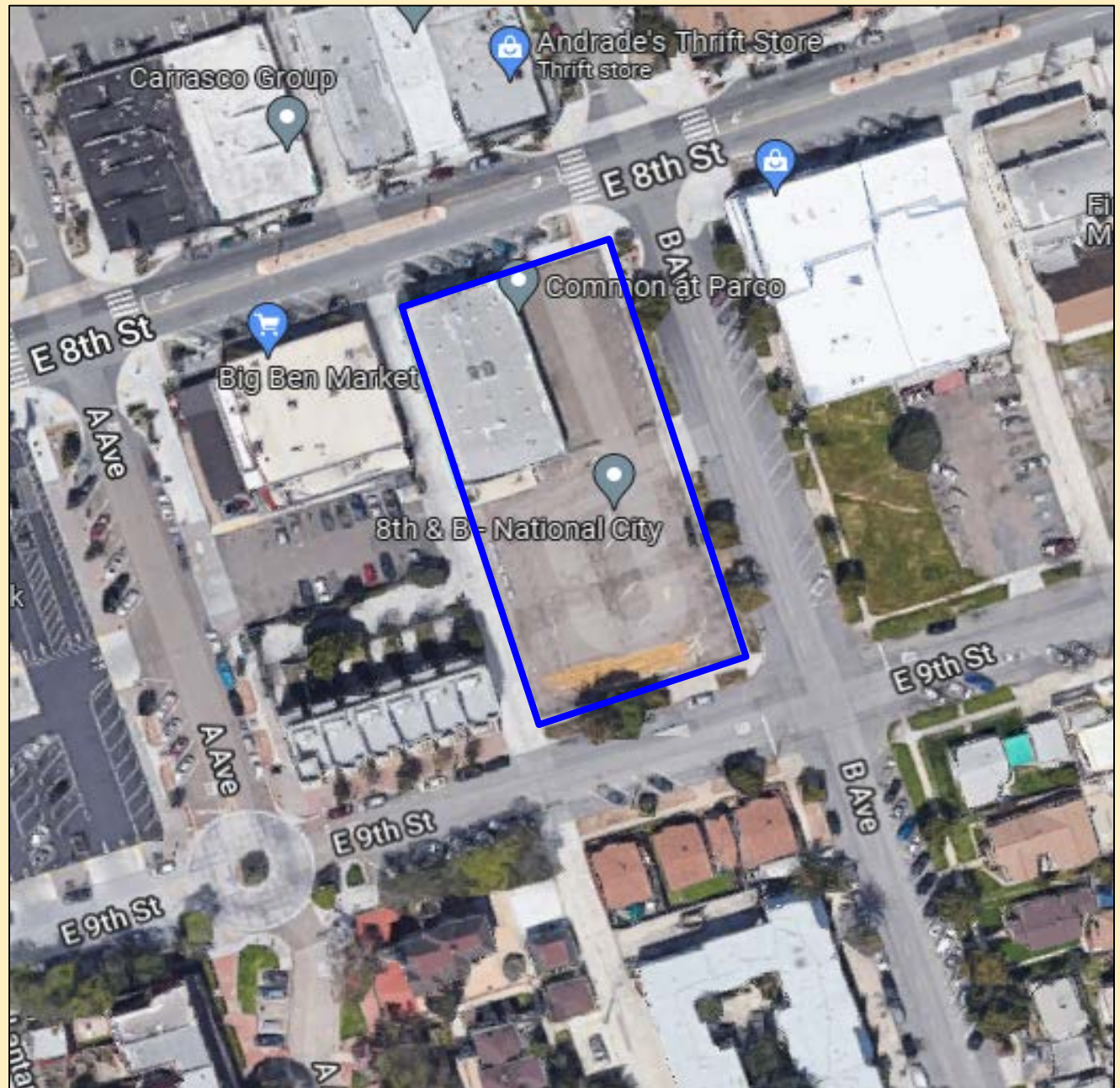




Public Hearing
Conditional Use Permit
for distilled spirits sales at Tahona
Mercado located at 802 'B' Ave.
2021-27 CUP

Overhead



Site Characteristics:

- Vacant commercial suite in new Parco development
 - Mixed-use residential / commercial building in Downtown
 - Between E. 8th & 9th Streets / 'B' Avenue and alley to W
- Approx. 500 ft² suite (including +/- 75 ft² storage area)
 - Located along 'B' Ave. frontage
- Area mostly adjacent to commercial uses
 - Residential use to W and on E. 9th St.

Site Photos



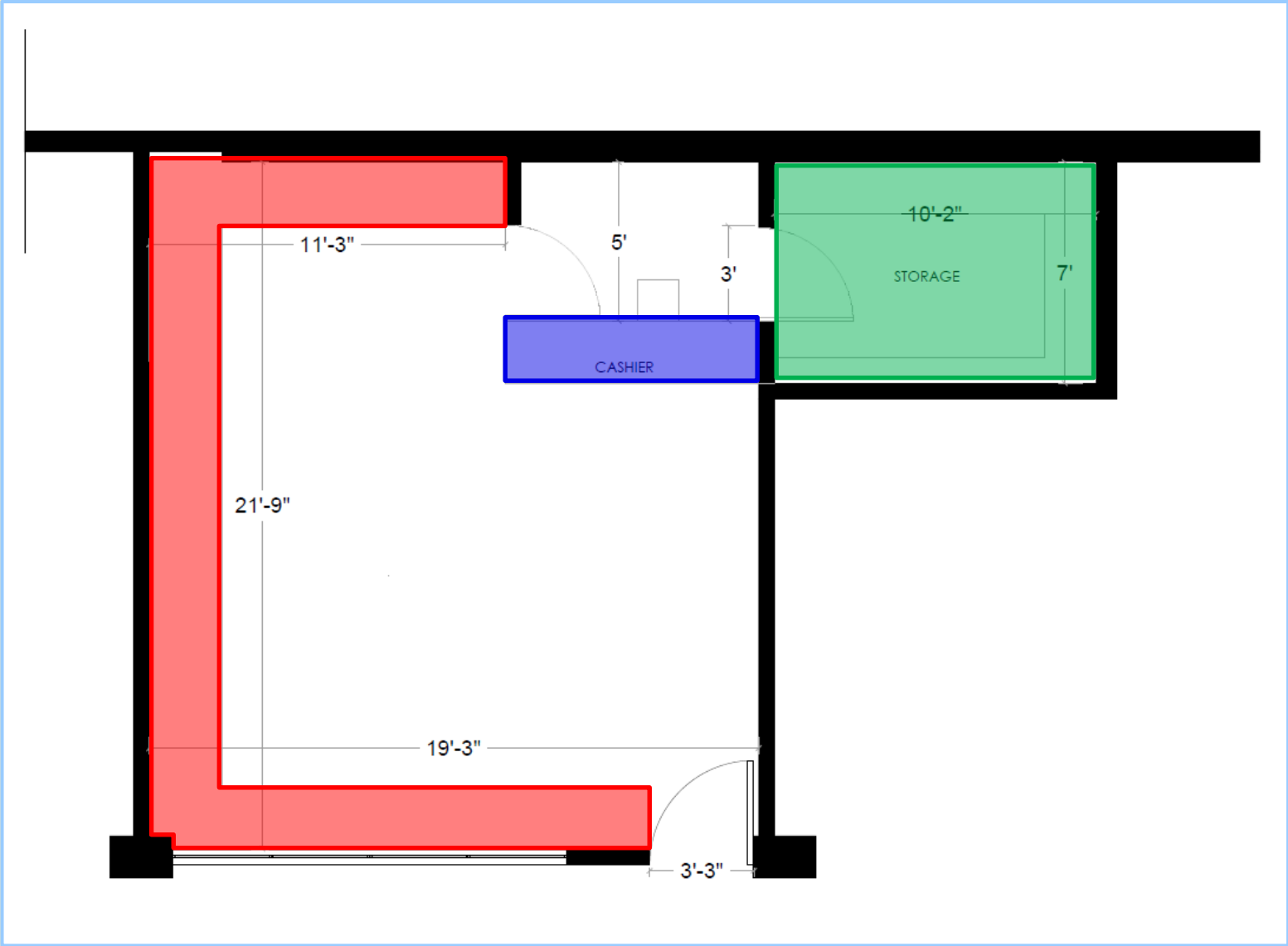
Site Photos



Proposal:

- Applicant wishes to operate high-end craft liquor store
- Type 21 ABC license
- High-quality Mexican liquor (small producers and artisanal companies)
- Most products will be of exclusive and unique nature
- 3 employees

Floor Plan



Analysis:

- NCMC 18.30.050 allows for off-site alcohol sales with approved CUP
- Additional requirements for alcohol CUPs:
 - Mailing – Owners/occupants within 660 ft. (684)
 - Community Meeting – 11/26/21 at 4:30 p.m. (3 attendees)
 - Distance Requirements – > 660 ft. from I-zoned schools / 500 feet from other liquor stores
 - Central Elementary 750 ft. away
 - Wilson Liquor 2,000 ft. away
- City Council Policy 707

Analysis (cont.):

- Alcohol Sales Concentration/Location
- Per ABC, there are 8 off-sale licenses in census tract
 - Maximum of four are recommended
 - Census tract is considered to be over-saturated

Name	Address	License Type*	CUP
Seafood City	1420 E. Plaza Blvd. Suite C	21	Y
Big Ben Market	108 E. 8 th St.	21	Y
Wal Mart	1200 Highland Ave.	20	Y
Smart & Final	1220 E. Plaza Blvd. Suite 510	21	Y
CVS Pharmacy	1201 E. Plaza Blvd.	21	Y
7 Eleven	1539 Highland Ave.	20	Y
Wilson's Liquor	916 E. 8 th St.	21	Y
Bottles & More Liquor	1535 E. 18 th St.	21	-

Analysis (cont.):

- Issues related to liquor sales related to smaller quantities / cheaper products
 - Usually contained to non-CUP businesses
- Businesses with CUPs have limitations on size, type
 - No airplane bottles or pints
 - No malt liquor in certain sizes (e.g. 22s, 40s)
 - These products not part of proposed sales inventory

Comments:

Police Department (PD)

- Risk Assessment – 13 points
 - Medium Risk – 13 to 18 points
 - Assigns points based on type of business, license concentration, calls for service, etc.

Institute for Public Strategies (IPS)

- Overconcentration
 - RBSS training and reduced hours

Public Comment

- No public comment received as part of noticing

Conditions/Summary:

- Conditions of Approval include those specific to off-site alcohol sales per Council Policy 707 (alcohol container volume, size, and number; RBSS training, hours, accessory sales, etc.).
- Proposed use consistent with General Plan
 - Alcohol sales conditionally-allowed use in DZ 9
 - Would contribute to diversity of downtown commercial offerings
 - High crime area, other outlets in close proximity that
- Conditions requiring compliance with City Council Policy 707 intended to alleviate concerns
 - Higher-end product/self-policing

Options:

- Approve CUP based on attached findings / findings determined by the City Council; or
- Deny CUP based on attached findings / findings determined by the City Council; or
- Continue the item for additional information
- Planning Commission recommended approval
- Staff recommending approval

Floor Plan

