



**STAFF REPORT**  
**6/16/2021**

**TO:** Planning Commission Chair and Commissioners

**FROM:** Gabriel Perez, Assistant Community Development Director

**SUBJECT:** Paradise Liquor – Alcohol Sales Request

**SPECIFICS:** Adopt resolution to deny Conditional Use Permit No. 338 a request for liquor sales as part of a proposed 2,500 square foot convenience store (ABC Type 21, Off-Sale General) in an existing commercial building located at 50-223 Cesar Chavez Street, Suite “B” in the C-G (General Commercial) zone. Paradise Liquor, Inc. (Applicant)

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**STAFF RECOMMENDATION:**

Staff recommends that the Planning Commission adopt Resolution No. PC 2021-12 denying Conditional Use permit No. 338, a request to allow a liquor sales license (Type 21, Off-Sale, General) at “Paradise Liquor” located at 50-223 Cesar Chavez Street, Suite “B” pursuant to the findings attached resolution.

**BACKGROUND:**

The applicant, Paradise Liquor, Inc. requests a Conditional Use Permit to allow the off-sale of liquor (beer, wine and spirits) in conjunction with a new 2,500 square foot convenience grocery market. The owner has stated that this will allow local residents to have “grab and go” capabilities without having to go to the larger markets for their grocery items (i.e., Cardenas, 99 Cents Store, Smart & Final, etc.). The proposed business would be located within 200 feet of an existing playground at Desert Palms Apartments. Pursuant to City of Coachella Zoning Ordinance Section 17.74.015C-2, Off-sale liquor sales are not permitted within the 700 foot of a playground, unless additional Conditional Use Permit findings can be made. At the regular Planning Commission meeting of June 2, 2021, the Commission voted to deny Conditions Use Permit 338. A resolution for denial has been prepared for consideration by the Planning Commission.

Attachments:

1. Resolution No. PC 2021-12
2. Planning Commission Staff Report June 2, 2021
3. Draft Planning Commission Minutes June 2, 2021