



STAFF REPORT
12/6/2023

TO: Planning Commission Chair and Commissioners

FROM: Gabriel Perez, Development Services Director

SUBJECT: Coachella General – Alcohol Sales

SPECIFICS: Conditional Use Permit No. 357 modification to allow liquor sales as part of a proposed 820 sq. ft. beer, wine and roastery coffee lounge (ABC Type 42, On-Sale Beer and Wine) in an existing commercial building located at 1258 6th Street in the DT-PV (Downtown) zone. Teddy Lee (Applicant)

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission adopt Resolution No. PC 2023-32 approving a modification to Conditional Use Permit (CUP) No. 357 to modify the liquor sales license type from a Type 41, On-Sale Beer and Wine – Eating Place to a Type 42, On-Sale Beer and Wine – Public Premises at the proposed “The Roaster” lounge establishment located at 1258 6th Street pursuant to the findings and conditions of approval contained in the attached resolution.

BACKGROUND:

The subject site is an existing commercial space located at 1258 6th Street (APN 778-110-003) with an existing 820 sq. ft. building owned by the City of Coachella. Early records show the building was in existence as early as 1953. The building has previously served as the Coachella Chamber of Commerce and is currently vacant. The City of Coachella issued a Request for Proposals in 2021 for the commercial lease of the building to increase activity and economic development on 6th Street. The lease was awarded to Teddy Lee for the operation of Coachella General, which will serve as a beer, wine and coffee lounge.

The applicant previously received approval of CUP No. 357 from the Planning Commission on December 6, 2023 for a Type 41 On-Sale Beer and Wine ABC License. The project was known as “Coachella General” and has since changed names to “The Roaster.” A Type 41 license is issued to restaurants. The applicant is not proposing preparation of food in a kitchen inside the existing building. The applicant is proposing food trucks that would operate seasonally and would be stationed at the rear of the building in the outdoor customer area and therefore a Type 42 One-Sale Beer and Wine- Public Premises license is appropriate. The project site is currently under construction and nearing completion.

DISCUSSION/ANALYSIS:

The applicant, Teddy Lee, submitted a request for a CUP to allow the on-sale of liquor (beer and wine) at a proposed Coachella General beer, wine and coffee lounge. The zoning designation of the commercial center where the lounge is proposed is within the C-G (General Commercial) and allows for liquor sales with approval of a CUP. In December of 2016, the City adopted an ordinance requiring a conditional use permit for any off-sale and on-sale alcohol sales establishment, with additional land use regulations contained in Section 17.74.015 of the Zoning Code. Due to the location within the Pueblo Viejo zone, the 700-foot distance requirements from playgrounds, residential property, and other liquor stores do not apply. The CUP findings are required to be made by the Planning Commission.

Prior to Building Improvements



After Building Improvements



The floor plan for the Coachella General lounge includes a coffee roastery counter as well as a separate counter for the beer and wine preparation area. The roaster/ tap room floor area will total 590 sq. ft. It will also include ADA accessible restrooms and on-site parking.

Figure 1: Conceptual Site Plan

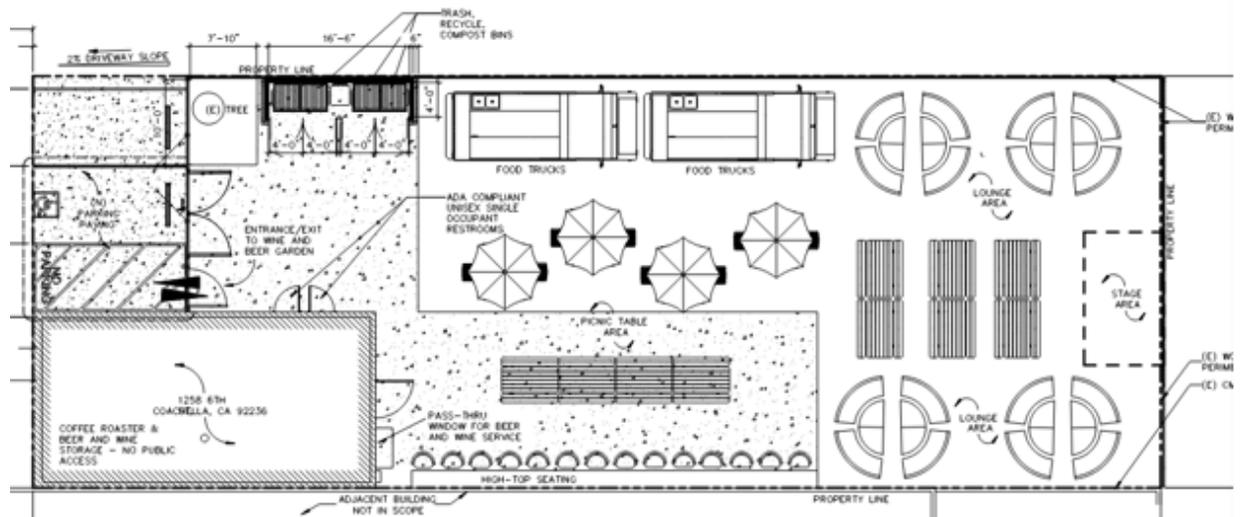
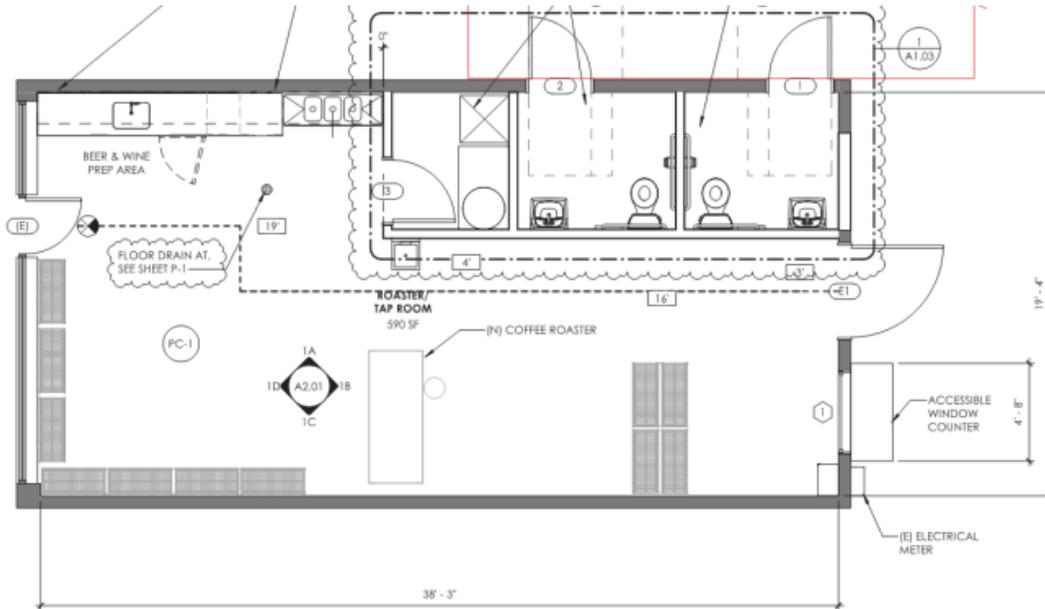


Figure 2: Approved Floor Plan



Staff contacted Lieutenant Vasquez with the Riverside County Sheriff regarding any concerns for the proposed business that the Planning Commission may want to consider when making findings or including conditions of approval for the CUP. Lieutenant Vasquez did not identify any concerns with the business and does not recommend any conditions of approval.

Hours of Operation:

The applicant has indicated specific hours of operation as outlined below. The applicant does expect to reduce summer hours.

Sample Business Hours

Roaster (Coffee Roasting)

Monday-Friday: 8:00am to 5:00pm

Tap Room

Wednesday-Friday: 3:00 pm to 10:00 pm
Saturday: 11:00 am to 12:00 am
Sunday: 11:00 am to 9:00 pm

Food Trucks

Monday-Friday: 11:00 am to 3:00 pm
Saturday: 5:00 pm to 10:00 pm
Sunday: 11:00 am to 7:00 pm

Farmers Market / Vendor Markets (Seasonal)

Saturday: 7:00 am to 11:00 am
Sunday: 1:00 am to 4:00 pm

Environmental Setting:

The subject site is the location of an existing commercial building at 1258 6th Street substantially surrounded by urban uses, with adjoining zoning and land uses as follows:

North: Department of Social Services/ (DT-PV, Downtown)

South: Single-family Residential neighborhood / (DT-PV, Downtown)

East: Vacant Lot / (DT-PV, Downtown)

West: El Tranvia Restaurant/ (DT-PV, Downtown)

Site Plan / Parking and Circulation:

The applicant has improved the site to accommodate one on-site parking space and an ADA parking space. The total amount of parking spaces needed for a commercial establishment of 820 sq. ft. establishment is 18 parking spaces per Section 17.74.010, Subsection M of the Zoning Ordinance. Due to the business operating within an existing building in the Sixth Street commercial core area, on-street parking along Sixth Street is available and no additional parking is required by the Zoning Ordinance. The site plan includes seating in the rear outdoor customer areas with picnic type tables and high-top seating. Restrooms will be accessible from outdoors.

ENVIRONMENTAL REVIEW:

Staff has determined that the proposed project is categorically exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act as “Existing Facilities” (CEQA Guidelines, Section 15301). The proposed project consists of the operation, licensing and minor alteration of an existing private commercial structure involving no expansion of existing or former commercial use on the property. The subject site has been used for commercial retail establishments and no expansions of floor area are proposed.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis contained herein and the findings listed below, staff is recommending that the Planning Commission approve the modification to Conditional Use Permit No. 357 with the findings and conditions listed in Resolution No. PC 2023-32 (Attachment 1) as the project remains substantially similar to the original proposal under CUP No. 357.

Attachments:

1. Resolution No. PC 2022-32 CUP No. 357 (Modification)
2. Vicinity Map
3. Original Conceptual Site Plan – Coachella General
4. Updated Site Plan – The Roaster
5. Site photos from 2022
6. Site photos November 2023