



**STAFF REPORT**  
**7/19/2023**

**TO:** Planning Commission Chair and Commissioners

**FROM:** Adrian Moreno, Associate Planner

**SUBJECT:** El Dorado Liquor – Alcohol Sales

**SPECIFICS:** Conditional Use Permit No. 367 to allow liquor sales (ABC Type 20, Off-Sale Beer & Wine) within a 1,378 SF convenience store located within the Coachella Shopping Center at 49647 Cesar Chavez Street. Applicant Jose Luis Cedano Zamudio

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**STAFF RECOMMENDATION:**

Staff recommends that the Planning Commission adopt Resolution No. PC2023-19 approving Conditional Use Permit (CUP) No. 367 to allow a liquor sales license (Type 20, Off-Sale Beer & Wine) at the El Dorado Liquor convenience store at 49647 Cesar Chavez St., pursuant to the findings and conditions in the attached resolution.

**BACKGROUND:**

El Dorado Liquor is a proposed convenience store within an existing commercial building located at the Coachella Shopping Center at 49647 Cesar Chavez Street (APN 603-281-054). The site was previously occupied by D’Pelos Hair Salon, which ended operation in 2021.

**DISCUSSION/ANALYSIS:**

The applicant, Jose Luis Cedano Zamudio, submitted a request for a CUP to allow the Type 20 license (Off-Sale Beer & Wine) at their new proposed convenience store El Dorado Liquor. The zoning designation of the property where the convenience store is proposed is within C-G (General Commercial) and allows 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. The Conditional Use Permit findings are required to be made by the Planning Commission.

The subject site is located within Census Tract 9404 with a population of 6,242 persons, where ABC concentration standards allow a maximum of 3 off-sale licenses, where 12 active off-sale licenses exist. The applicant is not applying for an on-sale license, however there are 21 active on-sale licenses where ABC concentration standards allow a maximum of 5 on-sale licenses.

**Table 1 – Off-Sale Alcohol Licenses**

<b>On-Sale Alcohol License within Census Tract 457.04</b>			
<b>Business Name</b>		<b>Address</b>	<b>License Type</b>
1	FOOD 4 LESS 517	49-241 GRAPEFRUIT BLVD	21 (Off-Sale General)
2	COACHELLA TRAVELCENTER	46155 DILLON RD	20 (Off-Sale Beer & Wine)
3	VICTORY LIQUOR & SPORTS GOODS	49968 CESAR CHAVEZ ST	21 (Off-Sale General)
4	CVS PHARMACY 5497	84010 AVENUE 50	21 (Off-Sale General)
5	GARIBALDI MEAT MARKET	49975 HARRISON ST, STE A & B	20 (Off-Sale Beer & Wine)
6	COACHELLA FLORIST	49889 HARRISON ST	20 (Off-Sale Beer & Wine)
7	FAMILY DOLLAR #8889	49681 HARRISON ST	20 (Off-Sale Beer & Wine)
8	COACHELLA OIL CORPORATION	46651 DILLON RD	20 (Off-Sale Beer & Wine)
9	SMART & FINAL STORE #718	49978 HARRISON ST	21 (Off-Sale General)
10	BAJA MEAT MARKET	47570 VAN BUREN ST,INDIO, CA	21 (Off-Sale General)
11	ARCO AMPM	48055 GRAPEFRUIT BLVD	20 (Off-Sale Beer & Wine)
12	TOWER MARKET 948	84417 INDIO BLVD,INDIO, CA	21 (Off-Sale General)

Additionally, off-sale establishments may not fall within 700 feet of a church, school, park, playground, residence or another existing off-sale use as measured from property line to property line. The subject site is within 700 feet of the following off-sale liquor uses; Victory Liquor & Sports Goods (674 foot distance), and Coachella Florist (670 foot distance). The subject site is within 700 feet of residential, including the Coachella Mobile Home Park (220 foot distance) to the northwest of the property, and the single-family residences (300 foot distance) to the west of the Coachella Shopping Center. The distance between the Coachella Mobile Home Park and the nearest single-family residence is approximately a 1,026 foot walking distance, about a 4 minute walk.

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. No comments have been received from the public with any concerns about approval of the proposed conditional use permit for Type 20 (Off-Sale Beer & Wine) alcohol sales.

The floor plan for the El Dorado Liquor Store includes a sales area of 973 SF. Alcohol is proposed to be within 46.75 SF of the sales floor area, within coolers and a gondala merchandiser by the entrance of the establishment. This project does not exceed the 5% maximum sales floor area (48.6 SF) allowed to be dedicated to alcohol. Storage racks in the storage area will be used to store alcohol.

### Hours of Operation:

The hours of operation for El Dorado Liquor are Monday through Sunday from 9 a.m. to 9 p.m.

### Environmental Setting:

The subject business at 49647 Cesar Chavez Street is within the Coachella Shopping Center along the Cesar Chavez Street commercial corridor surrounded by commercial and residential multi-family uses, with adjoining zoning and land uses as follows:

North: Taco Mark and the Plaza Del Sol Shopping Center / (C-G, General Commercial)

Northwest: Coachella Mobile Home Park / (R-M, Residential Multi-Family)

South: Coachella Shopping Center / (C-G, General Commercial)

East: Indoor Swapmeet / (C-G, General Commercial)

West: La Real Michoacana Ice Cream Shop / (C-G, General Commercial)

### Parking:

In commercial districts, one parking space is required for each 250 square feet of gross floor area. The subject site has a gross floor area of 1,378 SF, which would require the subject site to provide 6 parking spaces. The existing shopping center parking lot provides adequate parking for this use.

### **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 negligible or 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.

### **ALTERNATIVES:**

- 1) Adopt Resolution No. PC2023-19 recommending that the City Council approve CUP No. 367 with the findings and conditions as recommended by Staff.
- 2) Adopt Resolution No. PC2023-19 with modifications.
- 3) Not approve Resolution No. PC 2023-19 and request that staff prepare a Planning Commission Resolution for denial of CUP No. 367.
- 3) Continue this item and provide staff and the applicant with direction.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the analysis contained herein and the findings listed below, staff is recommending that the Planning Commission approve CUP No. 367 with the findings and conditions listed in Resolution No. PC2023-19. Staff recommends that the Planning Commission makes the finding that the public convenience or necessity is justified to issue the Type 20 license (Off-Sale Beer & Wine). Furthermore, the Sherriff's Department has not raised concerns about granting the CUP for Type 20 alcohol sales.

### Attachments:

1. Resolution No. PC2023-19
2. Vicinity Map
3. El Dorado Liquor Site Plan
4. Site Photos