



STAFF REPORT
7/19/2023

TO: Planning Commission Chair and Commissioners

FROM: Gabriel Perez, Development Services Director

SUBJECT: Sushi Mariscos Guamuchil – Alcohol Sales

SPECIFICS: Conditional Use Permit No. 366 to allow an expansion of alcohol sales as part of a 2,463 sq. ft. square foot restaurant and (ABC Type 47, On-Sale Beer, Wine, and Distilled Spirits) in an existing commercial building located at 49405 Grapefruit Blvd in the C-G (General Commercial) zone. Mayra Bojorquez (Applicant)

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission adopt Resolution No. PC 2023-20 approving Conditional Use Permit (CUP) No. 366 to allow a liquor sales license (Type 47, On-Sale Beer and Wine and Distilled Spirits) at the “Sushi Mariscos Guamuchil” eating establishment located at 49405 Grapefruit Blvd pursuant to the findings and conditions of approval contained in the attached resolution.

BACKGROUND:

The Sushi Mariscos Guamuchil restaurant is located in an existing pad building within the Food 4 Less shopping Center located at 49405 Grapefruit Blvd. The restaurant is a Mexican seafood restaurant that has operated at the facility for a year and currently holds a Type 41 On-Sale Beer and Wine – Eating Place obtained from the previous owner of the JCS Burgers, which previously operated at the building. Section 17.74.015 of the Coachella Municipal Code (Conditional use permits for liquor, on-sale and off-sale) requires a CUP for all establishments that currently sell liquor, but which propose to change the type of liquor to be sold by changing the type of retail liquor license within a license classification. The restaurant proposes to sell distilled spirits in addition to beer and wine and therefore requested approval of a CUP from the Planning Commission.



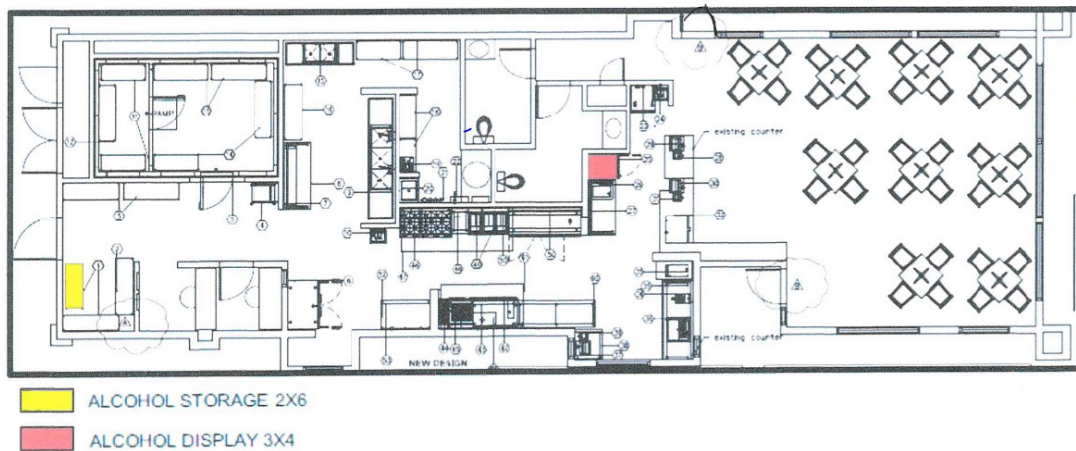
DISCUSSION/ANALYSIS:

The applicant, Mayra Bojorquez, submitted a request for a CUP to allow the on-sale of liquor (beer, wine and distilled spirits) at the Sushi Mariscos Guamuchil restaurant currently in operation. The existing license was ab

The zoning designation of the commercial center where the store is proposed is within the 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. Prior to approving a conditional permit for liquor sales use, the planning commission must make the findings the establishment does not fall within 700-foot distance of playgrounds, residential property, and other liquor stores do not apply. Additionally the establishment cannot fall within seven hundred (700) feet, measured from property line to property line, of an existing liquor, on-sale use. The restaurant is within 700 feet of the Coachella Mobile Home Park located directly south of the shopping center. Cesar Chavez Elementary School is more than eight hundred (800) feet away. The restaurant is also within 700 foot of existing on-sale uses such as Food for Less (Type 21 Off-Sale Beer, Wine, and Distilled Spirits), Mi Lindo Sinaloa (Type 47 On-Sale Beer, Wine and Distilled Spirits Eating Place), Santa Fe Restaurant (Type 47 Type 47 On-Sale Beer, Wine and Distilled Spirits Eating Place), and Carnitas La Piedad (Type 41 On-Sale Beer and Wine Eating Place). Though Sushi Mariscos Guamuchil Restaurant is within 700 feet of existing residences and on-sale establishments, it is a pre-existing restaurant with existing Type 41 alcohol sales. A list of on-sale alcohol licenses in the Census Tract 9404 where the subject restaurant is located is shown in Table 1 below.

Table 1 – On-Sale Alcohol Licenses

On-Sale Alcohol License within Census Tract 9404			
Business Name		Address	License Type
1	TAQUERIA ALLENDE	49-715 CESAR CHAVEZ ST	41 (On-Sale Beer & Wine – Eating Place)
2	ASADERO LOS CORRALES	49-975 CESAR CHAVEZ ST	41 (On-Sale Beer & Wine – Eating Place)
3	EASTERN BUFFET	49211 GRAPEFRUIT BLVD	41 (On-Sale Beer & Wine – Eating Place)
4	CARNITAS LA PIEDAD RESTAURANT	49625 GRAPEFRUIT BLVD	41 (On-Sale Beer & Wine – Eating Place)
5	MARISCOS GUAMUCHIL INC	49405 GRAPEFRUIT BLVD	41 (On-Sale Beer & Wine – Eating Place)
6	TACOS LOS OLIVAREZ	84400 INDIO BLVD	41 (On-Sale Beer & Wine – Eating Place)
7	PIZZA HUT	49954 HARRISON ST	41 (On-Sale Beer & Wine – Eating Place)
8	SPOTLIGHT 29 CASINO	46200 HARRISON ST	47 (One-Sale Beer, Wine and Distilled Spirits – Eating Place)
9	MI LINDO SINALOA	49291 GRAPEFRUIT BLVD	47 (One-Sale Beer, Wine and Distilled Spirits – Eating Place)
10	TACO SHOP 760	48975 GRAPEFRUIT BLVD	47 (One-Sale Beer, Wine and Distilled Spirits – Eating Place)
12	SANTA FE RESTAURANT	49305 GRAPEFRUIT BLVD	47 (One-Sale Beer, Wine and Distilled Spirits – Eating Place)



Sushi Mariscos Guamuchil Restaurant Location 49405 Grapefruit Blvd

The floor plan for the restaurant includes a service counter area and indoor seating with up to 9 tables and 36 seats. Alcohol storage is proposed in 12 square foot area in the non-customer portion of the building and alcohol display is proposed in a 12 square foot area behind the service

counter. This project does not exceed the 5% maximum sales floor area allowed to be dedicated to alcohol.

Staff contacted the 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 advertised hours of operation of the restaurant online are Monday-Thursday 10 a.m. - 9 p.m. and Friday-Sunday 10 a.m.- 10 p.m.

Environmental Setting:

The subject site is in an existing commercial building at 49405 Grapefruit Blvd substantially surrounded by urban uses, with adjoining zoning and land uses as follows:

North: Center of Employment Training / (C-G, General Commercial)

South: Coachella Mobile Home Park and Plaza Del Sol/ (C-G, General Commercial and R-M, Residential Multiple Family)

East: Grapefruit Blvd/ (M-S, Manufacturing Service)

West: Food 4 Less supermarket/ (C-G, General Commercial)

Site Plan / Parking and Circulation:

The site is fully developed and with appropriate on-site parking. There is a drive-through lane for the restaurant but the drive through service window is not in operation. The conditional use permit originally approved for the drive through use is currently not active due to the lapse of the proposed drive through use for more than 180 days. If the applicant decided to operate the drive through a new condition use permit was be required.

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 Conditional Use Permit No. 366 with the findings and conditions listed in Resolution No. PC2023-20, and in the attached resolution.

Attachments:

1. Resolution No. PC2023-20 CUP No. 366 Sushi Mariscos Guamuchil
Exhibit A – Conditions of Approval
2. Vicinity Map
3. Existing Floor Plan (Sushi Mariscos Guamuchil Restaurant)
4. Site Photos