



## **STAFF REPORT**

**9/3/2025**

**TO:** Planning Commission Chair and Commissioners

**FROM:** Vanessa Sanchez-Meza, Planning Technician

**SUBJECT:** Resolution No. PC 2025-14: Request for Conditional Approval of Conditional Use Permit No. 395 Tropicana Supermarket– Type 20 ABC License

**SPECIFICS:** Request for conditional approval for Conditional Use Permit No. 395 to allow for a Type 20 Alcohol Beverage Control (ABC) license for “Off-Sale Beer & Wine” within an existing 13,969 square-foot commercial building located at 84076 Avenue 50 (Assessor Parcel Number 603-260-055), and determining that the proposed project is compliant with California Environmental Quality Act (CEQA) Guidelines Section 15301 (Existing Facilities). Applicant: Abdul Ali

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### **STAFF RECOMMENDATION:**

Staff recommends that the Planning Commission approve Resolution No. PC 2025-14 for the conditional approval of Conditional Use Permit (CUP) No. 395 to allow for a Type 20, Off-Sale Beer & Wine liquor sales license at the Tropicana Supermarket located at 84076 Avenue 50, pursuant to the findings and conditions in the below staff report and the attached resolution.

### **BACKGROUND:**

The existing commercial building is located within the Neighborhood Commercial (C-N) zone at 84076 Avenue 50 (APN 603-260-055), within the Van Buren Plaza. The building was most recently occupied by a Fresh & Easy Neighborhood Market from the years 2008 to 2016. The previous tenant held a Type 20 (Off-Sale Beer and Wine) alcohol license, which was later cancelled on June 30, 2016. Tropicana Supermarket has now applied for the same license type.

Per City of Coachella Municipal Code Section 17.74.05.A.1, establishments that do not currently but propose to sell liquor must obtain a CUP.

### **DISCUSSION/ANALYSIS:**

The applicant, Abdul Ali, submitted a request for a CUP to allow the ABC Type 20 (Off-Sale Beer and Wine) alcohol license at the proposed Tropicana Supermarket location on June 16, 2025. The supermarket has a zoning designation of Neighborhood Commercial (C-N). The C-N zone allows for liquor sales with the 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 Coachella Municipal Code. The CUP findings are required to be made by the Planning Commission.

The subject site is located within Census Tract 940.00, which has a population of 6,242 residents. According to the Department of ABC concentration standards, a maximum of three (3) off-sale licenses are permitted within this tract; however, there are currently eleven (11) active off-sale licenses. While the applicant is not seeking an on-sale license, it is noted that there are also eleven (11) active on-sale licenses in the tract, exceeding the maximum allowance of six (6) under ABC standards.

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

<b>On-Sale Alcohol License within Census Tract 940.00</b>			
	<b>Business Name</b>	<b>Address</b>	<b>License Type</b>
1	Fraternal Order of Eagles Aerie No. 2594	46425 Tyler Street	58 51
2	Spotlight 29 Casino	46200 Harrison Street	68 47 58 77
3	Taqueria Allende	49715 Harrison Street	41
4	Santa Fe Restaurant	49305 Grapefruit Blvd	47
5	Asadero Los Corrales	49975 Harrison Street	41
6	Eastern Buffet	49211 Grapefruit Blvd	41
7	Pizza Hut	49954 Harrison Street	41
8	Carnitas La Piedad	49625 Hwy 86	41 58
9	Mariscos Guamuchil	49405 Grapefruit Blvd	47
10	Taco Shop 760	48975 Grapefruit Blvd	47 58
11	La Noria Fonda Cenaduria and Café	49613 Cesar Chavez Street	41

**Table 2– Off-Sale Alcohol Licenses**

<b>Off-Alcohol License within Census Tract 940.00</b>			
	<b>Business Name</b>	<b>Address</b>	<b>License Type</b>
1	Food 4 Less	49241 Grapefruit Blvd	21
2	Coachella Travel Center	46155 Dillon Rd	20
3	Victory Liquor & Sports Goods	49968 Cesar Chavez Street	21
4	CVS Pharmacy	84010 Avenue 50	21
5	Garibaldi Meat Market	49975 Harrison Street	20

6	Coachella Florist	49889 Harrison Street	20
7	Family Dollar	49681 Harrison Street	20
8	Coachella Oil Corporation	46651 Dillon Rd	20
9	Smart & Final Store	49978 Harrison Street	21
10	Arco AMPM	48055 Grapefruit Blvd	21
11	El Dorado Liquor	49647 Cesar Chavez Street	20

Section 17.74.015.B of the Coachella Municipal Code states that on-sale establishments may not fall within 700 feet, measured from property line to property line, of a use for religious worship, school (public or private), park, playground, residential or any similar sensitive use nor can the establishment fall within 700 feet of an existing liquor, off-sale use. Section 17.74.015.C of the Municipal Code states that the Planning Commission may find that the public benefit outweighs the distance restrictions of subsection 17.74.015.B upon additional findings that:

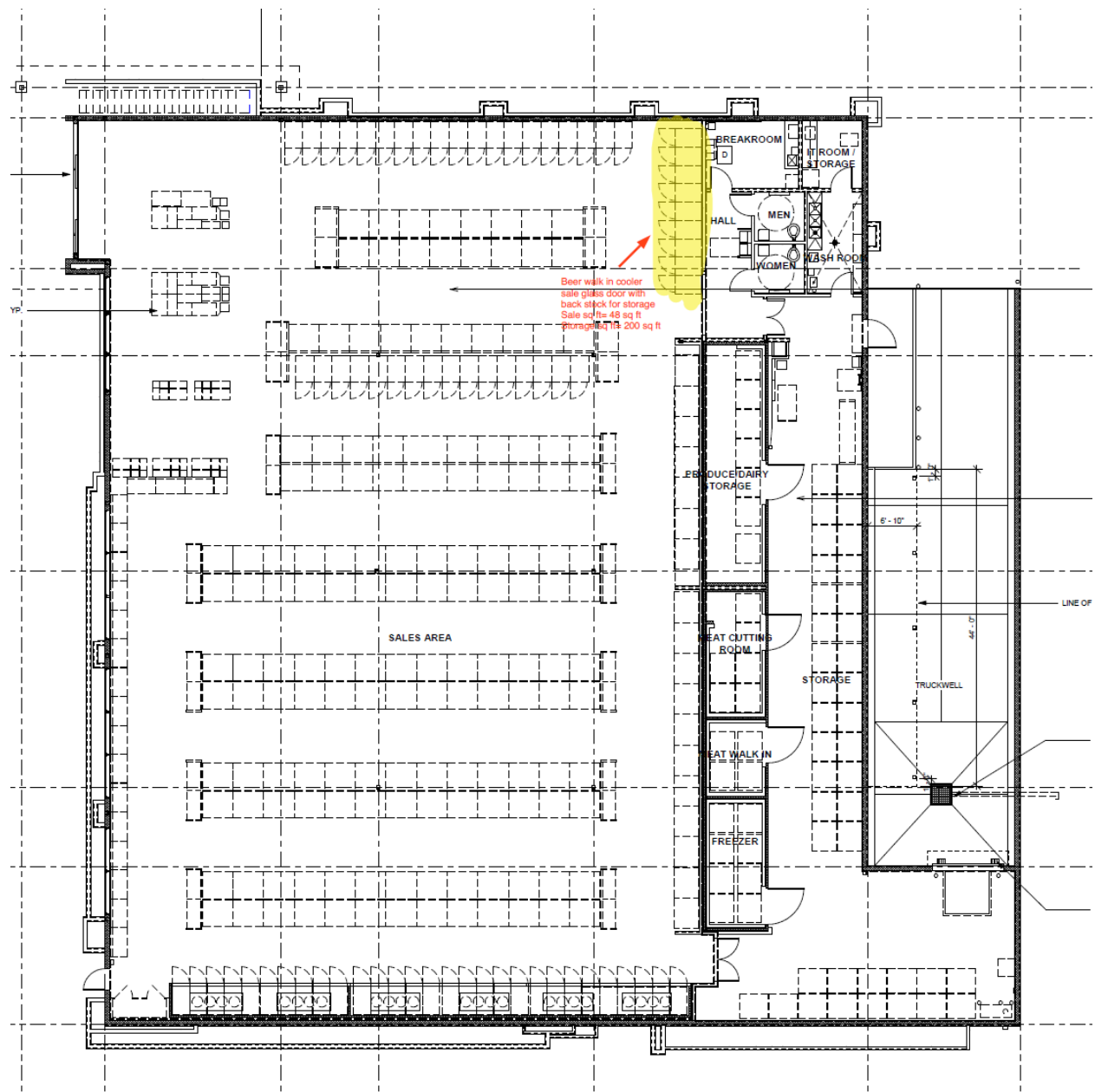
- I. The establishment provides a substantial benefit to the immediate neighborhood not provided by another existing establishment within the restricted distance; and
- II. Not greater than five percent of the sales floor area or 1,000 square feet, whichever is less, shall be used for the display or sale of alcoholic beverages.

The subject site is located within 700 feet of the CVS Pharmacy, which holds an active off-sale liquor license on the neighboring property. In addition, the site is within 700 feet of existing single-family residential properties situated within the surrounding neighborhood center.



The floor plan of the proposed Tropicana Supermarket includes a total floor area of 13,969 sq. ft. There is 48 sq. ft. of alcoholic display of walk-in coolers, storage will be located within the back, totaling 200 sq. ft., The establishment is proposing to utilize 200 sq. ft. for alcohol storage and does not exceed the 5% maximum sales (698.45 sq. ft.) floor area that may be dedicated to alcohol.

**Image 1 - Floor Plan**



Staff contacted Lieutenant Garcia with the Riverside County Sheriff Office 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 Garcia identified no recommendations and had no concerns pertaining to the proposed issuance of a liquor license at this location. At the time of the publication of this staff report, no comments have been received from the public with any concerns regarding the approval of the proposed CUP for Type 20 (Off-Sale Beer & Wine) alcohol sales. The former tenant, Fresh & Easy, previously held a Type 20 (Off-Sale Beer & Wine) liquor license at this location and was in compliance with Department of Alcoholic Beverage Control (ABC) standards. According to the ABC website, the site has no operating restrictions and no record of disciplinary actions, disciplinary history, or active holds.

Tropicana Supermarket currently operates four (4) grocery stores in Yucaipa, California City, Dinuba, and Coalinga. Three (3) of these locations hold liquor licenses with no operating restrictions and no record of disciplinary actions, disciplinary history, or active holds. The fourth location, located in Dinuba cancelled their Type 21 ABC license and transferred it on March 13, 2025.

Hours of Operation:

Tropicana Supermarket's proposed operating hours would be Monday through Sunday, from 7 a.m. to 10 p.m.

Environmental Setting:

The subject business is located at 84076 Avenue 50 within the Neighborhood Center. The General Plan Land Use Designations, Zoning Designations, and Existing uses are identified below:

**Table 2 – General Plan, Zoning, and Surrounding Existing Uses**

	<b>General Plan</b>	<b>Zoning</b>	<b>Surrounding Existing Uses</b>
Site:	Neighborhood Center	Neighborhood Commercial (C-N)	Van Buren Plaza
North:	Neighborhood Center	Neighborhood Commercial (C-N)	Monarca Salon Studio
South:	Suburban Neighborhood	Suburban Neighborhood (S-N)	Single Family Residential
East:	Neighborhood Center	Neighborhood Commercial (C-N)	Vacant Lot/ Neighborhood Commercial
West:	Suburban Neighborhood	Suburban Neighborhood (S-N)	Single Family Residential

Parking:

In the Neighborhood Commercial zone, commercial buildings are required to provide one space for each two hundred fifty (250) square feet of gross floor area. The subject site has a total area of 13,969 sq.ft., which would require the subject site to provide 55 parking spaces.

There are over 60 parking spaces provided on-site and a shared parking lot in the existing Van Buren Plaza. Therefore, the existing parking on the property and within the neighborhood center provides adequate parking for this use and meets the standards outlined in the Coachella Municipal Code Section 17.54.010.

#### Site Improvements:

During a staff site visit to the vacant commercial building for the proposed Tropicana Supermarket, staff observed uneven exterior paint, missing landscaping, visible cracking and faded striping in the parking lot area, holes in the façade, damaged lighting fixtures, exposed roof trim, missing utility screening, broken windows, and a damaged monument sign. The items have been addressed through the conditions of approval. A comment letter was sent out the applicant on July 2, 2025 with planning, building, fire, engineering, and economic development comments.

#### PUBLIC HEARING NOTICE:

A public hearing notice for the Project was published in the Desert Sun, the newspaper of record, on August 21, 2025, and a public hearing notice was mailed to property owners within a radius of 300 feet of the subject property on August 21, 2025, pursuant to Section 17.74.010 of the Coachella Municipal Code. At the time of issuance of this staff report, staff had not received public comments on this application.

#### ATTACHMENTS:

1. Resolution No. PC 2025-14
2. Conditions of Approval
3. Tropicana Supermarket Floor Plan
4. Landscaping/ Lighting Plan
5. Site Photos
6. Agency comments