

MEMORANDUM

Date: November 12, 2024
To: Mayor & Councilmembers
From: Dinh V. Ho, P.E.
RE: Mr. Felix Ngwa
Application for Specific Use Permit – Liquor Store/Package Store
Staff’s Summary and Recommendations
CC: Robert Hemminger, Kayleen Rosser

Mr. Felix Ngwa is proposing a liquor store within the Shops at Sterling Lakes Retail Center located at 3233 Meridiana Parkway. The proposed liquor store will be one of several retailers within the 17,685 SF retail center.

This recommendation addresses the proposed Specific Use Permit (SUP) for a liquor store at this location.

After thorough analysis and consideration of departmental staff input, zoning regulations, and the potential impact on the surrounding area, we recommend denial of the SUP for the following reasons:

1. The Business Retail zoning district is intended for uses that promote businesses that harmonize with the existing neighborhood or district’s character. The addition of a liquor store is incompatible with the district’s established character and goals.
2. A general retail liquor store is already well-represented in the area. Adding another similar business that is not distinct to the existing store, may lead to market saturation and unnecessary competition, which can harm the community’s economic health.
3. The liquor store can correlate with increased calls for service, loitering, or undesirable activities that impact local safety.