

September 2, 2021

CHAIR AND PLANNING COMMISSIONERS
City of Long Beach
California

RECOMMENDATION:

Accept Categorical Exemption CE21-056 and approve Conditional Use Permit 21-009 (CUP 21-009) to allow off-site alcohol sales (Type 20 – Beer and Wine) and Instructional Tasting (Type 86) in a butcher shop within an existing 754 square-foot commercial space located at 901 E. Wardlow Road within the Community Commercial Automobile-Oriented (CCA) Zoning District. (District 7)

APPLICANT: Alfonso Valadez
901 E. Wardlow Road
Long Beach, CA 90807
(Application No. 2105-12)

DISCUSSION

The site is located north of Wardlow Road, between Myrtle Avenue to the west and California Avenue to the east within the Community Commercial Automobile-Oriented (CCA) Zoning District (Attachment A - Vicinity Map). The site has a General Plan Land Use Element PlaceType of Neighborhood-Serving Centers or Corridors – Low (NSC-L), which allows for low-rise, low-density residential uses and low-intensity commercial uses. The site is surrounded by residential uses to the north and commercial uses to the east, west and south. The site is developed with a 3,500-square-foot commercial building with a residential unit atop (Attachment B - Site Photos).

The applicant is seeking approval of a Conditional Use Permit (CUP) to allow off-premise alcohol sales and on-site instructional alcohol tasting within a butcher shop with an emphasis on pairing meats with complementary wines and beers. A part of the business model, as established by the applicant, is to teach customers on the pairing of wine and craft beers with the cuts of meat that are sold. The Type 20 Alcoholic Beverage Control (ABC) license allows for the sale of beer and wine, for off-site consumption. The applicant also requests approval of on-premises instructional tasting (Type 86 ABC License), which has a one (1) ounce serving size limit for individuals who are 21 years of age or older. There will be a total of three (3) staff member and



the hours of operation will be Monday through Thursday from 10:00 a.m. to 7:00 p.m. and Friday through Sunday from 8:00 a.m. to 8:00 p.m. (Attachment C - Operations Plan). In addition to the high-end meats and alcoholic beverages, the business will offer cheeses, charcuteries, t-shirts, spices, cooking oils, meat thermometers, grill gloves, and other related retail items.

The proposed use is located within a 754 square foot existing commercial space (Attachment D - Plans). A building permit (BRMD256826) for the tenant improvements was issued earlier this year. Interior tenant improvements are under construction; no exterior improvements are proposed. Although the site has no off-street parking, the previous use was a retail establishment, and the legal non-conforming parking rights apply to the proposed retail use. As the CUP requested is for off-site beer and wine sales and instructional tasting with no bar seating area, no additional parking is required as the parking has been met with the tenant improvement.

The purpose of a CUP is to allow for the individual review of a proposed use to determine if the proposed use is compatible with the adjacent uses or, with the imposition of conditions, can be made compatible with the surrounding uses. In consideration of a Conditional Use Permit application for the sale of alcoholic beverages, Staff evaluated the number existing alcohol licenses in the subject Census Tract, as well as the number of reported crimes in the subject Police Reporting District. Section 21.52.201 of the zoning regulations requires that the use not be in a reporting district with an over-concentration of alcohol sales, as recommended by the California Department of Alcoholic Beverage Control, and that the use shall not be in a reporting district with a high crime rate as reported by the Long Beach Police Department.

According to the ABC License Report, the subject property is within Census Tract 5720.01, which allows for a maximum of three (3) off-site alcohol licenses. There are currently two (2) Type 21 (Beer, Wine and Distilled Spirits) and two (2) Type 20 (Beer and Wine) for off-premises sales, for a total of four (4) active off-sales licenses (Attachment E - ABC Stats). Adding a fifth off-sales alcohol license at this location will add to the over concentration of off-site sales within the census tract. As it relates to the subject project, the primary use is a butcher shop and the sale of alcohol is secondary; as such, the proposed project is not adding an establishment whose primary business involves the sale of alcohol, such as a bar or a liquor store, and is therefore not anticipated to have the negative impacts that can sometimes be associated with alcohol sales. Nonetheless, Staff has incorporated conditions of approval intended to ensure the use operates in a manner compatible with the surrounding area. Such proposed conditions include a maximum floor area for off-premise alcoholic beverage sales and mandatory staff training to ensure that the sale of alcohol remains accessory to the main use of the retail business and that the staff are adequately trained to handle any issues that might arise in association with sale of alcohol (Attachment F - Conditions of Approval).

Also, the site is located within Police Reporting District 322 within the North Division, which is not designated as a high crime area. The Police Department has also reviewed the CUP request for this location and has no objection to its approval. Additional conditions pertaining to lighting and security have been included to help mitigate any potential negative impacts to the surrounding community. Furthermore, the site is not located within 500 feet of a public school or a public park (Attachment G - Findings).

Furthermore, the site will be equipped with a surveillance system, which will include an alarm system and interior and exterior cameras to deter criminal activity and promote safety. The proposed CUP for the off-site sale of beer and wine, in addition to on-site alcohol tasting at this location will not cause substantial adverse effects on the neighboring land uses or the community at large. Therefore, Staff recommends that the Planning Commission approved the CUP, subject to conditions of approval.

PUBLIC HEARING NOTICE

A total of 425 Public Hearing notices were distributed on August 16, 2021, in accordance with the requirements of Chapter 21.21 of the Long Beach Municipal Code. A total of 11 public comments were received at the time the report was prepared, all of which are in support of the proposed project (Attachment H – Public Comments).

ENVIRONMENTAL REVIEW

Pursuant to the California Environmental Quality Act (CEQA) this project is eligible for a categorical exemption per Section 15301 (Existing Facilities) as the project consists of the sale of alcohol products and on site tasting within an existing commercial building.

Respectfully submitted,



SERGIO GUTIERREZ
PROJECT PLANNER



ALEXIS OROPEZA
CURRENT PLANNING OFFICER



PATRICIA DIEFENDERFER, AICP
PLANNING BUREAU MANAGER



CHRISTOPHER KOONTZ, AICP
DEPUTY DIRECTOR OF DEVELOPMENT
SERVICES

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A handwritten signature in blue ink, appearing to read 'Oscar W. Orsi', is positioned above the printed name.

OSCAR W. ORCI
DIRECTOR OF DEVELOPMENT SERVICES

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Attachments:	Attachment A - Vicinity Map
	Attachment B - Photos
	Attachment C - Plans
	Attachment D - Operation Plan
	Attachment E - ABC Stats
	Attachment F - Conditions of Approval
	Attachment G - Findings