COUNTY OF SACRAMENTO
CALIFORNIA

For the Agenda of:
January 8, 2013
Time: 2:15 p.m.

To: Board of Supervisors

From: Department of Community Development

Subject: PLNP2012-00133. La Popular Market. ABC License Hearing To Determine Whether Public Convenience Would Be Served By Issuance Of A Liquor License To La Popular Market, Located At 9180 Kiefer Boulevard, Sacramento, CA 95826-5106

Applicant:	Fernanda and Manuel Palacios 5605 Carmela Way Sacramento, CA 95822	Agent:	Raul Soto 2700 Fruitridge Road, Ste A Sacramento, CA 95820
Location:	La Popular Market 9180 Kiefer Bl., Unit A Sacramento, CA 95826-5106	License:	Type 20 – Off-Sale Beer and Wine Census Tract: 91.11
Zoning:	Shopping Center Commercial (SC)		
Supervisorial District:	Nottoli		
Contact:	Manuel Mejia, Senior Planner, 874-7934		

Overview
The Board of Supervisors (Board) hears requests for a public convenience/necessity (PCN) for liquor licenses within the unincorporated area prior to issuance of a license by the State Department of Alcoholic Beverage Control (ABC) if the site is located within an over-concentrated census tract or a specified high crime reporting district. The applicant requests an Off-Sale Beer/Wine license (Type 20) at the La Popular Market store located on the south side of Kiefer Boulevard approximately 155 feet west of Tallyho Drive. The site is located in a census tract that meets the quota for both types (Type 20 and Type 21) of Off-Sale liquor licenses as set by ABC; therefore, the granting of an additional PCN will place the census tract on the over-concentrated list. The site is also located in a sector designated as high crime by the Sheriff's Department (Sheriff), based on 2010 crime statistics. The Sheriff will withdraw their opposition if all the conditions listed in their letter dated August 16, 2012 (Attachment 1) are met. The Cordova Community Planning Advisory Council (CPAC) recommends approval.

Recommendation
Make a Finding of Public Convenience.

Measures/Evaluation
ABC will monitor compliance.

Fiscal Impact
Cost of the application is borne by the applicant.

BACKGROUND

The applicant comes to the County pursuant to the provisions of the Business and Professions Code Sections 23958 and 23958.4, which provide that the ABC shall deny an application for an on-sale/off-sale license if "issuance of that license would tend to create a law enforcement problem, or if issuance would result in or add to an undue concentration of licenses." The present formula for determining excess licenses within the same census tract is based upon one on-sale license per population of 947 within the census tract and one off-sale license per population of 1,524 within the census tract.

The Board has adopted a process for receiving applications, noticing of a public hearing by the Clerk and review of the applications. This process, as specified by the State, requires a letter from the Sheriff to be sent within 15 days that typically also requests standard conditions be applied. The Board's findings of Convenience are based on these standard conditions which will be applied by ABC on the license. The Board can also choose to deny the request.

DISCUSSION

This applicant is applying for an Off-Sale Beer/Wine (Type 20) license at the La Popular Market store located at 9180 Kiefer Boulevard on the south side of Kiefer Boulevard approximately 155 feet west of Tallyho Drive in the Cordova Community (Attachment 2). The application (Attachment 3) and the justification letter (Attachment 4) are attached.

La Popular Market occupies a 16,000 square foot building and has been operating at this location on Kiefer Boulevard since 2011. The store is located in the Shopping Center (SC) zone, which allows food markets like La Popular to operate with incidental sales of alcohol. They were issued a General Business License (GNB32011-52324) and a Tobacco License (TRB2011-51015) in 2011. The amount of space to be designated for display of beer and wine is less than 10% of the store's total floor area. The applicant indicates in their justification their desire to provide a one stop shop for their customers.

Planning staff conducted a site visit on November 25, 2012 and photos were taken of the project location as well as other existing businesses with off sale Type 20 licenses within the same Census Tract. Photos were also taken of businesses with Type 20 and 21 licenses within a one-mile radius of the project site (Attachment 5).

Analysis related to over-concentration. The requested license location is within Census Tract 91.11 (Attachment 6). Based on the population standard at the time of application, there were three off-sale licenses allowed and three issued. The approval of this application would result in the census tract exceeding the maximum number of off-sale licenses by one. In addition to the standard analysis by Census Tract, staff also includes a map showing all Type 20 and Type 21 licenses within a one-mile radius (Attachment 7). There are a total of seven establishments that sell alcohol in this radius, three Type 20 and four Type 21.

Analysis related to crime. State law requires that if a liquor license is proposed to be located within a crime reporting district which exceeds the average for all such reporting districts within the

jurisdiction by 20 percent, a finding of public convenience is required from the local governing entity. At the time the application was filed, Census Tract 91.11 was shown as a high crime area based on the Sheriff's 2010 crime maps.

Following are additional comments and recommendations:

A. Community Planning Advisory Council (CPAC):

This application was referred to the Cordova CPAC and heard on November 15, 2012. Planning staff and the applicant both gave presentations. The members were advised that La Popular Market has been operating at this location since 2011 and has a good working relationship with the Sheriff and the community. There was no community opposition. The CPAC members voted 5-0 (three absent) to recommend approval to the Board (Attachment 8).

B. Environmental Management Department - Environmental Health Division:

The Environmental Health Division had no negative comments about this application, nor any recorded history of problems with the applicant.

C. Treasurer-Tax Collector - Business Licensing Division:

The applicant has had an active Business License (GNB 32011-52324) since 2011.

D. Sheriff's Department:

The Sheriff's letter, dated August 16, 2012, (Attachment 1) was requested by the applicant prior to their submittal for a PCN with the Planning Division. The Sheriff agreed to withdraw their opposition if the applicant agreed to the set conditions listed in the Sheriff's letter. The applicant has agreed to the conditions, including but not limited to, ending the sale of alcohol at 10 p.m.

D. Additional Comments or Correspondence:

La Popular Market has a good working relationship with the Rosemont Community Association which sent a letter of support (Attachment 9). The Sacramento District Office of ABC advises that there are no protests filed against the issuing of a beer/wine license at this location. No community opposition has been reported.

CONCLUSION

La Popular market is located at 9180 Kiefer Boulevard. Board approval of a PCN application is necessary due to overconcentration and location with a crime reporting area. The approval of this application would result in the census tract exceeding the maximum number of off-sale licenses by one. Regarding crime issues, the Sheriff recommends withdrawal of their opposition if standard conditions are placed on the license. The applicant is in agreement with all conditions listed on the

Sheriff's letter. The CPAC has recommended approval and the Rosemont Community Association has sent a letter of support. Staff, therefore, recommends approval of this application for a Finding of Public Convenience.

Respectfully submitted,

LORI A. MOSS, Director
Department of Community Development

APPROVED:
BRADLEY J. HUDSON
County Executive

By: _____
ROBERT B. LEONARD
Chief Deputy County Executive

Attachments:

ATT 1	Sheriff's Condition Letter
ATT 2	Project Location Map
ATT 3	Application
ATT 4	Letter of Justification
ATT 5	Site Visit Photos
ATT 6	Census Tract
ATT 7	One-mile Radius Map
ATT 8	CPAC Referral Letter
ATT 9	Letter from the Rosemont Community Association

SACRAMENTO COUNTY SHERIFF'S DEPARTMENT

Scott R. Jones
Sheriff

August 16, 2012

Licensing Representative Laura Meeks
Department of Alcoholic Beverage Control
2400 Del Paso Road, Suite 155
Sacramento, CA 95834

SUBJECT: MODIFIED PROTEST WITH CONDITIONS, LA POPULAR SUPER MARKET, FILE #520315

Dear Licensing Representative Laura Meeks:

The Sacramento County Sheriff's Department wishes our Protest with Conditions for the issuance of ABC Type 21 License # 520315 to La Popular Super Market at 9180 Kiefer Blvd, #A.

1. Sales and service of alcohol beverages shall be permitted only between the hours of 7am and 10pm each day of the week.
2. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the licensee(s) shall be removed or painted over within 72 hours of being applied.
3. The rear doos of the premises shall be equipped on the inside with an automatic locking device and shall be closed at all times and shall not be used as a means of access by patrons to and from the licenses premises. Temporary use of these doors are for delivery of supplies does not constitute a violation.
4. The petitioner(s) shall be responsible for maintaining free of litter the adjacent to the premise over which they have control.
5. Beer and/or malt beverages shall be sold in original factory of a six-pack or greater, except wine based coolers. At no time shall a single unit be sold individually or in conjunction with another brand/size container of beer and/or malt beverage to constitute a six pack or larger quantity.
6. The sale of wine shall be in bottles or containers no smaller than 750ml.
7. There shall be no exterior advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages. Interior displays of alcoholic beverages or signs which are clearly visible to the exterior shall constitute a violation of this condition.

8. Licensee(s) shall post and maintain on the premises and in the parking lot used in conjunction therewith, notices or signs no less than eighteen inches by twenty-four inches (18"x 24") in size, clearly visible to patrons of the licensee(s) and parking lot and to persons on the public sidewalk stating in two(2) inch block lettering the following:

UNLAWFUL TO ENTER, BE OR REMAIN ON ADJACENT PARKING LOT OR ADJACENT PUBLIC SIDEWALK WITH AN OPEN ALCOHOLIC BEVERAGE CONTAINER.

BP 25612.5 PC 647e (a); SCC 9.92.202

9. Licensee(s) shall post and maintain on the premises and in the parking lot used in conjunction therewith, notices or signs, no less than eighteen inches by twenty-four inches (18" x 24") in size, clearly visible to patrons of the licensee(s) and parking lot and to persons on the public sidewalk stating in two (2) inch block lettering the following:

NO LOITERING IS ALLOWED ON OR IN FRONT OF THESE PREMISES

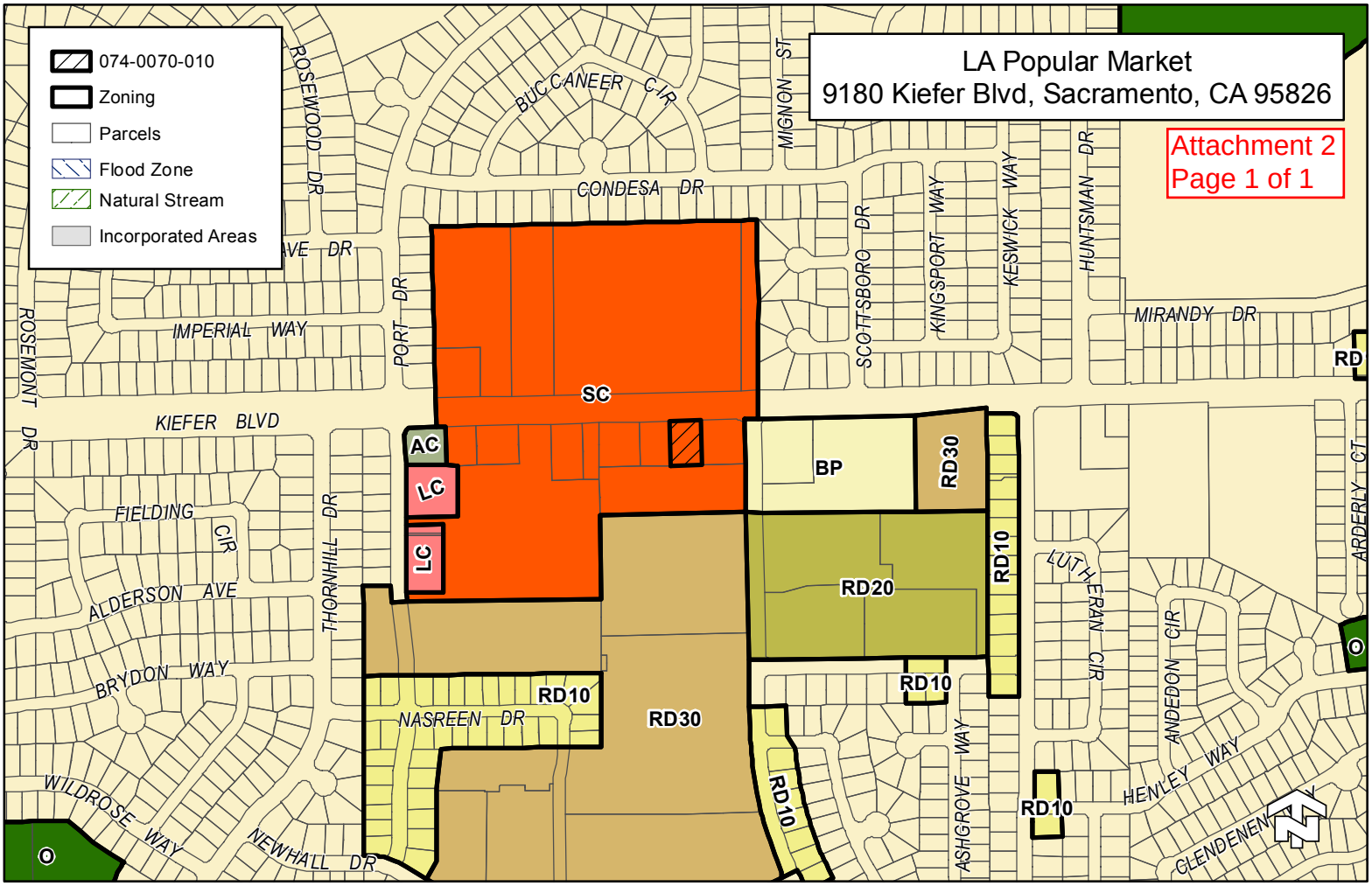
10. The exterior of the premises, including adjacent sidewalks and all parking lots under control of the licensee(s), shall be illuminated during all hours of darkness during which the premises are open for business in a manner so that persons standing in those areas at night are identifiable by law enforcement personnel. However, the required illumination shall be placed so as to minimize interference with the quiet enjoyment of nearby residents of their property.
11. There shall be no amusement devices/activities maintained upon the premises at any time.

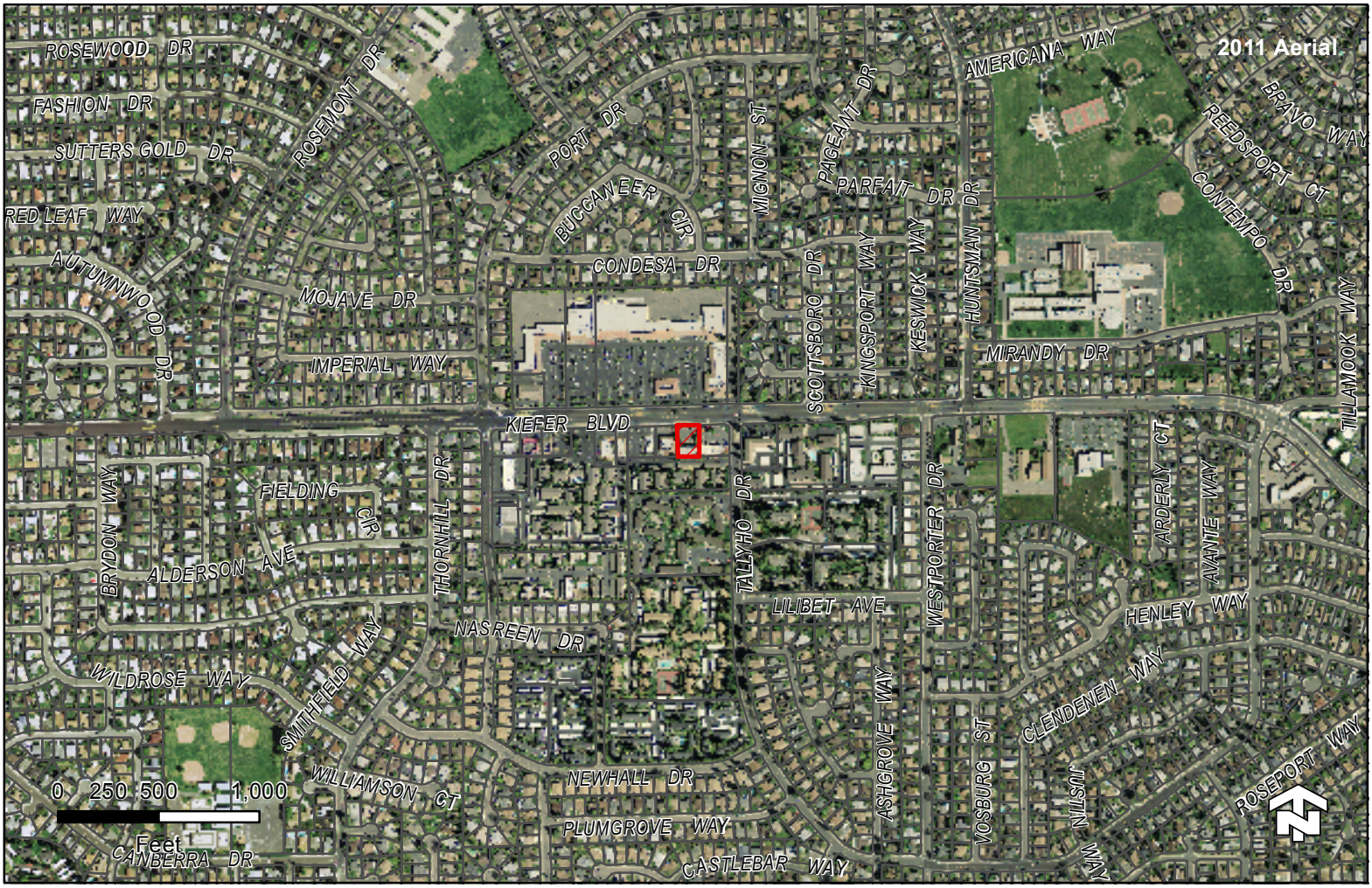
If you have any further information or have any questions, please feel free to contact me at (916) 875-5852.

Sincerely,

Scott R. Jones, SHERIFF

Heidi Herrera #719
Crime Prevention Specialist
Sacramento County Sheriff's Department
East Division


LA Popular Market
9180 Kiefer Blvd, Sacramento, CA 95826
Attachment 2
Page 1 of 1
074-0070-010
Zoning
Parcels
Flood Zone
Natural Stream
Incorporated Areas
SC
AC
LC
LC
BP
RD30
RD20
RD10
RD10
RD30
RD10
RD10
RD10
RD
O
O
ROSEMONT DR
ROSEWOOD DR
BUCCANEER CIR
MIGNON ST
CONDESA DR
SCOTTSBORO DR
KINGSPORT WAY
KESWICK WAY
HUNTSMAN DR
MIRANDY DR
IMPERIAL WAY
PORT DR
KIEFER BLVD
FIELDING CIR
THORNHILL DR
ALDERSON AVE
BRYDON WAY
NASREEN DR
WILDROSE WAY
NEWHALL DR
LUTHERAN CIR
ANDEDON CIR
ARDERLY CT
HENLEY WAY
ASHGROVE WAY
GLENDENEN WAY


2011 Aerial
ROSEWOOD DR
FASHION DR
SUTTERS GOLD DR
RED LEAF WAY
AUTUMNWOOD DR
ROSEMONT DR
PORT DR
BUCCANEER CIR
MIGNON ST
CONDESA DR
MOJAVE DR
IMPERIAL WAY
PAGEANT DR
PARFAIT DR
SCOTTSBORO DR
KINGSPORT WAY
KESWICK WAY
HUNTSMAN DR
AMERICANA WAY
REEDSPORT CT
BRAVO WAY
CONTEMPO DR
MIRANDY DR
TILLAMOOK WAY
KIEFER BLVD
FIELDING CIR
BRYDON WAY
ALDERSON AVE
THORNHILL DR
TALLYHO DR
WESTPORTER DR
ARDERLY CT
AVANTE WAY
LILIBET AVE
HENLEY WAY
NASREEN DR
WILDROSE WAY
SMITHFIELD WAY
CLENDENEN WAY
ASHGROVE WAY
VOSBURG ST
JUSTIN WAY
ROSEPORT WAY
WILLIAMSON CT
NEWHALL DR
PLUMGROVE WAY
CASTLEBAR WAY
CANBERRA DR
0 250 500 1,000
Feet

PLNP 2012-00133

COUNTY OF SACRAMENTO
PCN APPLICATION FORM

RECEIVED
SEP 12 2012
PLANNING DEPT
County of Sacramento

Application to the Sacramento County Board of Supervisors for a Letter of Public Convenience/Necessity (PCN) Relating to the Sale of Alcohol within the Unincorporated Area. Please see accompanying instructions for completion and filing.

This application must be typed.

Application Date 08-27-2012 Acceptance Date _____

Name of Business	Assessor's Parcel No
LA POPULAR MARKET	074-0070-010-0000
Address	**Telephone**
9180 KIEFER BLVD. UNIT A	(916) 875-0700
City/State/Zip	**Census Tract No**
SACRAMENTO, CA 95826-5106	

Type of Business GROCERIES MARKET Hours of Operation: 7:00 am 10:00pm

Is the Business Operating now? YES ☒ NO ☐ How Long? 08-25-2011

Is opening of business contingent upon granting of Liquor License: YES ☐ NO ☒

If the business is not open yet what is the anticipated date of opening? n/a

Type of ABC License 20 Date of Posting 04-18-2012

Has an application been submitted to ABC: YES ☒ NO ☐ ABC License # _____

Name of applicant should match the applicant named on the ABC license.

Applicant			
Name: Fernanda Gomez Palacios Manuel Pineda Palacios		**Contact:** Mnuel Pineda Palacios	
Address: 5605 CARMELA WAY		**City/State/Zip:** SACRAMENTO, CA 95822	
Telephone: (916)868-9841	**e-mail address:**		**Fax number:**

Please complete if this application is submitted by someone other than the applicant.

Agent			
Name: RAUL H SOTO		**Contact:** SAME	
Address: 2700 Fruitridge RD.Ste.A		**City/State/Zip:** Sacramento, CA 95820	
Telephone:)916) 428-1065	**e-mail address:** raulhsoto916@yahoo.com		**Fax Number:**

Relationship to Applicant: ☐ *Agent* ☐ *Other (Please specify)* ~~friend~~

Continued on page two

PLNP 2012-00133

BOS ATTACHMENT 3
Page 2 of 2

Name of Business: LA POPULAR MARKET

Is a Conditional Use Permit Required? Yes_____ No X Don't know_____

Has been applied for:_____ Has been Issued* _____ When?_____

- If yes, attach copy of CUP

License application filed with ABC: YES ☒ XX NO ☐ Date Filed: _____

*Reason for PCN: over-concentration*_____ *High crime*_____

Signature Date: 08-29-12

Signature Date:_____

This application will not be accepted until all of the information and accompanying documents are complete and submitted along with appropriate fees. See attached information sheet.

Return completed application to:

Community Planning & Development Department
Attention: Manuel Mejia
County of Sacramento
827 7th Street, Room 230
Sacramento, CA 95814

 PLNP 2012 - 00133

RECEIVED
SEP 12 2012
PLANNING DEPT
County of Sacramento

La Popular Market

9180 Kiefer Blvd. Unit A

Sacramento, CA 95826-5106

Manuel Mejia, Senior Planner

Sacramento County

827 7th St. Room 230

Sacramento, CA 95814

Dear, Mr. Mejia:

I am writing this letter of justification in regard to the beer and wine application (type 20) for my business located at the above address, based in the following.

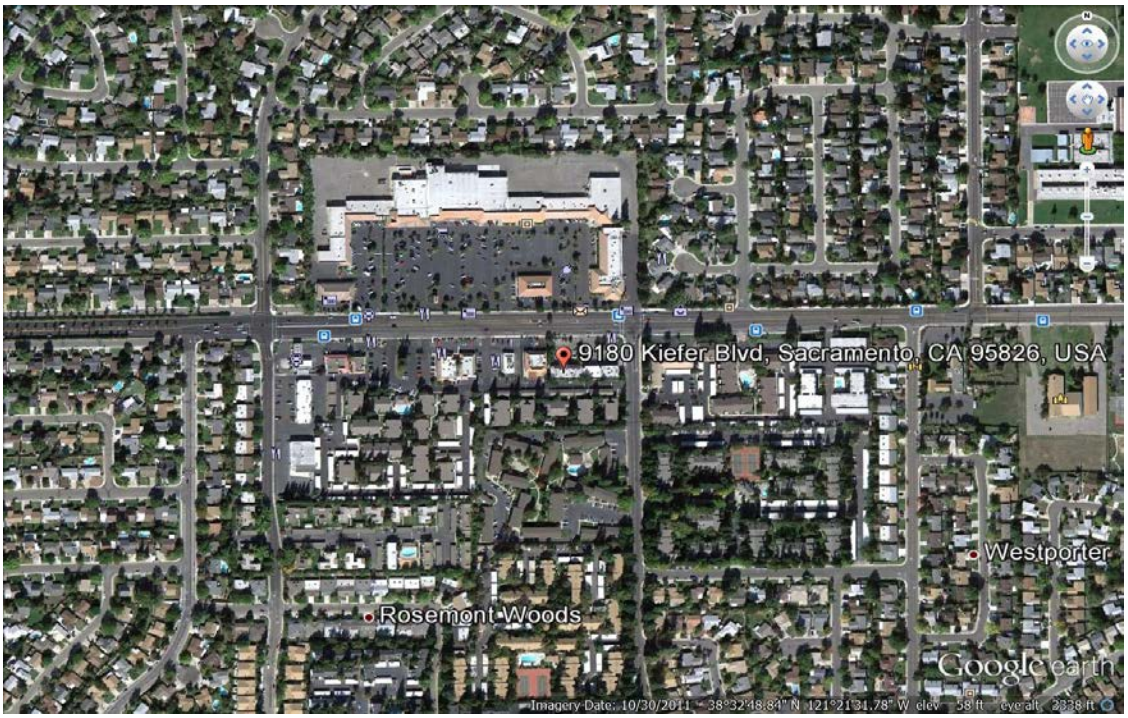
A beer and wine license will complement my business; which, under the economic situation I badly need it. This addition will help me to cope with the cost for being in business and be able to provide employment for others as well as providing for my family.

I would like to point out that a license of this type was previously issued to this location.

I have contacted the Rosemont Community Association and have received their Ok. Also have received a letter from the County Sheriff's Department as a modified protest with conditions to which I will abide to the letter.

Sincerely,

Manuel Pineda Palacios

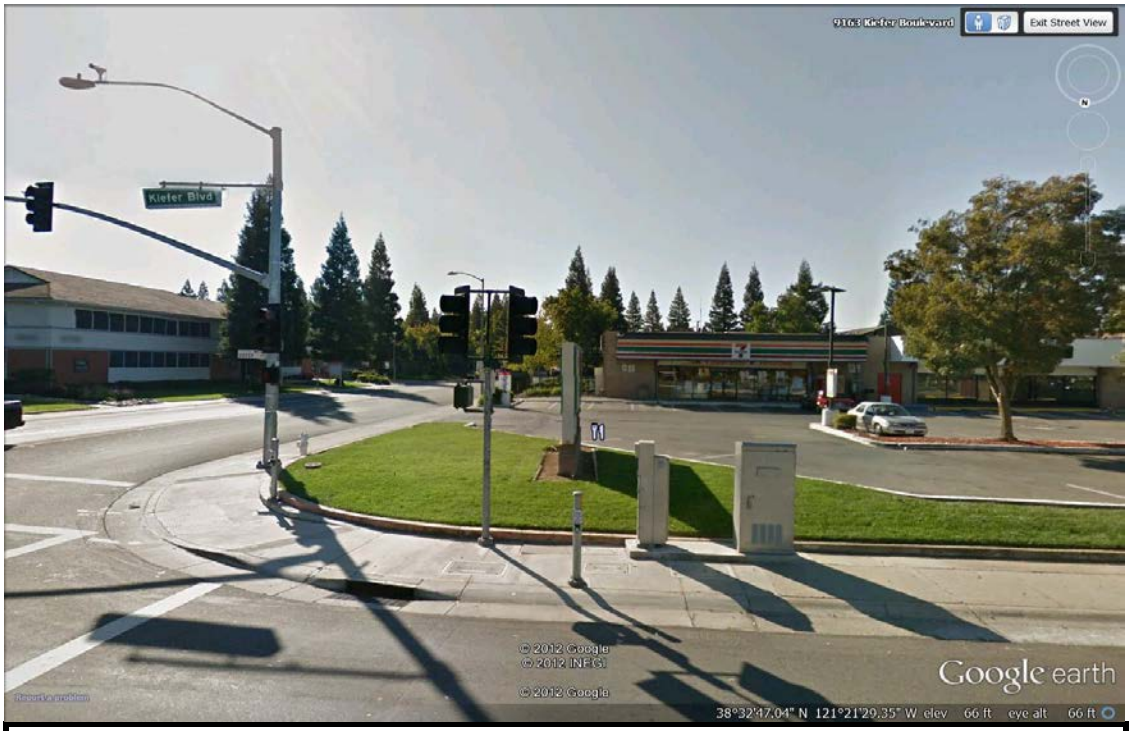


1.La Popular Market from the air



2. La Popular Market - 9180 Kiefer Boulevard

CONTEXT PHOTOS	DESCRIPTION: **La Popular Market** 9180 Kiefer Boulevard	CONTROL #: PLNP2012-00133 PARCEL #074-0070-010-0000 DATE: 11-25-2012



1. 7-Eleven - 9210 Kiefer Boulevard



2. Rosemont Wine & Liquor – 9106 Kiefer Boulevard- 9180 Kiefer Boulevard

CONTEXT PHOTOS	DESCRIPTION: **La Popular Market** 9180 Kiefer Boulevard	CONTROL #: PLNP2012-00133 PARCEL #074-0070-010-0000 DATE: 11-25-2012



1. Rosemont Shell - 9100 Kiefer Boulevard



2. EZ Stop – 3625 Southport Drive

CONTEXT PHOTOS	DESCRIPTION: **La Popular Market** 9180 Kiefer Boulevard	CONTROL #: PLNP2012-00133 PARCEL #074-0070-010-0000 DATE: 11-25-2012



1. Rite-Aid - 9133 Kiefer Boulevard



2. Save Mart Market - 9137 Kiefer Boulevard

CONTEXT PHOTOS	DESCRIPTION: **La Popular Market** 9180 Kiefer Boulevard	CONTROL #: PLNP2012-00133 PARCEL #074-0070-010-0000 DATE: 11-25-2012



1. TS Food Mart – 9408 Kiefer Boulevard

CONTEXT PHOTOS	DESCRIPTION: **La Popular Market** 9180 Kiefer Boulevard	CONTROL #: PLNP2012-00133 PARCEL #074-0070-010-0000 DATE: 11-25-2012

California Department of Alcoholic Beverage Control
For the County of SACRAMENTO - (Retail Licenses)
and Census Tract = 91.11

Report as of 9/13/2012

3 Allowed
3 Issued

	License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1)	176297	ACTIVE	48	11/22/1985	7/31/2013	CUNNINGHAM, BERT 3637 SOUTHPORT DR SACRAMENTO, CA 95826 Census Tract: 0091.11	CUNNINGHAMS MUSHROOM		3400
2)	289858	ACTIVE	21	11/15/1993	1/31/2013	GREWAL, KARAMJIT K 9106 KIEFER BLVD SACRAMENTO, CA 95826 Census Tract: 0091.11	ROSEMONT WINE & LIQUOR		3400
3)	334302	ACTIVE	41	8/27/1997	2/28/2013	BRENNAN, CHARLES PAUL 9138 KIEFER BLVD SACRAMENTO, CA 95826 Census Tract: 0091.11	ROUND TABLE PIZZA	1830 VERNON ST, STE 1 ROSEVILLE, CA 95678	3400
4)	377973	ACTIVE	20	10/22/2001	9/30/2012	KAPAL, ASHOK KUMAR 9100 KIEFER BLVD SACRAMENTO, CA 95826 Census Tract: 0091.11	ROSEMONT SHELL		3400
5)	386616	ACTIVE	20	3/27/2003	2/28/2013	GILL, JASVINDER KAUR 3625 SOUTHPORT DR SACRAMENTO, CA 95826-5129 Census Tract:	E Z STOP 1		3400

						0091.11			
6)	446278	ACTIVE	41	11/30/2006	10/31/2012	DA KU LLC 3631 S PORT DR SACRAMENTO, CA 95826-5129 Census Tract: 0091.11	SA RANG BANG		3400

- - - End of Report - - -

For a definition of codes, view our glossary.

Rite Aid Store
9133 Kiefer Blvd

Save Mart Supermarket
9137 Kiefer Blvd

Rosemont Shell
9100 Kiefer Blvd

T S Food Mart
9408 Kiefer Blvd

7-Eleven
9210 Kiefer Blvd

E Z Stop
3625 Southport Dr

Rosemont Wine & Liquor
9106 Kiefer Blvd

LA Popular Market
9180 Kiefer Blvd, Sacramento, CA 95826

City of SACRAMENTO

City of SACRAMENTO

10.10 09.09 08.08 03.03 04.04 11.11 12.12 05.05 01.01

CAL CENTER DR
CASALS ST
MANLOVE RD
FOLSOM BLVD
WATT AVE
BRIGHAM WAY
TRUJILLO WAY
CALDERA WAY
NIKOL ST
STARINA WAY
THILOW DR
POSADA WAY
THOM WAY
AGENA CT
MEDALLION WAY
MATADOR WAY
FRENSHAM WAY
IRISH MIST WAY
ZORINA WAY
GOETHE RD
NEW DAWN DR
TALISMAN DR
ROSEWOOD DR
FASHION DR
SUTTERS GOLD DR
RED LEAF WAY
AUTUMNWOOD DR
GLEN ALDER WAY
BIRCH TREE WAY
GOLDILOCKS WAY
ROSEMONT DR
TANGO ST
RUNDELAY WAY
FLORADORA DR
KORDES WAY
DUPONT WAY
CECILE WAY
BRUNNER DR
GRENOBLE WAY
EISENHOWER DR
PAGEANT DR
PICTURE WAY
AMERICANA WAY
SNOWBIRD WAY
MAYHEW RD
MILLS CROSSING
STATION
MOONBEAM DR
ROCK ISLAND DR
PULLMAN
BRAVO WAY
FABERGE CT
REEDSPORT CT
ROSEBURG WAY
CONTEMPO DR
SALISHAN CT
HELIO DR
MIRANDY DR
HOLLINGSWORTH WAY
WILLIAMETTE WAY
BUCCANEER CIR
CONDESA DR
MOJAVE DR
HUNTSMAN DR
IMPERIAL WAY
KIEFER BLVD
FIELDING CIR
FREDRIC AVE
ALDERSON AVE
BRYDON WAY
CORALWOOD WAY
LINDENWOOD WAY
ARDERLY CT
ACHATES CIR
ROSETTA CIR
WILDROSE WAY
SMITHFIELD WAY
NASREEN DR
NEWHALL DR
PLUMGROVE WAY
BIRCHGROVE WAY
ASHGROVE WAY
VOSBURG ST
JUSTIN WAY
CLENDENEN WAY
ROSEPORT WAY
OXWOOD DR
CANBERRA DR
GAINSBORO WAY
CASTLEBAR WAY
BRIAN CT
JUMP CT
BAIRNSDALE WAY
PRAIRIE TRAIL WAY
WINDY WAY
THUNDER WAY
IRISH GOLD WAY
ROSE PARADE
SUNFIRE WAY
HEDGE AVE
BEATTY DR
JACKSON RD

Legend
LA Popular Market
Type
20
21
2010 Census Tracts
1 Mile Radius
CITIES
N

May 10, 2011 B:\COUNTY_EXECUTIVE\CENSUS_TRACT_MAPS\WALMART 7901 WATT\WALMART_hgr.mxd

[redacted]E:	
PLANNER	
NOTICES	

CPAC REFERRAL

BOS ATTACHMENT 8
Page 1 of 1

DERA RELEASE	Y	N
	☐	☐

10-09-2012 Date

La Popular Market PROJECT NAME

PLNP2012-00133 CONTROL NO.

APPLICANT: Fernanda Gomez Palacios
ADDRESS: 5605 Carmela Way, Sacramento, CA 95822
A.P.N.: 074-0070-010
CONTACT PERSON: Raul Soto
TELEPHONE: 916-428-1065
ZONING: SC
COM. PLAN: Commercial
GEN. PLAN: Comm/Office

REQUEST: A request to have an Public Convienence or Neccessity (PCN) off-sale Type 20 (Beer and Wine) Liquor License.

Location: The property is located on the south side of Kiefer Boulevard approximately 155 feet west of Tallyho Drive. (at 9180 Kiefer Boulevard)

X PRIMARY CPAC **Cordova**

☐ ADJACENT CPAC (If Applicable)

HEARING BODY: Booard of Supervisors

REVISED APPLICATION: ☐ DATE:

Planning Department Project Manager:	**Manuel Mejia**	**RETURN BY:** (Date)

ADVISORY COUNCIL COMPLETE THIS SECTION - PLEASE PRINT OR TYPE

1. Meeting date(s) at which proposal discussed: November 15, 2012
2. Number of council members present: 5 Quorum: YES ☒ NO ☐
3. Is the proposal compatible with the area or neighborhood in which proposed: YES ☒ NO ☐
4. Summarize neighborhood response or reaction: Request for application supported by Rosemont Community Association (letter part of application). No other public comment received by this body.
5. Motion by: DEE BRANDON Seconded by: Paul Bowers
6. Council recommendation: **APPROVAL** ☒ **DENIAL** ☐ **CONTINUE** ☐ Date:
7. Council vote on motion to reflect recommendation
   YES: 5 **NO:** 0 **ABSTAIN:** 0 **ABSENT:** 3
8. Comments/conditions on recommendation: Added #12 condition - no onsite alcohol consumption.

See Attached

Dee Brandon
Investigating Member

Chairperson or Secretary

11/16/12
Date

FOR ADDITIONAL SPACE PLEASE USE REVERSE SIDE

Return to: SACRAMENTO COUNTY COMMUNITY PLANNING & DEVELOPMENT DEPARTMENT
827 - 7th Street, Room 230, Sacramento, CA 95814
ATTN: CPAC Secretary

REVISED 07/14/09

Rosemont Community Association
Since 1959
P.O. Box 277194 Sacramento, CA 95827 www.rosemontca.org

June 27, 2012

Diana Pineda
La Popular Market
9180 Kiefer Blvd.
Sacramento, CA 95826

Dear Diana:

I am pleased to report that the Rosemont Community Association board at its June meeting voted to support your request for a liquor license to sell beer and wine.

While we do have concerns about the number of liquor outlets in your area of Rosemont, we understand how important being able to include beer and wine in your inventory is to the success of your business. We are confident that you share our concern and will use all caution to properly control the sale of these products.

We are delighted you have chosen Rosemont for your store, and we wish you all the best success. We look forward to working with you as we strive to develop a network of local business owners in an effort to enhance the business climate here in Rosemont.

Again, we are pleased you are here in Rosemont and we hope you find our community a great place to do business.

Sincerely,

Terry Dugan
Vice President
Rosemont Community Association