

City of Sacramento
Planning and Design Commission Report
915 I Street Sacramento, CA 95814
www.cityofsacramento.org

File ID: 2025-01982

12/11/2025

Official Brewing Company (P25-018) [Noticed 11/28/2025; Published 11/26/2025]

File ID: 2025-01982

Location: 2425 24th Street, Suite B, APN 010-0231-017-0000, District 4

Recommendation: Conduct a public hearing and upon conclusion, pass a **Motion** to approve: 1) Environmental Exemption pursuant to CEQA Guidelines section 15301 (Existing Facilities); and 2) Conditional Use Permit to authorize a bar and alcohol beverage sales for off-premise consumption within an existing 5,239 square foot beer micro-brewery within the General Commercial (C-2-SPD) zone and Central City Special Planning District (SPD).

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Presenter: Sierra Peterson, Associate Planner, (916) 808-7181, speterson@cityofsacramento.org, Community Development Department

Applicant: David Herrera, Official Brewing Company, LLC, 1420 E. Roseville Parkway Suite 140-267, Roseville, CA 95661, (916) 821-9866, westcoastpromo@hotmail.com

Property Owner: David and Dana Herrera, 1420 E. Roseville Parkway Suite 140-267, Roseville, CA 95661, (916) 821-9866, westcoastpromo@hotmail.com

Attachments:

- 1-Description/Analysis
- 2-Background
- 3-Findings of Fact and Conditions of Approval
- 4-Exhibit A: Plans

Description/Analysis

Issue Detail: The applicant is requesting to establish a taproom for an existing beer micro-brewery within a 5,239 square foot commercial space at the northeast corner of Broadway and 24th Street at 2425 24th Street, adjacent to X Street Broadway Alley. No exterior building modifications are proposed as part of this proposal. The brewery taproom is proposed to operate Friday and Saturday

from 2:00 p.m. to 9:00 p.m. To establish a brewery taproom and retail sales, the project requires Planning and Design Commission review of a Conditional Use Permit (CUP) to authorize a bar and alcoholic beverage sales for off-premises consumption. The business current manufactures beer through a California Department of Alcoholic Beverage Control (ABC) Type-23 license (small beer manufacturer), this license also allows the proposed bar use and beverage sales for off-premises consumption.

Policy Considerations:

General Plan

The project site is located within the Residential Mixed Use (RMU) General Plan designation which is intended to foster vibrant, walkable areas with a high-intensity mix of residential, commercial, office, and public uses, where daily errands can be accomplished on foot, by bicycle, or by transit. The RMU designation applies principally in the Central City, corridors, residential neighborhoods and is intended to maintain and enhance livability and sense of place with a mix of residential uses and complementary neighborhood-serving commercial and public uses.

The existing beer manufacturing and the proposed additional sale of alcohol is consistent with the RMU designation as it provides for neighborhood-serving commercial within walkable distance from existing residential and commercial uses. The proposed project is also consistent with the RMU designation as it expands the uses of an existing business adjacent to the Broadway corridor by opening to the general public, further activating the pedestrian realm and providing a new establishment for residents to socialize that is walking distance to the surrounding neighborhood.

In addition to the project's consistency with RMU designation, the project supports the following General Plan goals and policies:

Goal LUP-2. Balanced and connected community with thriving neighborhoods and centers and development intensities linked to transit.

Policy LUP-2.1 Overall Balance of Uses. The City should encourage a balance and a mix of employment, residential, commercial, cultural, and tourism-related uses, as well as a full range of amenities and services necessary to support a thriving city.

The project is consistent with the goals and policies above in that the proposal contributes to the continued resurgence of the Central City and Broadway Corridor by expanding the offerings at a neighborhood serving brewery taproom. The expansion of the business will also activate an existing alley fronting business. The project, as conditioned, will increase commercial activities in the Central City while also ensuring the business conducts itself as a responsible neighbor to the surrounding community.

Goal LUP-6. A city of healthy, livable, “complete neighborhoods” that provide for residents’ daily needs within easy walking or biking distance from home.

Policy LUP-6.1 Neighborhoods as a Basic Unit. Recognizing Sacramento’s neighborhoods as foundational elements of the city’s urban structure, the City shall work to enhance their livability through the development of plans and programs.

The project is consistent with the goal and policy above in that the project allows for the expansion of neighborhood servicing retail in an existing commercial business. Through the implementation of the conditions of approval and recommendations by the Police Department to ABC for the license, the brewery can contribute positively to the cultural fabric of the neighborhood by fostering economic development and a full range of amenities necessary to support a neighborhood.

Central City Specific Plan

The subject property is located within the Central City Broadway District area of the Central City Specific Plan. Overall, the project is consistent with the Specific Plan and further supports the plan’s emphasis for continued activation of the Central City and the continued development of active and complete neighborhoods.

Goal 3.1.5 Land Use & Urban Form Policies. Broadway District

Policy LU.7.11 Identity and Image. Support expansion of entertainment, restaurants, specialty businesses, landmarks and other elements to improve the identity and image of the corridor in the region.

The proposed use supports the goal of expanding entertainment and restaurant uses to improve the identity and image of the corridor by allowing an established business to expand business operations to include patrons within an existing neighborhood in close walking distance to residential and commercial uses.

Economic Impacts: Not applicable

Environmental Considerations: The Community Development Department, Environmental Planning Services has reviewed this project and determined that it is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15301, Existing Facilities (Categorical Exemption - Class 1). Class 1 includes projects involving the operation, permitting, and licensing of existing facilities and involves negligible or no expansion of use beyond that existing at the time of the lead agency’s determination. The existing business

operations involve brewing beer and the business has an existing ABC license Type-23 through the state that allows for the sale of beer to patrons on premise. The City of Sacramento requires a Conditional Use Permit to sell alcohol to patrons, and permit would allow patrons to enter the existing building and business to purchase alcohol on the premise. The physical structure will not be altered with the new Conditional Use Permit. The project qualifies for this exemption because the new permit does not include any physical changes to the existing structure and a negligible expansion of the existing use.

Sustainability: Not applicable.

Commission/Committee Action: Not applicable.

Rationale for Recommendation: Staff recommends approval of the project subject to the draft findings of fact and conditions of approval listed in Attachment 3. Staff's recommendation is based on findings that the project: a) is consistent with the established goals and implementing policies within the RMU designation, C-2 zone, and Central City SPD; b) is appropriate for the site characteristics and is compatible with surrounding uses in the neighborhood as the Central City is an area with a mix of residential and small-scale commercial, retail, and restaurant/bar uses in close proximity; c) will not negatively impact surrounding properties as conditioned; d) adds additional neighborhood and cultural amenities and retail offerings to customers within the mixed commercial and residential Broadway corridor; e) will not oversaturate the area with alcohol sales, as the majority of alcohol sales in the area are associated with the nearby restaurants or retailers along the commercial corridor; and f) is an existing business operating under a ABC Type-23 license.

Financial Considerations: Not applicable

Public/Neighborhood Outreach and Comments: Staff routed the proposal to community groups within 500 feet of the site including: Preservation Sacramento, Greater Broadway District, Newton Booth Neighborhood Association, and Sierra Curtis Neighborhood Association. These community groups as well as property owners and current residents/businesses within 500 feet of the project site were sent a notice of the December 11, 2025, Planning and Design Commission meeting.

Background

Figure 1: Aerial Map

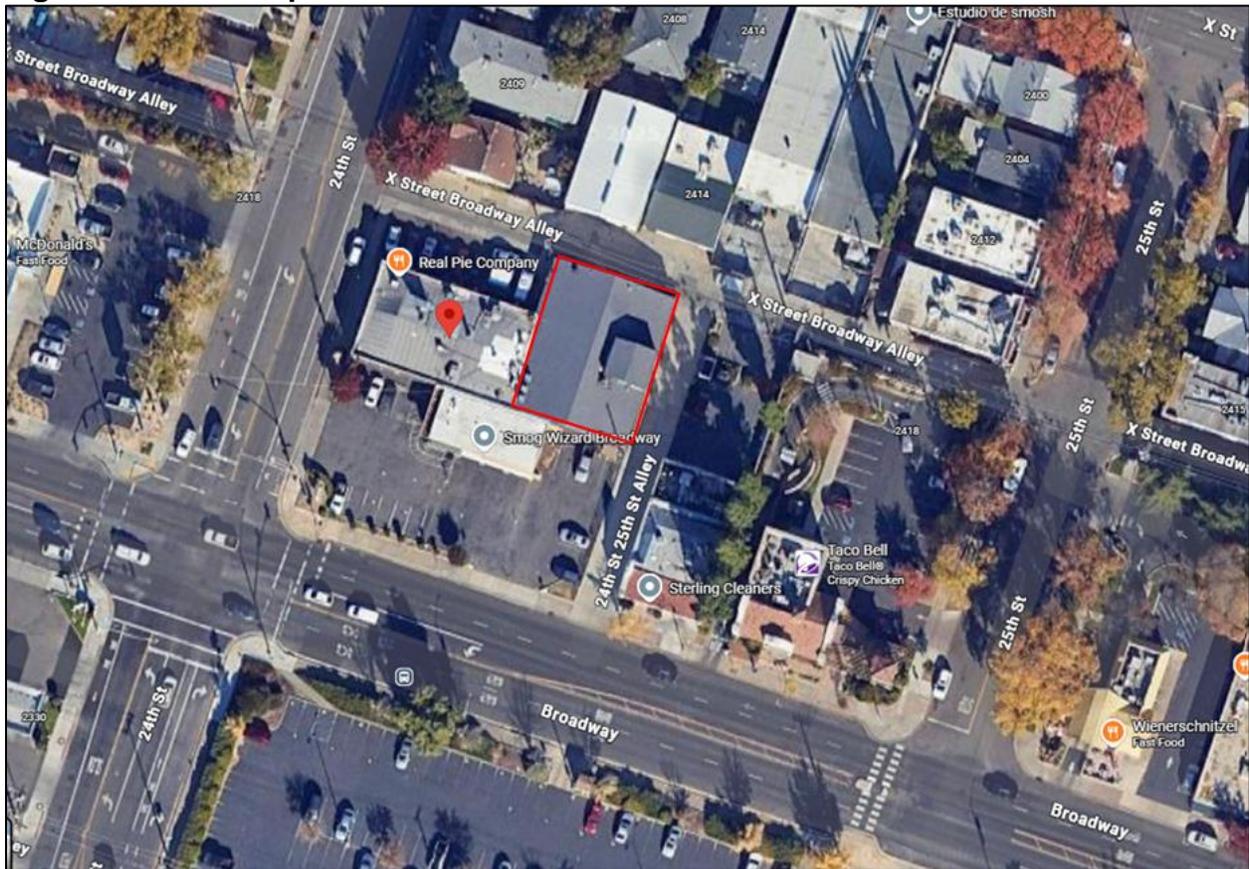


Table 1: Project Information	
General Plan Designation:	Residential Mixed Use (RMU)
Community Plan:	Central City
Specific Plan:	Central City
Zoning:	General Commercial (C-2-SPD)
Special Planning District:	Central City
Historic District	n/a
Tenant Area:	5,239 square feet
Existing Use:	Brewery
Proposed Use:	Brewery and Taproom

The project site is located at northeast corner of Broadway and 24th Street within a 5,239 square foot portion of multi-tenant building on the Broadway commercial corridor. The brewery fronts on X Street Broadway Alley and is connected to the Real Pie Company which fronts on 24th Street. The building is surrounded by residences to the north, and commercial business to the east and west. The application for the CUP was received by the Planning Division on September 12, 2025.

Figures 2 and 3: Existing Conditions

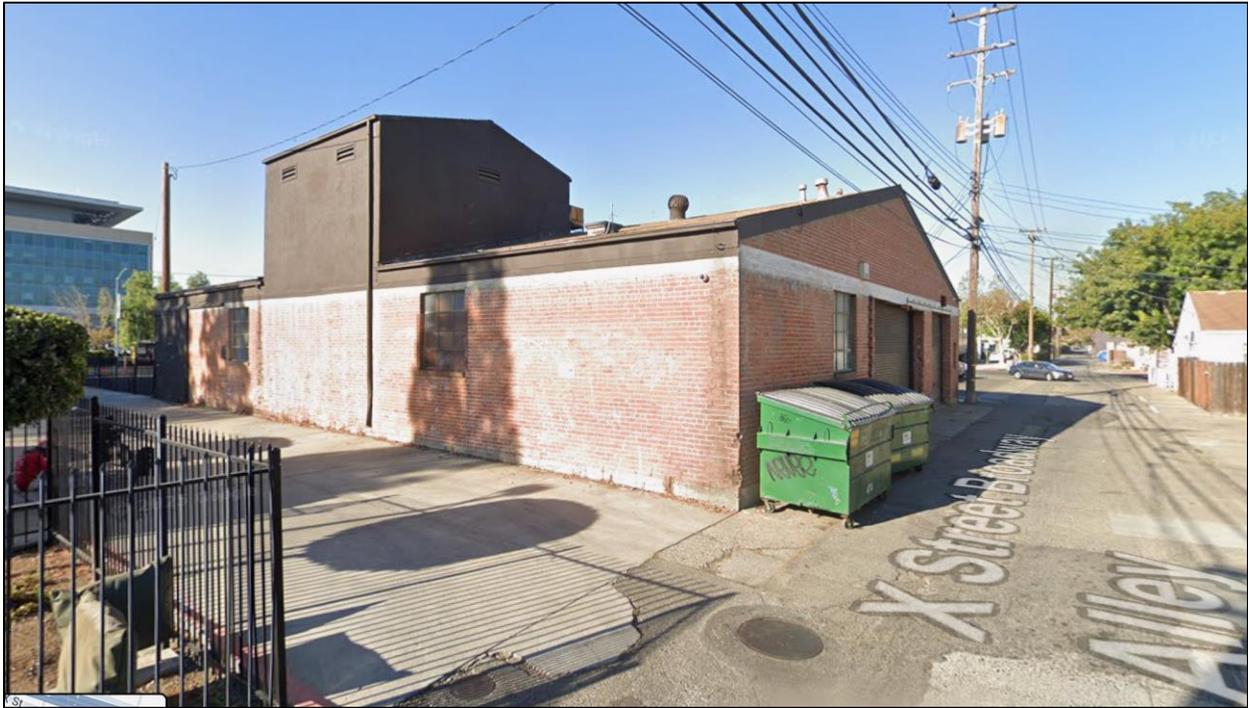
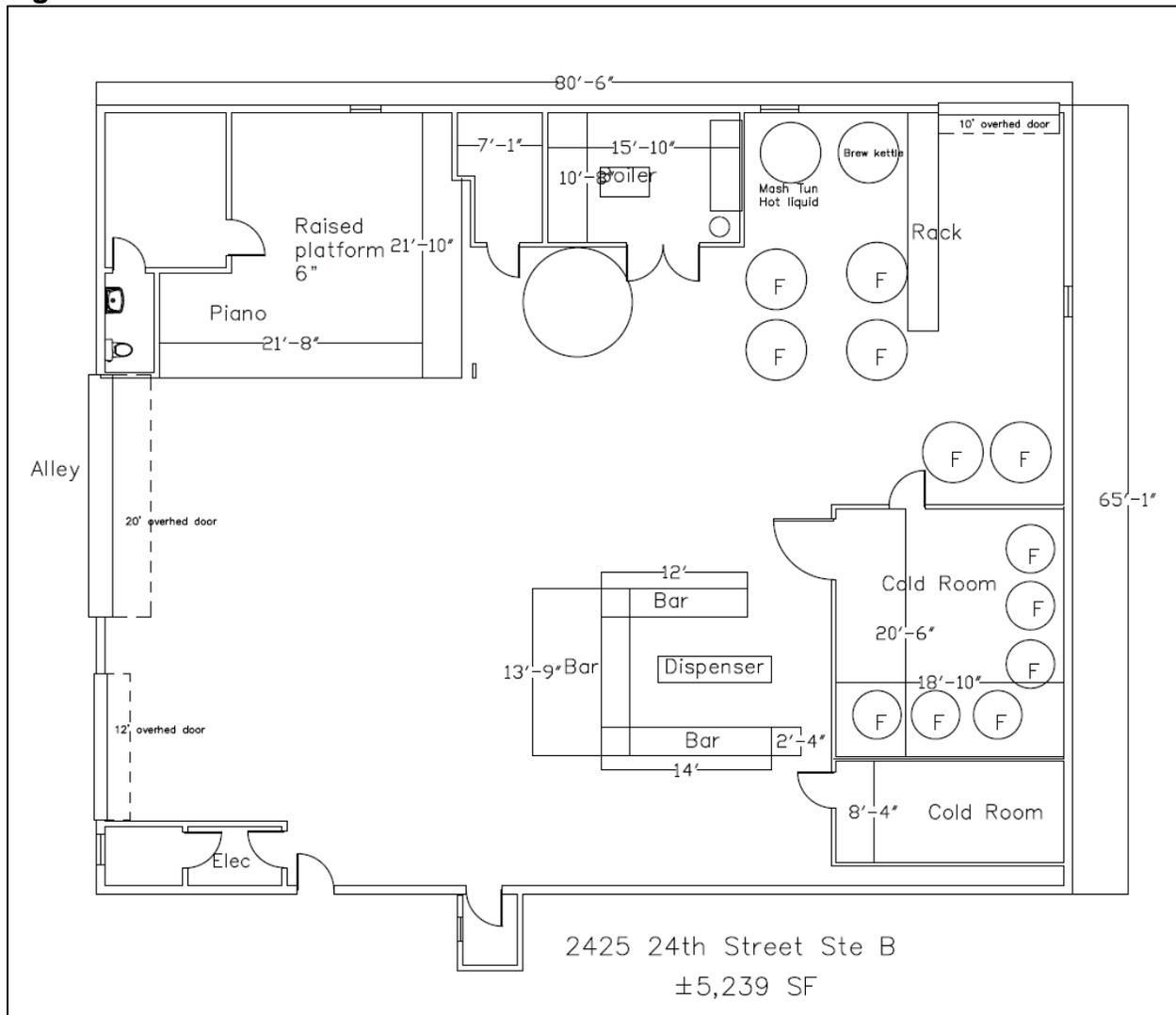


Figure 4: Floor Plan



Entitlement Review

Pursuant to Sacramento City Code (SCC) chapter 17.108, the proposed sale of alcohol is classified as both a “bar” and “alcoholic beverage sales, off-premises consumption” land uses. SCC section 17.216.110.B establishes these land uses as a conditional use subject to review of a conditional use permit (CUP) by the Planning and Design Commission. The CUP process is designed to evaluate a use’s potential impact on a site and the surrounding area.

Business Operations

The business is a taproom associated with an existing beer manufacturer. The 5,239 square foot tenant space consists of a beer manufacturing, storage, service counter and

patron seating, and restrooms. The applicant has indicated that the facility will be open to the public from Friday and Saturday, 2:00 p.m. to 9:00 p.m., with ongoing beer manufacturing. The applicant has indicated that they will be serving inside the tenant space and there are no active uses on the outside of the building.

Associated Approvals

The applicant is currently manufacturing beer pursuant to a ABC Type-23 license (small beer manufacturer) (license no. 659775). The Type-23 license authorizes the production and sale of beer by breweries which produce fewer than 60,000 barrels per year. A licensed beer manufacturer may, at the licensed premises of production, sell to consumers for consumption off the premises beer that is produced and bottled by, or produced and packaged for, that manufacturer. The most common users of this license are operators of micro-breweries and brewpubs. No distilled spirits may be on the premises. Minors are not allowed to enter and remain. Food service is not required.

The existing ABC license Type-23 allows for sales, service and consumption of alcoholic beverages between the hours of 10:00 a.m. and 10:00 p.m. each day of the week. However, the applicant has proposed limited hours of operation.

Alcoholic Beverage Sale Considerations

SCC section 17.228.108.A.2 establishes review criteria for alcoholic beverage sale uses, including bars. These are listed below and are followed by staff's analysis of the project subject to the criteria.

1. The decision-maker shall consider whether the proposed alcoholic beverage sales will detrimentally affect nearby residentially zoned areas and shall give consideration to the distance of the proposed alcoholic beverage sales from residential buildings; churches and faith congregations; schools, K-12; hospitals; parks and playgrounds; childcare centers; social services; and other similar uses.

The property is located within the Central City in an area with a mix of uses that includes residential uses across the alley to the north and commercial business located along the Broadway corridor. While the C-2-SPD zone does not specify limitations on hours of operations, the applicant has identified that the business will open at 2:00 p.m. and close to patrons at 9:00 p.m. These hours of operation have been included as a recommended condition of approval.

The nearest church is approximately a half mile from the site to the west at the southeast corner of 18th Street and Burnett Way. The nearest park is Sierra 2 Green approximately a third of a mile from the site to the south at the intersection of Castro Way and 25th Street. The nearest school is Merryhill Elementary and Middle School approximately 0.33 miles from the site to the north at the intersection of 26th Street and W Street. There are residential uses adjacent to the subject property to the north.

2. In addition to the considerations applicable to all conditional use permit applications, the decision-maker may consider the following under this section: hours of operation; quantity and size of containers sold; alcoholic content of wines; percentage of shelf space devoted to alcoholic beverages; a requirement that the establishment post, in compliance with the city code, signs prohibiting the possession of open alcoholic beverage containers or the consumption of alcoholic beverages on any property adjacent to the establishment under the control of the establishment's operator; and any other activities proposed for the premises.

A recommended condition of approval has been included limiting the hours of operation of the facility to Friday and Saturday from 2:00 p.m. to 9:00 p.m. and the business will be required to comply with signage standards within the city code. Staff has determined that there is not an undue concentration of alcohol serving businesses in the area. The Police Department does not oppose the project and believes the conditions of approval should reduce the potential for nuisance activities or law enforcement related issues that could be associated with an alcohol-related establishment.

The Police Department provided conditions of approval that should reduce the potential for nuisance activities or law enforcement related issues that could be associated with an alcohol-related establishment. For instance, the Police Department has required the applicant to install a Video Assessment and Surveillance System, as well as, a requirement that management would be able to respond to any activation of the security system within two hours.

Healthy Place Index

Staff utilizes the California Healthy Places Index Map Tool (HPI) (healthyplacesindex.org) as an additional information tool in the review of alcohol-related applications. The HPI was developed by the Public Health Alliance of Southern California as a tool that allows for the comparison of potential overall health outcomes based on community conditions across multiple geographies.

The HPI provides information at the census tract level and analyzes multiple community characteristics with the goal of framing equity issues with quantifiable and evidence-based data. Twenty-five indicators are analyzed and are statistically scored and compiled into a single indexed overall score. The HPI score is provided as a percentile rank, with ranks closer to "100" indicate healthier conditions and ranks closer to "0" indicate less healthy conditions. Eight sub-scores are also calculated based on eight health related policy action areas: economic, social, education, transportation, neighborhood, housing, clean environment, and healthcare.

The project site is within Census Tract 19.00 and scores in the 74th percentile of healthy places. This tract has healthier conditions than 74.2% of other tracts within the State. Stated another way, 25.8% of other tracts within the State have healthier conditions than this tract. The use of the site would be a taproom offering beer to drink on-site as well as beer to purchase for off-site consumption. Staff does not think that the addition of a taproom in this location will be detrimental to the overall condition of the neighborhood. The proposed taproom will be located on an existing commercial corridor and expand the existing micro-brewery use, which is predominantly surrounded by other commercial business and residential within the immediate vicinity.

FINDINGS OF FACT AND CONDITIONS OF APPROVAL
Official Brewing Company (P25-018)
2425 24th Street, Sacramento CA 95818
(APN: 010-0231-017-0000)

FINDINGS OF FACT

- A. **Environmental Determination:** Based on the determination and recommendation of the City's Environmental Planning Services Manager and the oral and documentary evidence received at the hearing on the Project, the Planning and Design Commission finds that the Project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15301, Existing Facilities (Categorical Exemption - Class 1). Class 1 includes projects involving the operation, permitting, and licensing of existing facilities and involves negligible or no expansion of use beyond that existing at the time of the lead agency's determination. The existing business operations involve brewing beer and the business has an existing ABC license Type-23 through the state that allows for the sale of beer to patrons on premise. The City of Sacramento requires a Conditional Use Permit to sell alcohol to patrons, and permit would allow patrons to enter the existing building and business to purchase alcohol on the premise. The physical structure will not be altered with the new Conditional Use Permit. The project qualifies for this exemption because the new permit does not include any physical changes to the existing structure and a negligible expansion of the existing use.
- B. The **Conditional Use Permit** to authorize a bar and alcoholic beverage sales for off-premises consumption within a 5,239 square foot existing beer manufacturing building within the General Commercial (C-2-SPD) zone and the Central City Special Planning District (SPD) is approved subject to the following Findings of Fact:
1. The proposed use and its operating characteristics are consistent with the Residential Mixed Use (RMU) General Plan designation and any applicable specific plan or transit village plan, in that the proposed use would provide a taproom in an existing beer manufacturing building on the Broadway corridor which contributes to the purpose of the RMU designation. The proposed business provides for a small beer brewery, owner-operated business providing beer made on the premise for on- and off-premise consumption by patrons in the vicinity of Broadway corridor and to socialize and shop in an existing commercial building within walking distance to transit and neighboring residential. The project is also consistent with Goal LUP-2.1

(Overall Balance of Uses) and Policy LUP-6.1 (Neighborhoods as a Basic Unit) in that the project will provide additional retail and bar uses in a vacant storefront that currently meets the urban form characteristics of the RMU designation.

2. The proposed use and its operating characteristics are consistent, as conditioned, with the applicable standards, requirements, and regulations of the C-2-SPD zone. The proposed use is consistent with the purpose of the C-2-SPD zone to provide for the sale of goods, the performance of services, office uses, dwellings, small wholesale stores, and limited processing and a packaging and the proposed project supports and implements this vision by expanding an existing business on a commercial corridor that will activate a beer manufacturing use in an existing commercial building with patrons. The proposed use is allowed within the C-2-SPD zone subject to the approval of a conditional use permit and the use is conditioned appropriately to deter nuisance activities.
3. The proposed use is situated on a parcel that is physically suitable in terms of location, size, topography, and access, and that is adequately served by public services and utilities, in that the project site is located within a commercial building with improved roadways and sidewalks for customers, employees, and emergency response. The building is appropriately sized to accommodate the proposed alcohol sales and the building has existing utility services that will adequately serve the use.
4. The proposed use and operating characteristics will not be detrimental to the public, health, safety, convenience, or welfare of persons residing, working, visiting, or recreating in the surrounding neighborhood and will not result in the creation of a nuisance, in that it is compatible with the variety of uses within the surrounding area. The project, as conditioned, will complement the existing beer manufacturing use and add to the cultural amenities in an existing commercial building while also ensuring the business acts in a manner that is compatible with the surrounding neighborhood. The operator has identified that the business will close at 9:00 p.m. every night. The use is conditioned appropriately to deter nuisance activities in that the Police Department had required the applicant to install exterior lighting to meet city code, maintain clear and unobstructed view of the interior of the premises from the exterior public sidewalk, and install a Video Assessment and Surveillance System as well as a holdup alarm system with comprehensive coverage.

5. The proposed alcoholic beverage sales will not adversely affect the peace or general welfare of the surrounding neighborhood in that the proposed use is located in a commercial building and is compatible with the variety of uses within the surrounding area. ABC has issued the ABC license for the production of beer and the applicant is now pursuing the bar license CUP to allow patrons to consume beer on the premise. The existing ABC license Type-23 allows for sales, service, and consumption of alcoholic beverages between the hours of 10:00 a.m. and 10:00 p.m. each day of the week. However, the applicant has proposed limited hours of operation.
6. The proposed alcoholic beverage sales will not result in an undue concentration of establishments dispensing alcoholic beverages in that the existing business and active ABC License allows for sales, service and consumption of alcoholic beverages between the hours of 10:00 a.m. and 10:00 p.m. each day of the week. While the project would be adjacent to other businesses offering alcohol beverage sales, the nature of each business differs in their offerings and unique services. This would lead to each business drawing specific clientele with limited crossover.
7. The proposed alcoholic beverage sales will not enlarge or encourage the development of a skid row or blighted area as the project is located in an established commercial corridor and the sale of alcohol will be supervised. The use is conditioned appropriately to deter nuisance activities in that the Police Department had required the applicant to install a Video Assessment and Surveillance System, as well as, a requirement that management would be able to respond to any activation of the security system within two hours.
8. The proposed alcoholic beverage sales will not be contrary to or adversely affect any program of redevelopment or neighborhood conservation. There are no active redevelopment programs or neighborhood conservation in the immediate vicinity. This proposed business does not substantially alter the existing use of the site as the project would expand the existing beer manufacturing use by allowing service to patrons, adding to the City's tax base and sustaining the commercial viability in the commercial corridor by supporting locally owned business and investment.

CONDITIONS OF APPROVAL

The **Conditional Use Permit** to authorize a bar and alcoholic beverage sales for off-premises consumption within a 5,239 square foot beer manufacturing business within the

C-2-SPD zone and Central City SPD is **approved** subject to the following Conditions of Approval:

Planning

1. The business shall conduct their operations as a “Good Neighbor” by: a) posting the name of an emergency contact person and phone number on the exterior of the building in the event of an emergency or to report a complaint; b) establishing a clear process for neighboring businesses and residents to communicate directly with a business representative should there be any issues; and c) actively monitoring the area under the control of the applicant in an effort to reduce nuisances and prevent loitering.
2. Alcohol sales shall take place only during the business’s retail hours, which are Monday through Sunday 10:00 a.m. to 10:00 p.m.
3. An entertainment permit may be required for any future live music, DJ, karaoke, dancing, or similar activities. All entertainment functions shall occur within the enclosed building and comply with all city code noise regulations.
4. Any future exterior modifications to the building or site shall be reviewed and approved by Planning and Design staff.
5. Any modification to the attached plans shall be subject to review and approval by Planning Division staff prior to the issuance of building permits.
6. The business operator shall obtain a sign permit before the fabrication or installation of any signage for the project.

Police

7. A Video Assessment and Surveillance System (VASS) shall be installed at the site and maintained by a property management company, security company, or designee.
8. Manager with access to VASS storage shall be able to respond to any activation within two hours.
9. Cameras shall be day/night capable with a resolution of no less than two (2) megapixels and a minimum frame rate of 15 frames per second.

10. Each driveway entrance and each building entrance shall be covered by a camera set at 100 pixels per foot or higher.
11. VASS shall be capable of exporting footage to common media in a standard viewing format and shall not require proprietary software for third party viewing.
12. VASS shall be capable of storing no less than 30 days' worth of activity.
13. VASS shall provide comprehensive coverage of:
 - a. areas of ingress and egress
 - b. coverage of exterior sides of the property(s)
 - c. adjacent public rights of way
 - d. main entrance
 - e. hallways
14. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the applicant shall be removed or painted over with matching paint within 72 hours of being applied.
15. Property management shall be responsible for the daily removal of all litter from the site.

Sacramento Regional County Sanitation District (Regional San)

16. Before the ISSUANCE OF A BUILDING PERMIT: The owner must contact the Regional San Permit Services Unit at PermitServices@sacsewer.com or by phone at (916) 876-6100 to determine if sewer impact fees are due. Fees are to be paid before the issuance of building permits.

Advisory Notes

- ADV 1. Police. City of Sacramento permits must be obtained for private patrol, alarms, and camera systems.
- ADV 2. Police. Bollards rated at K4 or higher, or the equivalent, should be placed in front of each roll up door to prevent foreign vehicle traffic from entering while patrons are dining.

- ADV 3. SacSewer. The City of Sacramento (City) is responsible for providing local sewer service to the proposed project site via its local sanitary sewer collection system. SacSewer is responsible for conveying sewage from the City collection system to the EchoWater Resource Recovery Facility for treatment, resource recovery, and disposal.
- ADV 4. Sac Metro Air District. Due to the health risks posed by public exposure to asbestos, demolition and renovation of existing buildings is subject to Sac Metro Air District Rule 902, to limit asbestos exposure during these activities. Sac Metro Air District staff is available to review notifications and answer asbestos related questions, either by emailing asbestos@airquality.org, or calling 279-207-1122.
- ADV 5. Building. The plans are required to comply with the applicable sections of the California Building Standards Code (California Code of Regulations Title 24 Volumes 1-12).
- ADV 6. Parks. As per City Code, the applicant will be responsible to meet his/her obligations regarding:
- a. Title 18, 18.56 Park Development Impact Fee, due at the time of issuance of building permit. The Park Development Impact Fee is estimated at \$340. This project proposes a total of 1,700 square feet of Commercial Retail development. The Park Development Impact Fee due for this project is based on the Central City Incentive Zone Rate of \$0.20 per square foot for retail and commercial services projects. Any change in these factors will change the amount of the PIF due. The fee is calculated using factors at the time that the project is submitted for building permit.

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Exhibit A: Project Plans

