

P03-077 – Blue Diamond Giftshop

REQUEST: A. Environmental Determination: Exempt as per Section 15301
 B. Special Permit for the sale of beer and wine for off-site
 consumption in the Blue Diamond 2,500± square foot
 giftshop on 6.96± acres in the Light Industrial (M-1) zone

LOCATION: 1701/ 1802 C Street
 APN: 002-0095-021
 Sacramento City School District
 Council District 3

APPLICANT:	Melanie La Perriere, (916) 446-8432 Blue Diamond Growers 1802 C Street Sacramento, CA 95814
OWNER:	Blue Diamond Growers Exchange P.O. Box 1768 Sacramento, CA 95812
APPLICATION FILED:	July 8, 2003
STAFF CONTACT:	Ted Kozak, (916) 808-1944

SUMMARY:

The applicant is requesting entitlements to allow off-site sales of wine in a portion of an existing 193,000± square foot, two story warehouse building. The building contains an existing 2,500± giftshop, which is directly adjacent to the Blue Diamond visitor center. Wine sales will be restricted to gift-packs and the applicant is not proposing to expand the hours or square footage of the giftshop. Staff has no issues with this project.

RECOMMENDATION:

Staff recommends approval of the project, subject to conditions. This recommendation is based on the conclusion that the proposed wine sales will complement the selection of local specialty products processed in the Blue Diamond facility that are currently offered in the giftshop. The giftshop provides a valuable service to neighbors in the area and to visitors from across the region and beyond. The proposed project does not propose to change the hours of operation or increase the square footage of the giftshop. Planning staff and the Police Department have no issues with the proposed wine sales and support the proposed application due to the limited hours of operation and the restriction of wine sales to gift-packs.

PROJECT INFORMATION:

General Plan Designation:	Industrial
Community Plan Designation:	Industrial
Existing Land Use of Site:	Blue Diamond Warehouses & Giftshop
Existing Zoning of Site:	Light Industrial (M-1) zone

Surrounding Land Use and Zoning:

North:	Railway; Light Industrial (M-1) zone
South:	Salvation Army; Light Industrial (M-1) zone
East:	Industrial; Light Industrial (M-1) zone
West:	Muir Park; Light Industrial (M-1) zone

Property Dimensions:	176'x320'
Property Area:	6.96± acres
Square Footage of Building:	193,000± square feet
Square Footage of Giftshop:	2,500± square feet
Height of Building:	38' two stories
Exterior Building Materials:	Brick
Hours of Operation:	10AM to 5PM (M-F), 10AM to 4PM (Sat)
Parking Required:	6 (Visitor Center)
Parking Provided:	29
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

OTHER APPROVALS REQUIRED: In addition to the entitlements requested, the applicant will also need to obtain the following permits or approvals, including, but not limited to:

<u>Permit</u>	<u>Agency</u>
Building Permit	Building Division
Off-site Beer & Wine License	State Department of Alcohol Beverage Control

STAFF EVALUATION: Staff has the following comments:A. Policy Considerations

The General Plan and the Central City Community Plan designate the site as Industrial. The proposed sales of local specialty wines in the giftshop, within the existing warehouse and processing building, is consistent with the land use designations which permits retail uses. The project is consistent with the following General Plan and Central City Community Plan Goals and Policies, and the following Smart Growth Principles, as adopted by the City Council (Resolution 2001-805):

*City of Sacramento General Plan*Sec 1-30 Policy 1-

It is the policy of the City to enhance and maintain the quality of life by adhering to high standards for project and plan evaluation.

Sec 1-34 Policy 5-

It is the policy of the City to promote the reuse and rehabilitation of existing urban development as a means to meet projected urban growth.

Sec 4-13 Downtown Goal Policy 3-

Actively supports efforts to develop visitor and convention facilities in the downtown area.

Sec 4-22 Goal B Policy 1-

Provide public support to expand job placement and training services.

*Central City Community Plan*Sec III, Urban Development Goal, pg 6

Continue to revitalize the Central City area as a viable living, working shopping and cultural environment.

Sec III, Commercial Goal, pg 8

Provide for the opportunity for development of a limited number of neighborhood convenience centers located in or adjacent to residential area to serve the daily needs of residents.

Sec III, Energy Goal, pg 13

Encourage rehabilitation, maintenance and utilization of existing structures where feasible.

B. Special Permit

The City's Zoning Ordinance requires a special permit for the establishment of off-site alcohol sales in retail stores 15,000 square feet and under in any zone, including the Light Industrial (M-1) zone. A special permit for this project is required since Blue Diamond proposes to sell wine in prepackaged gift-packs, for off-site consumption, in the existing 2,500± square foot giftshop.

In order to issue a special permit, the City must find that the project will not increase crime or contribute to deterioration of quality of life in the area, or cause an undue concentration of businesses selling alcohol in the area. The special permit requirement allows staff, the Planning Commission, and the public, to review and establish conditions on a project-by-project basis to ensure that projects will not have negative effects on surrounding areas.

Planning staff and the Police Department supports Blue Diamond's proposed gift-pack wine sales at the existing location. The current Blue Diamond giftshop is located about

500 feet from the nearest residences and the hours of operation are limited to 10AM to 5PM daily, and 10AM to 4PM on Saturday. Furthermore, Blue Diamond giftshop serves a unique clientele to the area or region, which adds to the economic vitality of the area and region. Therefore, subject to conditions of the special permit, the proposed project should not result in a nuisance to the public in the surrounding area, increase crime in the area, or result in other law enforcement problems, compared to convenience retail stores, because typically problems arise from late-night alcohol sales, not daytime sales of specialty wines in gift-packs, as proposed. The proposed project is conditioned to restrict sales of certain alcohol products. In support of the proposal, the Police Department has issued a 'Letter of Public Convenience or Necessity' to the applicant (see Attachment 4). Therefore, staff recommends approval of the project.

C. Site Plan Design/Zoning Requirements

The existing giftshop is located within the existing Blue Diamond warehouse and food processing building. The proposed request, by adding wines to gift baskets, will not alter the existing site plan, parking, or design. The proposed request will also not increase traffic to this location nor alter any circulation patterns of the Central City.

Signage

The application does not propose signage. All signage associated with the project must conform to the City's Sign Ordinance, and is subject to Design Review.

D. Building Design

The project site is located within the Central City Design Review District. However, the applicant is not proposing any exterior changes. Any modifications to the exterior of the building are subject to review and approval of Design Review.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to CEQA Guidelines (CEQA Section 15301)

B. Public/Neighborhood/Business Association Comments

The project was routed to owners of properties within 500' radius of the proposed project for an early project review in August, 2003, in addition to the regular project routing to Neighborhood Associations. There have been no comments received regarding the proposed project.

C. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies. Staff has

incorporated comments as conditions of approval for the project.

PROJECT APPROVAL PROCESS: Of the entitlements below, Planning Commission has the authority to approve or deny the request. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION:

Staff recommends the Planning Commission take the following actions:

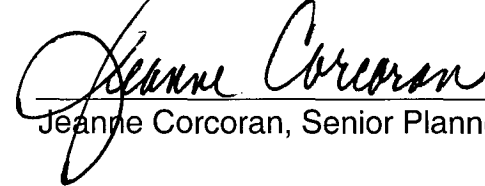
- A. Adopt the attached Notice of Decision and Findings of Fact which finds that the project is Exempt pursuant to CEQA Section 15301;
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Special Permit for the sale of beer and wine for off-site consumption in the Blue Diamond 2,500± square foot giftshop on 6.96± acres in the Light Industrial (M-1) zone.

Report Prepared By,



Ted Kozak, Associate Planner

Report Reviewed By,

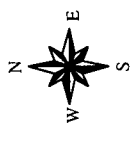
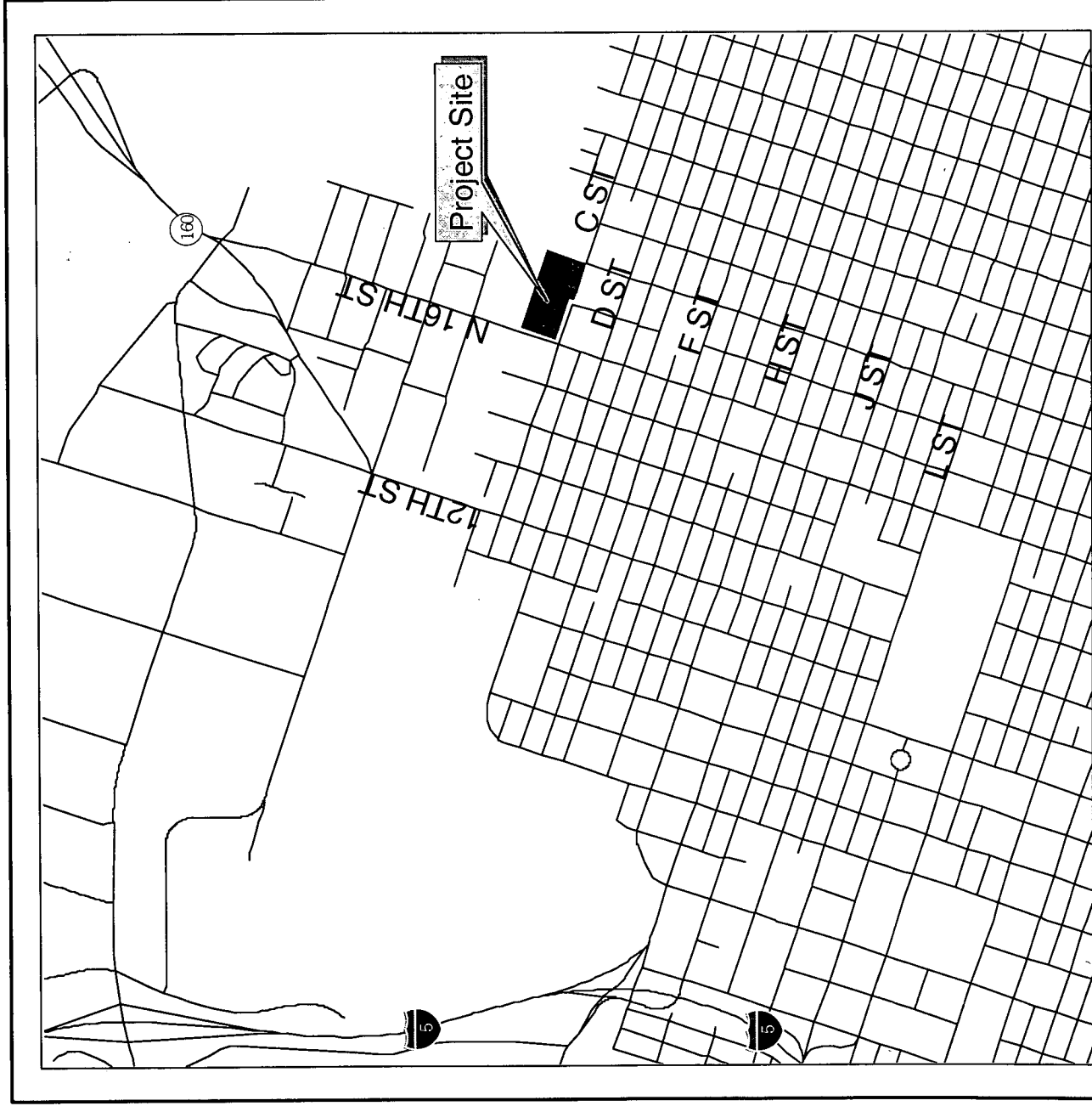


Jeanne Corcoran, Senior Planner

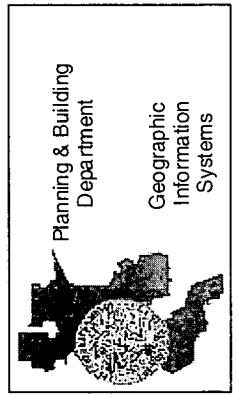
Attachments

Attachment 1	Notice of Decision & Findings of Fact
Exhibit 1A	Site Plan
Exhibit 1B	Proposed Layout
Exhibit 1C	Existing Floor Plan
Exhibit 1D	Elevations
Attachment 2	Vicinity Map
Attachment 3	Land Use & Zoning Map
Attachment 4	Letter of Public Convenience or Necessity
Attachment 5	Applicant's Statement of Intent

Attachment 2
Vicinity Map

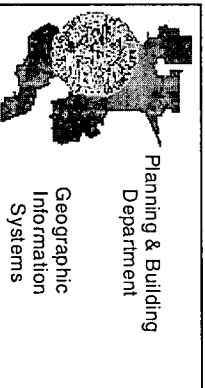
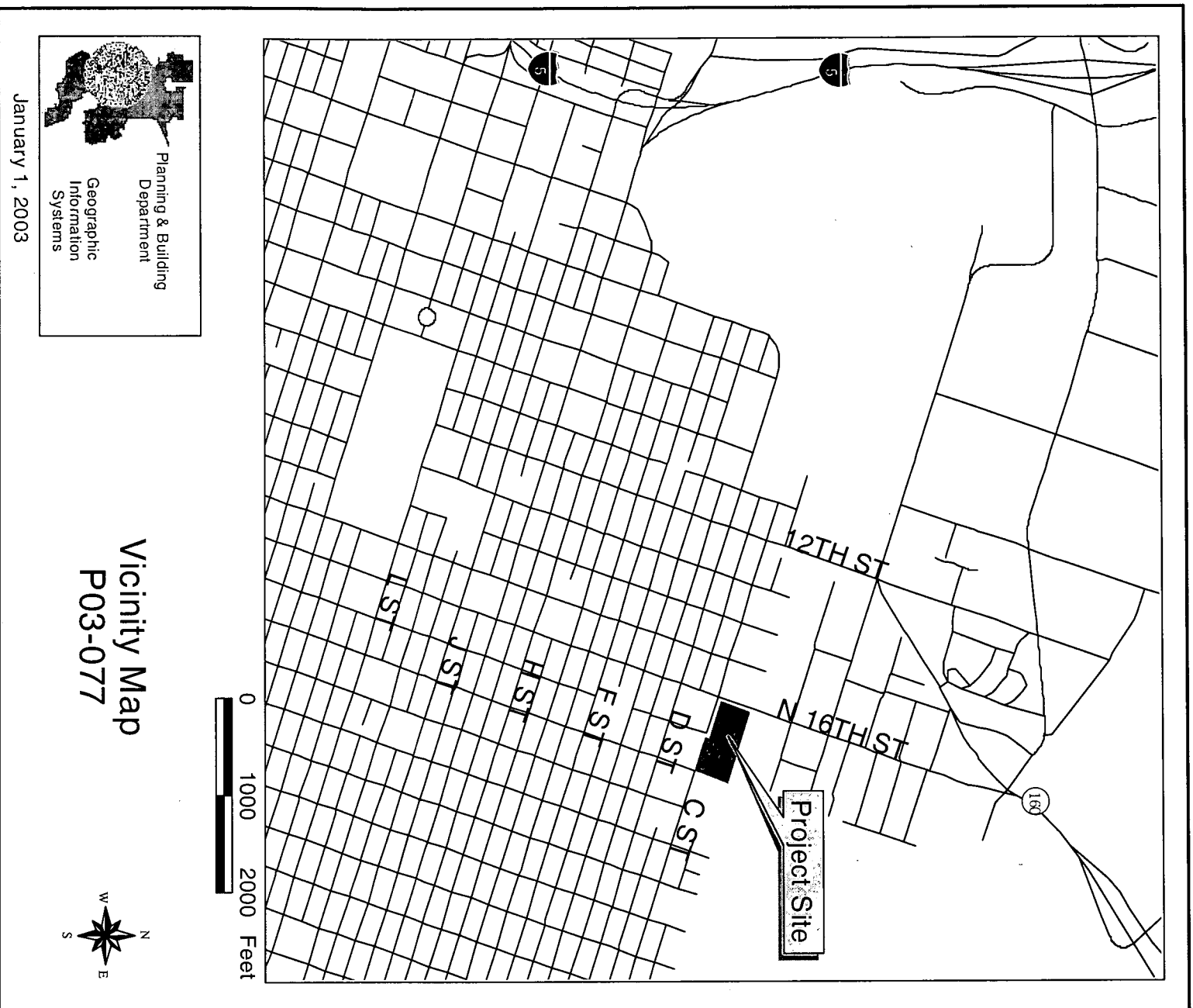


Vicinity Map
P03-077

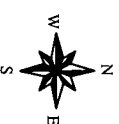


January 1, 2003

Attachment 3
Land Use & Zoning Map



Vicinity Map
P03-077



Attachment 4
Letter of Public Convenience or Necessity

SAC PD

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08/27 '03 06:22 NO.611 02/02

DEPARTMENT OF
POLICEALBERT NAJERA
CHIEF OF POLICESTEVE SEGURA
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August 18, 2003

Ref. No.: LC3-08-06

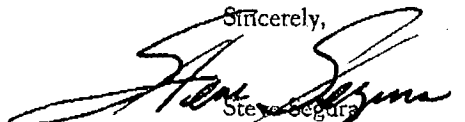
Kathleen Lenihan
District Administrator
Alcohol Beverage Control
3321 Power Inn Road, Suite 230
Sacramento, California 95826

Dear Ms. Lenihan:

The Sacramento Police Department has completed the investigation for Blue Diamond Growers, located at 1701 C Street. The Sacramento Police Department feels that Public Convenience or Necessity is evident.

If you have any questions concerning this location please contact Officer Baldock for further information.

Sincerely,


Steve Segura
Deputy Chief of Police

SS:sls

Attachment 5
Applicant's Statement of Intent

Blue Diamond Growers
1701 C Street

FORM A, Page 2

APPLICANT'S STATEMENT OF INTENT:

- a. A description of what you propose to do. This description should include the entitlements being requested and the objectives of the project.

Special Permit to allow alcohol sales; that is, the sale and dispensing of beer and wine only for off-site consumption; in conjunction with an existing specialty shop; accessory to a food processing facility; with said specialty shop having hours of operation from 10:00 am to 5:00 pm, Monday through Friday and 10:00 am to 4:00 pm, Saturday; in the M1 zone.

- b. Information pertinent to the application, such as the building square footage, number of residential units, size and height of buildings, number of off-street parking spaces, height of fence, and any other pertinent information.

The specialty shop occupies 2,500 square-feet of floor area with a 193,000 square-foot combination warehouse and food processing facility. Also within the building footprint are general offices and an auditorium within a visitor center area. There are 29 surface parking spaces proximal to the subject premise to serve the visitor center. The perimeter of the subject property is enclosed by varying heights and various types of material consisting of chain link metal fence, brick planter walls and wrought iron metal fence.

- c. Information and reasoning justifying your request.

The inclusion of beer and wine is a logical extension of the current business activity; that is, a specialty shop that features the food products that are processed within the existing facility. The specialty shop will offer a beverage product that is unique to this area and is not readily available on a regional or national basis and primarily to persons frequenting the visitor center. The specialty shop will offer wine from vineyards that are operated by some of the local almond growers, and when sold separately or in a basket form with other food products, will provide a presentation that will complement the overall inventory of the specialty shop.

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Rec'd July 8, 2003