

# City of Salinas

200 Lincoln Ave., Salinas, CA 93901

[www.cityofsalinas.org](http://www.cityofsalinas.org)



## Meeting Agenda - Final

Wednesday, April 2, 2025

4:00 PM

City Council Rotunda

### Planning Commission

*Commissioners:*

*VACANT, Mayor's Appointee*

*Jessica Almanza-Larios, District 1 - John Meeks, District 2*

*Lorisa McKelvey Daye, District 3 - EvaMarie Martinez, District 4*

*Carissa Purnell, District 5 - Marcelino Rocamora Jr, District 6*

*Lisa Brinton, Community Development Director*

*Courtney Grossman, Planning Manager*

*Christopher A. Callihan, City Attorney*

*Community Development Department Office: (831) 758-7206*

**PLEDGE OF ALLEGIANCE****ROLL CALL****PUBLIC COMMENT TIME RESTRICTIONS**

*Public comments generally are limited to two minutes per speaker; the Chair may further limit the time for public comments depending on the agenda schedule.*

**GENERAL PUBLIC COMMENTS**

*Receive public communications on items that are not on the agenda and that are in the City of Salinas' subject matter jurisdiction. Comments on Consideration, Public Hearing items, and the Consent Agenda should be held until the items are reached.*

**CALIFORNIA GOVERNMENT CODE §84308 - LEVINE ACT**

*Government Code § 84308. Parties to any proceeding involving a license, permit or other entitlement for use pending before the legislative body must disclose any campaign contributions over \$500 (aggregated) within the preceding 12 months made by the party, their agent, and those required to be aggregated with their contributions under Government Code § 82015.5. The disclosure must include the amount contributed and the name(s) of the contributor(s).*

**CONSENT**[ID#25-086](#)**Minutes**

**Recommendation:** Approve minutes of March 19, 2025.

**PUBLIC HEARINGS**[ID#25-063](#)

**Conditional Use Permit 2024-058; Request to establish and operate a proposed off-sale alcohol related use (Type 20 ABC license) at an existing food and beverage sales use located at 695 East Alisal Street in the Commercial Retail - East Alisal Street/East Market Street Focused Growth Overlay (CR-FG-5) Zoning District**

**Recommendation:** A motion to approve a resolution finding the project exempt pursuant to Sections 15061(b)(3) of the CEQA Guidelines, affirming the findings, and approving Conditional Use Permit 2024-058.

**Intermodal Transportation Center (ITC)**

*This project has been continued indefinitely. A public notice will be posted once a hearing date has been determined.*

**OTHER BUSINESS**

General Plan Steering Committee Update

## **FOLLOW UP REPORTS**

## **FUTURE AGENDA ITEMS**

## **ADJOURNMENT**

*Confirmation of attendance at next meeting prior to adjournment.*

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## **Maira Robles, Administrative Aide**

## **AGENDA MATERIAL / ADDENDUM**

*Any addendums will be posted within 72 hours of regular meetings or 24 hours of special meetings and in accordance with Californian Government Code Section 54954.2 and 54956. City Commission/Board/Committee agenda reports and other writings distributed to the legislative body may be viewed at the Salinas City Clerk's Office, 200 Lincoln Avenue, Salinas, and are posted on the City's website at [www.cityofsalinas.org](http://www.cityofsalinas.org) in accordance with California Government Code section 54597.5. The Commission/Board/Committee may take action that is different than the proposed action reflected on the agenda.*

*Disability-related modification or accommodation, including auxiliary aids or services, may be requested by any person with a disability who requires a modification or accommodation in order to participate in the meeting. Language interpretation may be requested as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Requests should be referred to the City Clerk's Office At 200 Lincoln Avenue, Salinas, 758-7381, as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Hearing impaired or TTY/TDD text telephone users may contact the city by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.*

## **PUBLIC NOTIFICATION**

*This agenda was posted on Tuesday, March 25, 2025 in the Salinas Rotunda and City's website.*

*Meetings are streamed live at <https://salinas.legistar.com/Calendar.aspx> and televised live on Channel 25 on the date of the regularly scheduled meeting and will be broadcast throughout week following the meeting. or the most up-to-date Broadcast Schedule for The Salinas Channel on Comcast 25, please visit or subscribe to our Google Calendar located at <http://tinyurl.com/SalinasChannel25>. All past City Council meetings may also be viewed on the Salinas Channel on YouTube at <http://www.youtube.com/thesalinaschannel>.*



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## Legislation Text

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**File #:** ID#25-086, **Version:** 1

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### Minutes

Approve minutes of March 19, 2025.

**UNOFFICIAL MINUTES  
OF THE  
SALINAS PLANNING COMMISSION  
March 19, 2025**

The meeting was called to order at 4:05 p.m. in the City Council Chamber Rotunda.

**PLEDGE OF ALLEGIANCE**

**WELCOME**

Vice-Chair Purnell welcomed Commissioner Almanza-Larios to the Salinas Planning Commission.

**ROLL CALL**

**STAFF INTRODUCTIONS**

**PRESENT:** Vice-Chair Purnell and Commissioners Almanza-Larios, Meeks, and Rocamora

**ABSENT:** Chairperson McKelvey Daye and Commissioner Martinez

**STAFF:** Community Development Director, Lisa Brinton; Planning Manager, Courtney Grossman; Planning Manager, Grant Leonard; Planning Manager, Vincent Montgomery; Senior Planner, Jonathan Moore; Senior Planner, Monica Gurmilan; Community Development Analyst, Eric Sotelo; Community Development Analyst, Francisco Brambila; Community Development Analyst, Luis Rodriguez; Community Development Analyst, Monica Flores-Ponce; Administrative Analyst, David Vigil; and Administrative Aide, Maira Robles

**COMMENTS FROM THE PUBLIC FOR ITEMS NOT ON THE AGENDA**

Vice-Chair Purnell opened for public comment at 4:06 p.m.

No public comments were received.

Vice-Chair Purnell closed for public comment at 4:07 p.m.

## CONSENT

### [ID#25-033](#)    **Approval Of The Minutes: January 15, 2025**

Upon motion by Commissioner Meeks, and a second by Commissioner Almanza-Larios, the minutes of January 15, 2025 were approved. The motion carried by the following vote:

AYES:                    Vice-Chair Purnell and Commissioners Almanza-Larios, Meeks, and Rocamora

NOES:                    None

ABSTAIN:                None

ABSENT:                 Chairperson McKelvey Daye and Commissioner Martinez

## CONSIDERATIONS

### [ID#25-059](#)    **Draft 2024 General Plan Annual Progress Report and Visión Salinas 2040**

Received report from Grant Leonard, Planning Manager, regarding Draft 2024 General Plan Annual Progress Report and Visión Salinas 2040. Sections 65400 and 65700 of the California Government Code mandates that all cities and counties submit an annual report on the status of the General Plan and progress in its implementation to their legislative bodies, the Governor’s Office of Land Use and Climate Innovation (LCI – formerly Planning and Research) and the Housing and Community Development (HCD) by April 1<sup>st</sup> of each year. This annual report covers current Salinas General Plan implementation activities during the calendar year 2024. Accomplishment highlights include supporting significant construction projects through over 2,900 permits and 17,800 inspections; entitling a new Hebborn Family Center and improvements to Closter Park; upstaffing of the Fire Department with new recruits; adopting a permanent Mills Act Ordinance to support historic preservation; and the continuation of significant work constructing Ensen Community Park by the Big Sur Land Trust. The General Plan Update, Visión Salinas 2040, also continued in 2024 with the preparation of administrative drafts of General Plan chapters and targeted engagement. Staff is continuing to work toward a Public Review Draft General Plan.

The Planning Commission discussed the following with regard to the report:

1. Timeline of proposed improvements at Closter Park; and
2. The Clean California Grant and the City’s plan for maintenance and ongoing cost to maintain improvements; and
3. Schedule of future study session(s) and ongoing engagement plan.

Vice-Chair Purnell opened for public comment at 4:18 p.m.

Nidia Soto, Economic Justice Organizer at Building Healthy Communities, provided public comment and spoke of the importance for promoting community engagement and of the inclusion of Hispanic communities who face uncertainty during the current political climate.

Vice-Chair Purnell closed for public comment at 4:21 p.m.

The Planning Commission further discussed the following:

1. City staff's decision to hire consulting agencies for assistance with the General Plan Update; and
2. The selection process for prioritization of improvement projects completed throughout the City.

Commissioner Meeks motioned to approve a resolution recommending that City Council accept the 2024 General Plan Annual Progress Report (GP APR) and authorize its submittal to the State of California Department of Housing and Community Development (HCD) and the Governor's Office of Land Use and Climate Innovation (LCI). Commissioner Rocamora seconded the motion. The motion carried by the following vote:

AYES: Vice-Chair Purnell and Commissioners Almanza-Larios, Meeks, and Rocamora

NOES: None

ABSTAIN: None

ABSENT: Chairperson McKelvey Daye and Commissioner Martinez

### **ID#25-038 2024 Housing Element Annual Progress Report**

Received report from Vincent Montgomery, Planning Manager, regarding 2024 Housing Element Annual Progress Report. Section 65400 of the California Government Code requires the City to file a Housing Element (HE) Annual Progress Report (APR) addressing the status of the City of Salinas 2023-2031 Housing Element and progress made toward implementing its goals and policies. This report covers the first year of the new City of Salinas 6<sup>th</sup> Cycle Housing Element (2023-2031) and focuses on calendar year 2024 with highlights & accomplishments related to housing production and program implementation. The report must be submitted to the State of California Department of Housing and Community Development (HCD) and the Governor's Office of Land Use and Climate Innovation (LCI), no later than the 1<sup>st</sup> of April each year.

The Planning Commission discussed the following with regard to the report:

1. Status of future growth area developments, specifically the Central Area Specific Plan (CASP) and the West Area Specific Plan (WASP); and
2. The garage conversion for an Accessory Dwelling Unit at 1429 Garner Avenue;
3. Development Applications; and
4. Prohousing Incentive Program (PIP) and the Permanent Local Housing Allocation (PLHA) program; and
5. Outlook for continued funding from the Community Development Block Grant Funding (CDBG) programs; and
6. Housing plan of pipeline development projects.

Vice-Chair Purnell opened for public comment at 4:47 p.m.

Nidia Soto, Economic Justice Organizer at Building Healthy Communities (BHC), provided public comment and spoke of the importance of community engagement and inclusion of tenants in the decision-making process of future housing developments.

Luis “Xago” Juarez, Thriving Neighborhoods Organizer at Building Healthy Communities (BHC), acknowledged City staff for their responsiveness and spoke in support of community engagement to encourage conversations on the topic of housing.

Vice-Chair Purnell closed for public comment at 4:50 p.m.

Commissioner Meeks motioned to approve a resolution recommending that City Council accept the 2024 Housing Element Annual Progress Report and authorize its submittal to the State of California Department of Housing and Community Development (HCD) and the Governor's Office of Land Use and Climate Innovation (LCI). Commissioner Rocamora seconded the motion. The motion carried by the following vote:

AYES: Vice-Chair Purnell and Commissioners Almanza-Larios, Meeks, and Rocamora

NOES: None

ABSTAIN: None

ABSENT: Chairperson McKelvey Daye and Commissioner Martinez

**OTHER BUSINESS**

**General Plan Steering Committee Update**



Ms. Brinton informed that the meetings of the steering committee are currently on pause until a final public review draft is ready for review, possibly in late Spring 2025. The committee will reconvene thereafter and staff will return to the Planning Commission with a study session, prior to moving the document forward for consideration.

**FOLLOW-UP REPORTS**

No follow-up items were discussed.

**FUTURE AGENDA ITEMS**

Mr. Grossman informed that the Planning Commission will potentially receive a presentation on the following two projects on April 2, 2025;

1. A request for an off-sale alcohol license (Type 20) through a Conditional Use Permit (CUP), at an existing food and beverage sale use located at 695 East Alisal Street; and
2. A City project at the Intermodal Transportation Center (ITC) for a street vacation and dedication of right-of-way.

**ADJOURNMENT**

Vice-Chair Purnell reviewed for quorum for April 2, 2025 meeting and adjourned at 4:56 p.m.

\_\_\_\_\_  
LORISA MCKELVEY DAYE  
Chairperson

\_\_\_\_\_  
COURTNEY GROSSMAN  
Executive Secretary



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## Legislation Text

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**File #: ID#25-063, Version: 1**

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**Conditional Use Permit 2024-058; Request to establish and operate a proposed off-sale alcohol related use (Type 20 ABC license) at an existing food and beverage sales use located at 695 East Alisal Street in the Commercial Retail - East Alisal Street/East Market Street Focused Growth Overlay (CR-FG-5) Zoning District**

A motion to approve a resolution finding the project exempt pursuant to Sections 15061(b)(3) of the CEQA Guidelines, affirming the findings, and approving Conditional Use Permit 2024-058.



**CITY OF SALINAS  
PLANNING COMMISSION REPORT**

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**DATE:** APRIL 2, 2025

**TO:** PLANNING COMMISSION

**FROM:** COURTNEY GROSSMAN, PLANNING MANAGER

**BY:** THOMAS WILES, SENIOR PLANNER

**TITLE:** **CONDITIONAL USE PERMIT 2024-058; REQUEST TO ESTABLISH AND OPERATE AN OFF-SALE ALCOHOL RELATED USE (TYPE 20 ABC LICENSE) AT AN EXISTING FOOD AND BEVERAGE SALES USE LOCATED AT 695 EAST ALISAL STREET IN THE COMMERCIAL RETAIL – EAST ALISAL STREET/EAST MARKET STREET FOCUSED GROWTH OVERLAY (CR-FG-5) ZONING DISTRICT**

RECOMMENDED MOTION:

A motion to approve a resolution finding the project exempt pursuant to Sections 15061(b)(3) of the CEQA Guidelines, affirming the findings, and approving Conditional Use Permit 2024-058.

EXECUTIVE SUMMARY:

RJK Liquor Incorporated is proposing to establish and operate an off-sale alcohol related use (Type 20 ABC license – Off-sale beer and wine) at an existing 2,960 square-foot food and beverage sales use (La Corona Market) located at 695 East Alisal Street. The site is developed with multiple structures and is classified by the Zoning Code as a mixed-use development containing both commercial and residential uses.

DISCUSSION:

Background:

RJK Liquor Incorporated is proposing to establish and operate an off-sale alcohol related use (Type 20 ABC license – License No. 663957) at an existing 2,960 square-foot food and beverage sales use (La Corona Market). A Type 20 license includes sales of beer and wine for off site consumption (see attached Site Plan and Floor Plans). The Applicant is proposing to transfer an active Type 20 off-sale alcohol license (License No. 570016 – Fresh Market and Produce) from

201 East Alisal Street to the project site.

The subject property is owned by Hebbbron Properties LLC. The site is developed with multiple structures consisting of an existing food and beverage sales use (La Corona Market), an adjacent business and professional office use (Amezcu Insurance) at 7 North Hebbbron Avenue, and three (3) residential units (13 North Hebbbron Avenue #A, #B, and #C) located to the rear of the property without direct access to the main entrance of the food and beverage sales use which is facing East Alisal Street. Per the Zoning Code, the site is classified as a mixed-use development containing both commercial and residential uses.

The subject property is in the CR-FG-5 (Commercial Retail – East Alisal Street/East Market Street Focused Growth Overlay) Zoning District. The following provides an overview of the land uses and zoning districts adjacent to the project site:

North: Residential / Residential Medium Density (R-M-2.9)

South: Restaurant / Commercial Retail – East Alisal Street/East Market Street Focused Growth Overlay (CR-FG-5)

East: Restaurant / Commercial Retail – East Alisal Street/East Market Street Focused Growth Overlay (CR-FG-5)

West: Restaurant / Commercial Retail – East Alisal Street/East Market Street Focused Growth Overlay (CR-FG-5)

Analysis:

*Undue Concentration*

Concerning off-sale alcohol-related uses, “undue concentration” is defined per California Business and Professions Code Section 23958.4 as either: (1) the ratio of off-sale retail licenses to population in the census tract or census division in which the premises is located exceeds the ratio of off-sale retail licenses to population in the county in which the premises is located; or (2) the premises is located in a crime reporting district that has a twenty percent (20%) greater number of reported crimes (i.e., the most recent yearly compilation by the local law enforcement agency of reported offenses of criminal homicide, forcible rape, robbery, aggravated assault, burglary, larceny, theft, and motor vehicle theft, combined with all arrests for other crimes, both felonies and misdemeanors, except traffic violations) than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency.

The proposed location is within Census Tract 5.01 (CT 5.01). Per ABC, there are currently five (5) active off-sale licenses within CT 5.01 as shown below:

<u>Name of Licensee</u>	<u>Address</u>	<u>Distance from Project Site</u>
1. East Market Store (Type 20)	701 East Market Street	1,150 feet

2. Maritza Market (Type 20)	549 East Market Street	1,600 feet
3. Young’s Market (Type 21)	660 East Market Street	1,060 feet
4. Neighborhood Market (Type 20)	505 East Market Street	1,900 feet
5. Los Primos Market (Type 20)	825 East Market Street	1,020 feet

Per ABC, four (4) off-sale licenses are authorized in CT 5.01. Currently, the subject CT 5.01 is classified as undue concentration as there are five (5) active off-sale alcohol licenses, which is higher than the four (4) authorized. Approval of the proposed Type 20 off-sale alcohol license would result in six (6) off-sale alcohol licenses in a census tract that is already undue concentrated for the number of off-sale alcohol licenses.

The attached Map of off-sale Alcohol Licenses dated October 2019 shows the location of the proposed off-sale alcohol license to other off-sale alcohol licenses. The closest off-sale license to the project site is located at 606 East Alisal Street (GL Liquor), which is in CT 9 and is approximately 650 feet to the west of the project site. The average distance to off-sale alcohol outlets in CT 5.01 is 1,346 feet, which is greater than the average of 956 feet for approved off-sale alcohol CUPs in a CT since 2010 (see Table 1 below).

The project site is in a PRD which exceeds the number of reported crimes. As shown on Table 1 below, the average level of undue concentration for Conditional Use Permits processed since 2010 is 119%. The proposed project exceeds this number (150% vs. 119%). The crime rate for the subject PRD is 182% over the average rate considered as undue concentration for crime (328% vs. 146%).

Table 1: Comparison to Off-sale Alcohol Conditional Use Permits Since 2010

	Distance to residentially zoned property (feet)	Distance to public schools (feet)	Distance to parks/ playgrounds (feet)	Average Distance to off-sale alcohol outlets in CT (feet)	Average Alcohol outlets in Salinas CT’s - proposed/ allowed (%)	Crime rate in PRD’s (%) (120% = undue concentration)	Number of crimes reported
Average	484	1,900	1,919	956	119%	146%	61.21
Minimum	0	450	400	1,200	40%	29%	1
Maximum	3,200	5,800	5,400	6,960	800%	386%	261
CUP 2024-058	0	630	830	1,346	150% (6/4)	328% (241/73.45) (2023 PRD)	241

*Salinas Police Department Comments and Conditions*

Salinas Police Department reports an average of 61.21 reported crimes across all Police Reporting Districts (PRD) for 2023, the most recent date of PRD records. Adding twenty percent (20%), the formula allows for no more than 73.45 reported crimes within this PRD to avoid the “undue concentration” designation. 2023 Salinas Police Department (SPD) crime statistics showing 241

reported crimes in PRD 52, which is above the 73.45 threshold, which places the site within an area of undue concentration due to crime. The attached 2024 Salinas PRD statistics shows that the crime rate in PRD 52 has increased from 241 to 259. Per the Salinas Police Department memorandum, while an increase in police services for this project is anticipated, the Police Department does not object to the approval of Conditional Use Permit 2024-058 with the conditions of approval stated in the memorandum (see attached Salinas Police Department memorandum dated October 18, 2024).

Because the proposed site is located within an area of undue concentration due to number of alcohol licenses in the CT 5.01 and the number of reported crimes in PRD 52, a finding that Public Convenience or Necessity is served by approving the off-sale alcohol use is required should the Planning Commission determine to approve the CUP. A finding of Public Convenience or Necessity could be determined as customers would be able to complete their shopping needs without having to travel to a range of retail outlets.

#### *Proximity to Residences, Parks, and Schools*

The closest residences are located on the subject property and residentially zoned land located adjacent to the north of the proposed alcohol related use (15 Hebbbron Avenue). The nearest park is La Paz Neighborhood Park (560 Roosevelt Street), which is located approximately 830 feet to the northwest of the subject site. The nearest public school is Sherwood Elementary School (110 South Wood Street), which is located approximately 630 feet southwest from the subject site.

The subject property is located less than the average distance of other similar projects to residences, residentially zoned properties, parks/playgrounds, and other public schools than other CUP applications (approved, denied, or expired) dating back to the year 2010.

#### *One-for-One Policy*

The Planning Commission previously determined that a One-for-One policy should be required for off-sale licenses located in areas of undue concentration. A One-for-One policy would require the elimination of one existing, active off-sale alcohol-related use located within City limits to be either from an area of “undue concentration” (based on either the number of retail off-sale ABC licenses or the number of reported crimes) or a nonconforming use (i.e., without a Conditional Use Permit). The One-for-One Policy was originally established in 2007 by the City Council to limit the number of off-sale alcohol outlets in the City, by requiring new outlets to retire an existing license within the City of Salinas. However, the policy was eliminated by City Council on July 9, 2013. As stated above, the Applicant is transferring a Type 20 off-sale alcohol license (License No. 570016) from 201 East Alisal Street to the project site.

Table 2 below lists the 59 Conditional Use Permit (CUP) applications for alcohol related uses that have been processed since 2010. Five (5) off-sale alcohol related CUPs located in an area of undue concentration have been required to comply with the City’s former One-for-One policy.

Table 2: Conditional Use Permit Applications for Alcohol Related Uses

No.	Project Number	Status	Type	Address	Approval Date	Approval Body	1:1 Req?	Off-sale?
1.	CUP 2010-004	Approved	Off-Sale Alcohol	970 Work St.	4/19/2011	City Council	Yes	Yes
2.	CUP 2010-006	Expired	Off-Sale Alcohol	1532 N. Main St.	6/14/2011	City Council	Yes	Yes
3.	CUP 2010-007	Approved	Off-Sale Alcohol	615 W. Laurel Dr.	6/6/2010	Planning Commission	Yes	Yes
4.	CUP 2010-013	Approved	Off-Sale Alcohol	306 N. Main St.	10/12/2010	City Planner	No	Yes
5.	CUP 2010-018	Approved	On Site Alcohol	242 Williams Rd.	8/2/2011	City Planner		No
6.	CUP 2011-005	Denied	Off-Sale Alcohol	575 N. Sanborn Rd.	N/A			
7.	CUP 2011-009	Approved	Off-Sale Alcohol	1375 N. Davis Rd.	6/1/2011	Planning Commission	Yes	Yes
8.	CUP 2011-010	Approved	Off-Sale Alcohol	1800 N. Main St.	6/14/2011	City Council	Yes	Yes
9.	CUP 2011-022	Approved	On-Sale Alcohol	1730 N. Main St.	10/10/2011	City Planner		No
10.	CUP 2011-023	Withdrawn	Off-Sale Alcohol	1730 N. Main St.	N/A			
11.	CUP 2012-001	Approved	On-Sale Alcohol	1391 N. Davis Rd.	2/12/2012	City Planner		No
12.	CUP 2012-003	Approved	On-Sale Alcohol	1748 N. Main St.	3/27/2012	City Planner		No
13.	CUP 2012-005	Denied	Off-Sale Alcohol	8 Williams Rd.	N/A			
14.	CUP 2013-003	Approved	Off-Sale Alcohol	1045 N. Main St.	9/24/2013	City Council	No	Yes
15.	CUP 2013-006	Approved	On-Sale Alcohol	1988 N. Main St.	7/1/2013	City Planner		No
16.	CUP 2014-004	Withdrawn	On-Sale Alcohol	242 Williams Rd.	N/A			
17.	CUP 2014-025	Denied	Off-Sale Alcohol	1532 N. Main St.	N/A			
18.	CUP 2015-004	Approved	On-Sale Alcohol	124 Abbott St.	8/4/2015	City Planner		No
19.	CUP 2015-011	Approved	On-Sale Alcohol	1938 N Main St.	6/9/2015	City Planner		No
20.	CUP 2015-016	Approved	Off-Sale Alcohol	215 E. Alisal St.	9/16/2015	Planning Commission	No	Yes
21.	CUP 2015-023	Denied	Off-Sale Alcohol	602 Williams Rd.	N/A			
22.	CUP 2015-034	Denied	Off-Sale Alcohol	170 E. Laurel Dr.	N/A			
23.	CUP	Withdrawn	On-Sale	242	N/A			

	2016-002		Alcohol	Williams Rd.				
24.	CUP 2016-005	Approved	On-Sale Alcohol	66 W. Alisal St.	6/7/2016	City Planner		No
25.	CUP 2016-006	Approved	Off-Sale Alcohol	150 Main St.	6/24/2016	City Planner		N/A
26.	CUP 2016-013	Withdrawn	Off-Sale Alcohol	1000 Market St.	N/A			
27.	CUP 2016-019	Approved	Off-Sale Alcohol	201 Monterey St.	03/21/2017	City Council	No	
28.	CUP 2016-020	Approved	On-Sale Alcohol	1000 Davis Rd.	12/12/2016	City Planner		No
29.	CUP 2017-003	Approved	On-Sale Alcohol	350 Northridge Mall	04/07/2017	City Planner		No
30.	CUP 2017-005	Withdrawn	Off-Sale (Type 20 To 21)	980 Acosta Plaza.	N/A			
31.	CUP 2017-014	Withdrawn	On-Sale Alcohol	309 Williams Rd.	N/A			
32.	CUP 2018-001	Approved	On-Sale Alcohol	1600 Northridge Mall	02/27/2018	City Planner		No
33.	CUP 2018-002	Approved	On-Sale Alcohol	723 Alisal St.	10/12/2018	City Planner		No
34.	CUP 2018-003	Expired	On-Sale Alcohol	1220 S. Main St.	02/26/2018	City Planner		No
35.	CUP 2018-005	Approved	Off-Sale Alcohol	1764 N. Main St.	10/02/2019	Planning Commission	No	Yes
36.	CUP 2018-008	Expired	Off-Sale Alcohol	1438 S. Main St.	N/A			
37.	CUP 2018-012	Withdrawn	On-Sale Alcohol	1366 s. Main St.	N/A			
38.	CUP 2018-023	Approved	On-Sale Alcohol	309 Williams Rd.	01/09/2019	City Planner		No
39.	CUP 2018-024	Approved	On-Sale Alcohol	213 Monterey St.	11/27/2018	City Planner		No
40.	CUP 2018-025	Approved	On-Sale Alcohol	242 Williams Rd.	04/30/2019	City Planner		No
41.	CUP 2018-029	Approved	On-Sale Alcohol	1790 Northridge Mall	02/20/2029	City Planner		No
42.	CUP 2019-009	Approved	On-Sale Alcohol	210 Main St.	08/22/2019	City Planner		Not determined
43.	CUP 2019-020	Approved	On-Sale Alcohol	1582 Constitution Blvd.	01/07/2020	City Planner		No
44.	CUP	Approved	Off-Sale	1264 De La	10/23/2020	City Planner	No	Yes



	2020-015		Alcohol	Torre			(Not Und.)	
45.	CUP 2021-008	Approved	On-Sale Alcohol	1220 S. Main St.	04/02/2021	City Planner		No
46.	CUP 2021-022	Approved	Off-Sale Alcohol	1640 N. Main St.	09/15/2021	Planning Commission	No	Yes
47.	CUP 2021-025	Approved	On-Sale Alcohol	835 S. Main St.	12/15/2021	Planning Commission		No
48.	CUP 2021-029	Approved	On-Sale Alcohol	822 E. Alisal St.	01/03/2022	City Planner		No
49.	CUP 2021-030	Approved	On-Sale Alcohol	1259 De La Torre St.	12/20/2021	City Planner		No
50.	CUP 2022-017	Approved	On-Sale Alcohol	216 John St.	04/01/2022	City Planner		No
51.	CUP 2022-026	Approved	On-Sale Alcohol	66 W. Alisal St.	05/06/2022	City Planner		No
52.	CUP 2022-030	Approved	On-Sale Alcohol	215 Monterey St.	08/15/2022	City Planner		No
53.	CUP 2022-054	Approved	Off-Sale Alcohol	933 W. Alisal St.	12/21/2022	Planning Commission	No	Yes
54.	CUP 2022-061	Approved	On-Sale Alcohol	344 Main St.	02/28/2023	City Planner		No
55.	CUP 2023-017	Approved	Off-Sale Alcohol	1050 N. Davis Rd.	10/04/2023	Planning Commission	No	Yes
56.	CUP 2023-038	Approved	On-Sale Alcohol	1447 N. Main St.	09/09/2024	City Planner		No
57.	CUP 2023-047	Approved	On-Sale Alcohol	1002 Del Monte Ave. Ste. A	09/17/2024	City Planner		No
58.	CUP 2024-054	Approved	On-Sale Alcohol	66 W. Alisal St.	10/01/2024	City Planner		No
59.	CUP 2024-022	Approved	Off-Sale Alcohol	1012 Abbott St.	11/19/2024	Planning Commission	No	Yes

### Conditions of Approval

The City generally requires a CUP for alcohol-related uses (Salinas City Code §37-50.030) and may lawfully regulate through its land use and zoning authority the potentially negative social and environmental effects of alcohol serving businesses. In this regard, the City’s Zoning Code imposes a variety of specific requirements for alcohol-related uses and for all alcohol-related uses located in areas of undue concentration, which are discussed in turn below.

Pursuant to Zoning Code Section 37-50.030(f), if the Planning Commission determines that a public convenience or necessity would be served by the approval of the CUP and the subsequent issuance of an alcohol license by ABC, the CUP would contain the following conditions of approval:

1. Alcohol shall not be sold between the hours of 10:00 p.m. and 6:00 a.m. Coolers containing alcoholic beverages shall be locked between the hours of 10:00 p.m. and

6:00 a.m.

2. The premises shall be maintained free of litter at all times.
3. No sale or distribution of alcoholic beverages shall be made from a drive-up or walk-up window.
4. No display of alcoholic beverages shall be made from an ice tub.
5. No "single-serving" or "one-can" sales of alcoholic beverages shall be made from the premises. A sign to this effect in English and Spanish shall be maintained at the cashier station at all times.
6. No more than four (4) cooler doors shall be allocated to alcohol sales. Coolers without doors shall be limited to 32 lineal feet.
7. No alcoholic beverage shall be displayed within five feet of the cash register or the front door of the premises unless displayed in a permanently affixed cooler.
8. No self-illuminated advertising for alcoholic beverages shall be located on buildings or windows.
9. All business owners and managers shall complete a program certified by the Department of Alcoholic Beverage Control (ABC) as a qualified responsible beverage service (RBS) program prior to the commencement of the use. Any business established after the effective date of the ordinance codified in this section shall require such training of all owners and managers within ninety days of ownership transfer or hire. Failure of managers to obtain training shall be the liability of the owner. The owner shall maintain on the premises a file containing the certificates of training and shall present the file and its contents upon request by the City at any time during normal business hours. The provisions of this section regarding responsible beverage training shall be suspended upon a finding by the City Planner that the training is not reasonably available.
10. An electronic age verification scanner shall be installed, maintained, and utilized for all off-sale alcohol sales.
11. Signs shall be posted at the location in English and Spanish with regard to prohibitions of open containers and loitering at the location, and no loitering will be tolerated.
12. No single 40 oz. containers of beer may be sold from premises.
13. No malt liquor or fortified wine products (wines with greater than 15% alcohol

content) shall be sold.

14. Sales of wine shall be in containers of at least 750 ml.
15. No coin operated video or arcade games and no adult magazines or videos shall be sold.
16. No pay telephone booths shall be permitted on the premises.
17. Any alcohol license violation and/or suspension by the Alcohol Beverage Control Board or significant criminal activity, in the opinion of the City Police Chief, shall constitute grounds for review and modification or revocation of this use Permit in accordance with Section 37-60.640: Expiration- transferability; recordation; rescission; revocation, of the Salinas Zoning Code.

Additional conditions could be added, including those recommended by the Salinas Police Department per the attached comments dated October 18, 2024 (Exhibit “E” of CUP 2024-058):

1. Digital surveillance system with high quality cameras focused on the points of sales, entrances/exits of the business and the parking lot, with the capability to store the digital images captured. The video/photos must be retained for 30 days and be made available to Police upon request.
2. Ample lighting in the parking lots, exterior area of entrances/exits and situated in areas to enhance video surveillance equipment.

Findings:

The Planning Commission may approve an application for Conditional Use Permit to establish and operate an Off-sale alcohol related use (Type 20 ABC license) for an existing 2,960 square-foot food and beverage sales use (La Corona Market) located on a mixed-use property, if all the findings set forth in the proposed Planning Commission Resolution are established.

CEQA CONSIDERATION:

The environmental impacts of the project have been analyzed in accordance with the California Environmental Quality Act (CEQA). The project has been determined to be exempt from the California Environmental Quality Act (CEQA) under Section 15061(b)(3) of the CEQA Guidelines. The proposed project is exempt because the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing significant effect on the environment. Where it can be seen that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

TIME CONSIDERATION:

The project was deemed complete on March 23, 2025. Final action is required by May 22, 2025, pursuant to the Permit Streamlining Act.

ALTERNATIVES AVAILABLE TO THE COMMISSION:

The Planning Commission has the following alternatives:

1. Affirm the findings set forth in the attached Resolution, find the application exempt from the California Environmental Quality Act (CEQA), and approve Conditional Use Permit 2024-058 with modifications; or
2. Find that the proposal is not appropriate and establish findings at the public hearing stating the reasons for not approving Conditional Use Permit 2024-058.

ATTACHMENTS:

Proposed Planning Commission Resolution

Draft Conditional Use Permit 2024-058 with the following exhibits:

- Exhibit "A" Vicinity Map
- Exhibit "B" Site Layout (Sheet A0.0)
- Exhibit "C" Floor Plan (Sheet A2.1)
- Exhibit "D" Building Elevations (Sheet A3.1)
- Exhibit "E" Police Department Memorandum, dated October 18, 2024

Map of off-sale Alcohol Licenses

Salinas 2024 PRD Statistics

Map of Areas of Undue Concentration of Off-sale Licenses and Reported Crimes (Combined)

Cc: RJK Liquor Inc., Applicant  
Hebbron Properties, LLC, Property Owner  
Sgt. Gerardo Magana, Salinas Police Department  
Sun Street Centers  
Other interested parties

I:\ComDev\Planning Share Space\Conditional Use Permits\2024 CUP's\CUP 2024-058 - 695 E Alisal St\CUP 2024-058 PC Staff Report - 3-24-25 revisions.docx

**SALINAS PLANNING COMMISSION  
RESOLUTION NO. 2025-\_\_\_**

**A RESOLUTION APPROVING A CONDITIONAL USE PERMIT TO ESTABLISH AND OPERATE A PROPOSED OFF-SALE ALCOHOL USE (TYPE 20 ABC LICENSE) AT AN EXISTING FOOD AND BEVERAGE SALES USE LOCATED AT 695 EAST ALISAL STREET IN THE COMMERCIAL RETAIL – EAST ALISAL STREET/EAST MARKET STREET FOCUSED GROWTH OVERLAY (CR-FG-5) ZONING DISTRICT (CUP 2024-058)**

**WHEREAS**, on April 2, 2025, the Salinas Planning Commission, at the request of the Applicant, RJK Liquor Incorporated, held a duly noticed public hearing to consider Conditional Use Permit 2024-058 to establish and operate a proposed off-sale alcohol related use (Type 20 ABC license) at an existing 2,960 square-foot and beverage sales use (La Corona Market) located at 695 East Alisal Street in the Commercial Retail – East Alisal Street/East Market Street Focused Growth Overlay (CR-FG-5) Zoning District (Assessor's Parcel Number 004-074-016-000); and

**WHEREAS**, the Planning Commission weighed the evidence presented at said public hearing, including the Staff Report which is on file at the Community Development Department together with the record of environmental review; and

**NOW, THEREFORE, BE IT RESOLVED** by the Salinas Planning Commission that the Commission finds the project to be Exempt from the California Environmental Quality Act (CEQA) and approves Conditional Use Permit 2024-058; and

**BE IT FURTHER RESOLVED** that the Salinas Planning Commission adopts the following findings as the basis for its determination, and that the foregoing recitations are true and correct, and are included herein by reference as findings:

1. ***The project has been found to be Exempt pursuant to Sections 15061(b)(3) of the California Environmental Quality Act (CEQA) Guidelines;***

The project has been determined to be exempt from the California Environmental Quality Act (CEQA) under Section 15061(b)(3) of the CEQA Guidelines. The proposed project is exempt because the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing significant effect on the environment. Where it can be seen that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

2. ***The proposed location of the use is in accordance with the objectives of the Salinas General Plan, this Zoning Code and the purposes of the district in which the site is located;***

The site is designated Mixed Use by the 2002 Salinas General Plan. The proposed use is consistent with General Plan Goals and Policies. Retail sales of beer and wine for off-site consumption at the food and beverage sales use would provide City residents in the community with opportunities for jobs and shopping, consistent with Land Use Goal LU-1 and Policy LU-1.1. A new off-sale alcohol use it would be consistent with Economic Development Element Policy ED-LU-1.17, which identifies and promotes opportunities for new investment in property and land

development.

Per Section 37-50.030(a), the purpose of Alcohol License Review regulations is to provide for the orderly integration of alcohol-related uses in the City. In accordance with Section 37-50.030(c), the proposed off-sale alcohol-related use at 695 East Alisal Street would be regulated by a Conditional Use Permit (CUP). As shown on the official Zoning Map, the site is in the CR-FG-5 (Commercial Retail – East Alisal Street/East Market Street Focused Growth Overlay) Zoning District. Per Zoning Code Section 37-30.300(e)(1), the CR district provides for a range of retail stores, restaurants, hotels and motels, commercial recreation, personal services, business services, offices, financial services, mixed use residential and/or limited residential uses.

3. ***The proposed location of the conditional use and the proposed conditions under which it would be operated or maintained are consistent with the Salinas General Plan and will not be detrimental to the public health, safety, or welfare of persons residing or working in or adjacent to the neighborhood of such use, nor detrimental to properties or improvements in the vicinity or the general welfare of the City of Salinas; and***

The site is designated Mixed Use by the 2002 Salinas General Plan. The proposed use is consistent with General Plan Goals and Policies. Retail sales of beer and wine for off-site consumption at the existing retail sales use would provide City residents in the community with opportunities for jobs and shopping, consistent with Land Use Goal LU-1 and Policy LU-1.1. New off-sale alcohol use it would be consistent with Economic Development Element Policy ED-LU-1.17, which identifies and promotes opportunities for new investment in property and land development. The project will be required to comply with conditions of approval contained in the Conditional Use Permit, including the Police Department conditions requiring installation of a digital surveillance system and ample on-site lighting.

4. ***The proposed conditional use will comply with the provisions of the Salinas Zoning Code, including any specific conditions required for the proposed use.***

Conditions have been recommended for this permit to ensure that, when implemented, the project will conform and comply with the provisions of the Salinas Zoning Code. Per Zoning Code Section 37-50.030(f), conditions required for an off-sale alcohol-related use include but are not limited to the following: the premises shall be maintained free of litter at all times; and, all business owners and managers shall complete a program certified by the Department of Alcoholic Beverage Control (ABC) as a qualified responsible beverage service (RBS) program prior to the commencement of the use. Additional conditions of approval in the Conditional Use Permit require a digital surveillance system with high quality cameras, ample lighting in the exterior area of entrances/exits, and the posting of trespassing signs.

5. ***The Alcohol-Related use will neither adversely affect the welfare of the area nor of surrounding residentially zoned neighborhoods, giving due consideration to the distance of the proposed use from other Alcohol-Related uses, residentially zoned property, public schools, public playgrounds, and other similar uses; and giving further consideration to crime rates, calls for emergency services, and residential densities in the surrounding area; and***

The proposed location is within Census Tract 5.01 (CT 5.01). Per ABC, there are currently five (5) active off-sale licenses within CT 5.01 which are shown below:

<u>Name of Licensee</u>	<u>Address</u>
1. East Market Store (Type 20)	701 East Market Street
2. Maritza Market (Type 20)	549 East Market Street
3. Young's Market (Type 21)	660 East Market Street
4. Neighborhood Market (Type 20)	505 East Market Street
5. Los Primos Market (Type 20)	825 East Market Street

Per ABC, four (4) off-sale licenses are authorized in CT 5.01. Currently, the subject CT 5.01 is undue concentrated for the number of off-sale alcohol licenses (four (4) authorized, five (5) active). Approval of the proposed Type 20 off-sale alcohol license would result in six (6) off-sale alcohol licenses in census tract that is already undue concentrated in terms of the number of off-sale alcohol licenses. The Applicant is transferring an active Type 20 off-sale alcohol license (License No. 570016 – Fresh Market and Produce) from 201 East Alisal Street to the project site.

The closest off-sale license to the project site is located at 606 East Alisal Street (GL Liquor), which is in CT 9 and is approximately 650 feet to the west of the project site. The average distance to other off-sale alcohol outlets in CT 5.01 is 1,346 feet, which is greater than the average of 956 feet for approved off-sale alcohol CUPs in a Census Tract since 2010.

The closest residences are located on the subject property and residentially zoned land located adjacent to the north of the proposed alcohol related use (15 Hebron Avenue). The nearest park is La Paz Neighborhood Park (560 Roosevelt Street), which is located approximately 830 feet to the northwest of the subject site. The nearest public school is Sherwood Elementary School (110 South Wood Street), which is located approximately 630 feet southwest from the subject site.

The subject property is located less than the average distance of similar projects to residences, residentially zoned properties, parks/playgrounds, and other public schools than other CUP applications (approved, denied, or expired) dating back to the year 2010. For the above reasons, the proposed project will neither adversely affect the welfare of the area nor of surrounding residentially zoned neighborhoods

Per the Salinas Police Department memorandum dated October 18, 2024, the Police

Department reports an average of 61.21 reported crimes across all Police Reporting Districts (PRD) for 2023, the most recent date of PRD records. Adding 20%, the formula allows for no more than 73.45 reported crimes within this PRD to avoid the “undue concentration” designation. The 2023 Salinas Police Department (SPD) crime statistics indicated 241 reported crimes in PRD 52, which is above the 73.45 threshold, indicating that it is appropriate to label the site within an area of undue concentration due to crime. Per the Salinas Police Department memorandum, an increase in police services for this project is anticipated. However, the Salinas Police Department does not object to the approval of Conditional Use Permit 2024-058, if the following recommended conditions, which are included as conditions of approval in the Conditional Use Permit, are required:

1. Digital surveillance system with high quality cameras focused on the points of sales, entrances/exits of the business and the parking lot, with the capability to store the digital images captured. The video/photos must be retained for 30 days and be made available to police upon request.
  2. Ample lighting in the parking lots, exterior area of entrances/exits and situated in areas to enhance video surveillance equipment.
6. ***The location of the proposed Off-sale Alcohol-Related use is located within an area of undue concentration (as defined by Business and Professions Code Sections 23958.4 and administered by the State Department of Alcoholic Beverage Control), pursuant to Business and Professions Code Sections 23817.7, the public convenience or necessity would be served by the issuance of the alcohol license by the ABC.***

The project site is in an area of undue concentration due to the number of off-sale retail licenses within the census tract and crime within the Salinas Police Reporting District (PRD). The Salinas Police Department does not object to the approval of Conditional Use Permit 2024-058 if the comments stated in their memorandum dated October 18, 2024, are included as conditions of approval in the Conditional Use Permit. Public convenience or necessity would be served by the issuance of the license by the ABC because it would provide a convenience to the public that allows customers to avoid additional trips to other stores to purchase beer and wine which minimizes additional trips on the street network. The operator of the proposed off-sale alcohol related use shall be required to obtain a beverage sales license from the State Alcoholic Beverage Control Board (ABC) and comply with all applicable regulations of the state permit, including the terms and conditions of the City of Salinas Conditional Use Permit.



**PASSED AND APPROVED** this 2<sup>nd</sup> day of April 2025, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

THIS IS TO CERTIFY that the foregoing is a full, true, and correct copy of a Resolution of the Planning Commission of the City of Salinas, that said Resolution was passed and approved by the affirmative and majority vote of said Planning Commission at a meeting held on April 2, 2025, and that said Resolution has not been modified, amended, or rescinded, and is now in full force and effect.

SALINAS PLANNING COMMISSION

Date: \_\_\_\_\_

\_\_\_\_\_  
Courtney Grossman  
Secretary

When recorded, return to:

CITY OF SALINAS  
Community Development Department  
65 West Alisal Street, Salinas, CA 93901  
Attn: Thomas Wiles, Senior Planner

SPACE ABOVE FOR RECORDER'S USE ONLY

Title of Document

## **CONDITIONAL USE PERMIT NO. 2024-058**

### **City of Salinas**

### **Community Development Department**

**WHEREAS**, the Salinas Planning Commission, at a public hearing duly noticed and held on April 2, 2025, found that the proposed location of the use is in accord with the objectives of the Salinas Zoning Code and the purposes of the zoning district in which the site is located; that the location of the use and the proposed conditions under which it would be operated and maintained will be consistent with the Salinas General Plan and will not be detrimental to the public health, safety, or welfare of persons residing or working in or adjacent to the neighborhood of such use, nor detrimental to properties or improvements in the vicinity or the general welfare of the City of Salinas; that the use will comply with the provisions of the Salinas Zoning Code, including the specific conditions required for the proposed use; that the proposed off-sale alcohol-related use will neither adversely affect the welfare of the area nor of surrounding residentially zoned neighborhoods, giving due consideration to the distance of the proposed use from other off-sale alcohol-related uses, residentially zoned property, public schools, public playgrounds, and other similar uses; and giving further consideration to crime rates, calls for emergency services, and residential densities in the surrounding area; that although the proposed off-sale alcohol-related use is located within an area of undue concentration (as defined by Business and Professions Code Sections 23958.4 and 23817.5, and administered by the State Department of Alcoholic Beverage Control), pursuant to Business and Professions Code Section 23817.7, the public convenience or necessity would be served by the issuance of the alcohol license by the ABC; and that this conditional use has been reviewed and evaluated in accordance with the California Environmental Quality Act and is considered Exempt to CEQA.

**NOW, THEREFORE**, the Salinas Planning Commission hereby grants and issues Conditional Use Permit No. 2024-058 pursuant to *Article VI, Division 8: Conditional Use Permits*, of Chapter 37 of the Salinas City Code and upon the following terms and conditions and not otherwise, to wit:

**ISSUED TO:** RJK Liquor Incorporated

**PROPERTY OWNER:** Hebbbron Properties, LLC

**FOR USE:** Establish and operate a proposed off-sale alcohol related use (Type 20 ABC license) at an existing food and beverage sales use.

**ON PROPERTY LOCATED AT:** 695 East Alisal Street

**ASSESSOR'S PARCEL NO.:** 004-074-016-000

**ZONING DISTRICT:** Commercial Retail – East Alisal Street/East Market Street Focused Growth Overlay (CR-FG-5)

**ENVIRONMENTAL REVIEW ACTION & DATE:** Exempt from the California Environmental Quality Act (CEQA) under Section 15061(b)(3) on March 19, 2025.

**EXPIRATION DATE:** None, once properly established, unless the subject off-sale alcohol related use ceases operation for a continuous period of six (6) months or more.

**RIGHT TO OPERATE/DEVELOP**

1. The Permittee shall have the right to establish and operate a proposed off-sale alcohol related use (Type 20 ABC license) for an existing 2,960 square-foot food and beverage sales use (La Corona Market) located on the above-described property in accordance with the following exhibits incorporated herein by reference and made a part of this Permit:

**Exhibit "A" Vicinity Map**

**Exhibit "B" Site Layout (Sheet A0.0)**

**Exhibit "C" Floor Plan (Sheet A2.1)**

**Exhibit "D" Building Elevations (Sheet A3.1)**

**Exhibit "E" Police Department Memorandum dated October 18, 2024**

**LIMITATIONS ON USE**

2. Alcohol shall not be sold between the hours of 10:00 p.m. and 6:00 a.m. Coolers containing alcoholic beverages shall be locked between the hours of 10:00 p.m. and 6:00 a.m.
3. The premises shall be maintained free of litter at all times.
4. No alcoholic beverages shall be consumed on the premises.
5. No sale or distribution of alcoholic beverages shall be made from a drive-up or walk-up window.

6. No display of alcoholic beverages shall be made from an ice tub.
7. No "single-serving" or "one-can" sales of alcoholic beverages shall be made from the premises. A sign to this effect in English and Spanish shall be maintained at the cashier station at all times.
8. No more than four (4) cooler doors shall be allocated to alcohol sales. Coolers without doors shall be limited to 32 lineal feet.
9. No alcoholic beverage shall be displayed within five feet of the cash register or within five feet of the front door of the permitted premises.
10. No self-illuminated advertising for alcoholic beverages shall be located on buildings or windows.
11. All business owners and managers shall complete a program certified by the Department of Alcoholic Beverage Control (ABC) as a qualified responsible beverage service (RBS) program prior to the commencement of the use. Any business established after the effective date of the ordinance codified in this section shall require such training of all owners and managers within ninety days of ownership transfer or hire. Failure of managers to obtain training shall be the liability of the owner. The owner shall maintain on the premises a file containing the certificates of training and shall present the file and its contents upon request by the City at any time during normal business hours. The provisions of this section regarding responsible beverage training shall be suspended upon a finding by the City Planner that the training is not reasonably available.
12. An electronic age verification scanner shall be installed, maintained, and utilized for all off-sale alcohol sales.
13. Signs shall be posted at the location in English and Spanish with regard to prohibitions of open containers and loitering at the location, and no loitering shall be tolerated.
14. No single 40 oz. containers of beer may be sold from the premises.
15. No malt liquor or fortified wine products (wines with greater than 15% alcohol content) shall be sold.
16. Sales of wine shall be in containers of at least 750 ml.
17. No coin operated video or arcade games and no adult magazines or videos shall be sold.
18. No pay telephone booths shall be permitted on the premises.

19. Any alcohol license violation and/or suspension by the Alcohol Beverage Control Board or significant criminal activity, in the opinion of the City Police Chief, shall constitute grounds for review and modification or revocation of this use Permit in accordance with *Section 37-60.540: Expiration- transferability; recordation; rescission; revocation*, of the Salinas Zoning Code.
20. The City Planner may conduct a review of this Permit after inauguration, and may require modifications, if appropriate. The City Planner may also schedule a review by the Salinas Planning Commission, at a public hearing, if considered necessary. In the event that a public hearing is necessary, the Permittee shall reimburse the City of Salinas for all costs and expenses required to prepare for and conduct said hearing.
21. If the subject off-sale alcohol related use ceases operation for a continuous period of six (6) months or more, this Conditional Use Permit shall become null and void.
22. No outdoor storage, display, or sale of merchandise of any kind will be permitted except as authorized subject to the issuance of a Temporary Use of Land Permit in accordance with the Salinas Municipal Code.

#### **CRIME PREVENTION REQUIREMENTS**

23. The applicant shall comply with all requirements of the Salinas Police Department identified in Exhibit "E".

#### **SIGNS**

24. Prior to the establishment of the off-sale alcohol related use, all illegal on-site window signs shall be removed, subject to review by the Community Development Department.

#### **MAINTENANCE**

25. All parking areas, driveways, other paved surfaces, accessways and grounds shall be regularly maintained and kept free of weeds, litter, and debris. All traffic signs and pavement markings shall be clear and legible at all times. All landscaped areas shall be maintained free of weeds, trash, and debris, and all plant material shall be continuously maintained in a healthy, growing condition. All exterior building and wall surfaces shall be regularly maintained, and any damage caused by weathering, vandalism, or other factors shall be repaired in conformance with the terms and conditions of this Permit.
26. The Applicant, or successor-in-interest, shall eradicate graffiti painted or marked on the facility within seventy-two (72) hours of occurrence pursuant to Municipal Code Section 5-03.19(a)(4).

## **PERMIT NOT TO SUPERSEDE OTHER REQUIRED LICENSING OR PERMITS**

27. The issuance of this Permit is required in addition to the issuance of an alcoholic beverage sales license from the State Alcoholic Beverage Control Board.
28. The issuance of this Permit shall not relieve the Permittee of any requirement to obtain permits or licensing from any county, regional, state or federal agencies. If applicable, a City Business License shall be obtained prior to commencement of use.

## **MODIFICATION OF APPROVED USE AND PLANS**

29. Any modification to the terms and conditions of this Permit are subject to the issuance of a new Permit. The City Planner may approve minor modifications to this Permit if the City Planner finds the modification to be in substantial compliance with the original approval.

## **VIOLATION; REVOCATION**

30. Use of the property shall be conducted in such a way that it does not constitute a nuisance to the use and enjoyment of surrounding properties or the City. Any permittee, person, firm, corporation, whether as principal, agent, employee or otherwise, violating, causing or maintaining the violation of any of the provision of this Permit shall be guilty of a misdemeanor or an infraction, as charged. Alternatively, any violation of this Permit may be prosecuted administratively pursuant to the City's Administrative Remedies Ordinance and/or other applicable laws, regulations or codes. Upon determination by the City Planner that there are reasonable grounds for revocation of this Permit, a revocation hearing shall be set to be heard before the Salinas Planning Commission in accordance with *Article VI, Division 18: Enforcement and Penalties* of the Salinas Zoning Code or such codes as may be subsequently adopted.

## **SUBSTANTIAL ACTION TIME LIMIT**

31. This Permit shall expire one year after its effective date unless:
  - a. The use is established in conformance with the provisions of the Zoning Code; or
  - b. The City Planner determines that substantial action has commenced to carry out the terms and intent of the Conditional Use Permit.

## **PERMIT VALIDATION**

32. Pursuant to Zoning Code Section 37-60.530, this Permit shall be null and void and all terms and conditions shall have no force or effect unless this Permit is signed by the Permittee(s) and returned to City of Salinas Community Development Department

within 90 days of approval. *It is the applicant's responsibility to track the 90-day expiration date. No notice will be sent.*

## STANDARD CONDITIONS

33. Pursuant to **Salinas City Code Section 1-8.1: Civil action enforcement**, and **Section 1-8.2: Liability for costs**, permittee shall reimburse the City of Salinas for all costs and expenses (including but not limited to fees and charges of architects, engineers, attorneys, and other professionals, and court costs) incurred by the City in enforcing the provisions of this Permit.
34. The applicant(s) shall defend, indemnify, and hold harmless the City of Salinas or any of its boards, commissions, agents, officers, and employees from any claim, action or proceeding against the City, its boards, commissions, agents, officers, or employees to attack, set aside, void, or annul, the approval of this project/use. For Tentative Maps, this shall also apply when such claim or action is brought within the time period provided for in applicable state and/or local statutes. The City shall promptly notify the applicant(s) of any such claim, action, or proceeding. The City shall cooperate in the defense. Nothing contained in this condition shall prohibit the City from participation in a defense of any claim, action, or proceeding if the City bears its own attorney's fees and costs, and the City defends the action in good faith.
35. Notwithstanding any of the provisions in this permit, all improvements and uses shall comply with all other ordinances and regulations of the City of Salinas and all local, state and federal laws and regulations.
36. No further development other than that shown on this permit or attached exhibits shall be allowed unless or until an amendment to this permit has been approved. Requests for a minor modification of an approved permit may be granted by the City Planner provided the modification is substantially in compliance with the original approval and conditions.

## NOTICE OF CHALLENGE LIMITATIONS

37. Code of Civil Procedure Section 1094.6 requires all Court challenges to the decision to grant this Permit be initiated within 90 days of the final decision of the City in this matter.

## EXECUTIONS

**THIS CONDITIONAL USE PERMIT** was approved by action of the Salinas Planning Commission on April 2, 2025, and shall become effective on the following date unless appealed to the City Council of the City of Salinas in accordance with Article VI, Division 17: Appeals:

Effective Date: April 15, 2025

\_\_\_\_\_  
Courtney Grossman  
Planning Manager, City of Salinas

(Signatures Listed Below on Pages 7 through 9 Must Be Notarized)

**THIS CONDITIONAL USE PERMIT** is hereby accepted upon the express terms and conditions hereof, and the undersigned Permittee agrees to strictly conform to and comply with each and all of this Permit's terms and conditions.

Dated: \_\_\_\_\_

\_\_\_\_\_  
Jaswinder Singh, RJK Liquor Inc.  
Permittee

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA  
COUNTY OF MONTEREY

On \_\_\_\_\_ 202\_\_, before me, \_\_\_\_\_, Notary Public, personally appeared \_\_\_\_\_, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_



**CONSENT** is hereby granted to the Permittee to carry out the terms and conditions of this Conditional Use Permit.

Dated: \_\_\_\_\_

\_\_\_\_\_  
Gerry Engles, Agent, Hebbbron Properties, LLC  
Property Owner

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA  
COUNTY OF MONTEREY

On \_\_\_\_\_ 202\_\_, before me, \_\_\_\_\_, Notary Public, personally appeared \_\_\_\_\_, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_

Dated: \_\_\_\_\_

\_\_\_\_\_  
Enjay Inc.  
Property Owner

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

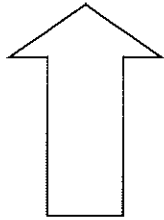
STATE OF CALIFORNIA  
COUNTY OF MONTEREY

On \_\_\_\_\_ 202\_\_, before me, \_\_\_\_\_, Notary Public, personally appeared \_\_\_\_\_, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

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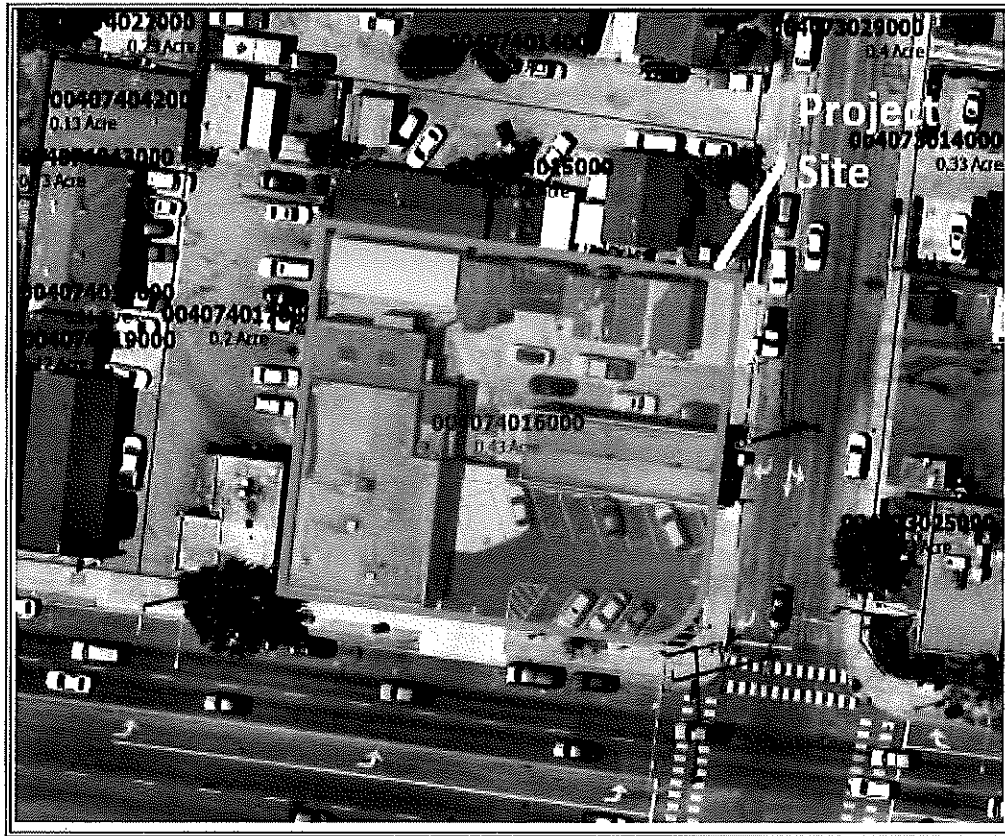
WITNESS my hand and official seal.

Signature \_\_\_\_\_



**North**

**Vicinity Map**

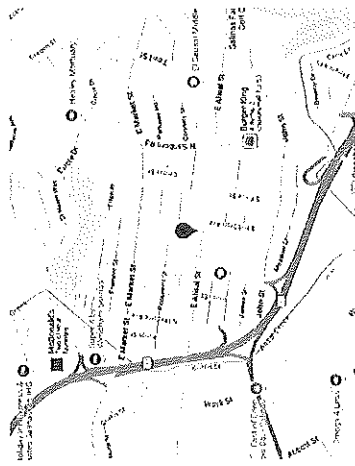


**CONDITIONAL USE PERMIT 2024-058  
695 East Alisal Street**

**Exhibit A**

# LA CORONA MARKET

695 E ALISAL STREET, SALINAS, CALIFORNIA 93905



VICINITY MAP



EXISTING SITE LAYOUT

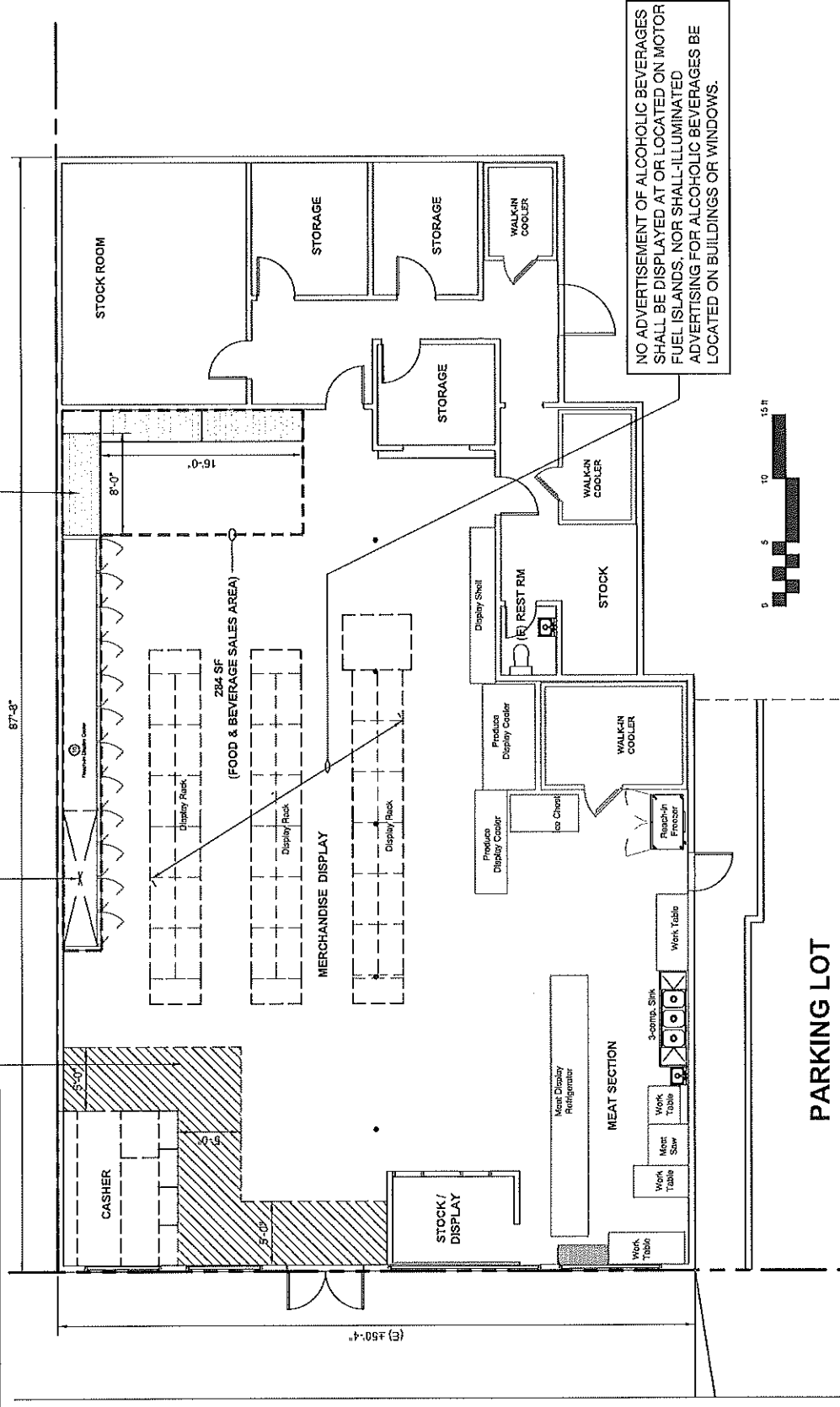
A0.0  
SITE LAYOUT

E ALISAL STREET

NO ALCOHOLIC BEVERAGE SHALL BE DISPLAYED WITHIN 5 FEET OF THE CASH REGISTER OR UNLESS DISPLAYED IN A PERMANENTLY AFFIXED COOLER.

(4) DOORS ARE LIMITED TO ALLOCATED FOR BEER & WINE

OPEN DISPLAY COOLER COOLERS WITHOUT DOORS ALLOCATED BEER AND WINES SHALL BE LIMITED TO 32 LINEAL FEET



NO ADVERTISEMENT OF ALCOHOLIC BEVERAGES SHALL BE DISPLAYED AT OR LOCATED ON MOTOR FUEL ISLANDS, NOR SHALL ILLUMINATED ADVERTISING FOR ALCOHOLIC BEVERAGES BE LOCATED ON BUILDINGS OR WINDOWS.

**LA CORONA MARKET**  
695 E ALISAL STREET, SALINAS, CALIFORNIA 93905

A2.1  
FLOOR PLAN

**Exhibit** C



FRONT (SOUTH)



RIGHT SIDE (EAST)

**LA CORONA MARKET**

695 E ALISAL STREET, SALINAS, CALIFORNIA 93905

A3.1  
BUILDING ELEVATIONS



CITY OF SALINAS  
POLICE DEPARTMENT  
MEMORANDUM

DATE: October 18, 2024  
TO: Tom Wiles, Senior Planner  
FROM: Gerardo Magana, Sergeant  
SUBJECT: CUP 2024-058 (695 E. Alisal St.)

I have reviewed the provided information regarding CUP 2024-058, proposed alcohol license type 20 off sale alcohol for location 695 E. Alisal St. Salinas, Ca. 93905.

This location is in Police Reporting District (PRD) #52. The police department's statistics office provided me with an overall 2023 average crime rate of 61.21 per PRD. According to the police department's statistics office, the crime statistics for 2023 for PRD #52 is 241, which is above the PRD average.

City of Salinas PRD #52 Year 2023	
Murder	1
Robbery	16
Burglary	7
Rape	5
Aggravated Assault	17
Simple Assault	40
Stolen Vehicles	20
Larceny	41
Part Two Crimes	93
Arson	1
TOTAL	241
***all charges include attempted**	

PRD #52 is located on E. Alisal St. business district. A majority of the crimes that occur in this area are Part II crimes which consist of a variety of crimes such as Forgery, Embezzlement, Fraud, Vandalism, Theft, Drug Abuse, DUI, Public Intoxication, Loitering, and others.

It is my opinion that there may be an increase for police services for this project based on the fact PRD #52 has a higher-than-average crime rate in the City of Salinas.

The Salinas Police Department does not object to the approval of CUP 2024-058, subject to the following recommendations:

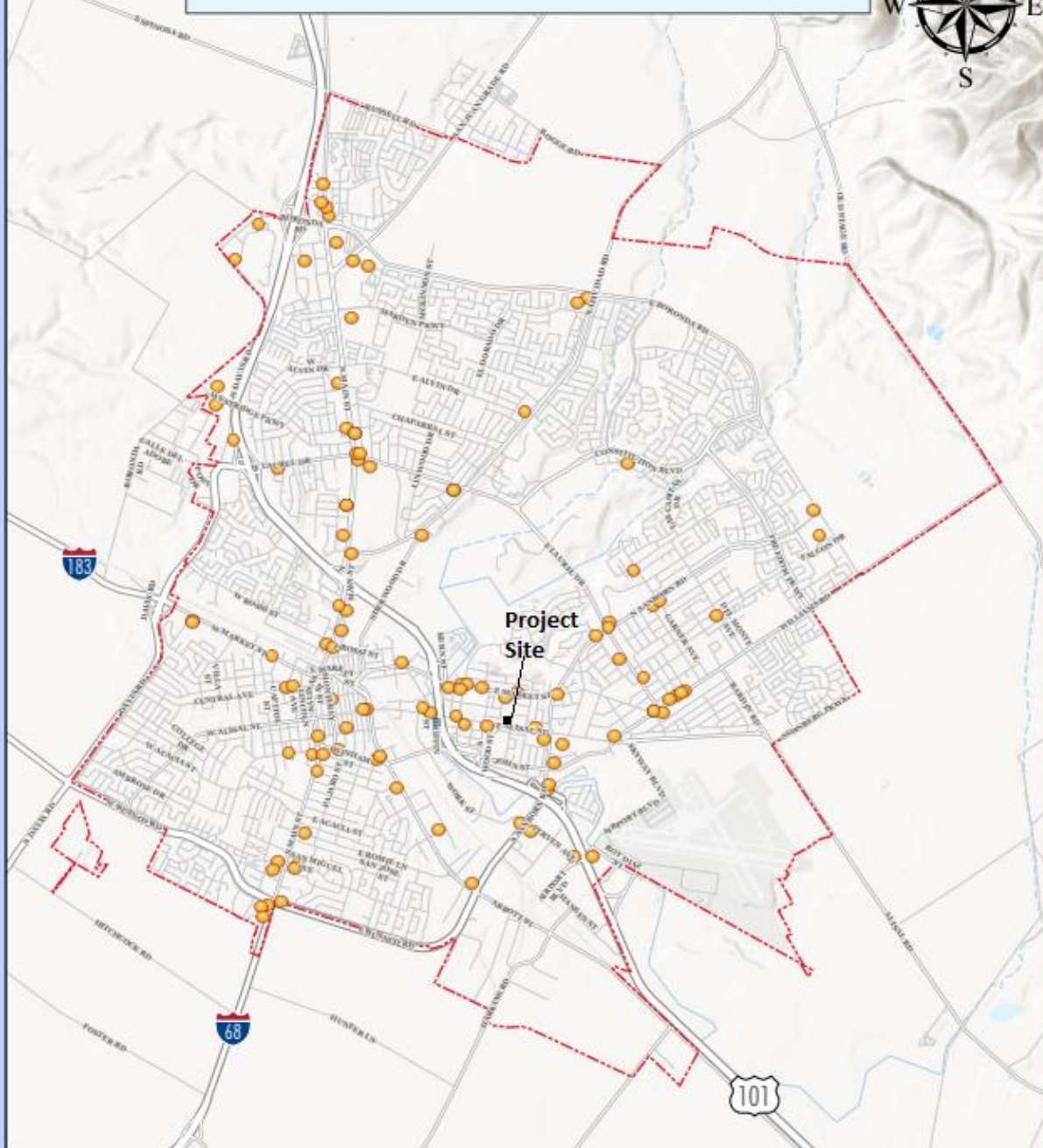
- Digital surveillance system with **high quality** cameras focused on the points of sales, entrances/exits of the store and the parking lot, with the capability to store the digital images captured. The video/photos must be retained for 30 days and be made available to police upon request.
- Ample lighting in the exterior area of entrances/exits and situated in areas to enhance video surveillance equipment.
- All legal requirements be met so that the business be posted for trespassing and enforceable by the police department for Salinas City Code (SCC) 21-35.

**Sec. 21-35. - Trespass—Prohibited on posted land.**

It shall be unlawful for any person to enter or go upon or pass over or remain upon any land of another where the owner of such property, or the person entitled to the possession thereof for the time being, or the authorized agent of either, has posted or caused to be posted upon the land printed notices that the land is private property and warning all persons from trespassing thereon.

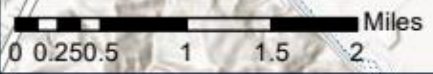


# Off-sale Alcohol Licenses



## Legend

- Off-sale License Locations, Oct 2019 (111)
- ▭ City of Salinas Boundary



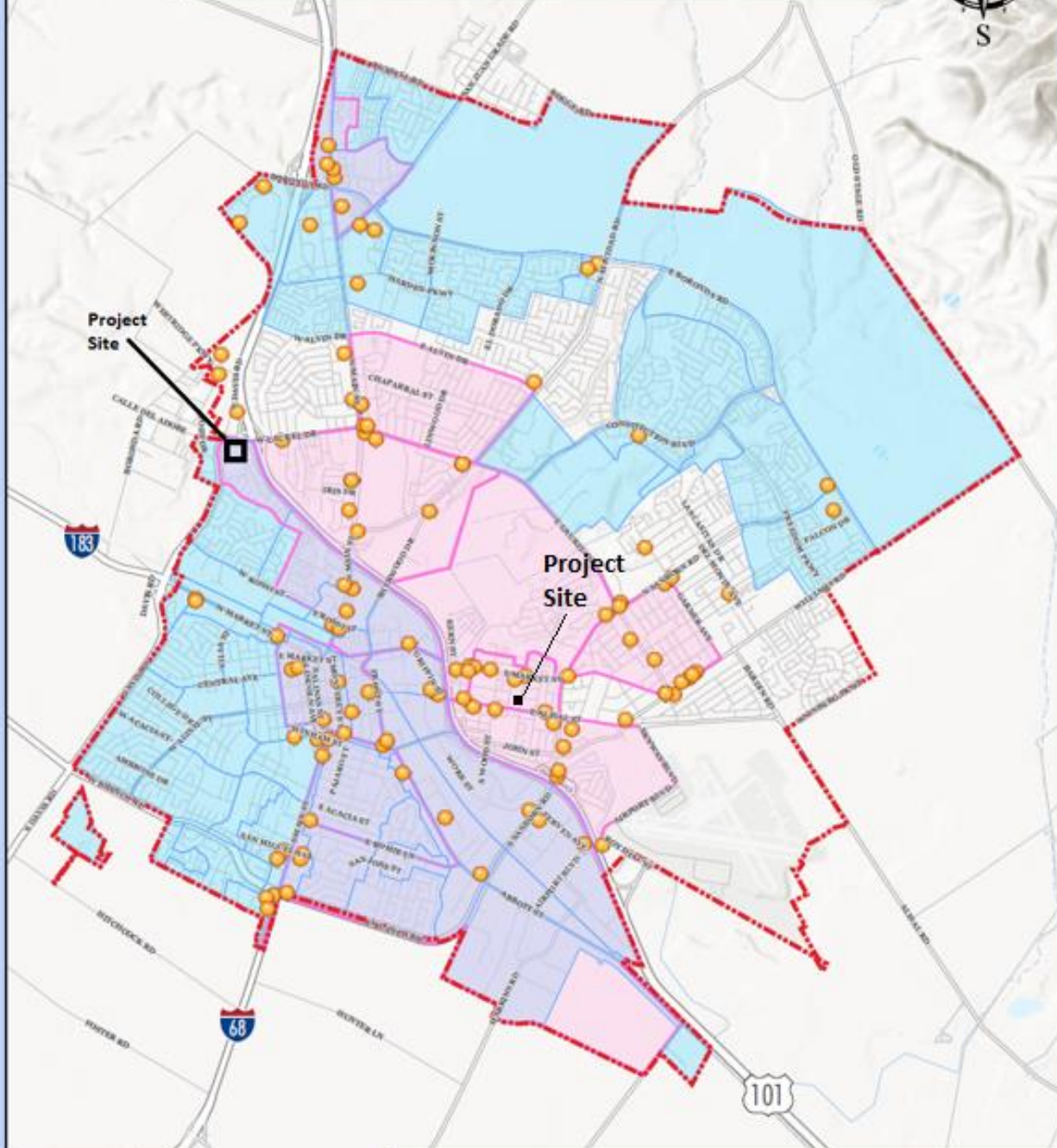
## 2024 Reported Crimes per District

Salinas PD Reporting Districts	Total
011	56
012	63
013	23
014	21
014	35
015	18
021	53
022	59
023	45
024	52
031	59
032	79
033	90
034	37
041	78
042	112
043	62
044	39
045	55
051	33
052	259
053	101
054	59
055	5
061	82
062	101
063	71
064	141
071	114
072	64
073	91
074	49
075	55
076	12
077	12
081	69
082	113
083	55
084	88
091	64
092	86
093	258
094	85

095	12
096	8
097	21
098	6
101	60
102	29
103	69
104	43
105	66
106	19
107	47
108	17
109	1
111	32
112	33
113	19
114	8
115	17
121	20
122	78
123	18
124	9
125	20
126	13
131	51
132	239
133	116
134	8
141	15
142	34
143	61
144	18
151	32
152	6
153	16
154	138
155	4
161	8
162	20
171	59
172	25
173	55
174	3
181	98

182	73
183	79
184	56
185	107
186	17
187	6
188	7
190	4
191	78
192	21
193	75
195	111
196	48
197	126
198	137
201	211
202	73
203	68
211	49
212	137
213	50
214	69
215	41
221	261
222	39
223	40
224	20
225	29
300	51
301	11
<b>Total</b>	<b>6868</b>

# Areas of Undue Concentration of Off-sale Licenses and Reported Crimes (Combined)



- Legend**
- Off-sale License Location
  - PRDs w/ Undue Concentration (107.15 Reported Crimes (89.29+20%)) [As of 2018]
  - Census Tracts w/ Undue Concentration [As of Oct. 2019]
  - City of Salinas Boundary