



**PLANNING COMMISSION HEARING DATE: FEBRUARY 12, 2026
AGENDA ITEM NO.: 2**

PROPOSED PROJECT

Case Number	PC-2025-00949 (CUP)	
Request	To consider a Conditional Use Permit to permit a 1,310-square-foot craft beer tap room within an existing 4,649-square-foot commercial building.	
Applicant	Estevan Fierro of 123 Pour Inc.	
Project Location	2726 Main Street, situated on the east side of Main Street, south of Poplar Street.	
APNs	209-270-011	
Project Area	0.11 acres	
Ward	1	
Neighborhood	Downtown	
General Plan Designation	Northside Specific Plan	
Zoning Designation	NSP-MU – Northside Specific Plan – Mixed Use Neighborhoods Zone	
Specific Plan	Northside Specific Plan	
Staff Planner	Sarah Zughayer, Associate Planner 951-826-5932 szughayer@riversideca.gov	

RECOMMENDATIONS

Staff recommends that the Planning Commission:

1. **DETERMINE** that the proposed project is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 (Existing Facilities) of the CEQA Guidelines, as the proposed project will not have a significant effect on the environment; and
2. **APPROVE** Planning Case PC-2025-00949 (Conditional Use Permit) based on the findings outlined in the staff report and summarized in the attached findings and subject to the recommended conditions (Exhibits 1 and 2).

SITE BACKGROUND

The 0.11-acre project site is developed with an existing 4,649-square-foot multi-tenant commercial building, currently vacant, which was originally constructed in 1924. Surrounding uses include commercial uses to the west (across Main Street), north (across Poplar Street) and south, and single-family-residences to the east (Exhibits 3 and 4).

PROPOSAL

The applicant is requesting approval of a Conditional Use Permit to permit a 1,310-square-foot craft beer taproom (123 Pour) within the existing building.

The craft beer taproom will operate with a Type 40 – On-Sale Beer license from the California Department of Alcoholic Beverage Control (ABC), providing a range of craft beers, pre-packaged snacks, and non-alcoholic beverages. There will be no off-sale of beer in conjunction with proposal.

The taproom will include a 783-square-foot tasting room, a 154-square-foot central alcohol storage and bar area, an office, and two restrooms. Access to the alcohol storage and bar area will be utilized by employees only.

The taproom will operate Sunday to Thursday from 4:00 P.M. to 10:00 P.M. and Friday and Saturday from 4:00 P.M. to 11:00 P.M., with three employees per shift. As part of business operations, 123 Pour will provide security measures including surveillance cameras, alarm systems, and storefront lighting. All staff members will be trained in emergency procedures, and conflict resolution, including Responsible Beverage Service (RBS) training as required by ABC and the Riverside Police Department.

Patrons will access the taproom's entrance from the public sidewalk on Main Street.

PROJECT ANALYSIS

Authorization and Compliance Summary

	Consistent	Inconsistent
General Plan 2025 The proposed project is consistent with the underlying General Plan 2025 Land Use designation of NSP – Northside Specific Plan, which provides for a wide mixture of uses that serve multiple neighborhoods within the City (Exhibit 5). The proposed project is also consistent with the General Plan Land Use and Urban Design Element Objectives, Goals, and Policies of the	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<p>Northside neighborhood and will further the intent of the General Plan 2025 through consistency with the following objectives:</p> <ul style="list-style-type: none"> • Objective LU-71: Establish the Northside Community as a balanced community in which it is pleasant to live, work and play. • Objective LU-70: Provide a balanced community with sufficient office, commercial and industrial uses while preserving the single-family residential preeminence of the community. 		
<p>Northside Specific Plan / Zoning Code Land Use Consistency (Title 19)</p> <p>The site is zoned NSP-MU – Northside Specific Plan - Mixed-Use Neighborhoods Zone, which is consistent with the Northside Specific Plan – Land Use Designation (Exhibit 6). Establishments that provide on-sale alcohol in the Mixed-Use Neighborhoods zone are permitted subject to the granting of a Conditional Use Permit and compliance with Site Location, Development, and Operational Standards. The proposed project is consistent with all applicable development standards for on-sale of alcohol.</p> <p>The project site is located within the Mixed-Use Neighborhoods Zone, of the Northside Specific Plan, which acts as a transitional area of development from Downtown to the Northside neighborhood, providing goods and services to the surrounding community. The Mixed-Use Neighborhood designation is intended to facilitate a variety of uses including service-oriented businesses, retail/commercial, and professional offices along the edge of Main Street, between State Route 60 and First Street. The craft beer taproom will contribute to the local Northside neighborhood by providing a community gathering space.</p> <p>This portion of Main Street is also designated as Edge Type B (Commercial Area). The intent of this edge type is to facilitate a commercial development “edge” that interacts with the public realm of key corridors in the Northside and balances the character of surrounding neighborhoods. The project proposes to remove existing security bars from the windows and doors consistent with the neighboring building to the north (2706 Main) on the corner of Main and Poplar Streets. Transparent, unobstructed window displays encourage a stronger pedestrian-oriented connection between the street and the linear frontage of the building by providing an inviting front entrance.</p> <p>The proposed project fulfils the vision of the Mixed-Use Neighborhood Zone and will further the intent of the Northside Specific Plan.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Compliance with Citywide Sign and Design Guidelines</p> <p>The subject property complies with Citywide Design & Sign Guidelines. The building was constructed in 1924 and features a Utilitarian Commercial architectural style. Minor exterior changes are proposed including the installation of exterior lights, double French doors at the entrance, and the removal of existing wrought iron</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<p>security bars from the windows and front door. Additionally, the building has been recently repainted, which contributes to the improvement of the appearance and overall visual identity of Main Street. No other physical improvements to the exterior of the building are proposed in conjunction with the Conditional Use Permit (Exhibit 10).</p>		
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COMPLIANCE WITH APPLICABLE DEVELOPMENT STANDARDS

<i>Chapter 19.450 – On-Sale of Alcoholic Beverages Sales</i>					
<i>Standard</i>			<i>Proposed</i>	<i>Consistent</i>	<i>Inconsistent</i>
Setbacks	Schools, Assemblies of People - Non-Entertainment Facilities, Public Park	600 feet	742 feet – Salvation Army Riverside	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Residential dwelling or property zoned for residential uses	100 feet	170 feet – 2473 Orange Street	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<i>California Department of Alcoholic Beverage Control (Census Tract 301.03) On-Sale Alcohol Licenses</i>						
<i>Standard</i>		<i>Existing Licenses</i>	<i>Proposed Licenses</i>	<i>Total Number of Existing and Proposed Licenses</i>	<i>Consistent</i>	<i>Inconsistent</i>
Maximum Number of On-Sale Licenses	2	1	1	2	<input checked="" type="checkbox"/>	<input type="checkbox"/>

FINDINGS SUMMARY

Conditional Use Permit

The proposed taproom with on-sale of alcohol is consistent with the NSP-MU – Northside Specific Plan - Mixed-Use Neighborhood Zones, which allows for a vibrant mix of commercial, office, residential, and other service uses as part of the revitalization of Main Street. 123 Pour will occupy a vacant tenant space, preventing the commercial building from being underutilized and contributing to the activation of Main Street as a mixed-use neighborhood. 123 Pour is consistent with the surrounding uses along Main Street and provides a community service in the Northside. The proposed project complies with all applicable development standards of the Northside Specific Plan and the Zoning Code (Title 19).

ENVIRONMENTAL REVIEW

The Planning Division of the Community & Economic Development Department has determined that this project is categorically exempt from further California Environmental Quality Act (CEQA) review pursuant to Section 15301 (Existing Facilities), Article 19 of the CEQA Guidelines.

PUBLIC NOTICE AND COMMENTS

Public notices were mailed to properties within 300 feet of the project site. As of the writing of this report, Staff has not received any written comments regarding this project.

APPEAL INFORMATION

Actions by the City Planning Commission, including any environmental findings, may be appealed to the City Council within ten calendar days after the decision. Appeal filing and processing information may be obtained from the Planning Division Public Information Section, 3rd Floor, City Hall.

EXHIBITS LIST

1. Findings
2. Conditions of Approval
3. Existing Site Photos
4. Location Map
5. General Plan Map
6. Zoning Map
7. Specific Plan Map
8. Census Tract Map
9. Distance Requirements Map
10. Project Plans (Site Plan, Existing and Proposed Floor Plan, Elevations, Security Plan)

Prepared by: Sarah Zughayer, Associate Planner
Reviewed by: Veronica Hernandez, Senior Planner
Approved by: Brian Norton, Acting City Planner



PLANNING CASE: PC-2025-00949 (Conditional Use Permit)

Conditional Use Permit Findings Pursuant to Chapter 19.760.040, as outlined in the Staff Report

1. The proposed taproom with on-sale of alcohol is substantially compatible with other existing and proposed uses in the area, including factors relating to the nature of its location, operation, building design, site design, traffic characteristics and environmental impacts;
2. The proposed taproom with on-sale of alcohol will not be materially detrimental to the health, safety and general welfare of the public or otherwise injurious to the environment or to the property or improvements within the area; and
3. The proposed taproom with on-sale of alcohol will be consistent with the purposes of the Zoning Code, and the application of any required development standards is in the furtherance of a compelling governmental interest and is the least restrictive means of furthering that compelling governmental interest.



EXHIBIT 2 – CONDITIONS OF APPROVAL

PLANNING CASE: PC-2025-00949 (Conditional Use Permit)

Planning Division

1. Plans shall conform to the exhibits attached to this report. Proposed modifications to the approved design shall be submitted to the Planning Division and shall include revised exhibits and a narrative description of the proposed modifications. The applicant is advised that an additional application and fee may be required.
2. The subject property shall be developed and operated substantially as described in the text of this report and as shown on the project plans on file with this case except for any specific modifications that may be required by these conditions of approval.
3. **Advisory:** Signs and murals shall be permitted in accordance with Chapter 19.620 of the Zoning Code. Any signs shall be subject to separate review and assessment, including any required variances. A separate sign application, including fees and additional sets of plans, is necessary prior to any sign permit issuance.

Operational Conditions:

4. A copy of the Conditional Use Permit and the final Conditions of Approval shall be available at the site and presented to any City Staff, including the Police Department and Code Enforcement, upon request. Failure to have the latest approved conditions available upon request will be grounds for revocation.
5. All operations shall comply with Title 7 (Noise Control) of the Riverside Municipal Code.
6. No intoxicated person shall be permitted to remain on premises.
7. The applicant shall be responsible for maintaining the area adjacent to the premises over which they have control and shall keep it free of litter.
8. The applicant will be required to remove any graffiti on the project site within 48 hours of the incident being reported to City of Riverside Code Enforcement.
9. The premises on which the business is located shall be posted to indicate that it is unlawful for any person to drink or consume any alcoholic beverage in any public place or posted premises in accordance with Section 9.05.020 of the Municipal Code.
10. The management at the location of the on-sale of alcoholic beverages pursuant to this section shall be responsible for educating the public regarding drunk driving laws and the related penalties for breaking those laws. (This includes minimum age law, open container law and driving while intoxicated law.) This can be accomplished by posting prominent signs, decals or brochures at the point of purchase and providing adequate training for employees.
11. The owner and/or occupant shall be liable for the cost of excessive police service or response in accordance with Chapter 9.60 of the Riverside Municipal Code.

Prior to Building Permit Issuance:

12. **Photometric/Lighting Plan:** A lighting plan shall be submitted during building plan check and approval. A photometric study and manufacturer's cut sheets of all exterior lighting on the building shall be submitted with the exterior lighting plan. All on-site lighting shall provide a minimum intensity of one foot-candle and a maximum of ten foot-candles at ground level throughout the areas serving the public, with a ratio of average light to minimum light of four to one (4:1). The light sources shall be shielded to minimize off-site glare, shall not direct light skyward and shall be directed away from adjacent properties and public rights-of-ways. If lights are proposed to be mounted on buildings, downlights shall be utilized.

Prior to Occupancy:

13. A final site inspection shall be required prior to the Certificate of Occupancy or the commencement of site operations.
14. All signage, including building and window signage shall comply and receive proper permits consistent with the General Sign Chapter of the Zoning Code.
15. Alcoholic Beverage Control License shall be issued and active.

Standard Conditions

16. There shall be a one-year time limit in which to commence construction of the project beginning the day following approval by the Planning Commission unless a public hearing is held by City Council; in that event the time limit begins the day following City Council approval.
17. The Conditional Use Permit may be granted time extensions by the Community & Economic Development Director, or their designee, up to a total of two years beyond the original approval expiration date prior to issuance of any building permits. Once a building permit has been issued, the development will be considered vested and time extensions are no longer needed.

Prior to **February 12, 2027**, if building permits have not been obtained, a time extension request shall be submitted to the Planning Division. The request shall include a letter stating the reasons for the extension of time and associated fee shall be submitted to the Planning Division. **PLEASE BE ADVISED THAT THE APPLICANT WILL NOT BE NOTIFIED BY THE PLANNING DIVISION ABOUT THE PENDING EXPIRATION OF THE SUBJECT ENTITLEMENT.**

18. Within 30 days of approval of this case by the City, the developer shall execute an agreement approved by the City Attorney's Office to defend, indemnify, including reimbursement, and hold harmless the City of Riverside, its agents, officers and employees from any claim, action, or proceeding against the City of Riverside, its agents, officers, or employees to attack, set aside, void, or annul, an approval by the City's advisory agency, appeal board, or legislative body concerning this approval, which action is brought within the time period provided for in Section 66499.37 of the Government Code. The City will promptly notify the developer of any such claim, action or proceeding and the City will cooperate in the defense of the proceeding.
19. The Conditional Use Permit may be modified or revoked by the City Planning Commission or the City Council should they determine that the proposed use or conditions under which it is being operated or maintained is detrimental to the public health, welfare or materially injurious to public safety, property or improvements in the vicinity or if the property is operated or maintained so as to constitute a public nuisance.

20. This project shall fully and continually comply with all applicable conditions of approval, State, Federal and local laws in effect at the time the permit is approved and exercised and which may become effective and applicable thereafter, and in accordance with the terms contained within the staff report and all testimony regarding this case. Failure to do so will be grounds for Code Enforcement action, revocation, or further legal action.
21. This permit is issued based upon the plans and information submitted by the applicant, which has been used as the basis for evaluation of the proposed use in this staff report and for the conditions of approval herein. Permittee shall notify Community Development Department, Planning Division, of any change in operations and such change may require a revision to this permit. Failure to notify the city of any change in operations is material grounds for revocation of this conditional use permit.
22. The Applicant of the business subject to this Conditional Use Permit acknowledges all of the conditions imposed and accepts this permit subject to those conditions and with the full awareness of the provisions of Title 19 of the Riverside Municipal Code. The Applicant shall inform all its employees and future operators of the business subject to this permit of the restrictions and conditions of this permit as they apply to the business operations.
23. Failure to abide by all conditions of this Conditional Use Permit shall be cause for revocation.
24. Enumeration of the conditions herein shall not exclude or excuse compliance with all applicable rules and regulations in effect at the time this permit is exercised.

Fire Division

Prior to the Issuance of Permits

25. The proposed project shall fully comply with the 2022 Edition of Title 24, the California Building Standards Code, as adopted and amended by the City of Riverside, or the version of these codes in effect at the time a building permit application is filed.
26. Existing fire protection systems required by the California Fire Code and or Riverside Municipal Code (RMC) shall be maintained in an operative condition at all times and replaced or repaired where defective. For alterations to buildings or structures, and where necessary, fire protection and life safety systems shall be extended, altered or augmented to maintain protection.
27. As part of the building permit plan review process, Fire Prevention will review compliance with applicable regulations to include fire apparatus and building access, emergency egress, and fire protection system requirements. Fire protection systems shall be installed where required by the California Existing Building Code.

Public Works – Traffic Division

Prior to Issuance of Permits

28. If any improvements are proposed within the public right-of-way, the applicant shall submit traffic control plans signed by a registered professional engineer for any modifications to a public street, utility, signing/stripping or traffic signal.

Prior to Occupancy

29. The applicant shall construct a bike rack that can accommodate a minimum of two bikes. The installation of these bike racks shall be completed to the satisfaction of the Director of Public Works. The applicant is solely responsible for the procurement and installation of this infrastructure improvement.

Riverside Public Utilities – Water Division

Prior to Occupancy:

30. A Reduced Pressure Principle Backflow Prevention Assembly is to be furnished and installed by Applicant on all water services per City of Riverside Public Utilities standard drawing CWD-616 or CWD-617.

Riverside Public Utilities – Electric Division

31. The Developer is responsible for all trenching, installation of conduit and substructures required to provide power to the site. In addition to installing spare conduits and streetlights along property frontage. Contact RPU for information on private street lighting.
32. The Developer is responsible for all fees and costs associated with providing electrical power to the site
33. Public utility easements are required for electrical underground and/or overhead facilities and fees in accordance with the rules and regulations of the RPU Electric Division.

Environmental Compliance

Prior to Issuance of Building Permits

34. Plans must be submitted to Environmental Compliance for review to determine proper location for installation of a sample wye.
35. Wastewater survey must be filled out and returned to Environmental Compliance.
36. All corrections to plans submitted for plan check must be completed in order for Environmental Compliance to issue a Will-Serve Letter. Will-Serve Letter shall be sent to County of Riverside Department of Environmental Health by the Environmental Compliance inspector.
37. Applicant must request inspection to verify the required installation or construction via inspection by an Environmental Compliance Section representative, with a report stating that conditions have been met, and the permit card (if applicable) signed off by the Environmental Compliance Inspector.

Riverside Police Department

Prior to Occupancy

38. Installation of a security camera surveillance system consisting of the latest high-definition video technologies with the minimum requirement of having the ability to save recorded video for a thirty-day period and which shall also be made immediately available to the Riverside Police Department upon request. An on-sight manager or employee shall have working knowledge on how to retrieve video when requested by Riverside Police Department. Security camera surveillance system shall be operational prior to the business opening.

Operational Conditions

Alcohol

39. The business shall follow the guidelines of the Alcohol Beverage Control (ABC) requirements and conditions for acting as an on-sale premise.
40. No displays of beer or wine/liquor shall be located within five feet of the store's entrance, windows, or checkout counter.

41. The premises on which the business is located shall be posted to indicate it is unlawful for any person to drink or consume any alcoholic beverage in any public place or posted premises in accordance with Section 9.04.020 of the Riverside Municipal Code.
42. No alcoholic beverages are to be sold or dispensed for consumption beyond the premises.

Security

43. A security plan shall be submitted to the Riverside Police Department for review. This plan was previously submitted and approved by Riverside Police Department.
44. In the event of a planned, large gathering, coupled with an entertainment permit, the business shall utilize a licensed and bonded security firm or employ only security guards that have a State of California security guard card to monitor the activity of their patrons inside the facility as well as the parking lot. The firm or personnel providing security of the facility shall be subject to the review of the Riverside Police Department.

Entertainment

45. Prior to the start of any entertainment activities, the business shall apply for all required permits (see Riverside Municipal Codes 5.80 and 2.28).
46. There shall be no illegal gambling devices, such as coin-pushers or video slot machines, etc., maintained upon the premises at any time.
47. Any adult-oriented magazines, video tapes and other similar materials shall be displayed in an area partitioned off from, and not visible to, the public or minors and shall be labeled "Adults Only".

Grounds

48. The exterior of the premises shall be equipped with lighting of sufficient power to illuminate and make easy discernment of the appearance and conduct of all person(s).
49. The licensee shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
50. The licensee shall be responsible for maintaining free of graffiti the area adjacent to the premises over which they have control.
51. No loitering shall be permitted on any property adjacent to the licensee's premises and under control of the licensee.
52. If tobacco is to be sold on the premises, a Tobacco Retail Establishment Permit shall be obtained. Riverside Municipal Code 6.24.
53. Cannabis products, considered illegal by the State of California without proper authorization, may not be sold on the premises unless all required licenses and permits are obtained from local, state, and county regulatory agencies.

Compliance

54. The licensee/employees shall attend a License, Education, Alcohol and Drugs (LEAD) class and Responsible Beverage Service (RBS) training, both of which are presented by the Department of Alcoholic Beverage Control within 90 days of obtaining an ABC sales license.
55. The applicant shall comply with all federal, state and local laws and shall cooperate with the Riverside Police Department in the enforcement of all laws relating to this permit. The violation of any laws in connection with this use or failure to cooperate with the Riverside Police Department will be cause for revocation.

56. A copy of the Conditional Use Permit and the Conditions of Approval shall be available at the site and presented to City staff, including the Riverside Police Department and Code Enforcement upon request.
57. In addition to any other stipulations, three or more sustained complaints to the Riverside Police Department within any 12-month period regarding disturbances caused by patrons or staff at the site shall be grounds for revocation proceedings.
58. Riverside Police Department Peace Officers, Riverside Code Enforcement, Riverside Fire Department, the Director and any other person employed by the Alcoholic Beverage Control are hereby authorized to visit and inspect the premises at any time the location is exercising the privileges authorized by the license on such premises. This includes private parties, clubs or meetings, where the licensee(s) attempts to avoid inspections or deter law enforcement from compliance checks.