



Project Site

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, AeroGRID, IGN, IGP, swisstopo, and the GIS User Community



Exhibit 3 - Aerial Photo/Location



**Project Site**  
**General Plan: DSP--**  
**Downtown Specific Plan**

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, AeroGRID, IGN, IGP, swisstopo, and the GIS User Community



0 20 40 80 120 160 Feet

Exhibit 4 - General Plan Map

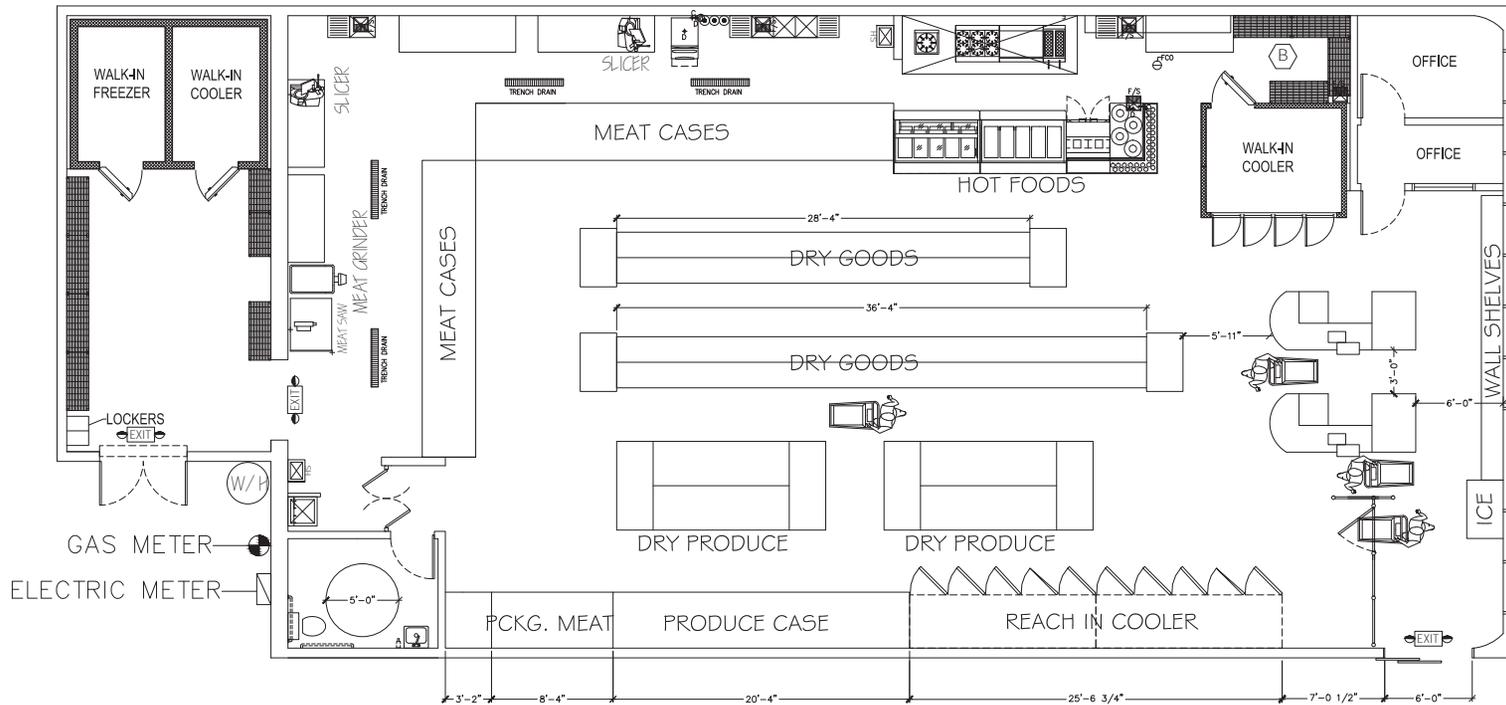


Exhibit 5 - Zoning Map



OCCUPANCY TABLE

OCCUPANCY	USE	AREA	OCC. LOAD	OCCUPANTS
M	STORAGE	312 sq. ft.	1/300 312/300=1	1
M	SERVICE AREA	500 sq. ft.	1/200 500/200=3	3
M	OFFICE	114 sq. ft.	1/100 312/15=40	1
M	CUSTOMER AREA	1,642 sq. ft.	1/30 1,642/30=27	55
TOTAL OCCUPANTS :				60



**FLOOR PLAN**

CONTRACTOR IS TO VERIFY ALL EXISTING CONDITIONS  
PRIOR CONSTRUCTION and NOTIFY ENGINEER OF RECORD  
WITH ANY DISCREPANCIES

SCALE: 1/4" = 1':0"

RIVERSIDE MARKET  
2650 MAIN ST  
RIVERSIDE, CA 92501

DESIGNING THE WORLD



H. RODRIGUEZ X. ...  
CONSULTANT ARCHITECTURAL ENGINEERING  
PROJECT MANAGER CONSULTATION  
909-232-1475  
HRdesign

REVISIONS:

CADD FILE:  
SMART  
DATE: 03/21/16  
DRAWN BY: HR  
CHECKED BY:

A2.1

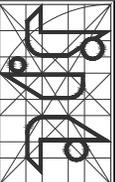


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TOTAL OCCUPANTS :				60



# L I C E N S E " A B C "

ALBERTO MURILLO  
 LOCATION: 2650 MAIN ST.  
 RIVERSIDE, CA. 92501  
 APN 209-152-008



PRISMA PLANS  
 DESIGN & DRAFTING  
 ROGELIO SANCHEZ  
 PRS15208-008  
 www.prismaplan.com

## LOS NOVILLOS MARKET

NO.	REVISION/SUBMISSION	DATE

PROJECT LOCATION  
 2650 MAIN ST.  
 RIVERSIDE, CA. 92501  
 OWNER / CLIENT  
 ALBERTO MURILLO  
 2650 MAIN ST.  
 RIVERSIDE, CA. 92501  
 951-230-4633

DRAWING TITLE  
 QQ

SHEET TITLE  
 SITE PLAN

DRAWN: Ang, R.S.  
 SCALE: 1/4"=1'  
 JOB No: A16-015  
 DATE: 09-22-16  
 CHECKED: 09-26-16

1  
 SHEET

### VICINITY MAP/SITE LOCATION



#### PROJECT SUMMARY

- OWNER: ALBERTO TEL. (714) 331-9871  
2650 MAIN ST. RIVERSIDE, CA. 92501
- APPLICANT:  
2650 MAIN ST. RIVERSIDE, CA. 92501
- APN: 209-152-008
- EXISTING LANDUSE/ZONING: RESIDENTIAL/DSP-NMS
- LEGAL DESCRIPTION:  
LOTS 18 & 19 006/2003, IN THE FILE SUB 3,  
COUNTY OF RIVERSIDE OF STATE OF CALIFORNIA,  
OF MAPS, IN COUNTRY RECORDER OF SAID COUNTY.
- THOMAS BROTHERS PAGE 776 COORDINATES J & I
- ZONING CODE: DSP-NMS, OCCUPANCY TYPE VB
- UTILITIES:  
SEWER - WATER DISTRICT - EASTERN MUNICIPAL  
GAS - SOUTHERN CALIFORNIA GAS  
ELECTRICITY - EDISON PH - AT&T  
SCHOOL - RIVERSIDE UNIFIED
- THIS PROPERTY IS NOT LIQUEFACTION & GEOLOGIC HAZARD.
- THIS LAND IS NOT ON FLOW AND HAZARD ZONE.
- THIS PROPERTY IS NOT LIQUEFACTION & GEOLOGIC HAZARD.
- TOTAL OCCUPANT LOAD : 60
- BUSINESS HOURS OPERATIONS 7:00 am TO 10:00 pm
- PARKING REQUIRED: 17, PROVIDED: 18  
DISABLE PARKING REQUIRED: 1, PROVIDED: 2
- BUSINES RUNNING BY OWNERS NO EMPLOYEES

#### SHEET INDEX

- A-1 SITE PLAN
- A-2 LANDSCAPE/IRRIGATION PLAN
- S-1 NOTES AND DETAILS

#### PROJECT DATA

- a) BUILDING AREA APROX. 4,250.00 SQ. FT.
- b) DRIVEWAY AREA 648.00 SQ. FT.
- c) PROPOSED LANDSCAPE AREA 2400.00 SQ. FT.

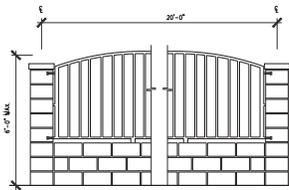
TOTAL AREA : 6,000.00 S.F.  
 PROPOSED LOT COVERAGE : 25 %

- 16 - TOTAL GROSS ACREAGE (.37 ACRES)
- 17 - NO EASEMENTS OF RECORD
- 18 - NO SUBJECT TO INUNDATION
- 19 - NOT SUBJECT TO LIQUEFACTION
- 20 - FEMA FLOOD ZONE C
- 21 - THE CONTOUR LINES WERE OBTAINED FROM RIVERSIDE COUNTY FLOOD CONTROL AND WATER CONSERVATION DISTRICT MAPS.

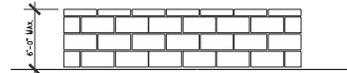
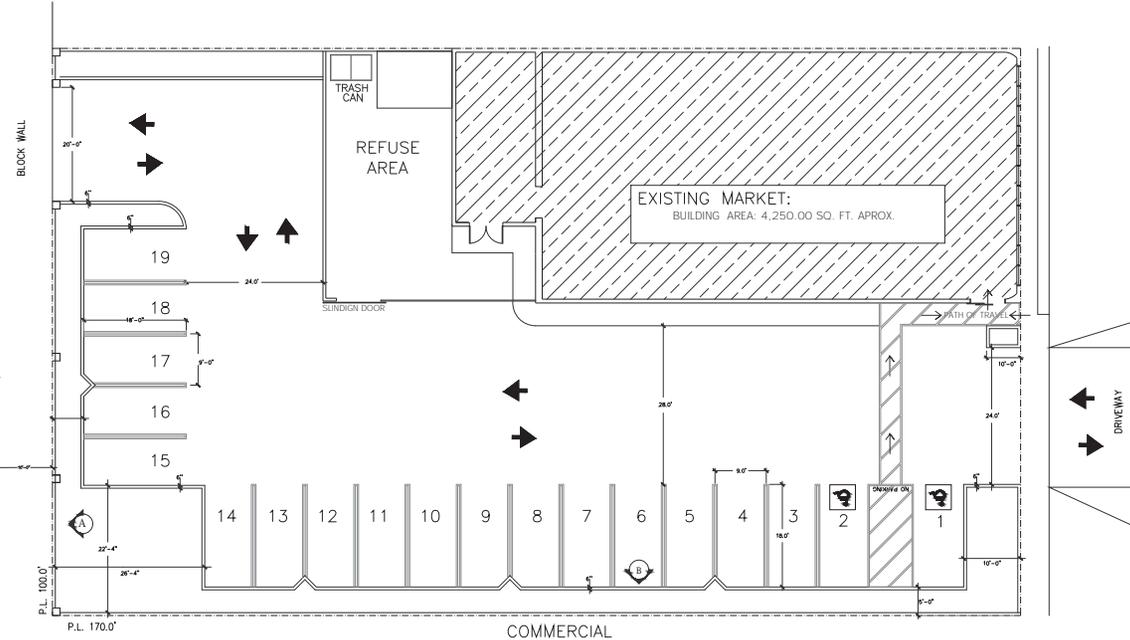
INDICATE ON PLAN PER SECT 301.1.1 CALGREEN & CIVIL CODE 1701.3(C) ALL NON-COMPLIANT PLUMBING FIXTURES. WHATEVER THIS RESIDENCE SHALL BE REPLACED W/WATER CONSERVING PLUMBING FIXTURES. BUILDINGS FINISHED ON OR AFTER 01/01/2014 ARE EXEMPT FROM THIS REQ. (NOTE TO PC: THIS DOESNOT APPLY TO REPAIRS)

#### BUILDING CODE:

- 2013 CALIFORNIA RESIDENTIAL CODE (CRC)
- 2013 CALIFORNIA ELECTRICAL CODE (CEC)
- 2013 CALIFORNIA MECHANICAL CODE (CMC)
- 2013 CALIFORNIA PLUMBING CODE (CPC)
- 2013 CALIFORNIA ENERGY CODE (TITLE 24)



DECORATIVE IRON & PILASTER  
 CONCRETE BLOCK WALL



DECORATIVE CONC.  
 BLOCK WALL



Exhibit 7 - Site Photos



Exhibit 7 - Site Photos

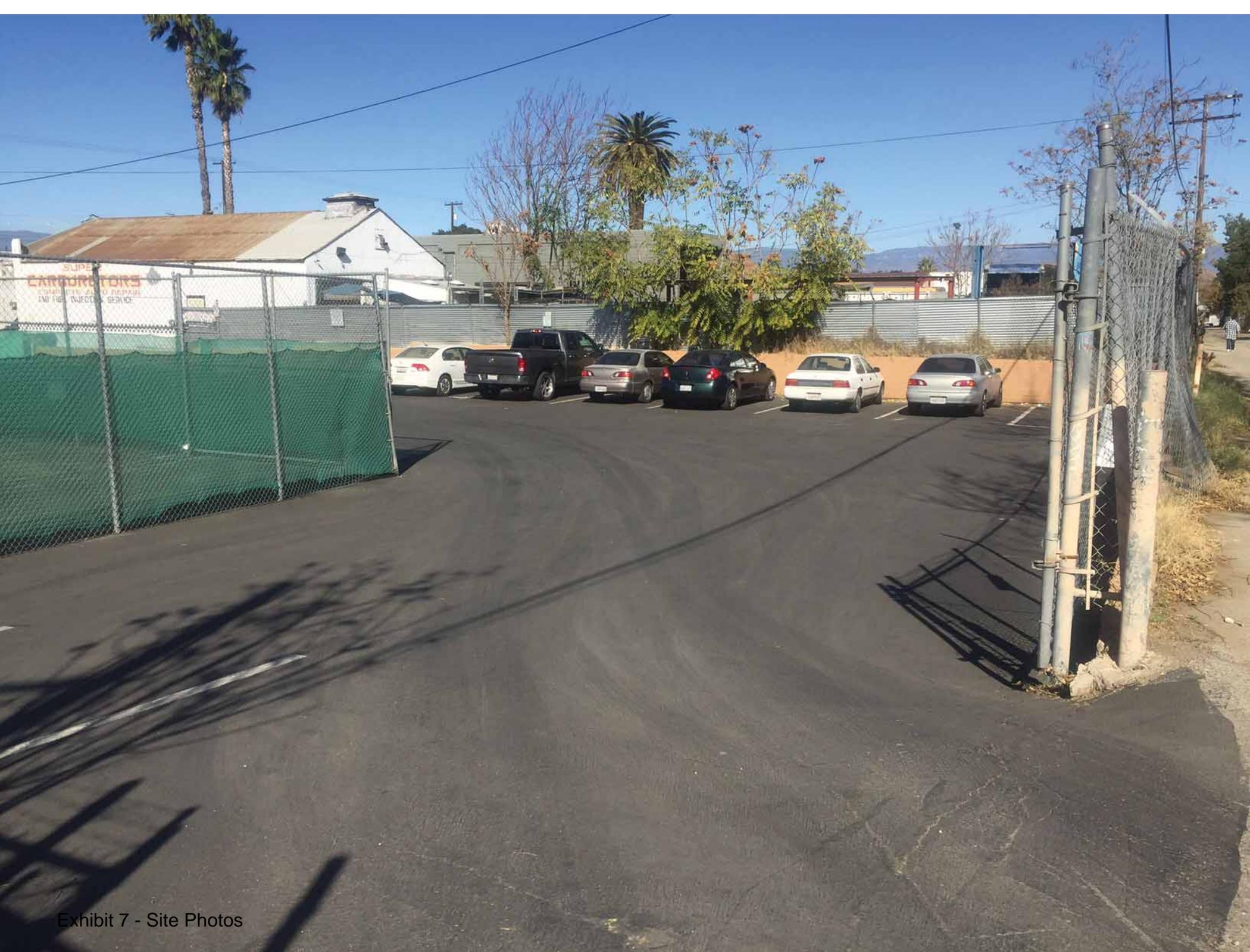


Exhibit 7 - Site Photos



Exhibit 7 - Site Photos



Exhibit 7 - Site Photos



Exhibit 7 - Site Photos



Exhibit 7 - Site Photos



California Department of Alcoholic Beverage  
Control  
For the County of RIVERSIDE - (Off-Sale Licenses)  
and Census Tract = 301.03

Report as of 11/17/2016

License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1) <u>517214</u>	ACTIVE	20	3/12/2012 2:11:23 PM	2/28/2017	SM ROYAL PETROLEUM INC 2278 MAIN ST RIVERSIDE, CA 92501-2219	MAIN STREET 76		3312
Census Tract: 0301.03								

--- End of Report ---

For a definition of codes, view our [glossary](#).



California Department of Alcoholic Beverage  
Control  
For the County of RIVERSIDE - (On-Sale Licenses)  
and Census Tract = 301.03

Report as of 11/17/2016

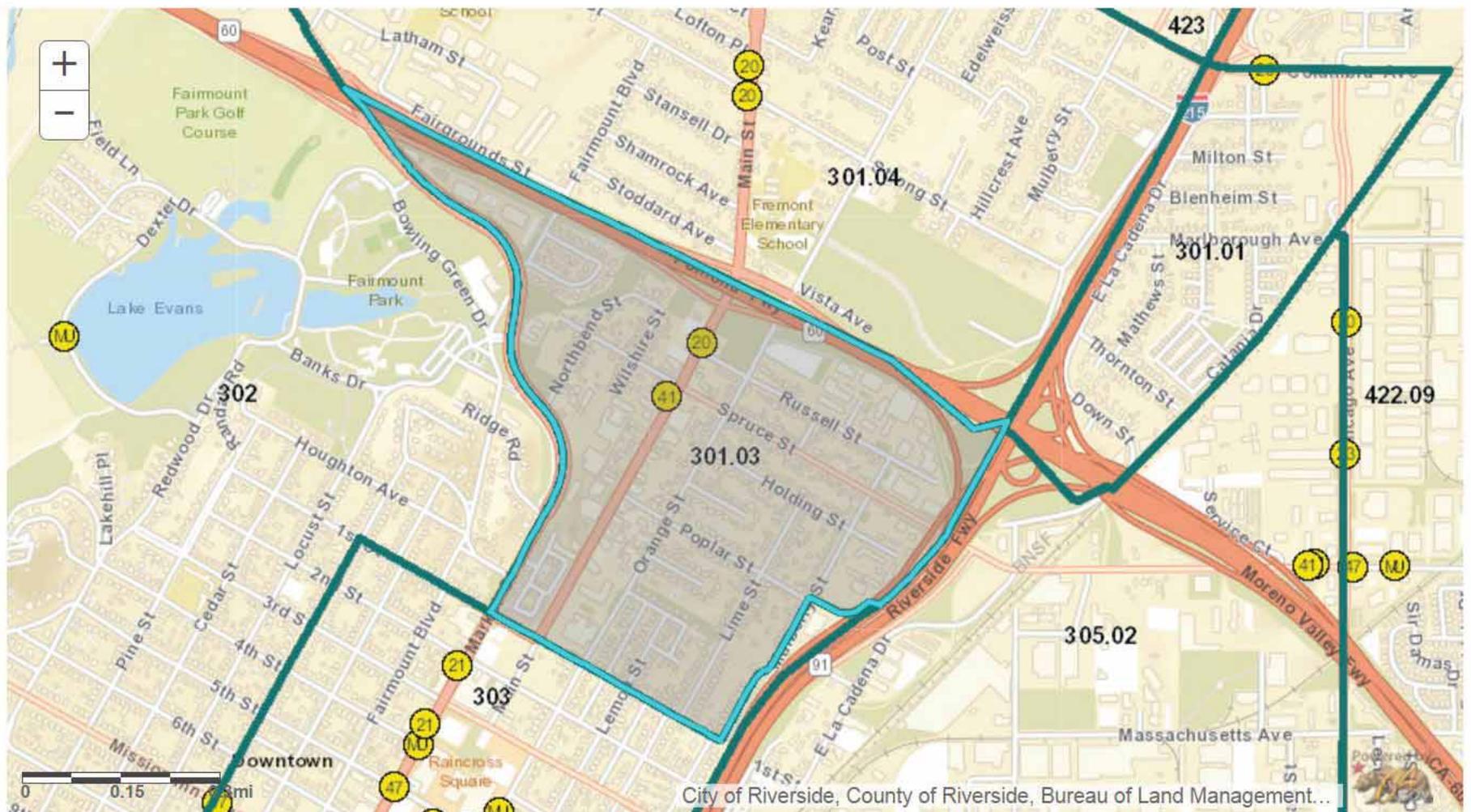
License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1) <a href="#">555071</a>	ACTIVE	41	4/22/2015 4:44:50 PM	3/31/2017	BARRAGAN, FERNANDO VIDAL 2435 MAIN ST RIVERSIDE, CA 92501	MR TACO	2435 MAIN ST RIVERSIDE, CA 92501	3312
					Census Tract: 0301.03			

--- End of Report ---

For a definition of codes, view our [glossary](#).

Address:

Census Tract:  City:



Licenses on the map display the **license type** that is currently issued for it. In the event there is more than one **license type** issued, the code MU is displayed.

Exhibit 8 - ABC Concentration Map and List

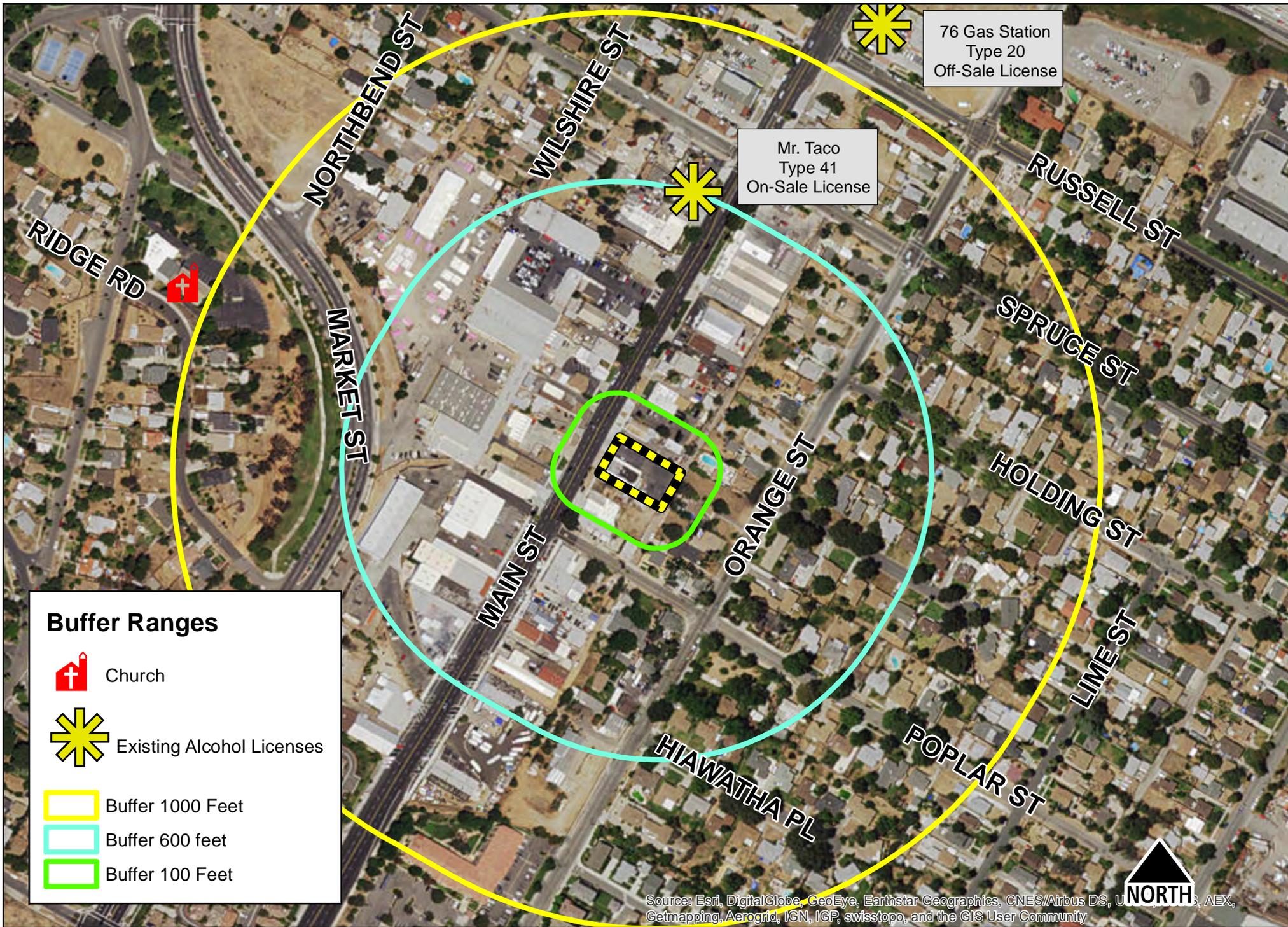


Exhibit 9 - Separation Requirements Exhibit



Los Novillos Market Inc

Responses to the Variance Justification Form Questions

1. Yes it will impact me a lot because I will not be able to obtain the variance because it will not be convenient for the clients because they will not be able to obtain all the items and products in one single location and, as a result, they will look for other locations where they can find everything in one single store, and we are a centrally located market because most of our clients come walking.
2. Yes, there exists several differences between us and other businesses that are found in our surrounding area. We are the only local neighborhood market and our neighbors are businesses of construction, leaving as the only location that offers services of a super market.
3. No, this will not be a problem because we have worked in this area for more than 17 years and we know the type of clients that would come. We have implemented several things to better our business. Some of those include the following:
  - a. We have improved our security for our clients by replacing our lighting with LED lights that proportionately light and of better quality
  - b. We installed a system of security cameras

We also constructed better walls surrounding our property for the security of our clients. Another precaution we will take is to locate the alcohol drinks in a location inside the store behind the registers to avoid any incidents with consumers of alcoholic beverages. And lastly we will hire a security guard if necessary with the single objective of assuring our clients that they feel safe coming to our market.

Sincerely

Alberto Murillo

## LOS NOVILLOS MARKET INC

### RESPUESTAS DEL CUESTIONARIO SOBRE VARIANCE JUSTIFICATION FORM

1; SI ME IMPACTARIA BASTANTE QUE NO PUDIERA OBTENER EL VARIANCE PORQUE DE ESA MANERA A LOS CLIENTES NO LES RESULTARIA MUY COMBENIENTE VENIR A MI TIENDA YA QUE NO PODRIAN CONSEGUIR TODOS LOS ARTICULOS O PRODUCTOS EN UNA SOLA LOCALIDAD Y ESO TENDRIA COMO RESULTADO, QUE BUSCARAN OTROS MERCADOS DONDE PUEDAN ENCONTRAR TODO EN UNA MISMA TIENDA, Y SOMOS UN MERCADO MUY CENTRICO PUES MUCHOS DE NUESTROS CLIENTES LLEGAN CAMINANDO.

2; SI EXISTEN VARIAS DIFERENCIAS ENTRE NOSOTROS Y LOS NEGOCIOS QUE SE ENCUENTRAN A NUESTRO ALREDDOR, PUES SOMOS EL UNICO SUPER MERCADO EN EL VECINDARIO Y NUESTROS VECINOS SON TODOS NEGOCIOS INDUSTRIALES, QUE SOLO OFRECEN SERVICIOS AUTOMOBILISTICOS Y ALGUNOS NEGOCIOS DE CONSTRUCCION, PONIENDONOS A NOSOTRO COMO EL UNICO LUGAR QUE OFRESE SERVICIOS DE SUPER MERCADO.

3; NO NOS SERIA NINGUN PROBLEMA PUESTO QUE HEMOS TRABAJADO EN ESTA AREA POR MAS DE 17 AÑOS Y SABEMOS EL TIPO DE CLIENTES QUE VENDRIAN, HEMOS IMPLEMENTADO VARIAS MEJORAS EN NUESTOR NEGOCIO, ALGUNAS DE ELLAS SON LAS SIGUIENTES:

- HEMOS MEJORADO LA SEGURIDAD PARA NUESTROS CLIENTES REEMPLAZANDO EL ALUMBRADO POR LUCES LED QUE PROPORCIONAN UN ALUMBRADO Y CLARIDAD DE MAYOR CALIDAD,
- INSTALAMOS UN SISTEMA DE CAMARAS DE VIGILANCIA,

TAMBIEN CONSTRUIREMOS MEJORES BARDAS AL REDEDOR DE LA PROPIEDAD PARA SEGURIDAD DE NUESTROS CLIENTES, OTRA PRECAUCION ES QUE COLOCAREMOS LAS BEVIDAS CON ALCOHOL EN UNA AREA DENTRO DE LA TIENDA QUE SE ENCUENTRA DETRAS DE LAS CAJAS REGISTRADORAS PARA EVITAR CUALQUIER INCIDENTE CON LOS CONSUMIDORES DE BEVIDAS ALCOHOLICAS, Y POR ULTIMO CONTRATARIAMOS UN GUARDIA DE SEGURIDAD SI FUERA NECESARIO CON EL UNICO MOTIVO DE ASEGURAR QUE NUESTROS CLIENTES SE SIENTAN SEGUROS AL VENIR A NUESTRO MERCADO.

SINCERAMENTE

ALBERTO MURILLO

City of Riverside,

First and foremost, this letter is to comply with the *Public Convenience/Necessity Information* form, along with the City of Riverside Department of Alcoholic Beverages Control (ABC), that Los Novillos Market wishes to expand their product line to alcoholic beverages. Our business intends to fulfill market demands and requests made by our customer base, in which there have been on multiple occasions, clients desiring for our business to be their one stop shop for their all grocery needs. This would increase the convenience for our clients to stop at Los Novillos Market and no longer need to drive to a second location for further grocery needs. By providing this service to our community, we can ethically provide a trust worthy and integral service to the local community. As the City of Riverside continues its growth in population, along with the growing demographic of nearly 50% Hispanic/Latino (2010 Census Demographic Profile, COMMUNITY DEVELOPMENT DEPARTMENT PLANNING DIVISION), Los Novillos market is committed to being a part of the City's growth and meeting the market demands for this growing population that we have experienced within recent years. With our unique business model and strategy, which to some would be considered to be a small/medium "mom and pop" shop, we can give our clients superior customer service and create personal relationships with our clients that our major corporate competitors lack. We are aware of the services our competitors provide, as our mission intends and strives to provide our clients with superior services by offering specialized items from both domestic and foreign markets. We can do so by fulfilling our market demands and attending to our clients needs.

Secondly, some improvements that we have made since taking over the ownership of the store have been cleaning up the property and reestablishing the image of Los Novillos Market. We took the initiative of providing lighting to the property and parking lot area by replacing and adding L.E.D lights. Graffiti has also been removed from our property to make our business a much safer and family orientated location. Other improvements for the near future will be to increase the beautification of our landscaping by adding plants and green trees, overall improving the image and brand of Los Novillos Market.

Thirdly, with the issuance of this license, we can provide a safe and clean well lighten area with appropriate security cameras (currently installed) for this desired service. If necessary we are also willing to higher a security guard to protect and help reduce crime near Los Novillos Market area. By doing so, we can contribute to helping decrease any existing issues of crime in the area. We intend to follow all guidelines and provide proper training to our employees of the issued policies and safety measures, to help prevent any accidents from occurring. We intend to be in compliance with all city, state, and federal laws pertaining to this addition to Los Novillos Market services. We will continue to operate in a manner that is beneficial to our direct local community and City of Riverside public agenda and initiatives.

Sincerely,

Albert Murillo

Los Novillos Market Owner/Manager

Los Novillos Market Inc  
Planning Case P16-0422

#### Information about Operations

Los Novillos Market, Inc. is a family market where our priority is to excellently serve all our clients, for that reason we operate our business Monday to Sunday, from 7 am to 9 pm. We expect deliveries from 7 am to 2 pm from Monday to Friday to ensure that our clients obtain everything they need and also to prevent traffic during the busiest hours which are 3 pm to 7 pm.

#### Information about the Workers

Currently we count on 7 full time employees and 3 more part-time employees. Three of them work the morning shift and the other four work the afternoon shift alternating and covering days off.

#### Delivery Area

We count on a delivery area (or loading zone) which is found in the rear of the building. It is primarily utilized to receive our deliveries and also for guarding and storing our pallettes of wood and empty boxes, and some other empty objects cardboard boxes and plastic.

Sincerely

Alberto Murillo

Los Noviloos Market, Inc.

LOS NOVILLOS MARKET INC

PLANING CASE P16-0422

INFORMACION DE OPERACIONES

LOS NOVILLOS MARKET INC ,ES UN MERCADO FAMILIAR DONDE NUESTRA PRIORIDAD ES SERVIR O TODOS NUESTROS CLIENTES CON EXELENIA, POR ESA RAZON OPERAMOS NUESTRO NEGOCIO DE LUNES A DOMINGO DE 7:AM A 9:PM CONTAMOS CON DELIVERYES DE 7 AM A 2:PM DE LUNES A VIERNES PARA ASEGURANNOS PRIMERO QUE NUETROS CLIENTES OBTENGAN TODO LO QUE NESECITAN Y DESPUES PARA EVITAR EL TRAFICO DESPUES DE LAS HORAS MAS TRAFICADAS QUE SON DE 3 PM A 7PM .

INFORMACIO SOBRE LOS EMPLEADOS

ACTUALMENTE CONTAMOS CON 7 EMPLEADOS DE TIEMPO COMPLETO Y TRES MAS COMO (PART TIME) TRES DE ELLOS TRABAJANDO EL TURNO DE LA MANANA Y LOS OTRO CUATRO EL TURNO DE LA TARDE ALTRENANDOSE Y CUBRIENDO DIAS DE DESCANSO.

AREA DE DELIVERY

CONTAMOS CON UNA AREA DE DELIVERY S O (LONDIG SONE) QUE SE ENCUENTRA EN LA PARTE DE ATRAS DE LA TINEDA , Y ES UTILIZADA PRINCIPALMENTE PARA RECIVIR NUESTROS DELIVERY S Y TAMBIEN PARA GUARDAR O ASER (STORAGE) PALETAS DE MADERA O CAJAS BASIAS , Y ALGUN OTRO OBJETO BACIO TE CARTON O PLASTICO.

SINCERAMENTE

ALBERTO MURILLO

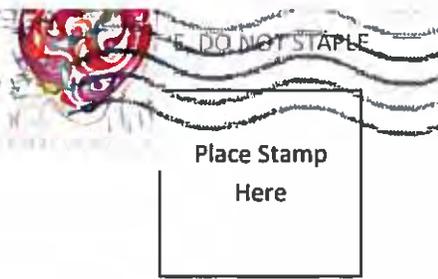
LOS NOVILLOS MARKET INC.

TAPE, DO NOT STAPLE

TAPE, DO NOT STAPLE

DO NOT STAPLE

2941 Lime St  
Riverside ca  
92501



**RECEIVED**

**NOV 15 2016**

**Community & Economic  
Development Department**

City of Riverside  
Planning Division  
Attn: Gaby Adame – P16-0422, P16-0660, P16-0693  
3900 Main Street  
Riverside, CA 92522

92522-



## Response to Public Notice

Any information submitted on this form is public record and can be viewed by any member of the public upon request.

Please note that public comment for this project closes at the Public Meeting on December 1, 2016.

Please enter any comments you may have about this proposal below. (Please print or type all information):

COMMENTS: I am in disagreement as this store being close to where I live I believe that it would attract the undesirable element that Save a mint store did. So it is unclear what the difference in allowing this store a permit/lic for the sale of Alcohol or allowing Save a mint to remain open in its location. So I am against the issuance of a license or conditional use permit.

Contact Phone Number (Optional): \_\_\_\_\_

Contact Email (Optional): \_\_\_\_\_