



**PLANNING COMMISSION HEARING DATE: APRIL 9, 2026
AGENDA ITEM NO.: 3**

PROPOSED PROJECT

Case Number	PR-2025-001785 (CUP, DR, PCORN)	
Request	<p>To consider the following entitlements to establish a wine and spirit shop and bar within an existing multi-tenant commercial shopping center:</p> <ol style="list-style-type: none"> 1) Conditional Use Permit for the proposed off-sale (Jazz's Wine and Spirits) and on-sale (Jazy's bar) of alcohol; 2) Design Review of Project Plans; and 3) Public Convenience or Necessity Determination for the overconcentration of alcohol licenses in Census Tract 311.00. 	
Applicant	Jasmin Patel of Pragat Laxmi Corp	
Project Location	6491 and 6499 Magnolia Avenue, situated on the southwest corner of Magnolia Avenue and Beatty Drive, east of Brockton Avenue	
APNs	225-121-003, 225-121-004	
Project Area	1.86 acres	
Ward	3	
Neighborhood	Magnolia Center	
General Plan Designation	MU-U – Mixed-Use - Urban	
Zoning Designation	MU-U-SP – Mixed-Use – Urban and Specific Plan (Magnolia Avenue) Overlay Zones	
Specific Plan	Magnolia Avenue	
Staff Planner	Veronica Hernandez, Senior Planner 951-826-3965 vhernandez@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 PR-2025-001785 (Conditional Use Permit, Design Review, Public Convenience or Necessity) 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 1.86-acre project site is developed with an existing 50,736-square-foot multi-tenant retail building. Unit A is occupied by Big 5 Sporting Goods. Units B and C are vacant and were formerly occupied by retail (Allin Party Supply) and a salon, respectively. The project site is surrounded by commercial uses (Exhibits 3 and 4).

PROPOSAL

The applicant is requesting approval of the following entitlements for the establishment of Jazz's Wine and Spirit shop and bar within an existing 40,791-square-foot tenant space:

- Conditional Use Permit: To permit off-sale (Jazz's Wine and Spirits shop) and on-sale (bar) of alcohol;
- Design Review: Site design and building elevations; and
- Public Convenience or Necessity Determination: To allow for an over-concentration of alcohol licenses in Census Tract 311.00.

The applicant is proposing a phased development consisting of two phases:

Phase 1: Jazz's Wine and Spirits Shop

The wine and spirit shop will operate with a Type 21 – Off-Sale General license from the California Department of Alcoholic Beverage Control (ABC), offering a range of specialty, high-end wine and spirits, including limited releases and collector-oriented inventory. The establishment will also offer a small market with grab-and-go food and snack items. It will operate from 8:00 AM to 10:00 PM Monday through Thursday, and 8:00 AM to 12:00 AM Friday through Sunday. No on-sale of alcohol or exterior building improvements are proposed for Phase 1. Minor landscaping improvements are proposed along Magnolia and Brockton Avenues.

Phase 2: Bar and Tasting Room

Phase 2 will include the operation of a 5,990-square-foot bar and tasting room with a patio and will operate with a Type 48 ABC license. On-premise consumption is anticipated to focus on educational wine and spirit experiences. The bar will operate Monday through Thursday from 3:00 PM to 12:00 AM, and Friday through Sunday from 11:00 AM to 12:00 AM. The tasting room will operate from 11:00 AM until bar close, for scheduled events only.

Phase 2 also includes exterior improvements, including landscape improvements along Beatty Drive and facade remodel.

As part of business operations, the operator will provide security measures including surveillance cameras, alarm systems, security staffing during peak periods, 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.

PROJECT ANALYSIS

Authorization and Compliance Summary

	Consistent	Inconsistent
<p>General Plan 2025</p> <p>The proposed project is consistent with the underlying General Plan 2025 Land Use designation of MU-U – Mixed-Use - Urban, which provides for high-density residential development with commercial, office, institutional, and business uses emphasizing retail, entertainment, and other student-oriented activities (Exhibit 5).</p> <p>The proposed project is also consistent with the General Plan Land Use and Urban Design Element Objectives, Goals, and Policies of the Magnolia Center 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-67: Revitalize Magnolia Center in its role as a subregional retail and business center, while maintaining and preserving the low-scale character of surrounding residential areas. 	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Zoning Code Land Use Consistency (Title 19)</p> <p>The site is zoned MU-U-SP – Mixed-Use – Urban and Specific Plan (Magnolia Avenue) Overlay Zones, which is consistent with the MU-U – Mixed-Use – Urban Land Use Designation (Exhibit 6). Establishments that provide off-sale and on-sale alcohol 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 alcohol sales.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Magnolia Avenue Specific Plan</p> <p>The project site is located within the Magnolia Center District of the Magnolia Avenue Specific Plan, which is intended for a variety of commercial businesses to provide goods and services to the surrounding community (Exhibit 7). The proposed project is consistent with the intent and vision of the Magnolia Avenue 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. Minor exterior changes are proposed, including installation of a breezeway screen, tile column wraps, vertical wood cladding, and textured paint. The proposed façade modifications emulate a midcentury modern design and will be completed during Phase 2 of the project (Exhibit 10).</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Riverside County Airport Land Use Compatibility Plan</p> <p>The proposed project is consistent with all applicable standards for Zone E (Other Airport Environs) of the Riverside Municipal Airport Land Use Compatibility Plan.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

COMPLIANCE WITH APPLICABLE DEVELOPMENT STANDARDS

<i>Chapter 19.450 – On-Sale and Off-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	1,167 feet – Community Bible Church Riverside	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Residential dwelling or property zoned for residential uses	100 feet	224 feet – 4158 Beatty Drive	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Existing Parolee/Probationer Emergency Shelter, and Supportive Housing	1,000 feet	1,716 ft – Community Care & Rehabilitation Center 4070 Jurupa Ave	<input checked="" type="checkbox"/>	<input type="checkbox"/>

PUBLIC CONVENIENCE OR NECESSITY DETERMINATION

The subject site is located in Census Tract 311.00. Per the California Department of Alcoholic Beverage Control (ABC), there are 11 existing off-sale licenses within the tract, where two off-sale licenses are anticipated, and 28 on-sale licenses within the tract, where five off-sale licenses are anticipated (Exhibit 7). The proposed license would be the twelfth off-sale license and twenty-ninth on-sale license in the tract requiring the local jurisdiction to make a determination that issuance of the additional license will service the public convenience or necessity pursuant to State law.

Census Tract 311 contains the Midtown area of the city, generally developed with gathering and entertainment uses, including the Brockton Arcade and Riverside Plaza, resulting in the high concentration of ABC licenses. It also includes licenses associated with community groups and gathering areas such as restaurants that include on-sale of alcohol.

The request serves the public convenience or necessity findings required by Chapter 19.450.040 of the Riverside Municipal Code based on the following:

1. The operator of Jazz's Wine and Spirits has submitted a request for a Type 48 and Type 21 liquor license, and will agree to all conditions placed on the application
2. The proposed wine and spirit shop and bar is compatible with surrounding commercial uses and consistent with other development in the census tract, including Brockton Arcade and Riverside Plaza. The proposed use will enhance economic vitality and improve consumer choice in the surrounding area.
3. The wine and spirit shop and bar includes a comprehensive security plan including 24/7 surveillance footage, adequate site lighting, trained staff, and on-site security during peak times. As such, the proposed use will not increase the severity of existing law enforcement or public nuisance problems in the area.

FINDINGS SUMMARY

Conditional Use Permit

The proposed wine and spirit shop, bar room, and tasting room are consistent with the MU-U – Mixed-Use – Urban and Specific Plan (Magnolia Avenue) Overlay Zones, which allows for a mix of high-density residential, commercial, office, and entertainment uses. Jazz's Wine and Spirits will occupy a large vacant tenant space, preventing the commercial building from being underutilized and contributing to the activation of the Magnolia Corridor. Jazz's Wine and Spirits is consistent with the surrounding uses and serves the public convenience in the Magnolia Center neighborhood. The proposed project complies with all applicable development standards of the Magnolia Avenue 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. Applicant Prepared Business Operations and Security Plan
11. Project Plans (Site Plan, Existing and Proposed Floor Plan, Elevations, Security Plan)

Prepared by: Veronica Hernandez, Senior Planner
Reviewed by: Brian Nortion, Principal Planner
Approved by: Matthew Taylor, Acting City Planner



PLANNING CASE: PR-2025-001785 (Conditional Use Permit)

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

1. The proposed wine and spirit shop, bar, and tasting room are 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 use, as conditioned, 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 use 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: PR-2025-001785 (Conditional Use Permit, Design Review, and Public Finding of Convenience or Necessity)

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 clearly 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 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 **April 9, 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. **Codes in Effect:** 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. **Separate Permits Required:** Where installation is required, a separate plan review and permit application must be submitted directly to the fire department for each of the following improvements:
 - a. Underground piping for private fire water supply (Fire Underground)
 - b. Automatic Fire Sprinkler System (Fire Overhead)
 - c. Fire Alarm/or Sprinkler Monitoring System
 - d. Emergency Responder Communication System
 - e. Carbon Dioxide Alarm
27. **Existing Fire Protection Systems:** 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. For existing fire alarm systems and fire sprinkler monitoring systems certificated by Underwriters Laboratories (UL), Factory Mutual (FM) or Electrical Testing Laboratories (ETL), certification shall be maintained for the life of the system.

Public Works – Land Use Development Division

28. Developer shall submit for an Encroachment Permit from the Survey Division of Public Works to allow the existing loading dock to encroach within the City right of way.

29. On site plan, provide linear footage labels, clearly marked, along all parcel lines.
30. Protect in place existing Street Trees in public right-of-way along Magnolia Ave., Sunnyside Dr., Brockton Ave, Beatty Dr. If existing Street Trees are found by Tree Inspector at time of scheduled site inspection (after fine grading and hardscape installation is complete), to be missing, dead, damaged or in poor condition, they will be required to be removed and/or replaced with 24-inch box size trees to Tree Inspector's specification.

Public Works – Traffic Division

31. Prior to the issuance of any permit, the applicant shall provide traffic control plans signed by a registered professional engineer for any public street, utility, signing/stripping, or traffic signal improvements.
32. Prior to the issuance of a Certificate of Occupancy, the applicant shall construct:
 - a. Construct a stop sign (R1-1), stop bar, stop legend, at the Project Driveways. Stop signs must conform to City Standard 664 and the stop bar and legend must conform to the City standard 650.
 - b. Driveway along Brockton will be restricted to right in-out only
 - c. Driveway along Magnolia will restrict left-turn out movement
 - d. Project will be conditioned to install a battery backup system of the intersection of Beatty Drive @ Magnolia Avenue.
 - e. Project should upgrade the existing crosswalks to continental crosswalks located at the intersection of Beatty Drive and Brockton Avenue.

All signage and striping improvements must comply with the most current California Manual of Uniform Traffic Control Devices (MUTCD) standards and should be per City of Riverside, Public Works requirements. The applicant shall hire a contractor to complete the work. The contractor shall complete the construction work with an approved Public Works Permit. The installation of the signage and striping 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 improvements.

33. Prior to the issuance of a Certificate of Occupancy, the applicant shall construct a bike rack that can accommodate a minimum of two bikes. The installation of the 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:

34. New water service installations are processed under a separate plan and permit submitted directly to the Public Utilities Department. Water plan must be submitted prior to issuance of building permit.
35. Existing underground in-vault fire service equipment is required to be upgraded to an above ground connection with appropriate backflow protection in accordance with current City standards.

Riverside Police Department

Prior to Occupancy

36. 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

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

Security

40. A security plan shall be submitted to the Riverside Police Department for review. This plan was previously submitted and approved by Riverside Police Department.
41. 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

42. 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).
43. There shall be no illegal gambling devices, such as coin-pushers or video slot machines, etc., maintained upon the premises at any time.
44. 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

45. 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).
46. The licensee shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
47. The licensee shall be responsible for maintaining free of graffiti the area adjacent to the premises over which they have control.
48. No loitering shall be permitted on any property adjacent to the licensee's premises and under control of the licensee.
49. If tobacco is to be sold on the premises, a Tobacco Retail Establishment Permit shall be obtained. Riverside Municipal Code 6.24.
50. 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

51. 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.
52. 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.
53. 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.
54. 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.
55. 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.