



CUP Narrative — Jazz's Wine & Spirits + Jazzy's (DP-2024-01330)

Project Overview

This Detailed Written Project Description is submitted in support of a Conditional Use Permit (CUP) application for **Jazz's Wine & Spirits** and its associated on-premise program, **Jazzy's** (bar), located at **6491-6499 Magnolia Avenue, Riverside, CA 92506**.

Case Number: DP-2024-01330 (CDR)

The project is an adaptive reuse / activation of an **existing commercial building/tenant space**. The requested entitlement is for **Planning use approval** to operate a curated specialty wine and spirits retail store with a controlled, limited on-premise tasting / bar program.



Submittal Constraint (Use Approval Only):

This submittal is for **Planning entitlement / use approval only**. It is not a construction document package.

All Tenant Improvement (TI) plans, Building & Safety plan check documents, Fire Life Safety plans, and engineering/MEP drawings will be submitted under separate permits following Planning approval.

Proposed Use and Operational Intent

The business is designed as a **specialty, high-end wine and spirits destination** that emphasizes:

- Curated retail offerings.
- Expert customer service and education.
- Responsible operations that support community safety and neighborhood compatibility.

The proposed model is intended to fill an underserved market gap for curated wine and spirits experiences in Riverside, while providing job creation and a well-managed activation of an existing storefront.

Primary Use: Curated Retail (Off-Sale)

The primary use is a wine and spirits bottle shop offering specialty selections, including limited releases and collector-oriented inventory. Retail operations are structured around professional staffing, clear customer policies, and proactive site management.

Secondary Use: Limited On-Premise Program (Tasting / Bar)

On-premise consumption is structured to support **educational wine and spirits experiences**, not high-volume bar operations. The on-premise program will be managed with controlled access, capacity awareness, and operational rules that align with a safety-focused CUP framework.

Proposed Hours of Operation

The following operating hours are proposed for Planning review:

Bottle Shop (Jazz's Wine & Spirits)

- **Weekdays:** 8:00 AM – 10:00 PM
- **Weekends:** 8:00 AM – 12:00 AM (midnight)

Bar (Jazzy's)

- **Weekdays:** 3:00 PM – 12:00 AM (midnight)
- **Friday/Saturday:** 11:00 AM – 12:00 PM
- **Sundays:** 11:00 AM – 12:00 PM

Tasting Room (Jazz’s Tasting Room)

- **11:00 AM until bar close**
 - **Scheduled events only**
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Staffing and Employment

The project is expected to create **approximately 17–20 permanent jobs** for local residents across retail operations, bar/tasting programming, inventory management, and site management/security support.

Deliveries, Loading, and Daily Site Logistics

Deliveries and receiving will be managed to minimize neighborhood impacts and to maintain a clean and orderly site.

- Deliveries will occur during standard daytime windows.
 - Staff will monitor exterior areas during operating hours.
 - Site operations will include routine trash handling and exterior cleanup responsibilities to prevent nuisance conditions.
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Security, Safety, and Nuisance Prevention (CUP Commitments)

Operations will be managed under a proactive safety framework. Core commitments include:

- **24/7 surveillance coverage** of entry/exit points, interior areas, and parking areas.
- **Security staffing during peak periods** and for special events.
- **Anti-loitering protocols** and regular exterior monitoring.

- A well-lit premises and clear sightlines.
- **Behavior-based enforcement** with respect and fairness.
- **Zero tolerance** for illegal activity, with timely law enforcement contact when warranted.
- Coordination with neighboring businesses where appropriate for shared site monitoring.

The intent is to operate as a well-managed business that contributes to neighborhood stability and avoids late-night nuisance patterns.

Responsible Beverage Service (ABC + City Compliance)

The owner commits to responsible alcohol service and strict compliance with all applicable ABC requirements and any City conditions of approval, including:

- Mandatory staff training in Responsible Beverage Service (RBS) certification.
 - Strict ID verification for alcohol sales and service.
 - Refusal of service to visibly intoxicated individuals.
 - Incident documentation for significant events, with reporting when appropriate.
 - Ongoing policy review and adjustment based on community feedback and operational experience.
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Property Maintenance and Community Relations

The property will be maintained to a high standard to support a safe and welcoming streetscape.

Commitments include:

- Daily cleaning and immediate litter removal.
- Maintaining a clean, well-lit exterior.

- Landscape enhancements to improve the corridor character and support compatibility along nearby residential edges.
 - Posting clear contact information for community concerns.
 - Proactive neighborhood outreach and ongoing dialogue with neighbors, City staff, and public safety partners.
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Phasing and Deferred Submittals

A phased delivery approach is proposed to support safe operations and financial feasibility, while minimizing prolonged vacancy and avoiding unnecessary delays.

Phase 1 — Bottle Shop Opening (Open First)

Scope (high level):

- Bottle shop TI improvements.
- Required life-safety and code upgrades for Phase 1 occupancy.
- Front renovation / storefront readiness (as applicable).
- Parking lot configuration to remain existing.

Phase 2 — Bar Buildout (Longer Construction)

Scope (high level):

- Bar TI improvements and supporting back-of-house.
- Health-related scope tied to bar operations (as applicable).
- Tasting room programming aligned to bar operations (scheduled events only).

Parking and circulation: The existing parking lot is proposed to remain as-is for the current entitlement request. Any parking redesign and Magnolia turn/circulation changes are not addressed in this submittal.

Public Convenience and Necessity

This project addresses a market need in Riverside for curated, high-end wine and spirits retail combined with structured educational tastings. The project provides a

locally accessible specialty offering, reduces the need for residents to travel outside the City for comparable experiences, and supports ongoing sales tax generation.

Owner Commitment Statement (Summary)

The owner's commitment is to operate a professionally managed, safety-focused establishment that is accountable to the surrounding community and responsive to City oversight. Policies and procedures will be reviewed regularly and adjusted as needed in collaboration with community and public safety partners.

Conclusion

Jazz's Wine & Spirits / Jazzy's is proposed as a responsible, well-managed specialty retail and tasting concept within an existing commercial site. The requested CUP will allow the City to establish clear operating conditions and accountability measures while supporting economic activity, job creation, and corridor activation in a manner compatible with neighborhood expectations.