



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JUNE 9, 2026

FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARD: 3
DEPARTMENT

SUBJECT: P09-0551 (RZ) – ZONING CODE (MAP) AMENDMENT - ADOPT AN ORDINANCE AMENDING CHAPTER 19.090 OF THE RIVERSIDE MUNICIPAL CODE BY REZONING APPROXIMATELY 0.44 ACRES OF PROPERTY FROM THE R-1-7000-SP – SINGLE FAMILY RESIDENTIAL AND SPECIFIC PLAN (MAGNOLIA AVENUE) OVERLAY ZONE TO CR-SP – COMMERCIAL RETAIL AND SPECIFIC PLAN (MAGNOLIA AVENUE) OVERLAY ZONE, LOCATED AT 3542 CENTRAL AVENUE, SITUATED ON THE SOUTHERLY SIDE OF CENTRAL AVENUE, WESTERLY OF RIVERSIDE AVENUE, AND EASTERLY OF SAN DIEGO AVENUE

ISSUE:

Adopt an Ordinance rezoning approximately 0.44 acres of property from the R-1-7000-SP – Single Family Residential and Specific Plan (Magnolia Avenue) Overlay Zone to CR-SP – Commercial Retail and Specific Plan (Magnolia Avenue) Overlay Zone, located at 3542 Central Avenue, situated on the southerly side of Central Avenue, westerly of Riverside Avenue, and easterly of San Diego Avenue.

RECOMMENDATION:

That the City Council adopt an Ordinance amending Chapter 19.090 the Zoning Map of the Riverside Municipal Code.

INTRODUCTION OF ORDINANCE:

On April, 13, 2010, the City Council introduced an ordinance amending Chapter 19.090 of the Riverside Municipal Code by rezoning approximately 0.44 acres of property from the R-1-7000-SP – Single Family Residential and Specific Plan (Magnolia Avenue) Overlay Zone to CR-SP – Commercial Retail and Specific Plan (Magnolia Avenue) Overlay Zone, located at 3542 Central Avenue, situated on the southerly side of Central Avenue, westerly of Riverside Avenue, and easterly of San Diego Avenue.

DISCUSSION:

The applicant, the operators of La Bodega Wines & Spirit, which is adjacent to the project site on the easterly side, is seeking approval of a Zoning Code Map Amendment to rezone the subject property from the R-1-7000-SP – Single Family Residential and Specific Plan (Magnolia Avenue) Overlay Zones to the CR-SP – Commercial Retail and Specific Plan (Magnolia Avenue) Overlay Zones to allow the proposed wine and beer tasting facility and the off-sale of beer and wine on the subject property. The associated Conditional Use Permit (Planning Case P09-0550) to permit the establishment of a wine and beer tasting facility was approved by City Council on April 13, 2010.

The wine and beer facility will provide customers the opportunity to sample various wines and beers, either as part of a private event or as “walk-ins”. During regular business hours, the applicant proposes weekly events where wine and beer makers will provide samplings and information on their products. Additionally, the applicant’s intent is to hold private tasting events and receptions from time to time for no more than 20 people. The facility will not offer any entertainment (e.g., no live music or dancing) and no outdoor speakers will be installed on the patio areas. The facility has an area set aside for the final preparation of catered food and cleanup; no cooking or other food preparation is proposed in conjunction with this use.

Physical improvements to the site include the construction of the outdoor patio in the rear of the property, demolition of the detached garage to allow for the installation and striping of the rear parking lot and related parking lot landscaping, a trash enclosure, as well as a decorative walkway and new landscaping in the front yard area, facing Central Avenue. Modifications to the exterior of the building are limited to the installation of exterior lighting as appropriate.

FISCAL IMPACT:

There is no fiscal impact associated with this action since all project costs are borne by the applicant.

Prepared by:	Candice Assadzadeh, Senior Planner
Approved by:	Miranda Evans, Interim Community & Economic Development Director
Certified as to availability of funds:	Julie Nemes, Interim Finance Director
Approved by:	Mike Futrell, City Manager
Approved as to form:	Rebecca McKee-Reimbold, Interim City Attorney

Attachments:

- 1 Ordinance
2. Exhibit A - Rezone Ordinance for 3542 Central
3. 2a - City Council Staff Report and Exhibits – April 13, 2010
4. 2b - City Council Staff Report and Exhibits – April 13, 2010
5. 2c - City Council Staff Report and Exhibits – April 13, 2010
6. 2d - City Council Staff Report and Exhibits – April 13, 2010
7. 2e - City Council Staff Report and Exhibits – April 13, 2010
8. 2f - City Council Staff Report and Exhibits – April 13, 2010
9. 2g - City Council Staff Report and Exhibits – April 13, 2010
- 10 2h - City Council Staff Report and Exhibits – April 13, 2010