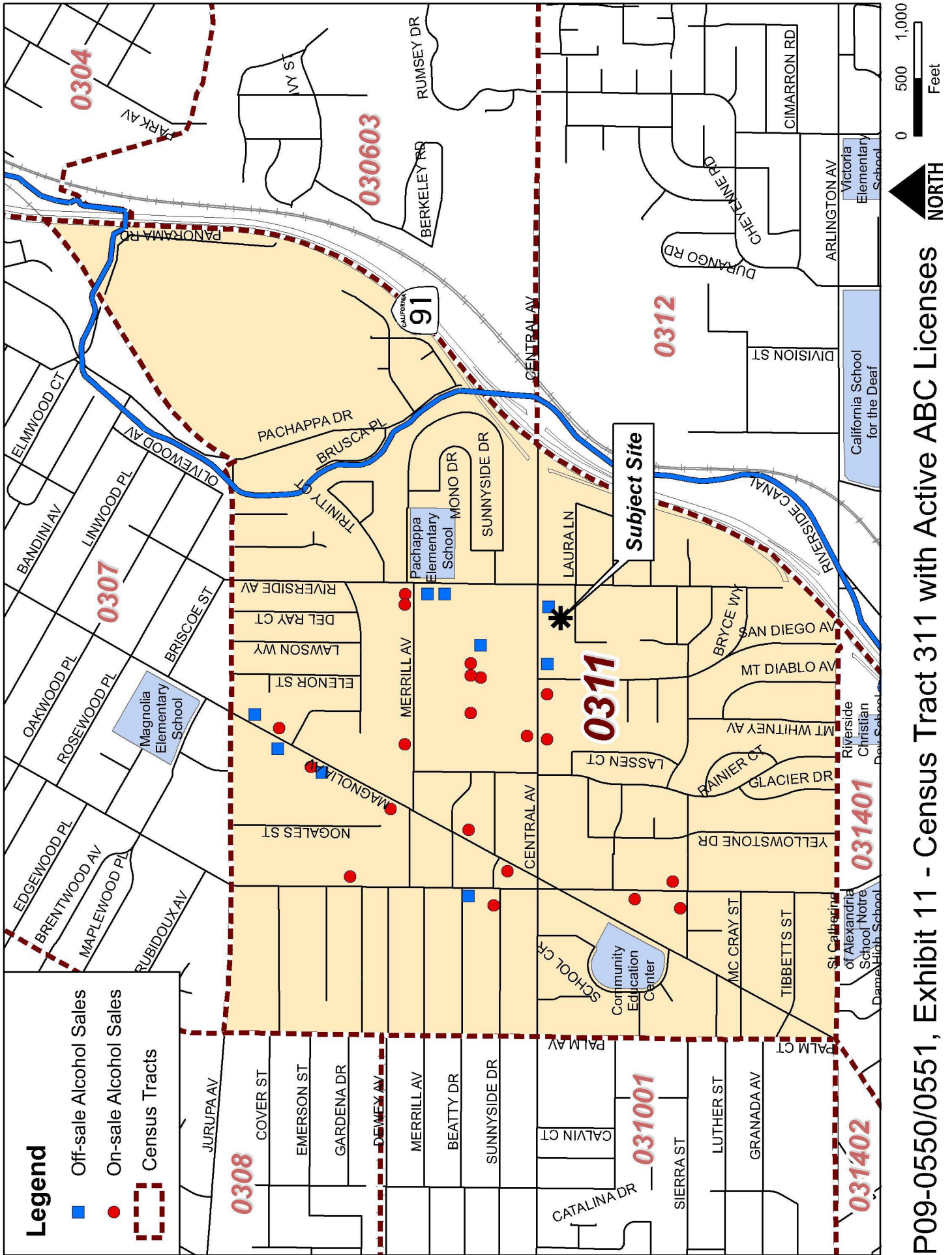


3. **The granting of this request will not prove materially detrimental to the public welfare or injurious to the property or improvements in the neighborhood in which the property is located.**

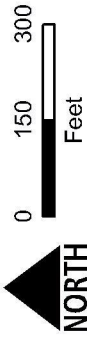
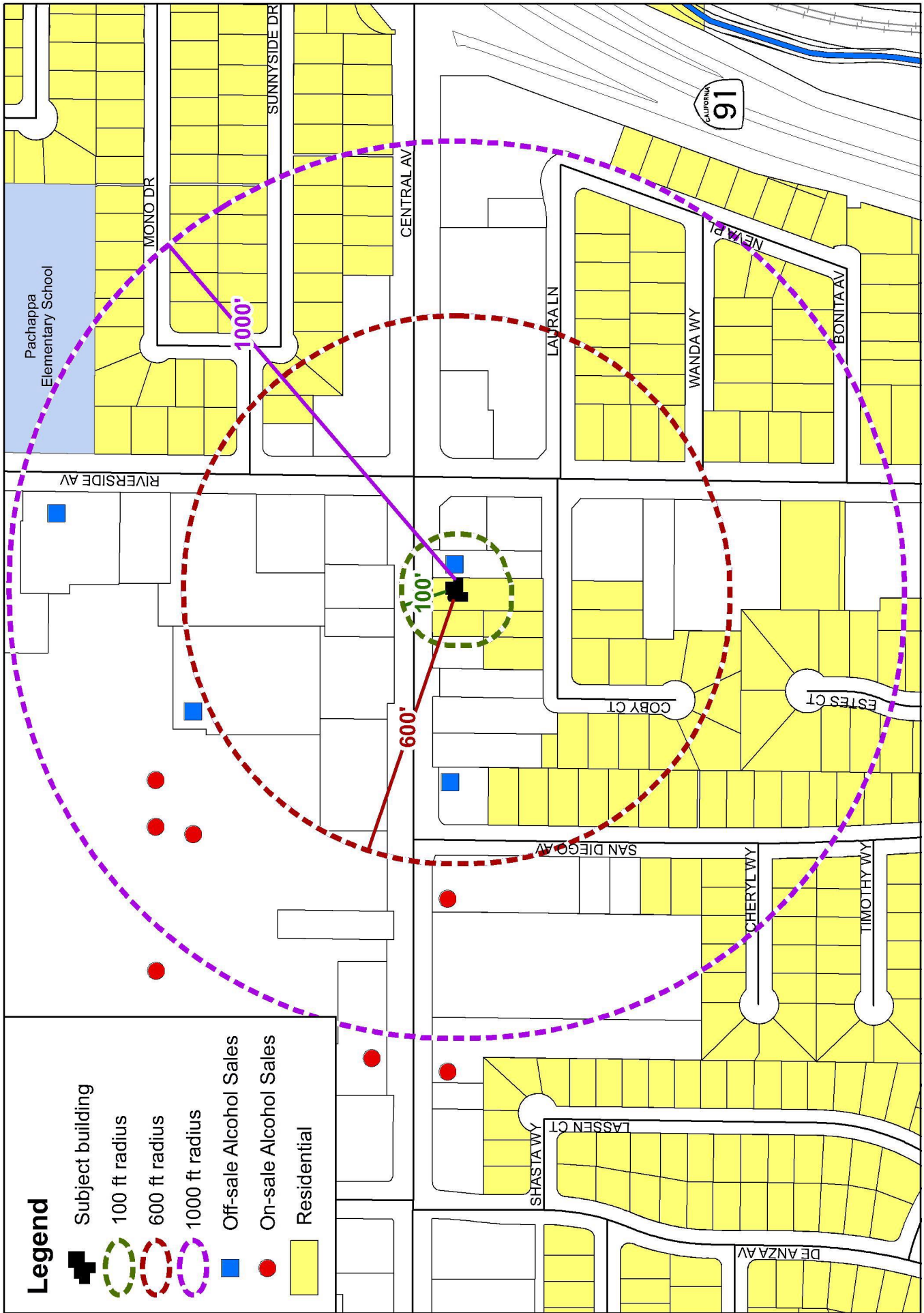
**Variances A, B, C:** The proposal complies with this finding. The granting of the requested variance will not prove detrimental to the adjacent residences and the overall neighborhood. The site in question is located in a commercialized area of the City, fronting onto Central Avenue, a major arterial street and located in an area around the Riverside Plaza where commercial business that cater to the various tastes in entertainment abound. The proposed traditional wine tasting facility will be conditioned to address potentially detrimental neighborhood compatibility concerns including management, traffic, noise and security. Proper fulfillment of these conditions of approval will result in a properly operated facility that will be an asset to the neighborhood. Additionally, a public notice regarding this project was sent out to property owners within 1,000 feet and no comments in opposition have been received by staff. Lastly, signatures in support of this project have been obtained from nearby property owners that would be impacted by this project.

4. **The granting of this request will not be contrary to the objectives of the General Plan.**

**Variances A, B, C:** The proposal complies with this finding. Due to the limited scope of the requested variances, the General Plan does not pertain in this instance.



P09-0550/0551, Exhibit 11 - Census Tract 311 with Active ABC Licenses



P09-0550/0551, Exhibit 12 - Radius Map

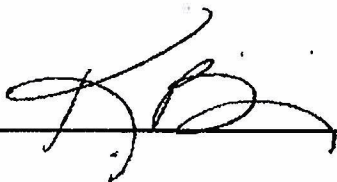


Name KRISTI BELLANCA

Address 3536 LAURA LANE RIVERSIDE 92506

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature \_\_\_\_\_



P09-0550/0551, Exhibit 13  
Neighbors in Support of Project

Name Melissa Clark

Address 3542 Laura Lane, Riverside

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature M Clark

Name ALMA BELLAIA

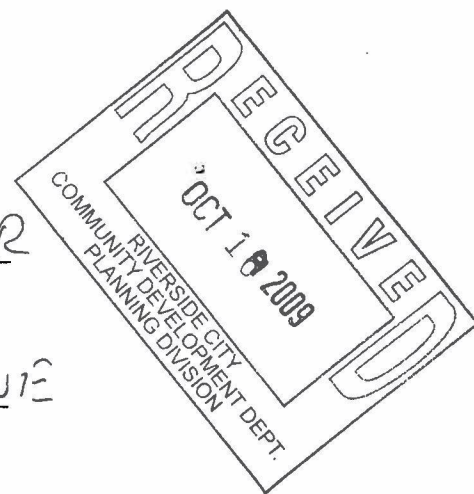
Address 6359 COBY CT.  
RIV. 92506

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature 

Name RICHARD WASSNER

Address 3539 LAURA LANE



I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature Richard Wassner

Name MARIO A DIAZ

Address 3531 HAVILA LN RIVERSIDE CA 92506

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature Mario A. Diaz

Name Joe Cupido

Address 6345 COBY COURT

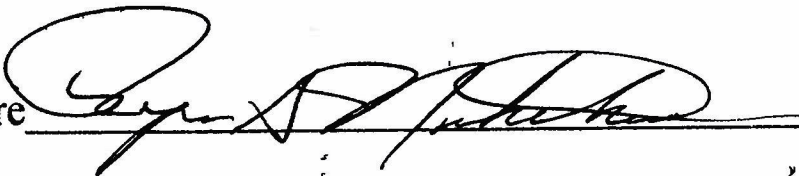
I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature Joe Cupido

Name Ryan S. Nakatani

Address 6362 Coby Cr

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature 

Name DWIGHT A LAMBERT

Address 6366 COBY COURT, RIVERSIDE, CA 92506

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

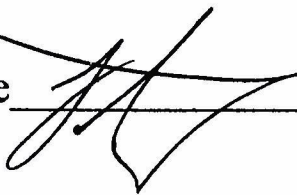
Signature Dwight A. Lambert

Name Josh Stone

Address 3542 Laura LN

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

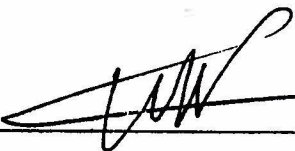
Signature

A handwritten signature in black ink, appearing to be 'Josh Stone', written over a horizontal line.

Name William Purmort

Address 6359 Coby Ct

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature  \_\_\_\_\_

Name JERRY PEDERSON

Address 3528 LAURA LN, RIVERSIDE CA

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

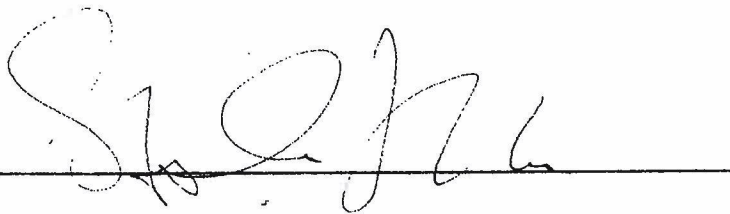
Signature 

Name Steve Moore

Address 3536 Laura Ln Riverside Ca 92506

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature

A handwritten signature in cursive script, appearing to read "Steve Moore", written over a horizontal line.

Name GRACE CIRILLO

Address 5351 LOBY CT. RUSD, CA 92506

I am in favor and want to express my strong support for the proposed project of a tasting room and wine bar to be located at 3524 Central Ave.

Signature G. Cirillo



**GREATER RIVERSIDE  
CHAMBERS OF COMMERCE**  
*The Chamber...building a stronger local economy.*

November 20, 2009

Mr. Ken Gutierrez &  
Members of Planning Commission  
3900 Main Street, 3<sup>rd</sup> Floor  
Riverside, CA 92522

Dear Mr. Gutierrez & Planning Commissioners:

The Magnolia Center Board of the Greater Riverside Chambers of Commerce supports the plans of Mike Dahdul, owner of La Bodega Wine & Spirits, to develop a wine tasting room. Plans are to renovate the vacant home adjacent to la Bodega on Central Ave. converting it to a wine tasting room. The house is 1200 square feet and will have the capacity to serve groups up to 60 or 70. The design will be Tuscan style and accommodate indoor and outdoor seating, a fountain and landscaping.

Riverside continues to have a need for entertainment venues and an addition of a wine tasting room would serve that purpose well. We also feel it would be complimentary to the Riverside Plaza businesses.

Based on these considerations, the Magnolia Center Board of Directors supports the La Bodega Wine Tasting House.

Thank you for your consideration regarding this matter.

Sincerely,

Cindy Roth  
President/CEO

CR/jh

P09-0550/0551, Exhibit 14  
Letter in Favor of the Proposal  
4-71



## *Draft Negative Declaration*

WARD: 3

1. **Case Number:** P09-0550 (Conditional Use Permit) & P09-0551 (Rezone)
2. **Project Title:** Wine Tasting Facility
3. **Hearing Date:** March 18, 2010
4. **Lead Agency:** City of Riverside  
Community Development Department  
Planning Division  
3900 Main Street, 3<sup>rd</sup> Floor  
Riverside, CA 92522
5. **Contact Person:** Kyle Smith, Associate Planner  
**Phone Number:** (951) 826-5220  
**Email:** kjsmith@riversideca.gov
6. **Project Location:** 3542 Central Avenue, situated on the southerly side of Central Avenue, westerly of Riverside Avenue, easterly of San Diego Avenue
7. **Project Applicant/Project Sponsor's Name and Address:**

<u>Owner:</u> Mohammad A.R. & Hoda Dahdul 3512 Central Ave. Riverside, CA 92506	<u>Applicant:</u> Hardie Lewis, CBO 2223 Black Oak Place Riverside, CA 92506
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8. **General Plan Designation:** C- Commercial
9. **Zoning:** Current: R-1-7000-SP – Single Family Residential-Specific Plan (Magnolia Avenue Specific Plan) Overlay Zones
10. **Description of Project:**

The applicant (the operators of La Bodega Wines & Spirit, which has been operating in Riverside since 1966 and is adjacent to the project site on the easterly side) is seeking approval of a Conditional Use Permit (CUP) to allow for the establishment and operation of a wine tasting facility within the existing Spanish Colonial Revival structure on the subject property. The applicant has indicated that licenses from the California Department of Alcoholic Beverage Control (ABC) have been requested to sell and serve beer and wine for on-site consumption and to sell beer and wine for off-site consumption. Concurrent with this CUP request is a Zoning Code 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 tasting facility and the off-sale of beer and wine on the subject property.

The applicant is planning to be open to the public from 11:00 a.m. to 9:00 p.m. seven days a week. The facility will provide customers the opportunity to sample various beers and wines either as part of a private event or as “walk-ins”. The areas for tastings will be provided inside the building in three areas as shown on the submitted floor plan (Exhibit 6). 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 has indicated their intent 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. 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 at this time.

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.

As the subject structure has been identified as an excellent and highly intact example of Spanish Revival Colonial Revival architecture. As such the proposed exterior modifications to the building and site as described below are subject to review and approval of a Certificate of Appropriateness, which is being processed administratively concurrently with the CUP and Rezoning under Planning Case P10-0108. Any comments from the Planning Commission relative to the project design will be addressed in the analysis and final recommendations for the related Certificate of Appropriateness case.

Implementation of this request will require Public Convenience and Necessity (PCorN) findings to be made for this use, as data obtained from the California Department of Alcoholic Beverage Control (ABC) indicates that the subject site is located within an over-concentrated census tract (Census Tract 0311). As well, the project does not meet all applicable standards related to the sale of beer and wine, or the lot size minimum standard of the requested CR – Commercial Retail Zone. Therefore, the following variances are being requested in conjunction with this project:

1. To allow alcohol sales within 22 feet and 45 feet of two single family residentially zoned properties where the Zoning Code requires a minimum separation of 100 feet from a residential dwelling or property zoned for residential uses, as measured from any point upon the outside walls of the building or building lease space containing the business to the nearest residential property line.
2. To allow alcohol sales within 1,000 feet of other businesses licensed by the State of California for off-sale general alcoholic beverage sales with less than 15,000 square feet of gross floor area or which sells alcoholic beverages as its principal business. The Zoning Code requires a minimum distance of 1,000 feet as measured from any point upon the outside walls of the building or building lease space applying for the discretionary permit to the nearest property line of the site containing the existing off-site alcoholic beverage sales business.
3. To allow the project site to be approximately 18,200 square feet in area (after dedication of right of way along Central Avenue) where a minimum lot size of 20,000 square feet is required for new lots in the CR – Commercial Retail Zone.

#### **11. Existing Land Use and Setting:**

The subject site is 19,166 square feet in size and is currently zoned R-1-7000-SP – Single Family Residential and Specific Plan (Magnolia Avenue) Overlay Zones. The existing structure on the property is an approximately 1,490 square foot single family residence constructed in 1948. An approximately 800 square foot detached garage also exists on the property. According to a Cultural

Resource Study prepared for this project by Wilkman Historical Services on January 14, 2010, the residence was designed in a Spanish Colonial Revival style and was likely a part of fruit or nut tree grove and was an indistinguishable part of a small farm, situated at the southwest corner of Riverside and Central Avenues, which dominated the area now known as the Magnolia Center neighborhood. This neighborhood has long been an important commercial hub of Riverside, sometimes considered a second downtown. Several of Riverside's major streets converge at Magnolia Center, including Central Avenue where the subject site is located, making it a natural location for commercial activities. In addition to the commercial development now found along Central Avenue, between Magnolia Avenue and the Riverside (91) Freeway, well-established residential neighborhoods of varying densities are found within the Magnolia Center. In this case, a residential neighborhood, consisting of single family residences, is located to the south of the subject site.

**12. Surrounding land uses and setting:**

	<b>Existing Land Use</b>	<b>Zoning Designation</b>
<b>North</b> (across Central Avenue)	Riverside Plaza	CR- SP- Commercial Retail-Specific Plan (Magnolia Avenue Specific Plan) Overlay Zones
<b>East</b>	La Bodega Wines & Spirit	CR- SP- Commercial Retail-Specific Plan (Magnolia Avenue Specific Plan) Overlay Zones
<b>South</b> (across Laura Lane)	Single Family Residence and Office	R-1-7000 – Single Family Residential & O - Office
<b>West</b>	Single Family Residence and Office	R-1-7000-SP – Single Family Residential – Specific Plan (Magnolia Avenue Specific Plan) Overlay Zones

**13. Other public agencies whose approval is required (e.g., permits, financial approval, or participation agreement.):**

None

**14. Documents used and/or referenced in this review:**

- a. General Plan 2025
- b. GP 2025 FPEIR
- c. Historical Evaluation by Wilkman Historical Services, dated January 14, 2010

**15. Acronyms**

- AICUZ - Air Installation Compatible Use Zone Study
- AQMP - Air Quality Management Plan
- AUSD - Alvord Unified School District
- CDG - Citywide Design Guidelines
- CEQA - California Environmental Quality Act
- CMP - Congestion Management Plan
- EMWD - Eastern Municipal Water District
- EOP - Emergency Operations Plan
- FEMA - Federal Emergency Management Agency
- FPEIR - GP 2025 Final Programmatic Environmental Impact Report

GIS -	Geographic Information System
GP 2025 -	General Plan 2025
LHMP -	Local Hazard Mitigation Plan
MARB/MIP -	March Air Reserve Base/March Inland Port
MJPA-JLUS -	March Joint Powers Authority - Joint Land Use Study
MSHCP -	Multiple-Species Habitat Conservation Plan
MVUSD -	Moreno Valley Unified School District
NCCP -	Natural Communities Conservation Plan
OEM -	Office of Emergency Services
RCALUC -	Riverside County Airport Land Use Commission
RCALUCP -	Riverside County Airport Land Use Compatibility Plan
RCP -	Regional Comprehensive Plan
RCTC -	Riverside County Transportation Commission
RMC -	Riverside Municipal Code
RPD -	Riverside Police Department
RPU -	Riverside Public Utilities
RPW -	Riverside Public Works
RTP -	Regional Transportation Plan
RUSD -	Riverside Unified School District
SCAG -	Southern California Association of Governments
SCAQMD -	South Coast Air Quality Management District
SKR-HCP -	Stephens' Kangaroo Rat - Habitat Conservation Plan
SWPPP -	Storm Water Pollution Prevention Plan
USGS -	United States Geologic Survey
WMWD -	Western Municipal Water District
WQMP -	Water Quality Management Plan