



June 30, 2025

Re: Vallarta Food Enterprises, Inc.  
Vallarta Supermarkets #76  
851 West Olive Avenue, Suite 370  
Merced, CA 95348

To Whom It May Concern:

Please consider this letter our request for a determination of Public Convenience and/or Necessity (PCN) for a Type 21 Liquor License which is required by the Department of Alcoholic Beverage Control (ABC) pursuant to Business and Professions Code Section 23958.4.

Vallarta Food Enterprises, Inc., will prove to be extremely desirable to the public convenience and welfare by providing area residents, visitors and workers with comfortable shopping in a warm friendly atmosphere. We will operate in a conscientious and thoughtful way, always with sensitivity to any possible detriment to those residents that might be affected.

The applicant requests to sell alcoholic beverages for off-site consumption and in conjunction will not jeopardize, endanger or otherwise constitute a menace to public health, safety or general welfare. Vallarta Supermarkets store operating hours are 7:00am – 10:00pm daily. We are fully aware of the unique responsibilities of operating a store associated with alcoholic beverage sales. Although alcohol sales are only a small portion of our business, as part of the shopping experience we believe that our customers desire the convenience of being able to purchase alcoholic beverages. This convenience is imperative to our ability to serve and attract our customers.

We respectfully request that Merced City Council determine that the Public Convenience and Necessity would be served by the issuance of this license. Please do not hesitate to contact me if you have any further questions or require any additional information.

Thank you for your assistance.

Sincerely,

*Trey Lindle*

Trey Lindle  
Vallarta Supermarkets  
[trey.lindle@vallartasupermarkets.com](mailto:trey.lindle@vallartasupermarkets.com)  
(323) 443-6226

Corporate Office • 28480 Avenue Stanford • Santa Clarita, CA 91355 • Company Main (818) 898-0088

## PROPERTY OWNER AUTHORIZATION & CONSENT

Address of Property (if more than one property, list all addresses)

Address	Assessor's Parcel Number (APN)
851 W Olive, Avenue, Merced, CA 95348	236-220-038


Is the property owned by an individual(s) or an entity such as a Corporation, LLC, LP, etc.?

<input type="checkbox"/> Individual(s)	<input checked="" type="checkbox"/> Entity	Name of Entity: Marketplace at Merced, LLC
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Property Owner(s) Information (if the owner is an entity such as a corporation, LLC, LP, etc., list the person authorized to sign on behalf of the entity. In addition to this form, you must also submit documentation showing the person signing listed is authorized to sign on behalf of the entity.):

First Name Ethan	Last Name Conrad		
Street Address: 1300 National Drive, Suite 100			
City Sacramento	State CA	Zip 95834	Phone (916) 779-1000
Email ethan@ethanconradprop.com			
First Name N/A	Last Name		
Street Address:			
City	State	Zip	Phone
Email			

### Owner's Signature/Consent

I certify under the penalty of the laws of the State of California that I am the property owner of the property listed above and I am authorizing and consent to the filing of this application. I further acknowledge that the final approval by the City of Merced, if any, may result in restrictions, limitations, conditions, and construction obligations being imposed on this property.	
I further understand that an incomplete application cannot be accepted for processing and that the application is not considered fully submitted until such time as all fees have been paid.	
Owner's Name Ethan Conrad	
Owner's Signature 	Date 07/03/2025

If this application is being submitted by someone other than the property owner, please proceed to page 2 and complete the Agent Authorization.

## PROPERTY OWNER AUTHORIZATION & CONSENT

### Agent Authorization:

As owner(s) of the property listed on Page 1, I/we, hereby authorize the following person(s) to act as Agent on my/our behalf to submit an application for the following applications (check all that apply).

### Authorized Agents:

Name	Company
Trey Lindle	Vallarta Supermarkets

### Applications:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Abandonment / Vacation  | <input type="checkbox"/> Annexation                                      | <input type="checkbox"/> Appeal                            |
| <input type="checkbox"/> CFD Annexation  | <input type="checkbox"/> City—Owned Real Property Use Permit             | <input type="checkbox"/> Conditional Use Permit            |
| <input type="checkbox"/> Design Review Final   | <input checked="" type="checkbox"/> Determination (including PCN Letter) | <input type="checkbox"/> Environmental Review              |
| <input type="checkbox"/> Subdivision Map   | <input type="checkbox"/> General Plan Amendment                          | <input type="checkbox"/> Minor Modification                |
| <input type="checkbox"/> Minor Subdivision (lot split, lot merger, lot line adj., cert. of compliance) | <input type="checkbox"/> Out of Boundary Service Request                 | <input type="checkbox"/> Planned Development Establishment |
| <input type="checkbox"/> Preliminary Application   | <input type="checkbox"/> Restaurant Encroachment Permit                  | <input type="checkbox"/> Site Plan Review                  |
| <input type="checkbox"/> Site Utilization Plan Revision  | <input type="checkbox"/> Street Closure                                  | <input type="checkbox"/> Street/Subdivision Name Change    |
| <input type="checkbox"/> Temporary Outdoor Use Permit  | <input type="checkbox"/> Tentative Subdivision Map                       | <input type="checkbox"/> Variance                          |
| <input type="checkbox"/> Zone Change   | <input type="checkbox"/> Zoning Ordinance Amendment                      | <input type="checkbox"/> Zoning Verification Letter        |
| <input type="checkbox"/> Other (describe)  |  |  |

Owner's Name Ethan Conrad	
Owner's Signature 	Date 07/03/2025

**CONFLICT OF INTEREST  
DISCLOSURE OF INCOME TO A PUBLIC OFFICIAL**

Dear Applicant,

The application which you have submitted may be reviewed by the Merced Planning Commission and may be subject to review by the Merced City Council.

The public officials who serve on the above are subject to conflict-of-interest laws which require that they determine whether you are a "source of income" to them. To help them make this determination, the City requires that you indicate below whether you or anyone else who is expected to benefit financially from the approval of the application has provided or promised "income" of \$250 or more to one of these public officials in the last 12 months.

"Income" includes (among other things) salary, interest, rent, gifts, an outstanding loan, and a pro-rata share of any income of any business entity or trust in which the public official or spouse, owns, directly, or indirectly, or beneficially, a 10% interest or greater. Income to the public official's spouse or dependents must also be included. Those that are expected to benefit include (but are not limited to) all applicants whether individuals, a partnership, a corporation, a trust, or an association. In the case of a partnership, each general and limited partner is expected to benefit; in the case of a corporation, each officer and stockholder, for each association, the officers, and other principals; and for each trust, the beneficiaries thereof.

The disclosure form below must be completed by you and will be included as part of your application.

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**DISCLOSURE OF INCOME TO A PUBLIC OFFICIAL**

After reviewing this application with the below named, no individual, partnership, corporation, or association which is expected to benefit from approval of this application has provided or promised money, or any other thing of value, aggregating \$250 or more to a member of the Planning Commission or City Council, within the last 12 months.

After reviewing this application with the individual(s), partnerships(s), corporation(s), and association(s) which are expected to benefit from approval of this application, the below named have furnished money or other things of value aggregating \$250 or more within the last 12 months to the public official(s) named below and who is a member of (please all that apply)

City Council ☐

Planning Commission ☐

Name of Source of Income	Name of Public Official

I declare under penalty of perjury that the foregoing is true and correct.

Signature 	Date <u>7/31/2025</u>
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Property Owner ☐ Applicant ☒

**Authorization for the City of Merced to use Architectural Drawings  
(In Compliance with SB 1214)**

Were the plans you submitted with your application drawn by a licensed architect?

YES ☒ NO ☐

If yes, please complete the information below.

Planning staff routinely use architectural plans or drawings submitted with your application as a way to educate the Planning Commission, City Council, and the public, about your project. This includes, using architectural plans or drawings as part of the publicly posted administrative reports and presentations regarding your project, which are made available on the City of Merced's website.

By checking "yes" below, you consent either as the owner or the design professional of the architectural plans or drawings submitted with this application, to the City's use of the plans and drawings in the manner discussed above.

YES ☒ NO ☐

Signature 	Date 07/01/25
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Property Owner ☐ Design Professional ☒