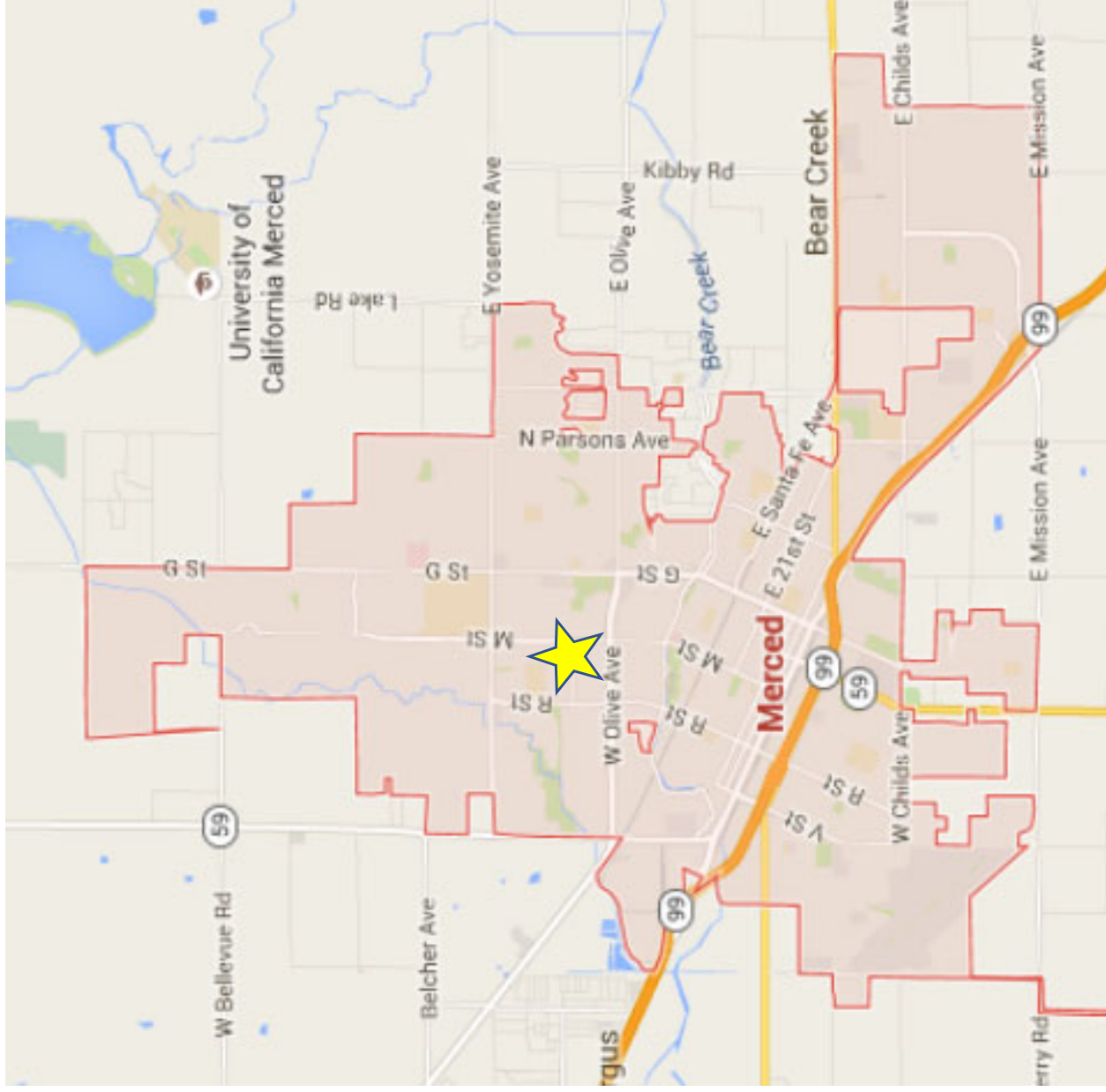




CUP #1278
New Convenience Market
(W/Alcohol Sales)
663 Fairfield Dr.

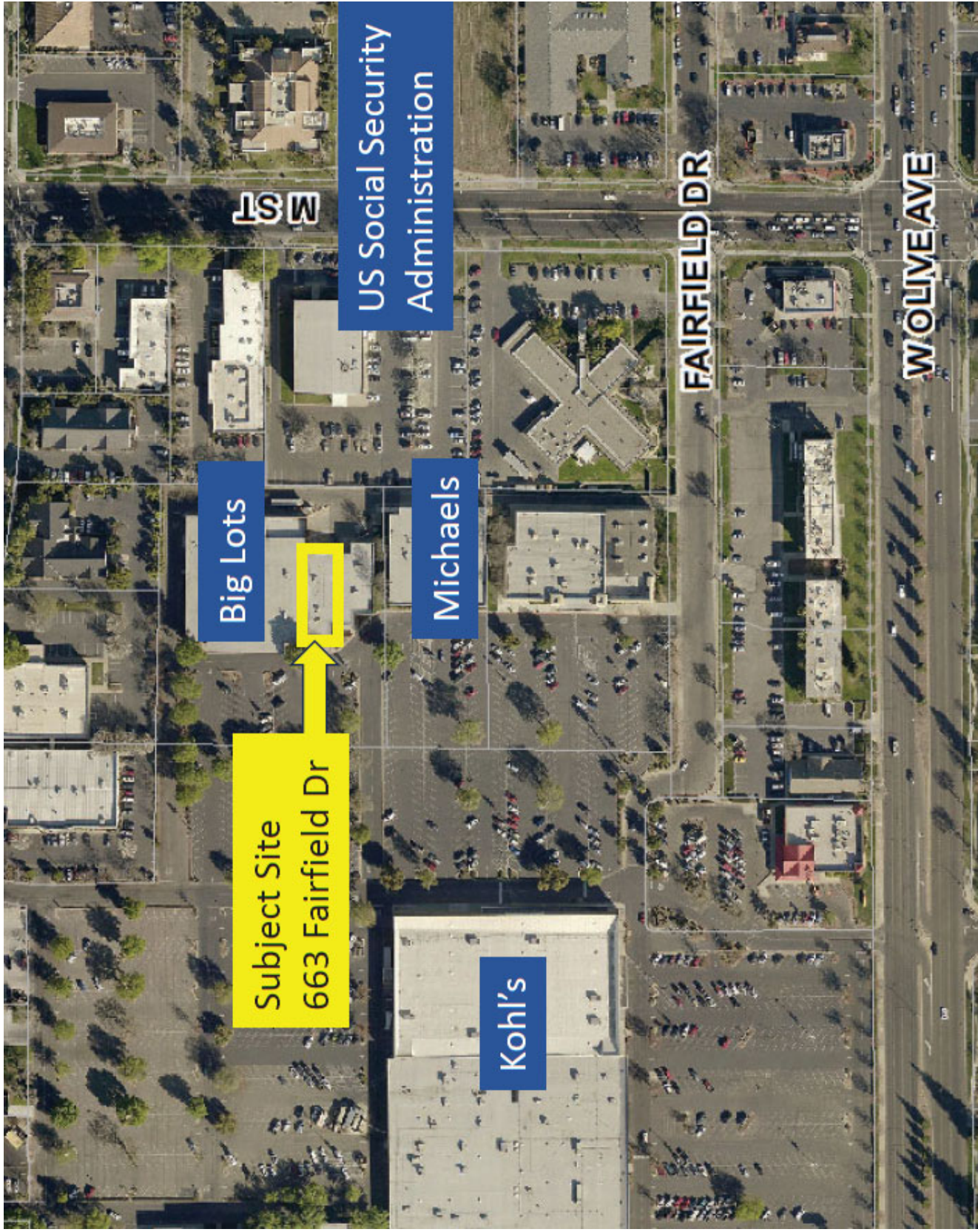
City-Scale Map



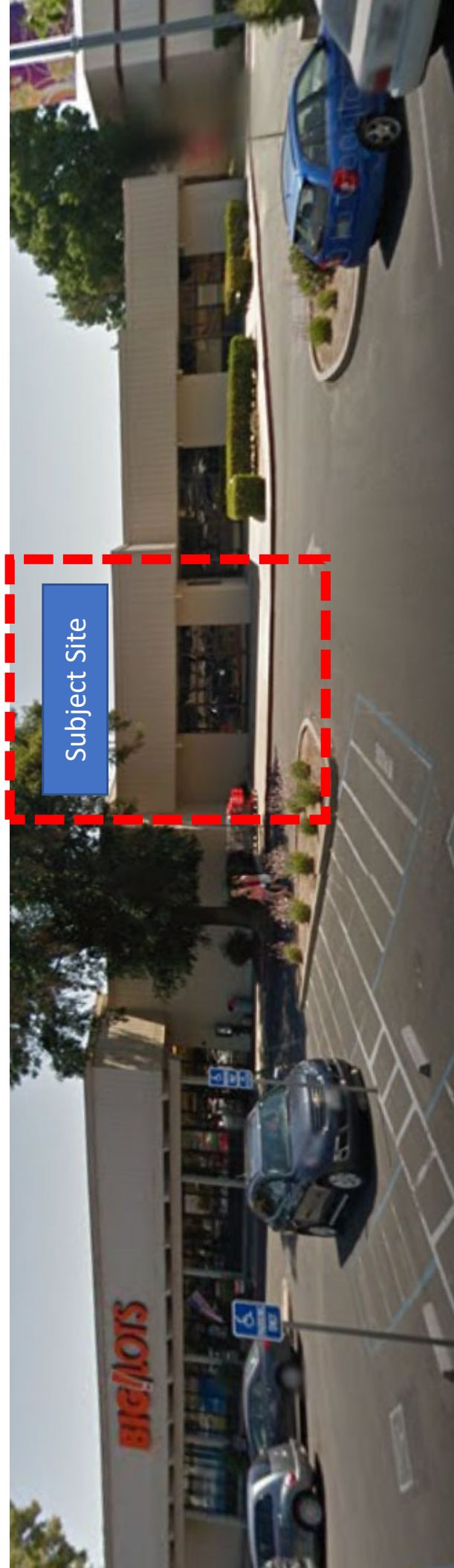
Land Use Policy & Design Review Boundary

- **MMC 20.10-1** – Permitted Land Uses in the Commercial Zoning District has a convenience market as a principally permitted use for the land use designation of Regional/Community Commercial (RC).
- **MMC 20.44.010** – Requires Conditional Use Permit for selling alcohol for off-site if the building under 20,000-s.f. (which the subject site is under). This regulation is meant to generally exempt larger grocery stores where alcohol is a smaller percentage of sales.
- **Finding of Public Convenience or Necessity** is required because subject site is within a Census Tract determined to be overconcentrated with alcohol licenses by the State department of Alcoholic Beverage Control (this is a subsequent step reviewed and approved by City Council).

Location Map



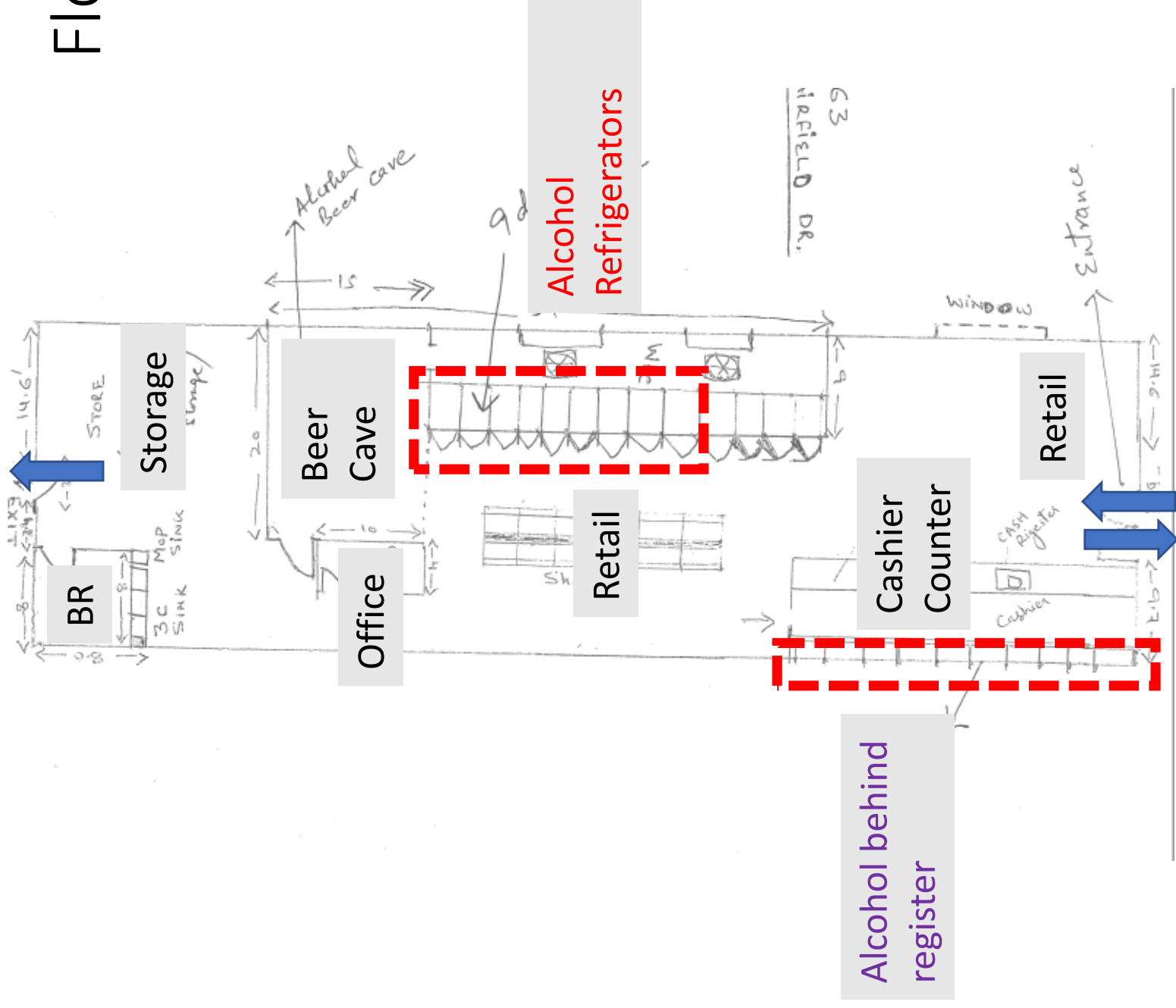
Main Elevation



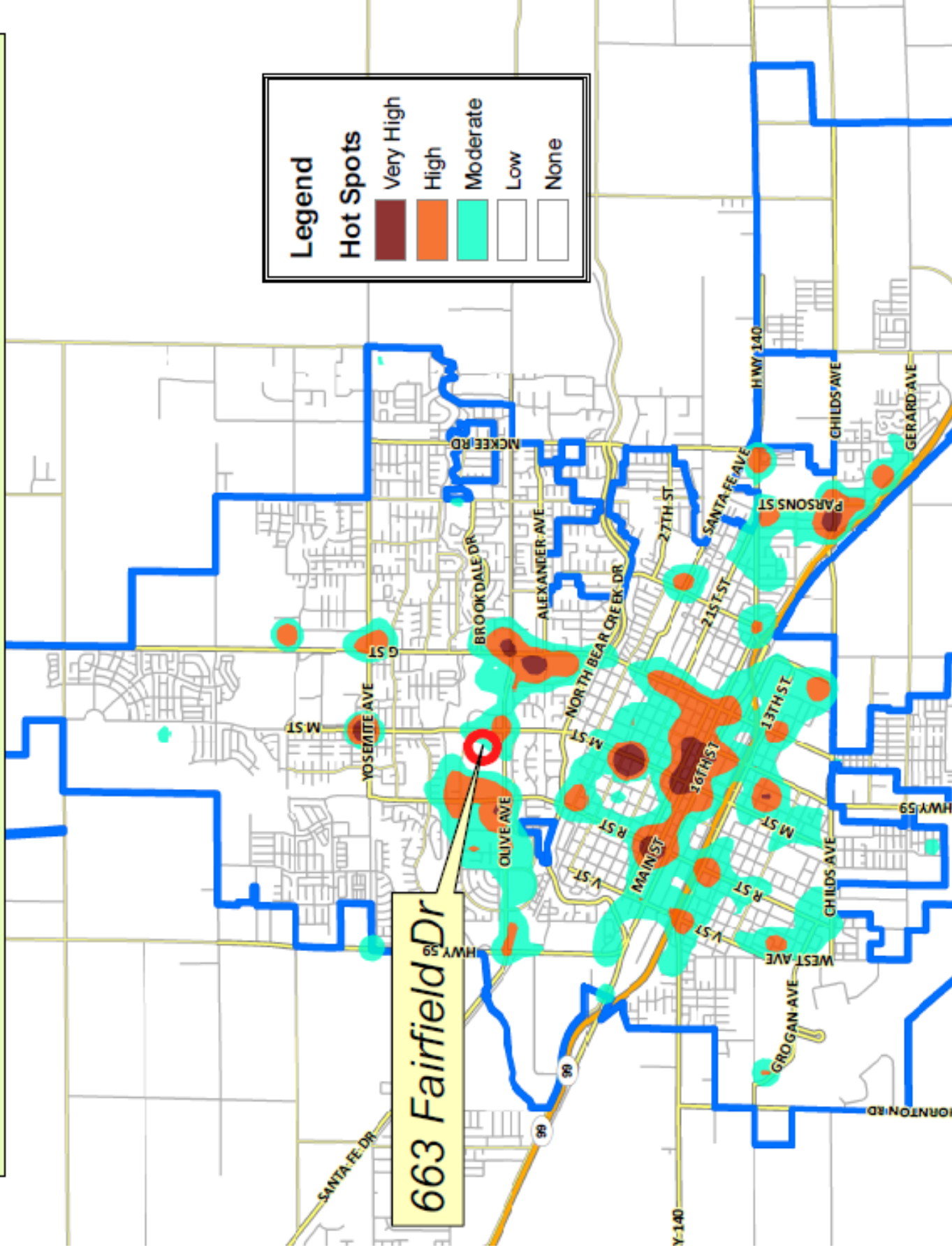
Floor Plan/Program

- Building exterior recently remodeled between 2022-2023.
- Customer Parking – 55 parking spaces on this parcel with cross-access and parking agreements with surrounding parcels. This proposal does not trigger additional parking.
- Hours of Operation:
 - Monday-Sunday=9:00 a.m. – 11:00 a.m.
 - Alcohol sales includes beer, wine, and distilled spirits

Floor Plan



HOT SPOTS of ALL POLICE Incidents for the period of 6/1/23 - 5/31/24 70,000+ incidents city wide



600+ Incidents within 500ft of 663 Fairfield Dr
for the period of 6/1/23 - 5/31/24

663 Fairfield Dr

ATTACHMENT E

Legend



Incident Types

Incident Type	Number of Incidents
Disturbance	27
Public Intoxication	0
Narcotics	1
MMC*	8

POLICE DEPARTMENT



- The Police Department does not have any issues with this request.
- The conditions of approval are typical for this use.
- Based on their crime analysis, the Police Department does not expect this project to adversely affect the surrounding neighborhood or be a burden on Police resources.

Neighborhood Impact

- Convenience markets are common throughout the neighborhood with the **7/11, Chevron, 76, Hot Spot Smoke Shop** all located within **½ mile of the subject site. In addition, there other several large grocery stores in the neighborhood that sell alcohol.**
- Given the existing alcohol sales in the area, staff does not anticipate that this approval would create any unusual circumstances for the neighborhood.
- Public Hearing Notice was published in Merced County Times and mailed to property owners within 300 feet of subject site 3 weeks prior to this meeting. Staff did not receive any comments from the public.

Conditions of Approval

- **Conditions #17:** Employees selling alcohol between 10 p.m. and 2 a.m. shall be at least 21 years of age.
- **Condition #19:** Alcohol sales shall be limited to 650 square feet (as shown on the proposed floor plan).
- **Condition #21:** Single-serving alcohol containers may not be sold separately unless authorized by the Police Department (wine over 750 ml is exempt).
- **Condition #22:** Prior to selling alcohol, the applicant shall obtain a Finding of Public Convenience or Necessity from City Council.
- **Condition #23:** Approval is subject to owner being in good standing with the State department of Alcoholic Beverage Control.

Planning Commission Action

After Holding the Public Hearing, the Commission may:
Approve/Disapprove/Modify

- Environmental Review #24-16 (Categorical Exemption)
- Conditional Use Permit #1278 (Subject to the Conditions in the Staff Report)