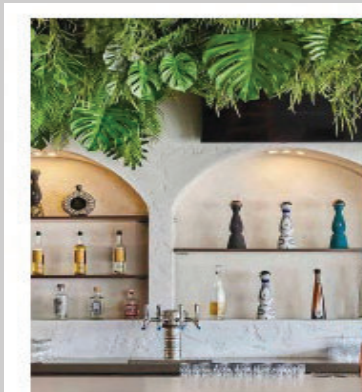


Land Use Determination #25-01

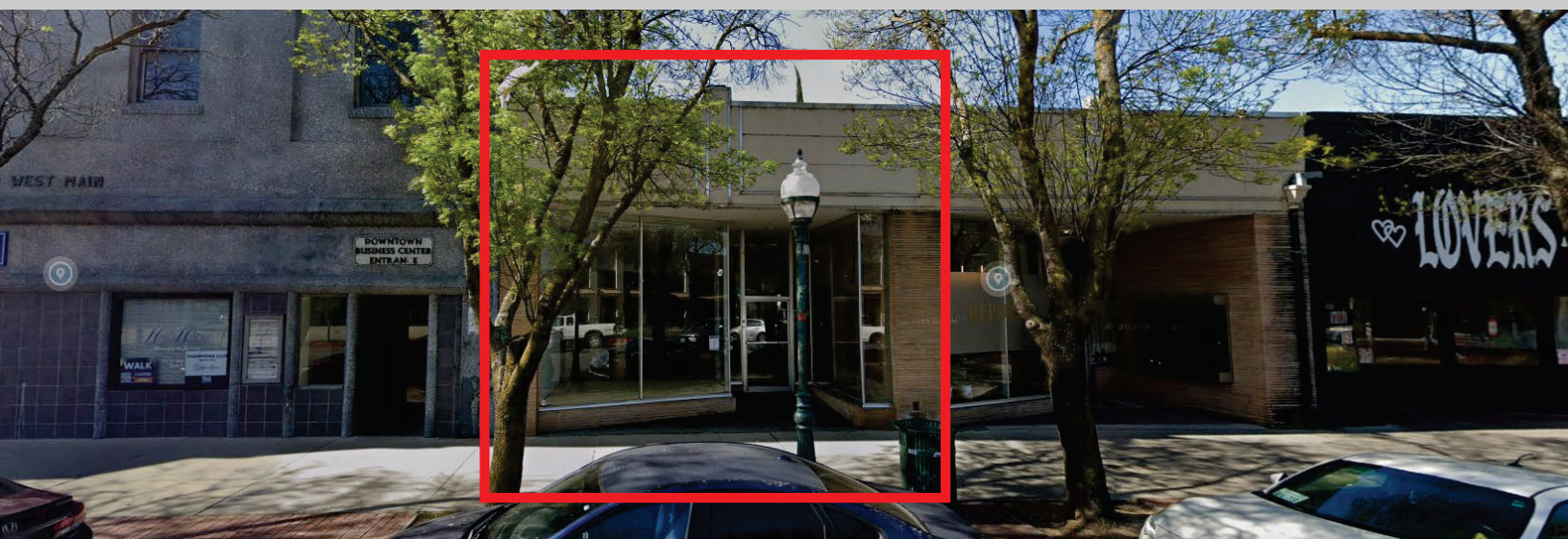
Finding of Public Convenience or Necessity for a
Type 40 ABC License for Una Mas Taproom

420 West Main Street



Location Map





Nearby Sensitive Uses



ABC License Request

- The applicant is requesting a Type 40 ABC License for a new family friendly taproom downtown.
- This license would allow them to serve Beer. It also requires them to serve some kinds of snacks or appetizers.
- The Type 40 ABC License also allows minors to attend the taproom.
- ABC requires the local jurisdiction to make a finding of Public Convenience or Necessity in support of an additional license if there is an “undue concentration” of licenses in the area.

Background Information

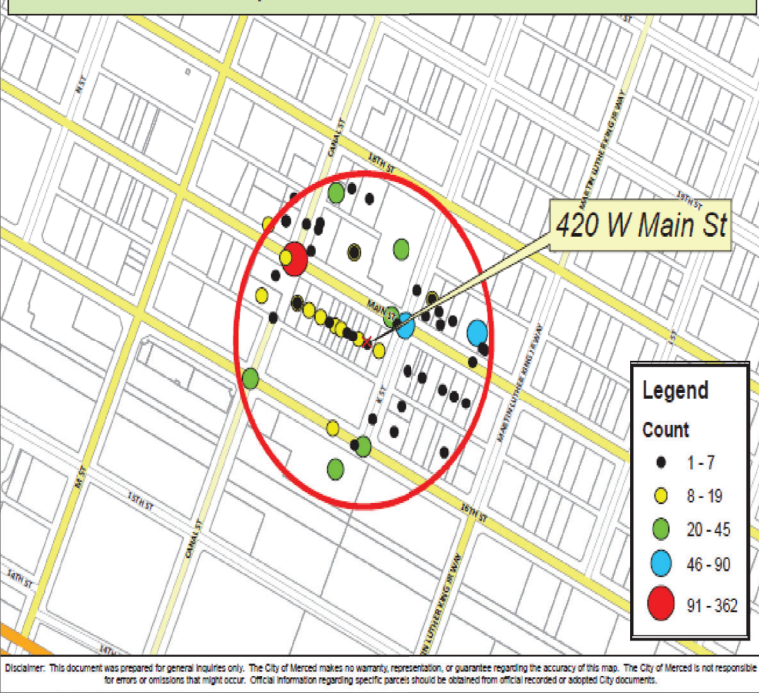
- This site is within Census Tract 13.02.
- Currently, there are 27 active licenses in this Census Tract.
- Census Tract 13.02 is allowed 2 licenses; thus, this request requires the City Council to make a finding of Public Convenience or Necessity.

Factors in Determining Public Convenience or Necessity

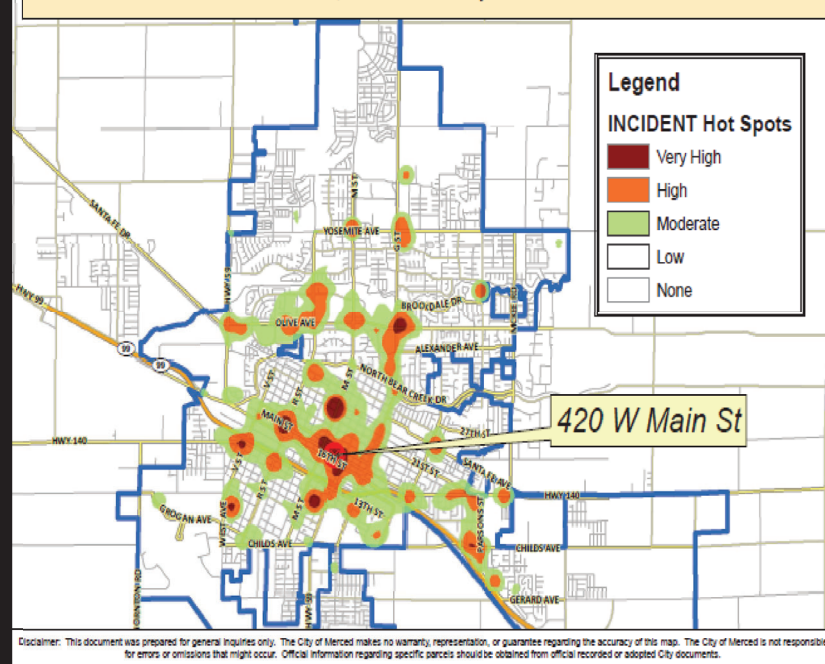
- The law does not clearly identify criteria to be used in determining public convenience or necessity.
- Some factors that can be considered include,
 - -The character of the premises
 - -The aesthetics and ambiance of the proposed business
 - -The attractiveness of the proposed business
 - -The type of guests who are likely to be patrons
 - -The ability of the business to serve a niche in the population not filled by other licenses in the area
- This list is not all-inclusive, as specific factors to consider have not been made more clearly identified by the courts in the past.

Crime Hot Spot Maps

Incidents within 500ft of 420 W Main St
for the period of 6/26/2024 - 06/25/2025



Hot Spots of ALL POLICE Incidents for the period of
6/26/2024 - 06/25/2025
69,000+ Incidents City Wide



Overall Crime Report

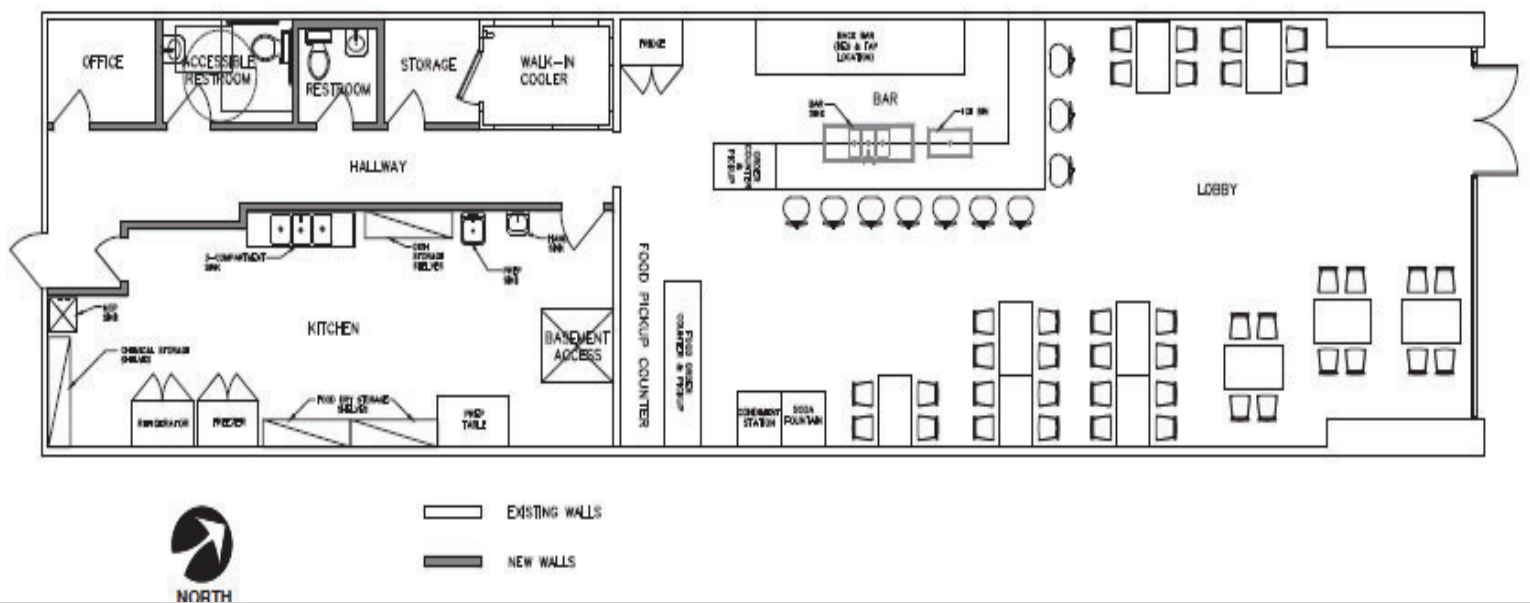
The City of Merced Police Department has reviewed this request and is in support of a Finding of Public Convenience or Necessity.

According to the Merced Police Department, this general area had a “Very High” concentration of incidents between June 26, 2024, and June 25, 2025.

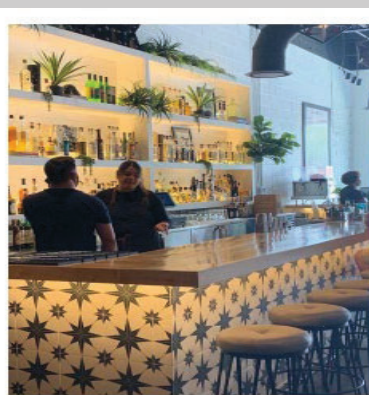
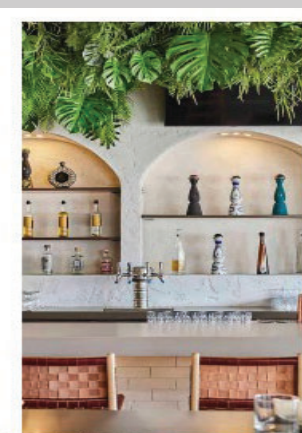
When issuing alcohol licenses, incidents such as the illegal sale of narcotics, disturbing the peace, and disorderly conduct are looked at.

During this time, there were 123 disturbances, 25 assaults, 1 public intoxication, 2 narcotics incidents, and 44 violations of the Municipal Code within 500 feet of this site.

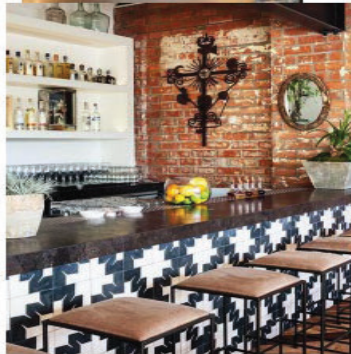
Proposed Floor Plan



Exterior Elevation Design (Approved) and Conceptual Interior Design



*Images are
solely ideas
we are
throwing
around as we
finalize the
design we
want to
recreate. We
will not serve
any wine nor
hard spirits.
Just beer.



Operation Details and Additional Information

- The applicant is also the property owner and indicated that they will be performing full interior and exterior renovations prior to opening.
- The applicant aims to create a “Spanish Style” environment with open spaces and simple design components.
- The applicant noted that they specifically chose the Type 40 License which allows minors to be present to create a more welcoming and family friendly space.
- The applicant will provide various non-alcoholic beverages which could include kombucha and lemonades. The applicant will also provide a variety of appetizers.
- The applicant will be implementing an owner-managed approach and wants to provide an educational and enjoyable experience to their customers using their knowledge of the craft beers they will serve.
- The applicant mentioned that they are filling a niche in the community by serving rotating offerings from local breweries and providing them the opportunity to serve their products.

City Council Action

After considering all the facts provided and the factors that may be considered for determining public convenience or necessity, if the City Council finds the public convenience or necessity would be served by the issuance of a Type 40 ABC License, the City Council should authorize the Director of Development Services, or their designee, to draft a letter of support to ABC for the issuance of a Type 40 License based on the reasons described in Attachment 5.

Or

If the City Council determines public convenience or necessity would not be served by the issuance of a Type 40 ABC License at this location, the City Council should direct the Director of Development Services, or their designee, to draft a letter opposing the issuance of this license. Specific reasons/findings for denial would need to be cited in the City Council motion.