



# REPORT TO PLANNING AND DESIGN COMMISSION City of Sacramento

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915 I Street, Sacramento, CA 95814-2671  
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PUBLIC HEARING  
October 11, 2012

To: Members of the Planning and Design Commission

**Subject: Ficklin-Wilcox Retail Store (P12-028)**

A request to locate an approximately 2,765 square-foot retail store within an existing commercial building for the sale of wines and kitchen goods in the General Commercial (C-2) zone.

- A. Environmental Determination: Exempt per CEQA Guidelines Section 15061(b)(3)-No Significant Effect; and
- B. Special Permit to allow alcohol sales for off-premise consumption in the General Commercial (C-2) zone.

**Location/Council District:**

920 20<sup>th</sup> Street, #150, Sacramento, CA 95811

Assessor's Parcel Number 007-0014-018-0000

Council District 4

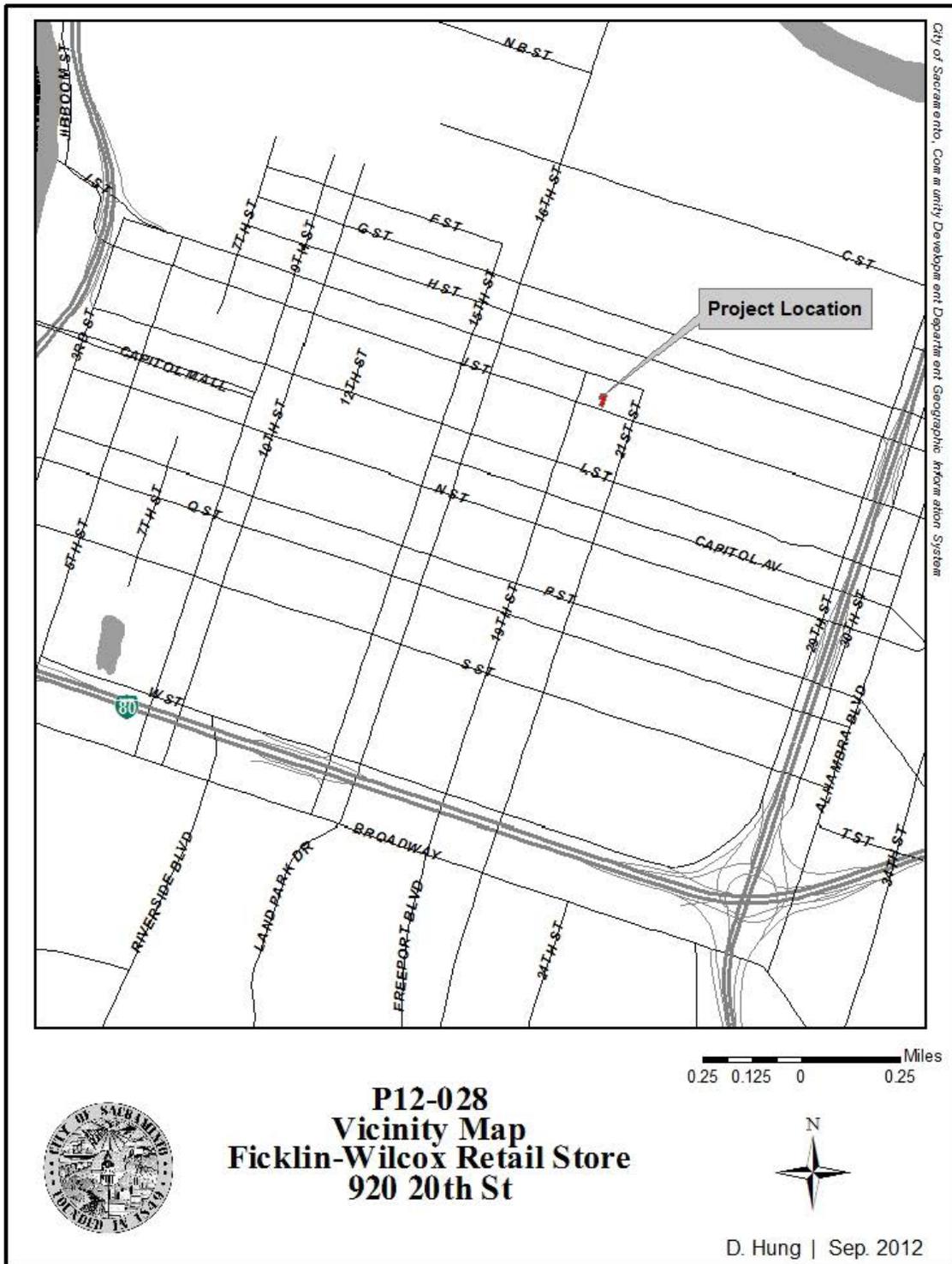
**Recommendation:** Staff recommends the Commission approve the request based on the findings and subject to the conditions listed in Attachment 1. **The project is non-controversial at the time of writing this report.** The Commission has final approval authority over items A to B above, and its decision is appealable to City Council.

**Contact:** David Hung, Associate Planner, (916) 808-5530; Stacia Cosgrove, Senior Planner, (916) 808-7110

**Applicant:** Darryl Chinn Architect, Attn: Darryl Chinn, (916) 761-6956, 2612 J Street #2, Sacramento, CA 95816

**Owner:** Judson R. Landis dba 11<sup>th</sup>/L Properties, (916) 443-2496, 1127 11<sup>th</sup> St #215, Sacramento, CA 95814

Vicinity Map



**Summary:** The applicant is requesting a Special Permit to allow alcohol sales for off-premise consumption at a new retail store within an existing commercial building located in the General Commercial (C-2) zone. Various neighborhood advisory groups were notified of the proposal and staff has not received any written comments at the writing of this report. Property owners within 500 feet of the site were also notified of the public hearing.

<b>Table 1: Project Information</b>
<b>General Plan designation:</b> Urban Corridor Low; FAR 0.30 to 3.00
<b>Design Review District:</b> Central City
<b>Existing zoning of site:</b> General Commercial (C-2)
<b>Existing use of site:</b> Commercial/Office
<b>Property area:</b> approximately 0.22 acres

**Background Information:** The proposed project is located within an existing two-story commercial/office building, located near the northwest corner of J Street and 20<sup>th</sup> Street in the Central City. The ground floor consists of multi-tenanted commercial/retail uses and the second floor consists of office uses. The site includes a small surface parking lot for the users of the building only. Ficklin-Wilcox is proposing to operate a retail store that sells wine and kitchen goods with a type 2 license (winegrower) from the Department of Alcoholic Beverage Control. A public convenience or necessity letter from the Police Department is not required for a type 2 license. Ficklin-Wilcox is a division of Ficklin Vineyards. The business has been in existence since 1948 and would like to feature premium, high-end specialty port wines at the store. Per the business director, the typical customers of this store are wine aficionados.

**Public/Neighborhood Outreach and Comments:** Staff routed the proposal to various neighborhood groups and associations which included Alkali & Mansion Flats Historic Neighborhood Association, Sacramento Old City Association, Children First Flats Network, Boulevard Park Neighborhood Association, Friends of Grant Park, Marshall School New Era Park Neighborhood Association, Midtown Business Association, Midtown Neighborhood Association, WalkSacramento, and the Washington Park Neighborhood Improvement Group. Staff has not received any written comments from the public at the writing of this report.

**Environmental Considerations:** The Community Development Department, Environmental Planning Services Division has reviewed this project and determined that it is exempt from the provisions of the California Environmental Quality Act (CEQA) Section 15061(b)(3). The activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

**Policy Considerations:*****General Plan***

The 2030 General Plan designation of the subject site is Urban Corridor Low, which provides for a mix of horizontal and vertical mixed-use development and single-use commercial and residential development. The 2030 General Plan has identified goals and policies under the Land Use and Urban Design Element. Some of the goals and policies supported by this project are:

- *Corridor Uses.* The City shall encourage residential, mixed-use, retail, service commercial, and other pedestrian-oriented development along mixed-use corridors to orient to the front of properties with entries and stoops fronting the street. (Policy LU 6.1.5)
- *Enhanced Pedestrian Environment.* The City shall promote the transformation of existing automobile-dominated corridors into boulevards that are attractive, comfortable, and safe for pedestrians (Policy LU 6.1.11)

The proposed project meets the 2030 General Plan goals and policies related to the revitalization of mixed-use corridors and rehabilitation of existing urban developments. The proposed project will be compatible with the surrounding commercial neighborhood and is accessible to alternate modes of transportation such as transit, walking and bicycling.

***Central City Community Plan***

The policies contained in the Central City Community Plan are organized to mirror the structure of the citywide 2030 General Plan elements. The following policies are supported by the proposed project:

- *Interrelated Land Uses.* The City shall provide for organized development of the Central City whereby the many interrelated land use components of the area support and reinforce each other and the vitality of the community. (CC.LU 1.3)

The proposed project meets the above referenced policies by preserving and refurbishing an existing structure with a viable use that will be compatible with existing surrounding developments.

**Project Design:*****Land Use***

The applicant proposes to locate an approximately 2,765 square-foot retail store within an existing multi-tenanted commercial building for the sale of wines and kitchen goods. The proposed operating hours of the store will be 10:00 a.m. to 8:00 p.m. from Monday

to Saturday and 11:00 a.m. to 6:00 p.m. on Sunday. The proposed business has applied for a type 2 license (winegrower) with the Department of Alcoholic Beverage Control; a type 2 license authorizes sale of wine and brandy. The type 2 license also allows winetasting under prescribed conditions per Department of Alcoholic Beverage Control codes. A main goal of the store is to introduce guests to the wines that the winegrower offers through a pleasant and inviting environment. Wines will be featured in displays throughout the retail floor along with recipes, the cookware needed to prepare food, and the tabletop items for serving. A wide range of kitchen housewares and barware will also be offered. There will be in-store cooking demonstrations and wine tasting on site. Section 17.24.050(40) of the zoning code permits the sale of alcoholic beverage at this facility with the issuance of a special permit. In evaluating special permit proposals of this type, the Commission is required to make the following findings:

- A. The proposed use will not adversely affect the peace or general welfare of the surrounding neighborhood.
- B. The proposed use will not result in undue concentration of establishments dispensing alcoholic beverages.
- C. The proposed use will not enlarge or encourage the development of a skid row or blighted area.
- D. The proposed use will not be contrary to or adversely affect any program of redevelopment or neighborhood conservation.

The Zoning Ordinance also requires that the Planning and Design Commission consider whether the proposed alcohol related use will detrimentally affect nearby residentially zoned areas, and give consideration to the distance of the proposed use from residential buildings and from churches, schools, hospitals, public parks, playgrounds, day care centers, and social welfare institutions. The site is surrounded by various commercial and office uses. Some residential uses exist within walking distance from the site; there are no schools, public parks and playgrounds within close proximity to the site.

The proposed use will not adversely affect the peace or general welfare of the surrounding neighborhood in that the hours of operation are being conditioned and the business is required to establish a good neighbor policy. There is not a high concentration of similar establishments dispensing alcoholic beverages in the general vicinity of the project; a records search turns up only two other active type 2 licensees within a quarter mile radius of the site; there are a number of convenience markets, liquor stores and retail outlets that sell alcoholic beverages within a quarter mile of the site, but staff does not believe that these other businesses are similar to the subject proposal in the nature of use. The proposed use will not enlarge or encourage the development of skid row or blighted area in that the project was reviewed by the Police Department and no issues were raised. The proposed use will not be contrary to or adversely affect any program of redevelopment or neighborhood conservation in that the project is a result of renovating a pre-existing building and the use is consistent with

applicable General Plan and Central City Community Plan policies. Therefore, staff supports the proposed use based on the above findings.

### ***Access, Circulation and Parking***

The subject site is bordered by J Street on the south, 20<sup>th</sup> Street to the east, Improv Alley to the north and a parking lot and railroad tracks to the west. A surface parking lot is situated across the alley to the north, while commercial uses are located to the east across 20<sup>th</sup> Street and south across J Street. An existing driveway is located on 20<sup>th</sup> Street to access the existing on-site 8-space parking lot; on-street parking spaces are available on J Street and 20<sup>th</sup> Street directly in front of the site. Separated sidewalk exists in front of the site. Since the subject building has existed with office/commercial uses, the proposed business does not require any additional on-site parking.

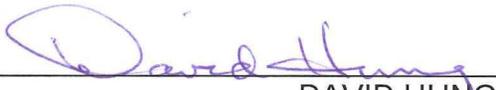
### ***Height, Bulk and Setbacks***

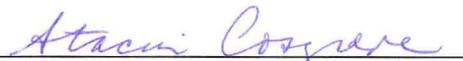
There are no proposed changes to the existing height and setback of the subject structure.

### ***Building design and Signage***

The project is proposing a few exterior façade alterations at the frontage of the subject tenant space facing 20<sup>th</sup> Street. Since the site is located in the Central City Design Review District, the proposed alterations require design review. The proposed alterations include 1) the installation of new double glass entry doors into the space, 2) the replacement of existing tinted glazing with clear glazing at the storefront, and 3) the installation of new burgundy canvas awning over the subject storefront to replace the existing black awning. Design review staff has reviewed the proposal and approved the work as conditioned (see Attachment 2). The floor plan for the space shows a large retail area, a classroom, a staff room, an office and restrooms. Any new signage shall require the approval of a sign permit.

**Recommendation:** Staff recommends the Commission approve the requested entitlements based on the findings and subject to the conditions listed in Attachment 1. The proposed use supports the vitality of the neighborhood and will be compatible with the surrounding uses.

Respectfully submitted by:   
DAVID HUNG  
Associate Planner

Approved by:   
STACIA COSGROVE  
Senior Planner

Recommendation Approved:

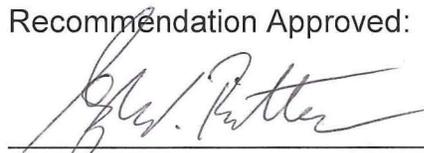
  
GREGORY BITTER, AICP  
Principal Planner

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**Attachment 1:  
Proposed Findings of Fact and Conditions of Approval  
Ficklin-Wilcox Retail Store (P12-028)  
920 20<sup>th</sup> Street, #150, Sacramento, CA 95811**

**Findings of Fact**

**A. Environmental Determination: Exemption**

Based on the determination and recommendation of the City's Environmental Planning Services Manager and the oral and documentary evidence received at the hearing on the Project, the Planning Commission finds that the Project is exempt from review under Section 15061(b)(3) of the California Environmental Quality Act Guidelines as follows:

The activity is covered by the general rule that CEQA applies only to projects, which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

**B. The **Special Permit** to allow alcohol sales for off-premise consumption in the General Commercial (C-2) zone is approved subject to the following Findings of Fact and Conditions of Approval:**

1. The proposed use, as conditioned, is not anticipated to adversely affect the peace and general welfare of the surrounding neighborhood since the hours of operation are limited by a condition of approval and the business is required to establish a good neighbor policy.
2. There is not a high concentration of similar establishments dispensing alcoholic beverages in the general vicinity of the project.
3. The proposed use will not enlarge or encourage the development of skid row or blighted area in that the project was reviewed by the Police Department and no issues were raised.
4. The proposed use will not be contrary to or adversely affect any program of redevelopment or neighborhood conservation in that the project is a result of renovating a pre-existing building and the use is consistent with applicable General Plan and Central City Community Plan policies.

**Conditions of Approval**

- B. The **Special Permit** to allow alcohol sales for off-premise consumption in the General Commercial (C-2) zone is hereby **approved** subject to the following conditions:

Planning

- B1. Any expansion to the proposed retail store space shall require additional planning review.
- B2. The hours of operation shall be 10:00 a.m. to 8:00 p.m. Monday to Saturday and 11:00 a.m. to 6:00 p.m. Sunday. Any changes to the hours of operation shall be subject to additional planning review and approval.
- B3. The business shall establish a “Good Neighbor” policy that includes but not limited to the following:
  - a. In the event of an emergency or to report a complaint, the operator shall have posted onsite the name of an emergency contact person and phone number, in a clearly identified place; and
  - b. The operator shall establish a clear process for neighboring businesses and residents to communicate directly with a business representative should there be any problems or issues.
- B4. Any new signage shall require the approval of a sign permit.
- B5. The applicant shall obtain all necessary building permits and/or encroachment permits prior to commencement of construction.

Advisory Notes

Planning

- 1. If any building permits are required, copies of the Record of Decision, including the attached exhibits, shall be included on full-size sheets as part of the building permit submittal. Applicant shall initial each condition of approval as an acknowledgement to the conditions. An affidavit signed by the applicant that affirms the plans submitted for building permit comply with all conditions of approval and approved exhibits shall be included on full-size sheets as part of the building permit submittal.

Solid Waste Division

- 2. Project must meet the requirements outlined in Sacramento City Code Chapter 17.72.

3. Bins may be placed in the alleyway adjacent to the property, but cannot block the passage of large vehicles (i.e., a solid waste or fire truck).
4. Properties must accommodate trucks, as well as cans or bins that are roughly the dimensions outlined in the "Truck, Bin, and Can Dimensions" section, next page. Placing the bins in the alleyway will meet this requirement.
5. Solid waste trucks must be able to safely move about the property, with minimum backing, and be able to empty the bins and cans safely. Solid waste driver must not have to move front-loader bins more than 15 ft. for collection.
6. Statement of Recycling must be completed, including a description of trash and recycling operations after the building is built and occupied, as well as size and location of trash enclosure.
7. The property must have enough weekly capacity of both trash and recycling to meet the requirements outlined in 17.72.030.

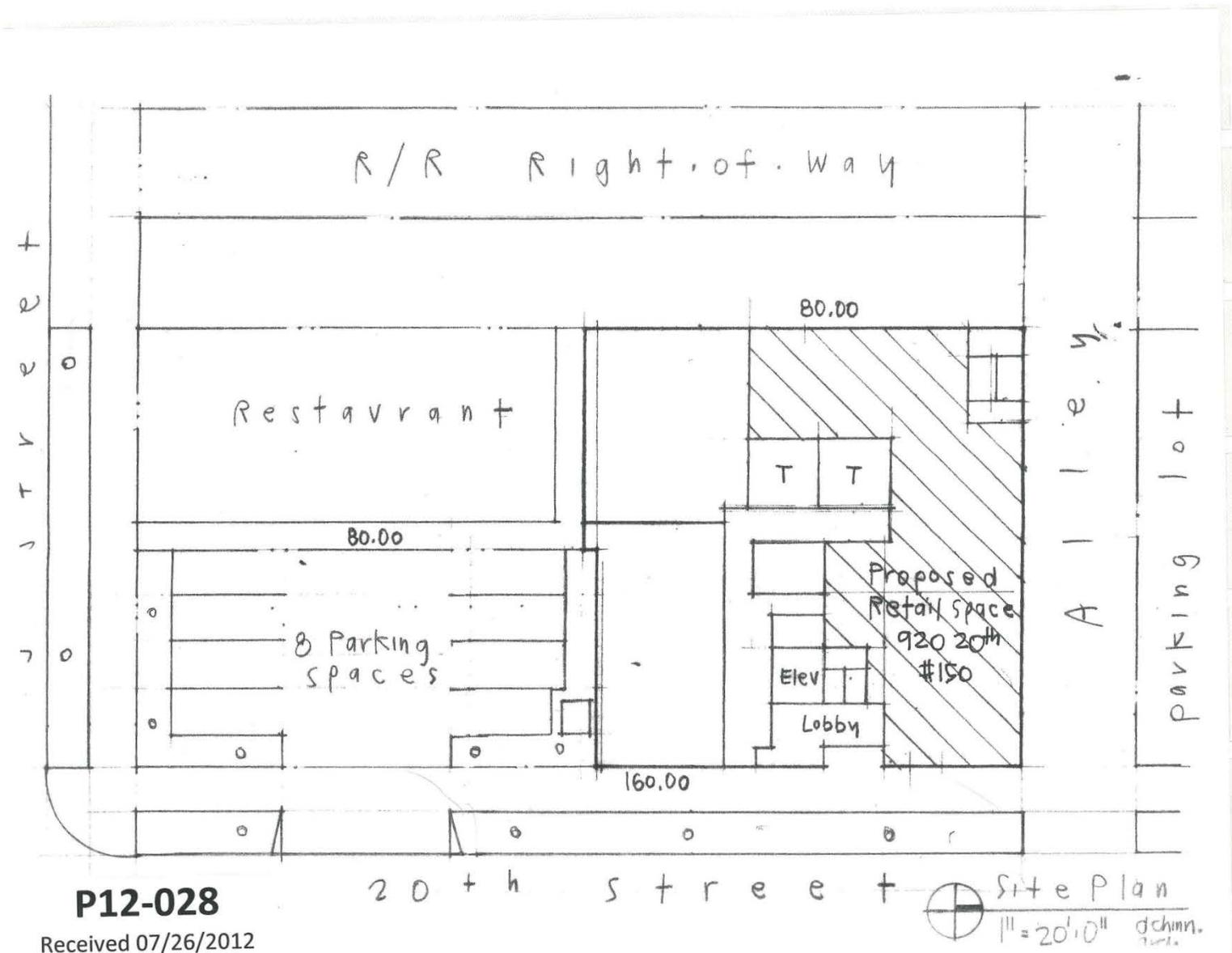
#### Sacramento Area Sewer District

8. The subject property is outside the boundaries of the SASD but within the Urban Service Boundary and SRCSD shown on the Sacramento County General Plan. SRCSD will provide ultimate conveyance and treatment of the sewer generated from this site, but the Sacramento City Utilities Department's approval will be required for local sewage service.
9. Improvements to the property may require payment of SRCSD sewer impact fees. Applicant should contact the Fee Quote Desk at 876-6100 for sewer impact fee information.

#### Regional Transit

10. Transit information should be displayed in prominent locations within the business for both patrons and employees.
11. Project should provide clear and easy accessibility and connectivity for all transit users, including those with disabilities.
12. Provide bicycle parking facilities per City of Sacramento requirements at store entrances.
13. Employers should offer employees subsidized transit passes at 50% or greater discount.
14. The business owner should join the Sacramento Transportation Management Association.

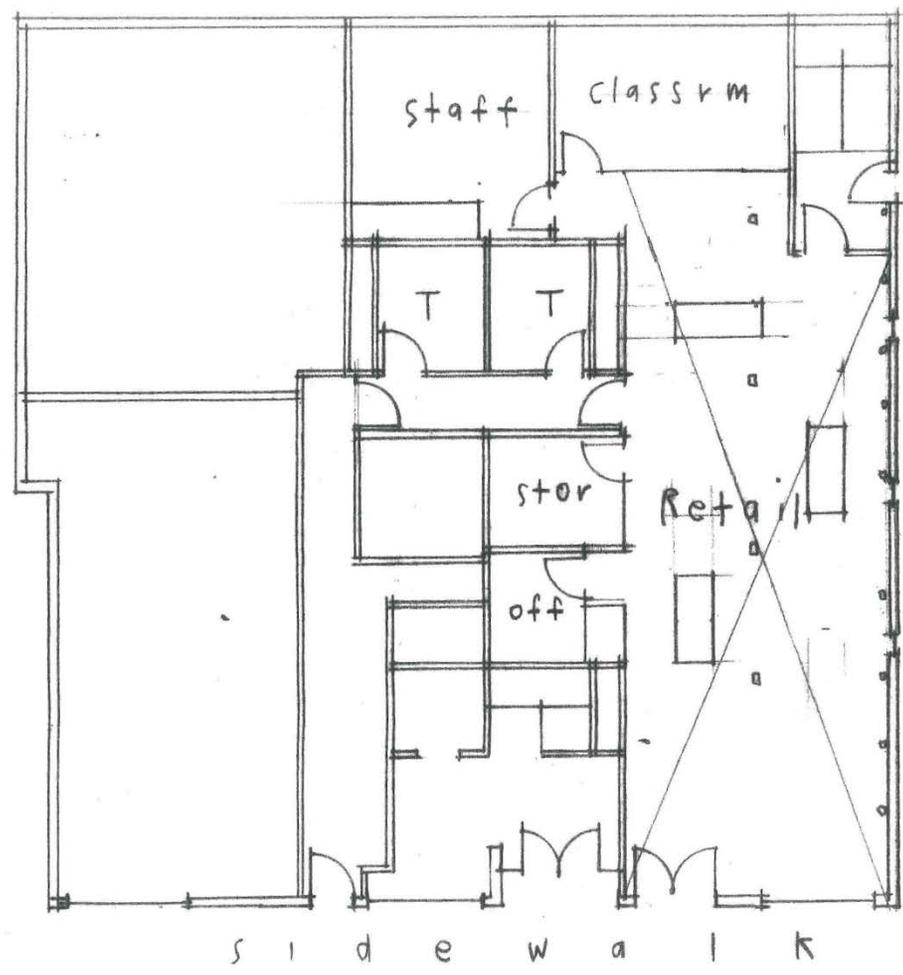
Exhibit 1A: Site Plan



**P12-028**

Received 07/26/2012

Exhibit 1B: Floor Plan

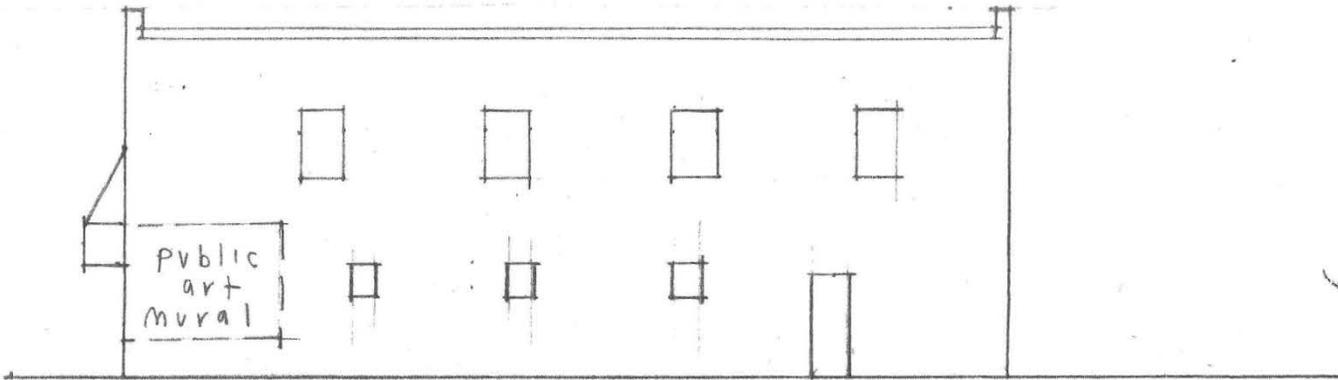


concept floor plan  
 no scale  
 920 20th St. 

**P12-028**

Received 07/26/2012

Exhibit 1C: Building Elevations



Alley Elevation  
no scale



street front Elev  
no scale  
920 20th st.

**P12-028**

Received 07/26/2012

Attachment 2: Design Review Approval



CITY OF SACRAMENTO  
CALIFORNIA

COMMUNITY DEVELOPMENT  
DEPARTMENT

PHONE 916-808-5656

300 Richards Blvd, 3<sup>rd</sup> Floor  
SACRAMENTO, CA 95811

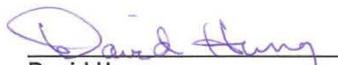
STAFF LEVEL PROJECT REVIEW

DR Number:	P12-028	Applicant:	Darryl Chinn Architect
Address:	920 20 <sup>th</sup> Street	Date Filed:	07/26/2012
APN:	007-0014-018-0000	Date Approved:	10/01/2012
Description:	<b>Ficklin-Wilcox Retail Store</b>	Staff Contact:	David Hung, Assoc. Planner

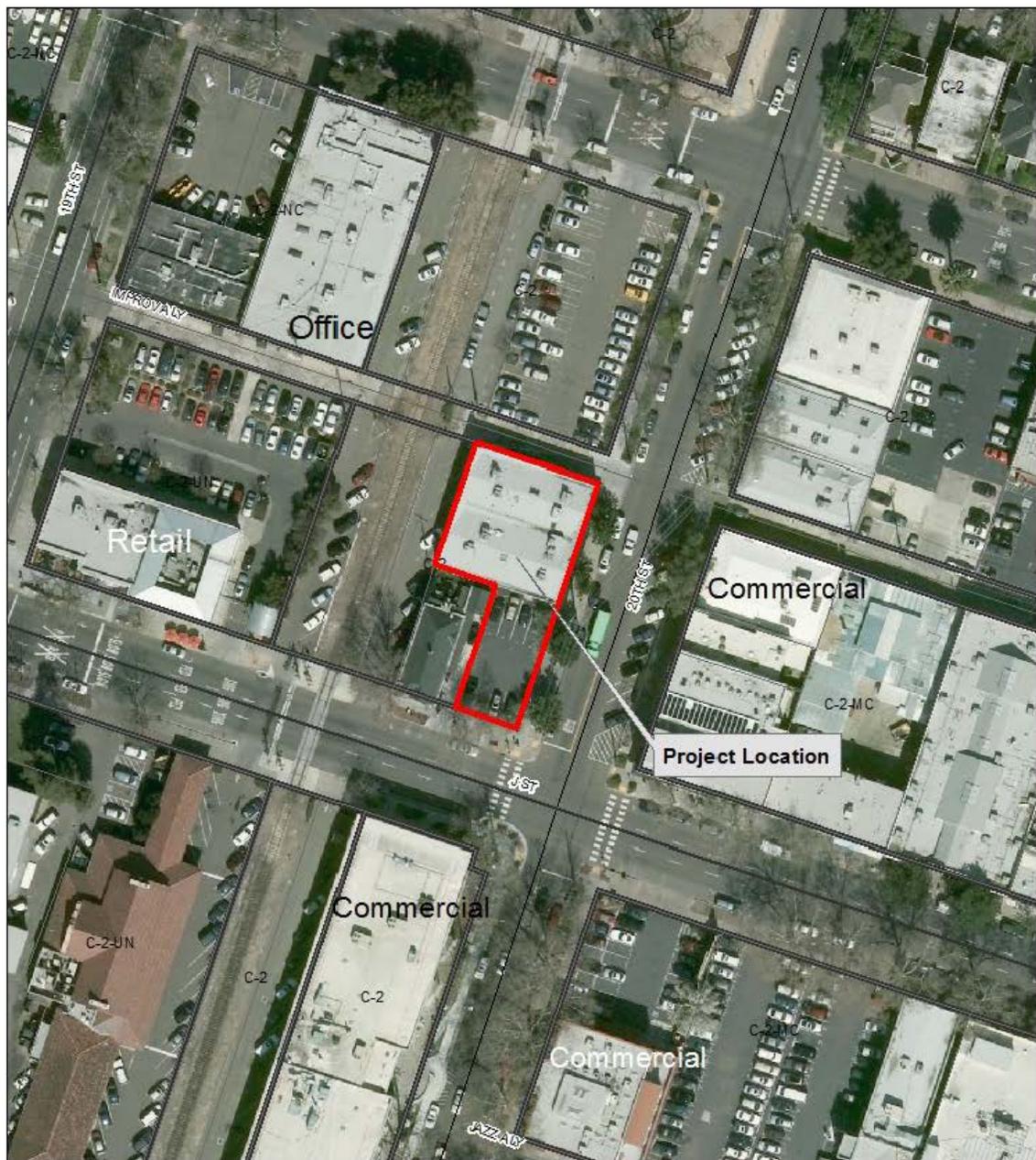
STAFF ACTION AND CONDITIONS OF APPROVAL:

Design Review Staff has determined the project to be consistent with the goals and policies of Chapter 17.132 of Title 17 of the Sacramento City Code. This project is determined to be exempt per CEQA 15061(b)(3)-No Significant Effect. Staff has reviewed the proposed project, and approves it with the following conditions of approval:

1. Provide a 12" separation between the new burgundy canvas awning over the storefront and the existing black canvas awning. New canvas awning shall match the existing awning design.
2. Install new double glass doors to match existing aluminum double doors on building.
3. Install clear storefront glazing as shown on front elevation exhibit.
4. Any new signage shall require the approval of a sign permit and is subject to Design Review approval.
5. Any additional exterior work not approved with this application shall be subject to Design Review approval.
6. The applicant shall obtain all necessary building permits prior to commencement of construction.
7. All other notes and drawings on the final plans as submitted by the applicant are deemed conditions of approval. Any changes to the final set of plans stamped by Design Review staff shall be subject to review and approval prior to any changes. Applicant shall comply with all current building code requirements.
8. The first full-sized sheet of the project's Building Permit plans set shall include: 1) A Zoning Affidavit signed by the applicant that affirms the plans submitted for building permit comply with all conditions of approval; and 2) The project's conditions of approval.
9. This approval shall expire in three years from the approval date.

  
 David Hung  
 Associate Planner

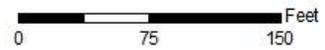
Attachment 3: Land Use and Zoning Map



City of Sacramento, Community Development Department Geographic Information System



**P12-028**  
**Land Use & Zoning Map**  
**Ficklin-Wilcox Retail Store**  
**920 20th St**



D. Hung | Sep. 2012