

City of Sacramento  
**Planning and Design Commission Report**  
915 I Street Sacramento, CA 95814  
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**File ID:** 2026-01456

8/13/2026

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**Sam's Market - Type 21 CUP (P25-024) [Noticed on 07/31/2026; Published 08/05/2026]**

File ID: 2026-01456

**Location:** 2685 Rio Linda Blvd., APN: 265-0241-009-0000, District 2

**Recommendation:** Conduct a public hearing and upon conclusion, pass a **Motion** to approve: 1) Environmental Exemption pursuant to CEQA Guidelines section 15301 (Existing Facilities) and section 15061(b)(3) (Common Sense) and; 2) Conditional Use Permit to authorize the sale of beer, wine, and distilled spirits under a Type-21 license (General) in a 2,200 square foot convenience store on approximately 0.2-acres in the General Commercial (C-2) zone.

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**Presenter:** Jose Quintanilla, Associate Planner, (916) 808-5879, [jquintanilla@cityofsacramento.org](mailto:jquintanilla@cityofsacramento.org), Community Development Department

**Applicant:** Pete Tobin, Tobin Consulting, 7309 Marblethorpe Drive, Roseville, CA 95747

**Property Owner:** Preet Tranz Incorporated, 2685 Rio Linda Blvd., Sacramento, CA 95815

**Attachments:**

- 1-Description/Analysis
- 2-Background
- 3-Findings of Fact and Conditions of Approval
- 4-Exhibit A: Plans
- 5-Exhibit B: Map of nearby sensitive uses and active alcohol licenses within one-half mile
- 6-Exhibit C: Sacramento Police Department Protest Conditions
- 7-Staff Presentation

**Description/Analysis**

**Issue Detail:** The applicant is requesting a conditional use permit (CUP) to authorize the sale of beer, wine, and distilled spirits within an existing neighborhood market at the southwest corner of Rio Linda Boulevard and Eleanor Avenue. The market already sells beer and wine through a California

Department of Alcoholic Beverage Control (ABC) Type-20 license. In 2024, staff discovered that ABC erroneously issued the Type-20 license at this market without the necessary Conditional Use Permit (CUP) approval for alcohol sales. The applicant seeks to bring the existing alcohol sales into compliance with City land use requirements and is requesting permission to allow for the sale of distilled spirits (Type-21 ABC license), in addition to the sale of beer and wine. Authorizing the use allows the city to condition the use as appropriate, including hours of operation and security requirements. This request requires review and approval by the Planning and Design Commission.

#### Required Findings of Fact

To approve a CUP, the Planning and Design Commission must make **all** the following findings:

- a. The proposed use and its operating characteristics are consistent with the general plan and any applicable specific plan or transit village plan;
- b. The proposed use and its operating characteristics are consistent with the applicable standards, requirements, and regulations of the zoning district in which it is located, and of all other provisions of this title and this code;
- c. The proposed use is situated on a parcel that is physically suitable in terms of location, size, topography, and access, and that is adequately served by public services and utilities;
- d. The proposed use and its operating characteristics are not detrimental to the public health, safety, convenience, or welfare of persons residing, working, visiting, or recreating in the surrounding neighborhood and will not result in the creation of a nuisance.

Because the applicant is requesting a CUP for alcoholic beverage sales for off-premises consumption, the Planning and Design Commission must make **all** the following alcohol-related findings in addition to the generally applicable CUP findings:

- a. The proposed alcoholic beverage sales will not adversely affect the peace or general welfare of the surrounding neighborhood;
- b. The proposed alcoholic beverage sales will not result in undue concentration of establishments dispensing alcoholic beverages;
- c. The proposed alcoholic beverage sales will not enlarge or encourage the development of a skid row or blighted area; and
- d. The proposed alcoholic beverage sales will not be contrary to or adversely affect any program of redevelopment or neighborhood conservation.

Staff's determination of the project's consistency with the above findings of fact, including the special findings for alcoholic beverage sales, are set forth in Attachment 3.

**Public/Neighborhood Outreach and Comments:** As part of the application review process, the proposed project was routed to Hagginwood Community Association, Rancho Del Paso

Neighborhood Association, North Sacramento Chamber of Commerce, Benito Juarez Neighborhood Association, Preservation Sacramento, Civic Thread, and Region Builders. Staff received no comments.

Staff mailed early notices to all property owners, residents, and neighborhood associations within 500 feet of the project site after submission of the application. Staff received no comments in response to the early notice.

Staff also mailed hearing notices to all property owners, residents, and neighborhood groups within 500 feet of the project site and posted the site 10 days prior to the public hearing. Staff has not received comments to date in response to the hearing notice.

### **Policy Considerations:**

#### 2040 General Plan

The 2040 General Plan designation for the project site is Residential Mixed Use (RMU). The General Plan recognizes that Residential Mixed Use designation areas are intended to foster vibrant walkable areas with a high-intensity mix of residential, commercial, office, and public uses, where daily errands can be accomplished on foot, by bicycle, or by transit. The project is consistent with the RMU designation as the sale of alcohol will occur in a neighborhood market located on a corridor surrounded by businesses and residential uses. Neighborhood markets offer residents convenient access to everyday necessities such as groceries and household goods. They are essential neighborhood serving assets that help create healthy, livable, and complete neighborhoods, further implementing the vision of the RMU designation.

In addition to the project's consistency with the RMU designation, staff find that the project is consistent with the following 2040 General Plan Land Use and Placemaking Element goals and policies:

**Goal LUP-2** Balanced and connected community with thriving neighborhoods and centers and development intensities linked to transit.

**Policy LUP-2.1 Overall Balance of Uses.** The City should encourage a balance and a mix of employment, residential, commercial, cultural, and tourism-related uses, as well as a full range of amenities and services necessary to support a thriving city.

**Goal LUP-5.** Attractive, thriving commercial centers that are well-located to serve the needs of Sacramento residents, workers, and visitors.

**Policy LUP 5.5 Neighborhood Commerce.** The City shall support geographically well-distributed neighborhood-oriented commercial centers or "main streets" to improve local

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access to stores, cafés and restaurants, and other neighborhood commercial uses and services.

**Goal LUP-6.** A city of healthy, livable, “complete neighborhoods” that provide for residents’ daily needs within easy walking or biking distance from home.

**LUP-6.1 Neighborhoods as a Basic Unit.** Recognizing Sacramento’s neighborhoods as foundational elements of the city’s urban structure, the City shall work to enhance their livability through the development of plans and programs.

*Staff Response: The use is consistent with the goals and policies above in that the project allows for the expansion of goods offered at an existing neighborhood-serving market. The General Commercial (C-2) zone allows for offices, retail stores, and commercial service establishments. This zone is intended to provide for the sale of goods; the performance of services, including repair facilities; office uses; dwellings; small wholesale stores or distributors; and limited processing and packaging. This use will play a supporting role in the provision of goods to nearby residents consistent with the purpose of the C-2 zone. Neighborhood markets that offer convenient access to everyday necessities such as groceries and household essentials while also offering alcohol and other beverages are essential neighborhood serving assets that help create healthy, livable, and complete neighborhoods. Through the implementation of the conditions of approval and the conditions from the Police, the convenience market can contribute positively to the fabric of the neighborhood by fostering economic development and a full range of amenities necessary to support a neighborhood. Additionally, the sale of alcohol at this location has been ongoing since 2024 and the police department provided protest conditions at that time to the Department of Alcoholic Beverage Control that have been placed on the market’s alcohol license. No active or previous violations or issues are identified by ABC or the City’s Code Enforcement Division related to the current alcohol sales.*

Staff also find that the project complies with the following 2040 General Plan Environmental Justice Element goal and policies:

**Goal EJ-2.** Equitable access to fresh, healthy, and affordable food and wider access to healthy food resources in disadvantaged communities.

**Policy EJ-2.16 Discourage Unhealthy Uses.** The City should discourage the establishment of new drive-through restaurants, alcohol permits for off-site sales, and tobacco sales points near food deserts, schools, and pedestrian priority areas.

**Policy EJ-2.20 Evaluating Health Impacts.** The City may use best available data tools, including but not limited to Healthy Places Index, the Centers for Disease Control (CDC) Social Vulnerability Index, and CalEnviroScreen, when evaluating health impacts from

proposed projects in disadvantaged and historically underserved communities.

**Staff Response:** *Per General Plan Map EJ-1, the project site is located within a disadvantaged community (DAC). A proposal for new alcohol sales within a DAC requires special attention to ensure a project will not exacerbate existing health inequities or result in a disproportionate concentration of alcohol outlets. Consistent with General Plan policy EJ-2.16, staff evaluated the location and characteristics of the proposed alcohol permit for off-site sales in relation to available food sales, the location of nearby sensitive uses, and whether the area would be considered a pedestrian priority area to determine the appropriateness of the proposal. Staff also evaluated the requested alcohol sales using the best data tools available relative to health impacts, including CalEnviroScreen and the California Healthy Places Index. A full analysis of these data tools is provided in the Background section of this report. Although the project site is located within a disadvantaged community, the proposal would not establish a new alcohol outlet or increase the concentration of alcohol retailers in the area. Rather, it would authorize an existing neighborhood market that has operated under a Type-20 ABC license since February 2024 to expand its existing authorization to include distilled spirits while maintaining its primary function as a neighborhood-serving market. The site is also not located within a food desert as identified by the General Plan, and approval of the Conditional Use Permit would subject the operation to conditions intended to address compatibility, security, and ongoing oversight. Accordingly, when considering all of the evidence and as conditioned, staff does not believe that issuance of a CUP for off-site alcohol sales at this existing market will limit access to healthy food resources within the community or conflict with the intent of General Plan Policies EJ-2.16 and EJ-2.20.*

#### North Sacramento Community Plan

The project site is located within the North Sacramento Community Plan Area of the 2040 General Plan. The 2040 General Plan identifies the Community Plan Area as a welcoming community with working families and diverse neighborhoods, appealing housing options, and quick, convenient, accessible transportation connections to key destinations in the city. The North Sacramento Community Plan does not have any applicable goals or policies for the proposed use or subject site.

**Economic Impacts:** Not applicable.

**Environmental Considerations:** The Community Development Department, Environmental Planning Services has reviewed this project and determined that it is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301, Existing Facilities (Categorical Exemption - Class 1) and Section 15061(b)(3), Common Sense Exemption.

Class 1 includes projects involving the operation, permitting, and licensing of existing facilities and involves negligible or no expansion of use beyond that existing at the time of the lead agency's determination. The project qualifies for this exemption because no physical changes are proposed to

the existing structure as the sale of alcohol at this location is already occurring.

A Section 15061(b)(3) exemption applies if an activity is covered by the common sense exemption 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.

**Sustainability:** Not applicable.

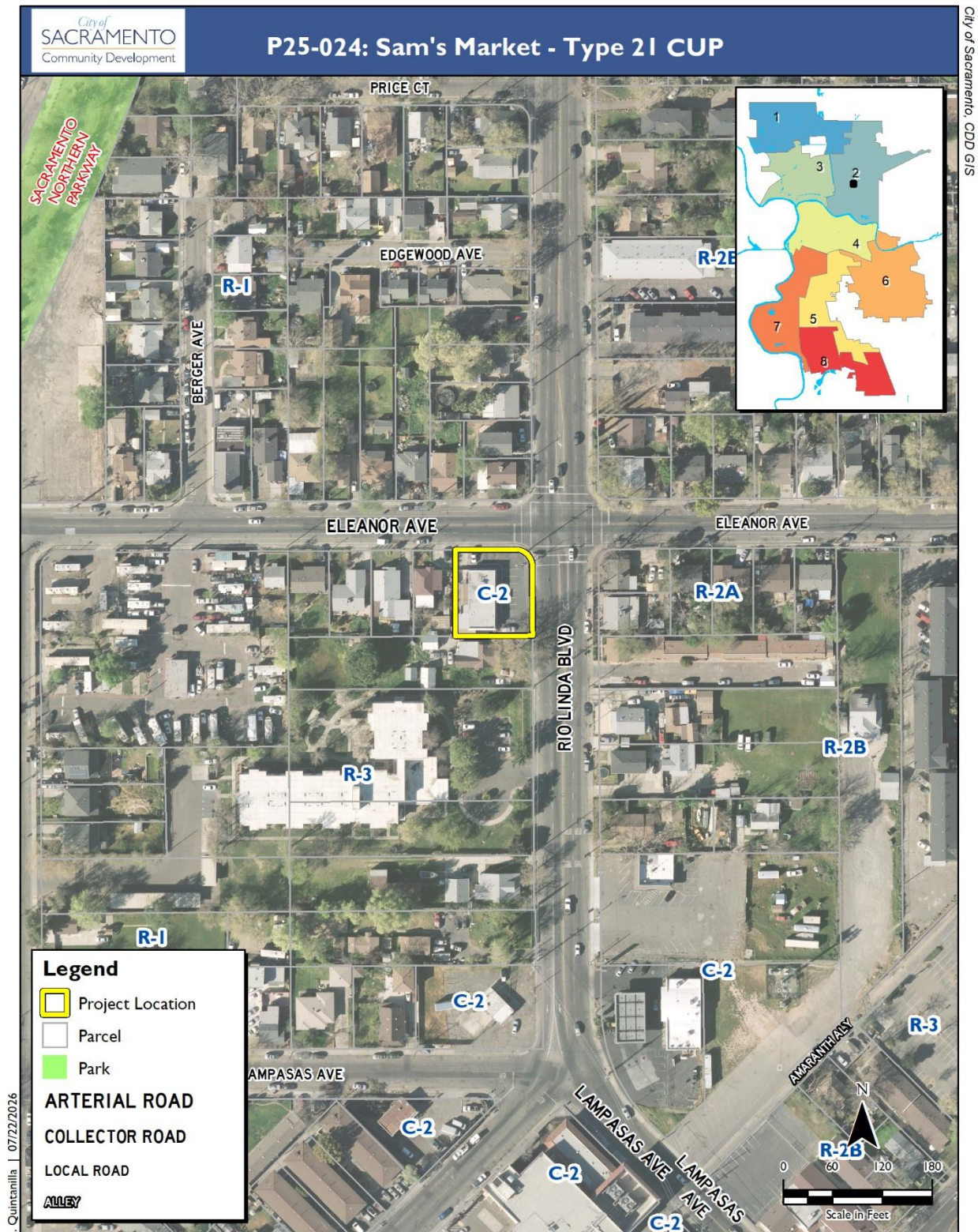
**Commission/Committee Action:** Not applicable.

**Rationale for Recommendation:** Staff recommends that the Planning and Design Commission make a motion to approve the requested entitlements based on the findings of fact and subject to the conditions listed within Attachment 3. The proposal complies with the goals and policies of the 2040 General Plan in that the project is appropriate for the site characteristics and is compatible with surrounding uses in the neighborhood. The request would not establish a new alcohol outlet within the neighborhood; rather, it would authorize an existing off-sale alcohol retailer that has operated under a Type-20 ABC license since February 2024 and expand the existing authorization to include distilled spirits. As part of the request, the operator proposes to modify the existing floor plan by reducing the number of coolers devoted to beer and wine sales from seven to five, adding additional coolers for fresh food, and installing approximately 30 square feet of shelving behind the register for the display of distilled spirits. The existing operating hours of 9:00 a.m. to 11:00 p.m., seven days per week, will remain unchanged. Accordingly, the proposal will not increase the number of alcohol retailers serving the area or materially change the site's long-established function as a neighborhood market.

The project has been conditioned to address potential impacts to the neighboring uses by requiring a Video Assessment and Surveillance System (VASS) covering points of sale, alcohol display areas, store entrances, and parking areas to deter theft and unauthorized consumption. In addition, a condition has been included to encourage ongoing communication between the operator and the surrounding community should any issues or concerns arise.

**Financial Considerations:** Not applicable.

Figure 1: Vicinity Map



## **Background Information**

The ±0.2-acre project site is located at the southwest corner of the Rio Linda Boulevard and Eleanor Avenue within the General Commercial (C-2) zone. The project site is in the Old North Sacramento neighborhood of North Sacramento, an area characterized by a mix of residential and neighborhood-serving commercial uses. Development in the immediate vicinity is primarily single-family and multi-unit residential, with a greater concentration of commercial and assembly uses occurring closer to Del Paso Boulevard, including along the corridor and on adjacent side streets.

The site is developed with an existing 2,200-square-foot neighborhood market, Sam's Market (formerly Lo Market) and associated surface parking lot. The property has operated continuously as a neighborhood market for at least 20 years. Currently, there are 7 coolers devoted to the sale of beer and wine, and approximately 35 cubic feet on the sales floor for wine sales. The operator also holds a Tobacco Retailer License (22-049092) and operates under a deemed Conditional Use Permit (CUP) for tobacco retailing. Staff is not aware of any complaints from nearby residents or visitors, and there are no active or recent Code Enforcement cases associated with the establishment.

Sam's Market currently operates under a Type-20 (Off-Sale Beer and Wine) license issued by the California Department of Alcoholic Beverage Control (ABC) ([License 648779](#)). In 2024, City staff determined that the Type-20 license was issued by ABC without an approved City of Sacramento Conditional Use Permit. Because the City's Zoning Code requires a Conditional Use Permit for off-sale alcoholic beverage sales, issuance of the Type-20 license should have been accompanied by City approval of a CUP.

Upon identifying the discrepancy, City staff notified the operator that the establishment was operating without an approved CUP and a Planning Entitlement Application to authorize the use was required. On November 7, 2025, the Planning Division received the CUP application to allow for the sale of beer with a request to add the sale of distilled spirits.

| <b>Table 1: Surrounding Zoning and Uses</b> |                                                          |             |
|---------------------------------------------|----------------------------------------------------------|-------------|
| <b>Direction:</b>                           | <b>Zoning:</b>                                           | <b>Use:</b> |
| <b>North:</b>                               | Single-Unit Dwelling (R-1)                               | Residential |
| <b>South:</b>                               | Single-Unit Dwelling (R-1)<br>Multi-Unit Dwelling (R-3)  | Residential |
| <b>East:</b>                                | Multi-Unit Dwelling (R-2A)<br>Multi-Unit Dwelling (R-2B) | Residential |
| <b>West:</b>                                | Single-Unit Dwelling (R-1)                               | Residential |

| Table 2: Site and Project Information |                                     |
|---------------------------------------|-------------------------------------|
| <b>General Plan Designation:</b>      | Residential Mixed Use (RMU)         |
| <b>Community Plan Area:</b>           | North Sacramento                    |
| <b>Zoning of Site:</b>                | General Commercial (C-2)            |
| <b>Building Size:</b>                 | 2,200 square-feet                   |
| <b>Existing &amp; Proposed Use:</b>   | Retail within a commercial building |

**Figure 2: Existing Site Condition – Rio Linda Boulevard Street Frontage**



### **Entitlement Review**

Pursuant to Sacramento City Code (SCC) section 17.108.020, the proposed sale of alcohol is classified as “alcoholic beverage sales, off-premises consumption;” a conditional land use subject to approval of a CUP by the Planning and Design Commission. The market has been selling beer and wine under a Type-20 license since February 2024 (ABC records) without an active CUP. The applicant seeks to bring the existing alcohol sales into compliance with City land use requirements and is requesting permission to allow for the sale of distilled spirits (Type-21 ABC license), in addition to the sale of beer and wine. The CUP process will allow the city to condition the use as appropriate, including hours of operation and security requirements.

### **Conditional Use Permit**

The CUP process is designed to evaluate a use’s potential impact on a site and the surrounding area. In order to approve the CUP, the proposal must make all of the standard findings of fact outlined in City Code, 17.808.200.C.1 and the special findings of fact for alcoholic beverage sales outlined in City Code, 17.228.108.A.1. The analysis outlined below considers whether the project is consistent with all necessary findings.

## Business Operations

Currently, the premises has an active Type-20 license which allows the sale of beer and wine for consumption off the premises. The license is for retail use, and minors are allowed to enter and remain. In addition to bringing the existing alcohol sales into compliance with City land use requirements, this request proposes modifying the existing floor plan to reduce the number of coolers devoted to the sale of beer and wine from seven to five, and adding additional coolers devoted to fresh food. Per the provided plans, the operator intends to add approximately 30 square feet of shelving behind register devoted for the sale of distilled spirits. The operator will maintain the existing operating hours of 9:00 am to 11:00 pm every day.

## Alcoholic Beverage Sale Considerations

SCC section 17.228.108.A.2 establishes review criteria for alcoholic beverage sale uses. These are listed below and are followed by staff's analysis of the project subject to the criteria.

1. The decision-maker shall consider whether the proposed alcoholic beverage sales will detrimentally affect nearby residentially zoned areas and shall give consideration to the distance of the proposed alcoholic beverage sales from residential buildings; churches and faith congregations; schools, K-12; hospitals; parks and playgrounds; childcare centers; social services; and other similar uses.

*The neighborhood market is located within the Old North Sacramento community of North Sacramento which contains a mix of residential and neighborhood serving uses. The site is in the heart of a residential neighborhood which primarily consists of single- and multi-unit dwellings, and an RV and Mobile Home Park in the Single-Unit or Duplex Dwelling (R-1), Multi-Unit Dwelling (R-2A), Multi-Unit Dwelling (R-2B) and Multi-Unit Dwelling (R-3) zones.*

*Nearby sensitive uses include New Life Christian Fellowship (260 feet), Peace Lutheran Church (400 feet), First Baptist Church (700 feet), Calvary Christian Center (700 feet), Holy Trinity Ukrainian Orthodox Church (850 feet) and Calvary Preschool (1000 feet). There are multiple small grocery stores within a half-mile of the subject site including 880 feet south at 2537 Del Paso Blvd, 1,650 feet to the west at 2711 Fairfield Street, and 2,200 feet to the south 2308 Del Paso Blvd. The nearest active off-site consumption liquor licenses are at 2600 Rio Linda Boulevard (Type 21 –Valero Gas Station and Bonfare Market) 500 feet from the subject site and at 2800 Rio Linda Boulevard (Type 20 – Comfort Market) 730 feet from the subject site. Staff acknowledges that while the project site is adjacent to several*

*locations selling alcohol for off-site consumption, Bonfare Market is located within a gas station and attracts a different clientele, and Comfort Market does not currently sell distilled spirits and appears to be a neighborhood market similar in nature to Sam's Market. Both locations operate under "deemed" Conditional Use Permits, meaning that these locations have been selling alcohol since prior to the City requiring a Conditional Use Permit for the sale of alcohol for off-site consumption. Unlike an approved Conditional Use Permit, deemed conditional use permits have no conditions of approval addressing operations.*

*The proposed project would allow Sam's Market to authorize its operations consistent with the City's land use requirements, which does not substantially alter the existing use of the site and is not expected to be detrimental to the surrounding residential neighborhood and sensitive uses. Staff believes that alcohol sales at this site would not enlarge or encourage the development of a skid row nor be detrimental to the surrounding neighborhood as the project site has been selling beer and wine under a Type-20 license since February 2024 with no disciplinary history.*

*Neighborhood markets offer convenient access to everyday necessities such as snacks and household essentials while also offering alcohol and are essential neighborhood serving assets that help create livable, and complete neighborhoods. This leads staff to believe that the sale of beer and wine allows residents wanting food, drinks, or personal products to rely on Sam's Market in their neighborhood and would not be detrimental to adjacent sensitive uses. Furthermore, staff will be conditioning this project to provide additional healthy food in addition to any requirements imposed by the existing Tobacco License.*

2. In addition to the considerations applicable to all conditional use permit applications, the decision-maker may consider the following under this section: hours of operation; quantity and size of containers sold; alcoholic content of wines; percentage of shelf space devoted to alcoholic beverages; a requirement that the establishment post, in compliance with the city code, signs prohibiting the possession of open alcoholic beverage containers or the consumption of alcoholic beverages on any property adjacent to the establishment under the control of the establishment's operator; and any other activities proposed for the premises.

*The store will operate from 9:00 am to 11:00 pm every day and will be required to comply with signage standards within the city code. In addition to conditions from Planning limiting shelf space for distilled spirits and the number of coolers devoted*

*to the sale of beer and wine, the Police Department has requested that ABC place conditions on the ABC license, including:*

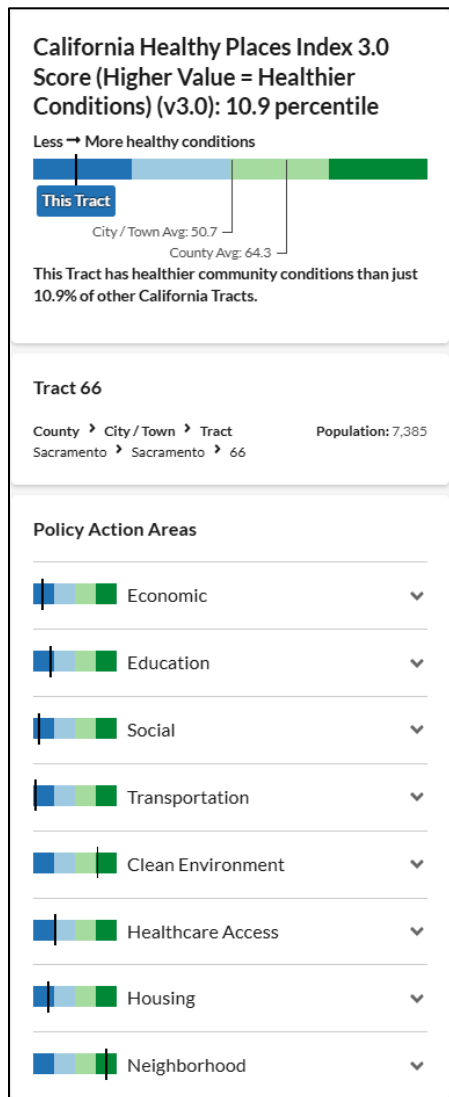
- 1. No alcohol consumption shall be permitted at this location.*
- 2. There shall be no exterior advertising or sign of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages.*
- 3. No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of the licensee(s) as depicted on the most recently certified ABC-257 and ABC-253.*
- 4. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.*
- 5. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the licensee(s) shall be removed or painted over within 72 hours of being applied.*
- 6. The parking lot of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of persons on or about the parking lot. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.*
- 7. No beer or malt beverage product(s) shall be sold, regardless of container size, in quantities of less than three per sale.*
- 8. No distilled spirits shall be sold in bottles or containers of less than 750ml.*

*The following conditions are currently imposed on the Type 20 license:*

- 1. No Wine shall be sold in bottles or containers of less than 750ml.*
- 2. No individual containers of beer or malt beverage products shall be sold, regardless of container size, unless the containers are in manufactured pre-packaged multi-unit quantities. This restriction applies to any beer that is not sold or marketed by the manufacturer in a multi-unit package quantity.*

*In addition to requesting that ABC place conditions on the ABC license, the Police Department has also recommended conditions of approval be placed on the Conditional Use Permit. The Police Department believes that adding these conditions should reduce the potential for nuisance activities or law enforcement related issues that could be associated with an alcohol-related establishment. For example, the Police Department has required the applicant to maintain clear and unobstructed view of the interior of the premises from the exterior public sidewalk and install a Video Assessment and Surveillance System as well as a holdup alarm system with comprehensive coverage.*

**Figure 3: HPI 3.0 (Tract 66)**



### Healthy Places Index

Staff uses the California Healthy Places Index Map Tool (HPI) ([healthyplacesindex.org](https://healthyplacesindex.org)) as an additional information tool in the review of tobacco-related, alcohol-related, and other health related land use applications that may impact community conditions and life expectancy. HPI was developed by the Public Health Alliance of Southern California as a tool that allows for the comparison of potential overall health outcomes based on community conditions across multiple geographies.

The HPI provides information at the census tract level and analyzes multiple community characteristics with the goal of framing equity issues with quantifiable and evidence-based data. Twenty-five indicators are analyzed and are statistically scored and compiled into a single indexed overall score. The HPI score is provided as a percentile rank, with ranks closer to 100 indicating healthier conditions and ranks closer to 0 indicating less healthy conditions. Eight sub-scores are also calculated based on eight health related policy action areas: economic, social, education, transportation, neighborhood, housing, clean environment, and healthcare.

The project site is within Census Tract 66. Per the HPI, Tract 66 scores in the 10th percentile of healthy places. This tract has healthier conditions than 10.9% of other tracts within the State, or alternatively stated, 88.1% of other tracts within the State have healthier conditions than the subject census tract. All of the census tracts within the North Sacramento, South Natomas, and Arden-Arcade Community Plan Areas are below the 50th percentile of healthy community conditions.

### CalEnviroScreen

The 2040 General Plan identifies the project census tract (66) as located within a State Designated Disadvantaged Communities (DACs) (SB 535). Senate Bill SB 535 mandates

that California use certain Cap-and-Trade auction proceeds to fund investments in DACs and tasks the California Environmental Protection Agency (CalEPA) with designating DACs based on geographic, socioeconomic, public health, and environmental hazard criteria (Final Designation of Disadvantaged communities). These criteria include 1) “Areas disproportionately affected by environmental pollution and other hazards that can lead to negative public health effects, exposure or environmental degradation” and 2) “Areas with concentrations of people that are of low income, high unemployment, low levels of home ownership, high rent burden, or low levels of educational attainment.”

In response to SB 535, the CalEPA, developed the CalEnviroScreen (<https://oehha.ca.gov/calenviroscreen>) mapping tool to identify DACs. A DAC is defined as an area scoring in the top 25 percent of all California census tracts for pollution burden and socioeconomic factors as measured. The overall CalEnviroScreen score is calculated by multiplying the Pollution Burden and Population Characteristics scores with a minimum possible score of 0 and maximum possible score of 100, with a score of 100 representing the highest burden. Key indicators in CalEnviroScreen’s data include exposure to different types of pollution, environmental effects from nearby toxic chemicals, percentage of populations health and age sensitivity, and socioeconomic factors.

Consistent with General Plan policy EJ-2.20, staff has utilized the CalEnviroScreen mapping tool and understands that this tract has an overall CalEnviroScreen score of 80.98, meaning that it is in the top 25 percent of all California census tracts for pollution burden and socioeconomic factors as measured.

| <b>Table 3: Vulnerability Indicators &amp; Nearby Sensitive Uses (Census Tract 66)</b> |                                                             |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------|
| <b>Healthy Places Index (HPI)</b>                                                      | 10.9                                                        |
| <b>CalEnviroScreen</b>                                                                 | 80.98                                                       |
| <b>Proximity to other ABC Type 20/21 Licenses (1/2-mile buffer)</b>                    | 8 Licenses (5-Type 20, 3-Type 21)                           |
| <b>Nearby Sensitive Uses (1/2-mile buffer)</b>                                         |                                                             |
| • Residential                                                                          | Single- and multi-unit dwellings                            |
| • Schools                                                                              | 5 (3 elementary schools; 1 middle school; 1 private school) |
| • Childcare Centers                                                                    | 1                                                           |
| • Parks                                                                                | 5                                                           |
| • Faith Congregations (e.g., church)                                                   | 10                                                          |
| • Social Services/Hospital                                                             | N/A                                                         |

### Staff Analysis

Staff evaluated the proposal for consistency with applicable General Plan Environmental Justice (EJ) policies. The site is not located within a food desert or an area underserved

by healthy food resources, as identified in General Plan Map EJ-4, and multiple grocery stores are located within a one-mile radius. The site can also be considered to be within a pedestrian-oriented area because it is served by existing transit infrastructure, although the General Plan does not define the term "pedestrian priority area." The nearest Regional Transit (RT) bus stops are located approximately 150 feet south and approximately 150 feet northeast of the site on Rio Linda Boulevard and serve Route 15 (approximately 30-minute headways). The Royal Oaks light rail station is located approximately 0.7 miles south of the project site.

The draft Vision Zero Action Plan Update (presented to the Active Transportation Commission on June 18, 2026) identifies the intersection of Rio Linda Boulevard and Eleanor Avenue as one of the City's Top 20 priority intersections based on historic severe injury and fatal collision data. Because the Action Plan remains in draft form and is subject to change prior to adoption, staff considered it as contextual information rather than as an adopted policy document. Although the project is located near this intersection, the proposed Conditional Use Permit includes operational conditions intended to improve on-site safety and security, including measures addressing lighting, surveillance, site maintenance, nuisance activity, and coordination with the Sacramento Police Department. Staff finds these operational requirements will help ensure the business functions in a manner compatible with the surrounding neighborhood.

The project site is located approximately 0.6 miles walking distance from Las Palmas Elementary School and approximately 650 feet walking distance from the nearest business authorized to sell alcohol. While another alcohol retailer is located nearby, approval of this request would not establish a new alcohol outlet within the neighborhood. Instead, it would authorize an existing neighborhood market, which currently operates under a Type-20 license for beer and wine sales, to upgrade to a Type-21 license allowing the sale of distilled spirits. As a result, the proposal would not increase the overall number of alcohol retailers serving the area or contribute to a greater concentration of alcohol outlets. Based on these factors, staff does not find that the location of the proposed alcohol sales would be detrimental to the neighborhood or that there is a basis to discourage the use.

Although the site is located within a State-designated Disadvantaged Community and an area with a relatively low Healthy Places Index score, staff finds that the proposal would not materially intensify alcohol availability in the neighborhood. The market currently operates with a Type-20 license, and the request would expand the existing license to allow distilled spirits rather than establish a new alcohol retailer. The primary use of the site as a neighborhood-serving market would remain unchanged.

Staff recognizes that alcohol retailers located near schools, parks, and residential neighborhoods can present potential public safety concerns if not properly managed. In this case, however, the operator is seeking to legalize an existing alcohol use that currently operates without a Conditional Use Permit and therefore without imposed operational conditions. Approval of the CUP would place the operation under ongoing City land use oversight for the first time and would establish a comprehensive set of conditions governing alcohol sales, site operations, security, and ongoing compatibility with the surrounding neighborhood. Staff finds that these conditions, together with the recommendations of the Sacramento Police Department, provide appropriate safeguards and that expanding the existing Type-20 license to a Type-21 license is not expected to result in adverse neighborhood impacts.

**FINDINGS OF FACT AND CONDITIONS OF APPROVAL**  
**Sam's Market Type 21 CUP (P25-024)**  
**2685 Rio Linda Boulevard; APN: 265-0241-009-0000**

**FINDINGS OF FACT**

- A. **Environmental Determination:** 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 and Design Commission finds that the Project is exempt from review under Section 15301 (Existing Facilities—Class 1) of the CEQA Guidelines. Class 1 consists of projects involving the operation, permitting, and licensing of existing facilities and involves negligible or no expansion of existing or former uses. The project qualifies for this exemption because it involves the continued operation of a business within an existing building and the project does not involve any physical changes to the site.
- B. The **Conditional Use Permit** to authorize the sale of beer, wine, and distilled spirits under a Type-21 license (General – Beer, Wine, Distilled Spirits) in a 2,200 square foot convenience store on approximately 0.2-acres in the General Commercial (C-2) zone is **approved** based on the following Findings of Fact:
1. The proposed use and its operating characteristics are consistent with the general plan and any applicable specific plan or transit village plan in that the sale of alcohol for offsite consumption at this location is not in conflict with General Plan Goal EJ-2 or Policies EJ-2.16 and EJ-2.20, which discourage off-site sales of alcohol near food deserts, schools, and pedestrian priority areas in disadvantaged communities. The project site is not located in a food desert and is not near a school. The alcohol sales at the site currently have no conditions of approval addressing operations; with the addition of distilled spirits a comprehensive set of conditions are added to the site to address alcohol sales and ensure the business operates in a manner that is compatible with the surrounding neighborhood. The project is also consistent with the Residential Mixed Use General Plan designation in that it allows for the expansion of goods offered at an existing neighborhood market. Neighborhood markets offer residents convenient access to everyday necessities such as groceries and household essentials while also offering alcohol are essential neighborhood serving assets that help create healthy, livable, and complete neighborhoods further implementing the RMU designation.
  2. The proposed use and its operating characteristics are consistent with the applicable standards, requirements, and regulations of the C-2 Zone, and the Planning and Development Code in that the purpose of the C-2 zone is to provide for the sale of goods; the performance of services, including repair facilities; office uses; dwellings; small wholesale stores or distributors; and limited processing and packaging. The existing neighborhood market supports

and implements this vision by providing residents with convenient access to everyday necessities such as groceries and household essentials while also offering alcohol. Further, the proposed use of off-site alcoholic beverage consumption is a permitted use within the General Commercial (C-2) zone with the approval of a Conditional Use Permit.

3. The proposed use is situated on a parcel that is physically suitable in terms of location, size, topography, and access, and that is adequately served by public and private services and utilities, in that the proposed use is in an existing tenant space with food, beverages, and goods sales; therefore, the addition of distilled spirits is suitable in terms of location and access and is adequately served by existing infrastructure.
4. The proposed use and its operating characteristics are not detrimental to the public health, safety, convenience, or welfare of persons residing, working, visiting, or recreating in the surrounding neighborhood and will not result in the creation of a nuisance. The project will be required to incorporate several security and operational measures. These measures include restricted alcohol sales policies, including alcohol sales ending at 11:00 PM; a Video Assessment and Surveillance System (VASS) covering points of sale, alcohol display areas, store entrances, and parking areas to deter theft and unauthorized consumption; and a "Good Neighbor" condition requiring a 24-hour emergency contact number to promptly address community concerns. These conditions ensure that the project remains compatible with surrounding land uses and prevents negative impacts on nearby residential areas. Additionally, the Sacramento Police Department reviewed has submitted a list of protest conditions to ABC that they want imposed on the license.
5. The proposed alcoholic beverage sales will not adversely affect the peace or general welfare of the surrounding neighborhood. The use permit is conditioned with hours of operation to be compatible with adjacent residential uses in the surrounding neighborhood. Further, the Police Department have requested ABC impose conditions on the requested ABC Type-21 license to ensure that the business will not negatively impact the surrounding area, including requiring the business to ensure no persons possess an open container or consume alcoholic beverages in or around the business, requiring the business to actively monitor the area under their control in an effort to prevent loitering, and requiring the business to sell beer, malt liquor, wine, and distilled spirits in certain quantities.
6. The proposed alcoholic beverage sales will not result in undue concentration of establishments dispensing alcoholic beverages in that the Sacramento Police Department has determined that a finding of Public Convenience or Necessity (PCN) was not required by ABC to obtain the Type-21 license, as the project would not increase the concentration of establishments dispensing alcoholic beverages in this census tract. Further, this site is located along the Rio Linda Boulevard corridor and is appropriate for retail sales, including

alcohol, given the traffic volumes, availability of public transit, and the diversity of land uses in the area. Given these factors, the project is compatible with surrounding land uses and will not contribute to overconcentration or alcohol-related nuisance activity.

7. The proposed alcoholic beverage sales will not enlarge or encourage the development of a skid row or blighted area. The sale of alcohol will be supervised by ABC and is required to comply with conditions on the ABC license as well as the use permit. The license is conditioned with hours of operation to be compatible with adjacent uses. Acceptance and compliance with use permit operating conditions will assist in discouraging and preventing associated negative impacts which can contribute to the development of blighted areas.
8. The proposed alcoholic beverage sales will not be contrary to or adversely affect any program of redevelopment or neighborhood conservation. The granting of this permit will allow for conditions of approval to restrict operations that support both the business and the neighborhood. Additionally, the expansion to allow the sale of distilled spirits on-site does not alter the existing use of the site. The area is not part of a redevelopment program or neighborhood conservation plan.

#### **CONDITIONS OF APPROVAL**

- B. The **Conditional Use Permit** to authorize the sale of beer, wine, and distilled spirits under a Type-21 license (General – Beer, Wine, Distilled Spirits) in a 2,200 square foot convenience store on approximately 0.2-acres in the General Commercial (C-2) zone is **approved** subject to the following conditions of approval:

#### **PLANNING:**

- B1. This discretionary permit expires three (3) years from the effective date of approval if the use or development project has not been established as provided in Section 17.808.400.A.
- B2. Time extensions to establish a use, construct a development project, or to demolish a structure may be granted as provided in Section 17.808.400.B. Time extensions are discretionary and not the automatic right of the applicant.
- B3. Alcohol sales are limited to the hours between 9:00 a.m. and 11:00 p.m. each day of the week.
- B4. Shelf space for distilled spirits shall be limited to 30 square feet. All shelf space devoted to spirits must be located behind the point of sale or cash register.
- B5. Refrigerated beer and wine shall be limited to a maximum of five (5) cooler displays (doors) of no more than 38 cubic feet each, for a maximum of approximately 190

cubic feet of display area.

- B6. No unrefrigerated beer shall be displayed.
- B7. Shelf space for unrefrigerated wine on the sales floor shall be limited to approximately 35 cubic feet as shown on the project plans.
- B8. The following “Good Neighbor” measures shall be implemented by the applicant and any operator:
  - a. Establish a process for neighbors to communicate directly with the management staff of the restaurant should there be any problems or issues.
  - b. Provide signage at the building storefront that includes a 24-hour emergency contact person and phone numbers on-site that is located in a clearly identified place and kept up to date.
- B9. Any additional changes, additions, or modifications related to alcohol sales and/or these conditions of approval shall require Planning Division review and approval and may result in the need for additional planning entitlements.
- B10. The operator shall devote at least one (1) shelf unit (approximately 90 cubic feet), as shown on the project plans, for the sale of fresh or healthy foods. Fresh and healthy foods, include, but are not limited to, fresh fruits and vegetables; juice and dairy products; meat, fish, or poultry (including eggs); and fresh baked goods, breads, and cereals. A portion of the total shelf space within the cooler may be substituted with non-healthy foods if an equivalent shelf space is devoted to unrefrigerated healthy foods.

## **Police**

- B11. Business shall be equipped with and maintain a security system with
  - An alarm system with a valid UL Certificate in accordance with ANSI/UL 681-2025 (Standard for Installation and Classification of Burglar and Holdup Alarm).
  - a Video Assessment and Surveillance System (VASS)
- B12. Holdup alarm system shall be employed near the:
  - all points of sale
  - safe(s) – if applicable
- B13. A Video Assessment and Surveillance System (VASS) shall be installed at the site and maintained by a property management company, security company, or designee.

- B14. Manager with access to VASS storage shall be able to respond to any activation within two hours.
- B15. Cameras shall be day/night capable with a resolution of no less than two (2) megapixels and a minimum frame rate of 15 frames per second.
- B16. VASS shall be capable of exporting footage to common media in a standard viewing format and shall not require proprietary software for third party viewing.
- B17. VASS shall be capable of storing no less than 30 days' worth of activity.
- B18. VASS shall provide comprehensive coverage of:
- areas of ingress and egress
  - parking lots (if applicable to the rear)
  - coverage of all four (4) exterior sides of the property
  - adjacent public rights of way
  - main entrance to the business
  - all points of sale
  - managers office
- B19. Height markers are required on the interior doorway.
- B20. Electronic "point of sale" age verification system is required, including:
- a. scans and authenticates ID
  - b. identifies fake IDs
  - c. records dates and times of entry
  - d. the ability to create a "banned patron" list
- B21. Applicant must comply with all laws and regulations related to the distribution of alcoholic beverages, including not selling, furnishing, giving or causing to be sold, furnished or given away, any alcoholic beverages to any habitual drunkard, or to any obviously intoxicated person. All employees shall attend ABC LEAD Training within six (6) months of opening and at least once every 5 years.
- B22. The name of the business shall be printed on all receipts.
- B23. No more than 10 percent of the square footage of windows and clear doors for retail purposes shall be blocked by advertising, signs, shelves or anything else.

All advertising, signs, and shelving shall be placed and maintained in a manner that ensures that law enforcement personnel have a clear and unobstructed view of the interior of the premises from the exterior public sidewalk or entrance to the premises. All signs shall comply with the City Code.

- B24. All dumpsters shall be kept locked or in locked enclosures. Gating for dumpster enclosures should be slatted to allow visual surveillance of the interior.
- B25. Exterior trash receptacles shall be of a design to prevent unauthorized removal of articles from the trash bin.
- B26. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the applicant shall be removed or painted over with matching paint within 72 hours of being applied.
- B27. Property management shall be responsible for the daily removal of all litter from the site.
- B28. The sales register area shall be situated to face the main entrance to allow employees better visual surveillance of the entrance and fueling area.

### **Public Works**

- B29. Construct standard public improvements as noted in these conditions pursuant to Title 17 of the City Code. Improvements shall be designed to City Standards and assured as set forth in Section 17.502.130 of the City Code. All improvements shall be designed and constructed to the satisfaction of the Department of Public Works. Any public improvement not specifically noted in these conditions shall be designed and constructed to City Standards. This shall include the repair or replacement/reconstruction of any existing deteriorated curb, gutter and sidewalk adjacent to the subject property per City standards to the satisfaction of the Department of Public Works.
- B30. The design of walls fences and signage near intersections and driveways shall allow stopping sight distance per Caltrans standards and comply with City Code Section 12.28.010 (25' sight triangle). Walls shall be set back 3' behind the sight line needed for stopping sight distance to allow sufficient room for pilasters. Landscaping in the area required for adequate stopping sight distance shall be limited 3.5' in height at maturity. The area of exclusion shall be determined by the Department of Public Works.

### **Advisory Notes**

- ADV1. Police. City of Sacramento permits must be obtained for private patrol, alarms, and camera systems.
- ADV2. Building. The application reviewed is limited to a Conditional Use Permit for alcohol sales within an existing market. No building construction or physical

modifications are proposed or reviewed as part of this request.

Should building work be proposed in the future, it shall be subject to separate review and approval by the Building Division and must comply with the applicable provisions of the California Building Standards Code (California Code of Regulations, Title 24, Volumes 1–12).

**EXHIBITS:**

**Exhibit A:** Project Plans

**Exhibit B:** Map of nearby sensitive uses and active alcohol licenses within one-half mile

**Exhibit C:** Sacramento Police Department Protest Conditions

CONSULTANT SEAL:

PROJECT:

SAM MARKET  
2685 RIO LINDA BLVD  
SACRAMENTO, CA

CLIENT:

REVISIONS:

PROFESSIONAL SEAL:

PROJECT NUMBER:

25-002

PROJECT DATE:

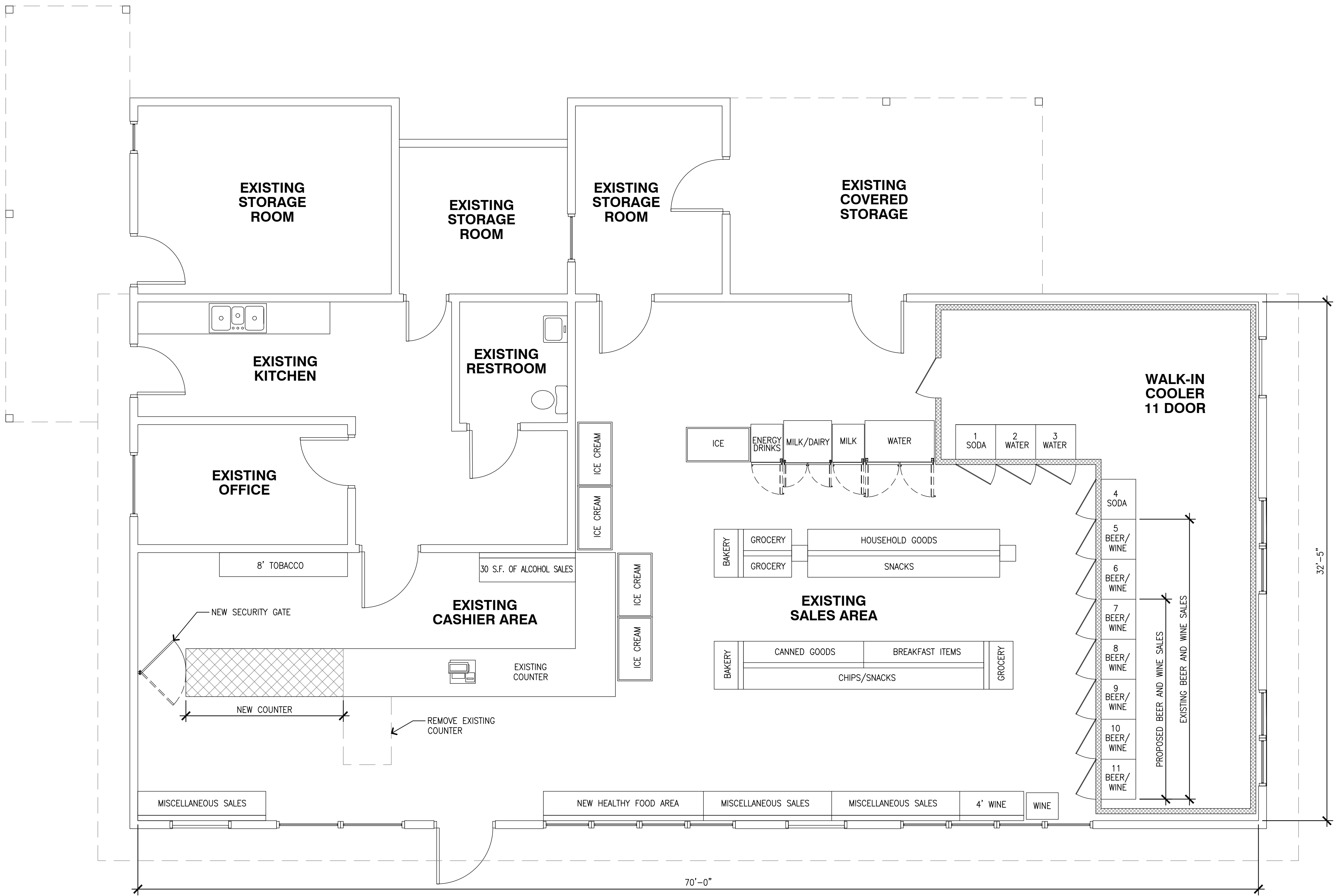
10/01/2025

SHEET CONTENTS:

EXISTING  
FLOOR PLAN

SHEET NUMBER:

A-1

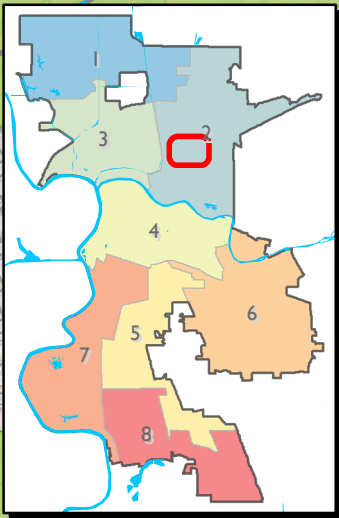


01 **FLOOR PLAN**  
SCALE: 1/4"=1'-0"

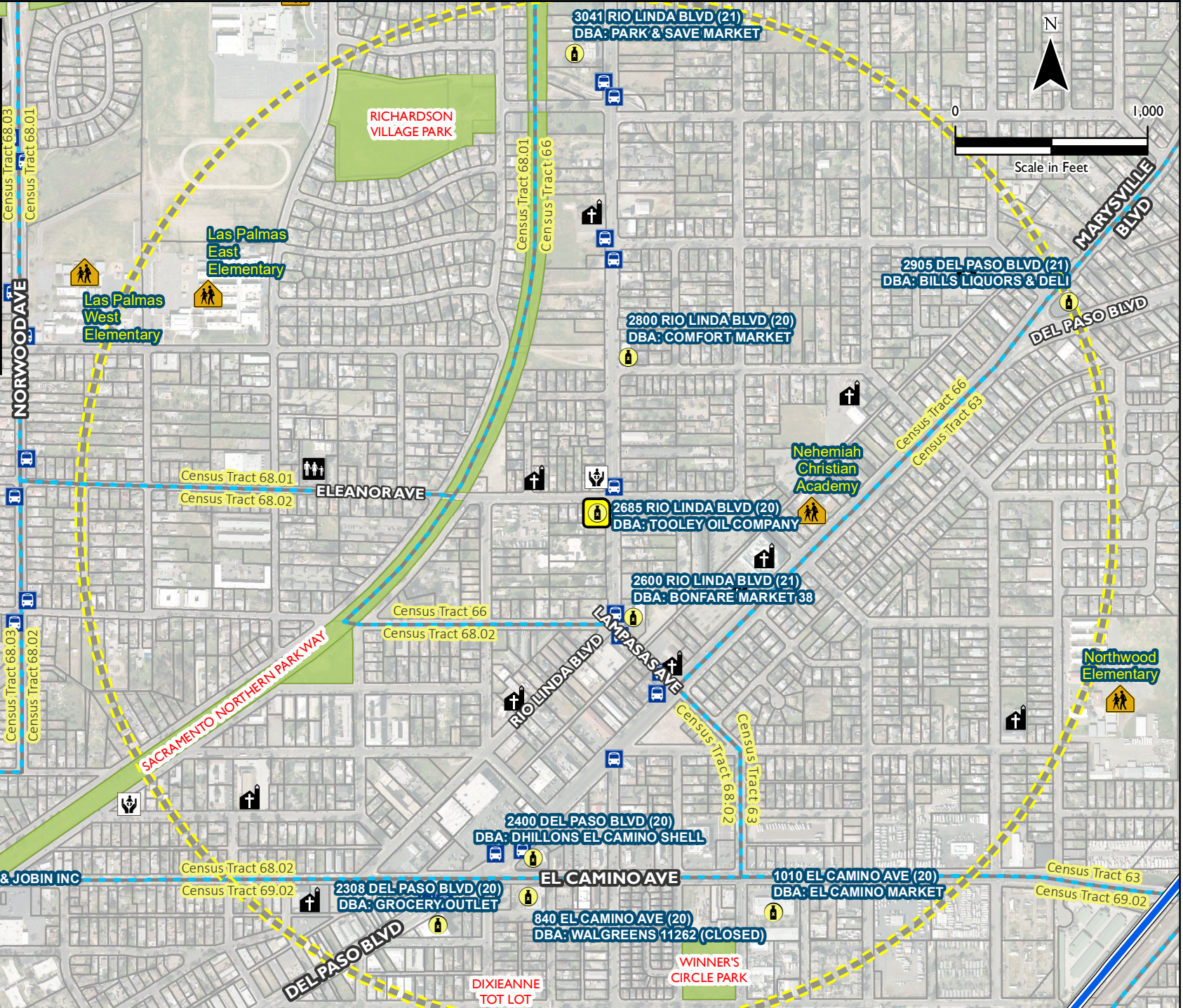
EXISTING CUBIC SQUARE FOOTAGE OF COOLER SPACE DEVOTED TO THE SALES OF BEER AND WINE IS 262.5 C.F. (7 COOLER DOORS). 30 S.F.± SQUARE FEET OF WINE SALES ON SALES FLOOR

PROPOSED COOLER DOORS OF BEER AND WINE SALES IS 5.

# P25-024: Sam's Market Type 21 CUP



- Legend**
- Project Location
  - Alcohol Retailer
  - Half-Mile Buffer
  - School
  - Place of Worship
  - Community Center
  - Childcare Facility
  - Parcel
  - Park
  - Census Tract (2020)
  - RT Blue Line



*City of*  
**SACRAMENTO**  
Police Department

KATHERINE LESTER  
Chief of Police

5770 Freeport Blvd., Suite 100  
Sacramento, CA 95822-3516

(916) 808-0800  
Fax: (916) 808-0818  
[www.sacpd.org](http://www.sacpd.org)

May 13, 2026  
Ref: Metro 05-14

Jervill Pacol  
Department of Alcohol Beverage Control  
2400 Del Paso Road, Suite 155  
Sacramento, Ca 95834

**SUBJECT: AMENDED PROTEST WITH CONDITIONS, PREET TRANZ INC (SAM'S MARKET), 2685 RIO LINDA BLVD; FILE 670997**

Mr. Pacol,

The Sacramento Police Department would like to protest the issuance of ABC Type 21 – Off-Sale General for Preet Tranz Inc. (Sam's Market) located at 2685 Rio Linda Blvd. Upon further review, it is recommended by area Captain Neil Cybulski badge #5016 the following conditions are imposed:

1. No alcohol consumption shall be permitted at this location.
2. There shall be no exterior advertising or sign of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages.
3. No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of the licensee(s) as depicted on the most recently certified ABC-257 and ABC-253.
4. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.
5. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the licensee(s) shall be removed or painted over within 72 hours of being applied.
6. The parking lot of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of persons on or about the parking lot. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.
7. No beer or malt beverage product(s) shall be sold, regardless of container size, in quantities of less than three per sale.
8. No Distilled Spirits shall be sold in bottles or containers of less than (750ml).

The Sacramento Police Department believes that imposing these conditions will mitigate potential problems in the area. If you have any questions, please contact me at (916) 808-2458 or at [bperez@pd.cityofsacramento.org](mailto:bperez@pd.cityofsacramento.org)

Sincerely,

*Brenda Perez*

Administrative Analyst  
Metro Division – Licensing & Permits

*The Mission of the Sacramento Police Department is to work in partnership with the Community to protect life and property, solve neighborhood problems, and enhance the quality of life in our city.*



Jose R Quintanilla, Assoc. Planner  
Community Development Dept.  
08/13/2026

A dark blue silhouette of the Sacramento skyline, including various buildings and the two towers of the Bay Bridge, set against a light blue background.

## P25-024 Sam's Market Type 21 CUP

2685 Rio Linda Boulevard

APN: 265-0241-009-0000 (District 2)

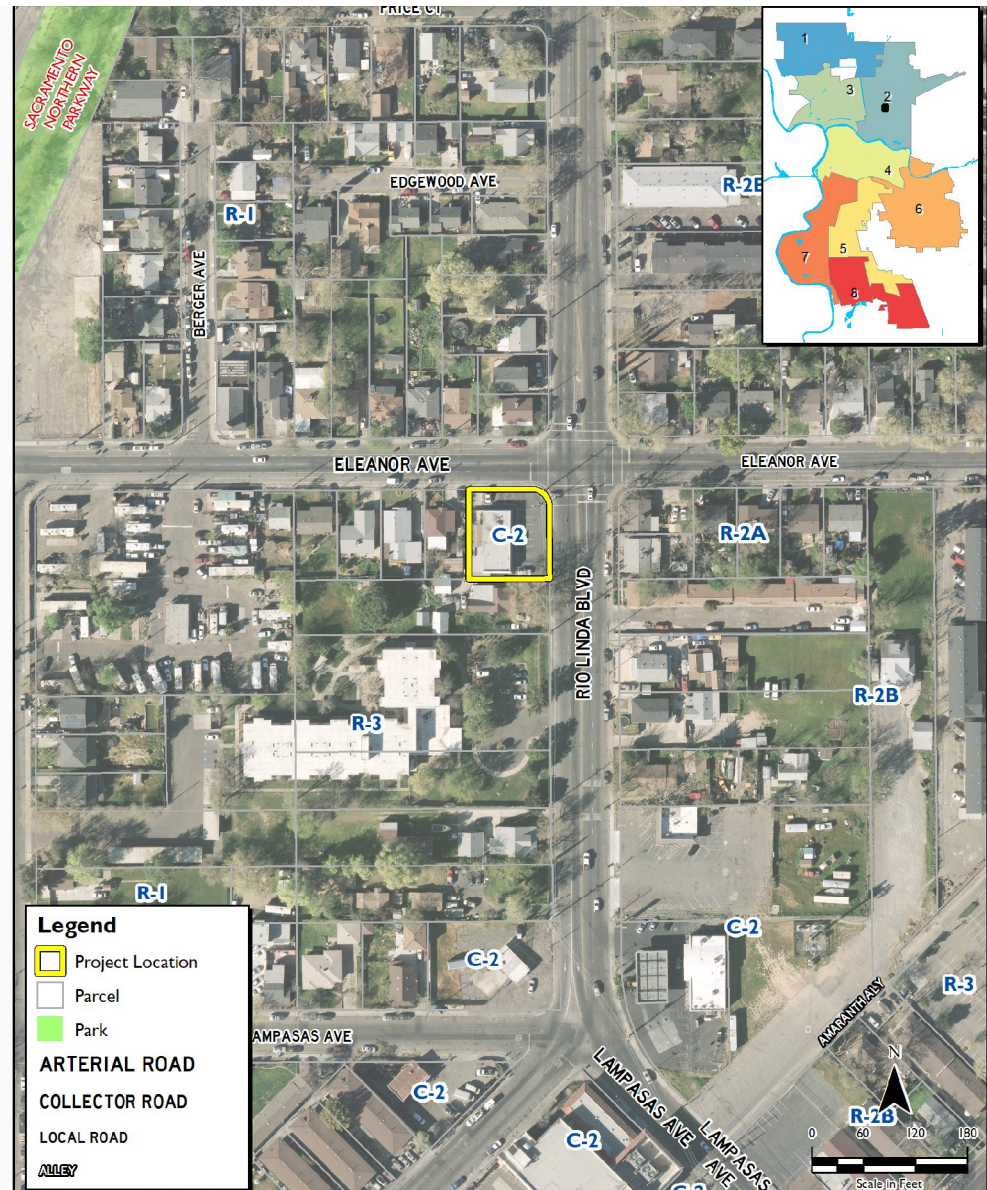
# Context Map

General Plan: Residential Mixed Use (RMU)

Zoning: General Commercial (C-2)

Existing Use: Neighborhood Market

Environmental Determination: Exempt  
(Section 15301 – Existing Facilities; Section  
15061(b)(3) – Common Sense Exemption)



# Requested Entitlements

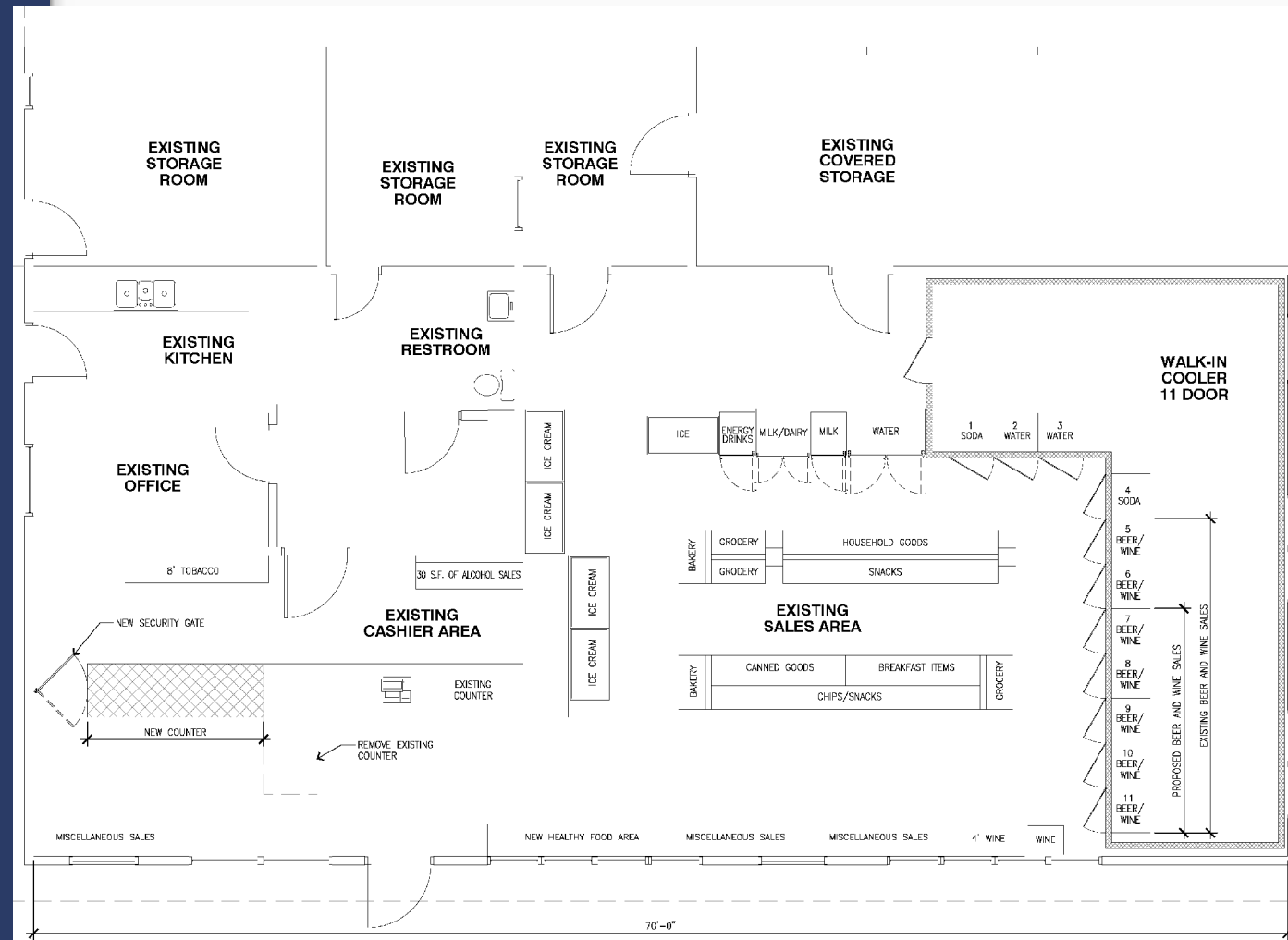
Conditional Use Permit to authorize the sale of beer, wine, and distilled spirits under a Type-21 license (General – Beer, Wine, Distilled Spirits) in a 2,200 square foot convenience store on approximately 0.2-acres in the General Commercial (C-2) zone.

## Conditional Use Permit

Hours of Operation: 9am to 11pm

Proposed Use: Sale of beer, wine, and distilled spirits for off-site consumption (Type 21 ABC License)

- Beer/Wine: 5 Coolers (reduced from 7)
- Wine (unrefrigerated): ~35 cubic feet
- Distilled Spirits: 30 square feet (behind the register)
- Healthy Food: ~90 cubic feet (refrigerated or unrefrigerated)

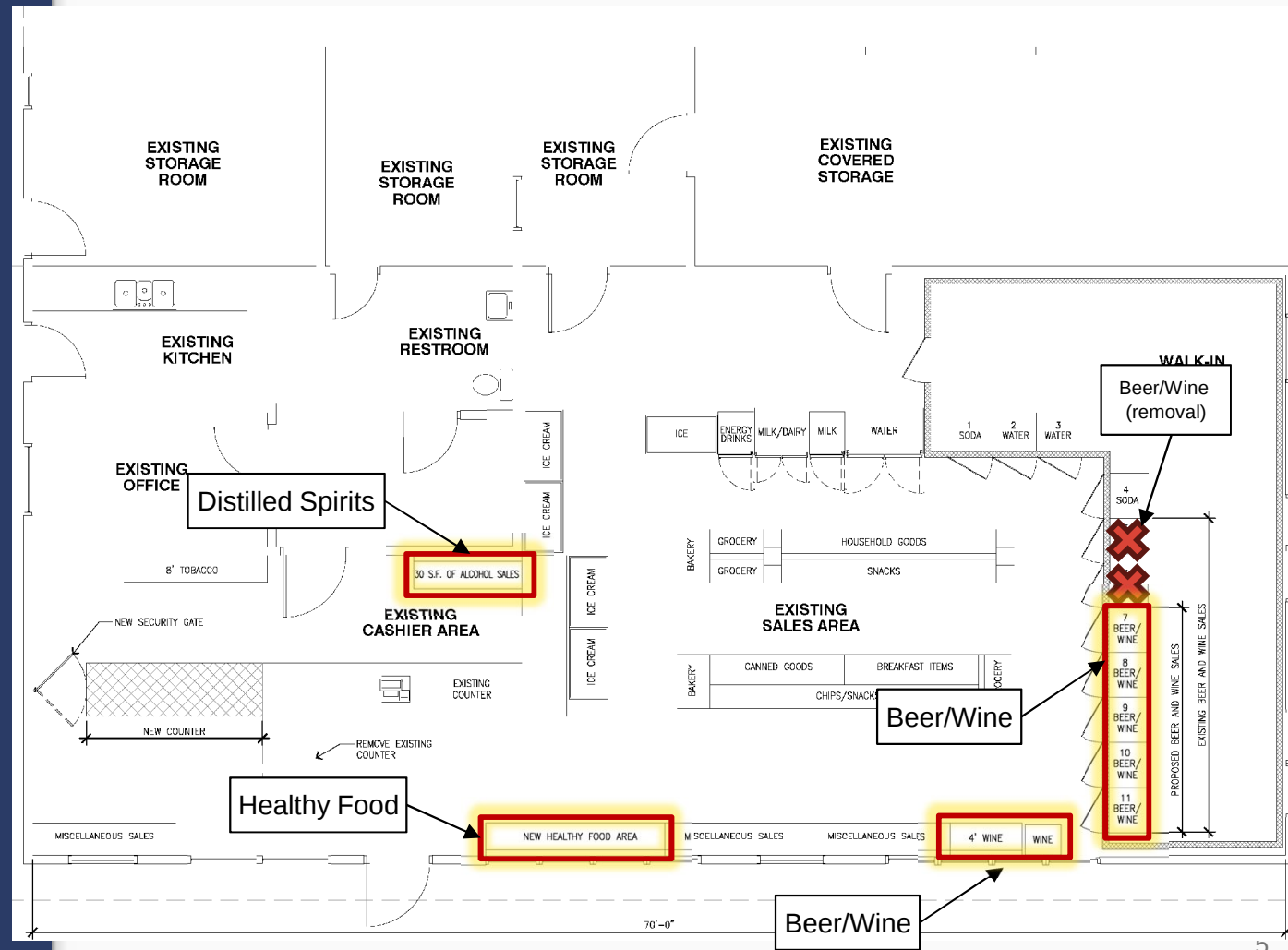


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# Thanks!

Contact us:

Jose Quintanilla, Project Planner  
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Community Development  
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300 Richards Blvd., 3<sup>rd</sup> Floor  
Sacramento, CA 95814

[planning@cityofsacramento.org](mailto:planning@cityofsacramento.org)

*City of*  
**SACRAMENTO**

