



2550 Ventura Avenue
Santa Rosa, CA 95403

p: (707) 565-1900
f: (707) 565-1017

Scott Orr
Director

Michelle Arellano
Administration

Nathan Quarles
Engineering and Construction

Cecily Condon
Planning

Steve Mosiurchak
Fire Marshal

Zoning Administrator Record of Action

Action Date: June 11, 2026
Appeal Status: APPEAL RECEIVED, June 22, 2022

AGENDA ITEM 4
File No.: UPE25-0024
Staff: Levan King Cranston
Applicant: Santos Pablo, Tannery Bend LLC
Owner: Tannery Bend LLC
Prior Agenda: N/A
CEQA Status: Exempt under CEQA Section 15301
Proposal: Use Permit to allow an existing restaurant to sell alcohol for off-site consumption, operating Monday through Saturday between the hours of 7:00am-9:00pm, with a maximum of 11 employees per shift, at an existing 3,122-squarefoot commercial building on a 2.17-acre parcel northwest of Sonoma. The project does not propose expansion of square footage or any new construction and utilizes an existing parking area to serve the proposed use.
Recommend: Find the project exempt from the California Environmental Quality Act and approve the use permit request subject to conditions.
Location: 18981 Hwy 12 102, Sonoma
APN: 127-083-016
District: One
Zoning: C1 (Neighborhood Commercial District), LG/SPR (the Springs Highway 12 Corridor) SR (Scenic Resource).

ZONING ADMINISTRATOR ACTION

Environmental Determination

- ☒ Exempt from the California Environmental Quality Act per §15301
(Existing Facilities)

Project Decision

- ☒ Approved: subject to attached Findings and Conditions
☐ with modification (see Comments)
☒ Subject to 10-day appeal period, ending June 22, 2026

ZONING ADMINISTRATOR

Derik Michaelson, Planner III
for the Director

June 22, 2026
Date

MODIFICATION

☒ N/A ☐ Findings ☐ Conditions ☐ Revisions to return

COMMENTS

n/a

ZONING ADMINISTRATOR FINDINGS

1. **Environmental Determination.** The proposed request to allow for and existing restaurant to sell alcohol for off-site consumption is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to the Provisions of Title 14 of the California Code of Regulations, Section 15301 (Existing Facilities) of the CEQA Guidelines which provides for reuse of existing facilities which involve negligible expansion of existing or former uses. No exceptions listed under Section 15300.2 apply.
2. **General Plan Consistency.** The subject property is located within the Limited Commercial Land Use designation which accommodates retail sales and services for the daily self-sufficiency of local rural or urban neighborhoods or communities in keeping with their character. The existing bakery currently serves the immediate neighborhood, and those commuting along Sonoma Highway. The proposed use is compatible with the character of the area as allowing the sale of alcohol along with food is common at many local neighborhood-serving restaurants, and there is a substantial residential population nearby which this proposed use can serve.
3. **Zoning Consistency.**
 - a. The proposed project utilizes a legally established commercial building conforming to all C1 district development standards.
 - b. Alcohol sales incidental to a restaurant is allowed with a use permit under Sec. 26-26-140 of the Sonoma County Zoning Code.
 - c. The subject property is located within the Scenic Resources, Scenic Corridor combining district for Sonoma Highway and the project proposes no expansion or new exterior modifications to the existing structure that may otherwise introduce new scenic impacts.
 - d. The subject property is located within the LG (Local Guidelines) combining district, specifically the Springs Highway 12 Corridor. The purpose of the Springs Highway 12 Design Guidelines is to provide visual and design standards that will lead to the beautification of the Highway 12 Corridor linking the communities of Fetters Hot Springs, Agua Caliente, Boyes Hot Springs and El Verano - collectively referred to as "The Springs." The project is consistent with the LG combining district in that the proposal does not involve any new development or exterior changes to the existing building. The addition of alcohol sales is not in conflict with the Springs Highway 12 Corridor plan.
4. **Public Health, Safety, and General Welfare.** Operation of an existing restaurant able to sell alcohol for off-site consumption will not, under the circumstances of this case, be detrimental to the health, safety, peace, comfort, and general welfare of persons residing or working in the neighborhood of such use, nor be detrimental or injurious to property and improvements in the neighborhood or to the general welfare of the area. The circumstances in this case include: (a) the request to allow an existing restaurant to sell alcohol for off-site consumption on an existing developed C1 zoned property is compatible with this area because the use intends to serve the local community in which it is located and the sale of alcohol along with food is common at many local neighborhood-serving

restaurants. There is no outdoor seating, which would not facilitate public alcohol consumption in the area; (b) the project would not generate significant new vehicle trips or impact road functionality in this area, as the ability to purchase alcohol along with food is not likely to generate significant new customers; (c) there is adequate existing onsite parking sufficient in serving the proposed use, as the ability to purchase alcohol along with food is not likely to generate significant new customers; (d) the project would not include new construction or site grading. The project utilizes an existing commercial building; (e) the project does not propose any external building modifications; therefore, it will have no impact in changing the visual character of this area.

ATTACHMENTS

1. Final Conditions of Approval
2. Appeal letter, June 22, 2022

SONOMA COUNTY ZONING ADMINISTRATOR

Conditions of Approval

Staff: Levan King Cranston
Applicant: Santos Pablo
Owner: Tannery Bend LLC
Address: 18981 Hwy 12 102 Sonoma CA

Date: June 11, 2026
File No.: UPE25-0024
APN: 127-083-016

Project Description: Use Permit allowing an existing restaurant to sell alcohol for off-site consumption, operating Monday through Saturday between the hours of 7:00am-9:00pm, at an existing 3,122-squarefoot commercial building on a 2.17-acre parcel northwest of Sonoma. The project does not propose expansion of square footage or any new construction and utilizes an existing parking area to serve the proposed use.

Prior to commencing the use, evidence must be submitted to the file that all of the following non-operational conditions have been met.

PERMIT SONOMA BUILDING:

1. If any modifications to the existing structure on site are to occur in the future, the applicant shall apply for and obtain building related permits from the Permit and Resource Management Department (PRMD). The necessary applications appear to be, but may not be limited to, site review, building permit, and grading permit.
2. Prior to initiation of the approved use, the project shall comply with the accessibility requirements set forth in the most recent California Building Code (CBC), as determined by the PRMD Building Division. Such accessibility requirements shall apply to all new construction and remodeling and, where required by the CBC, to retrofitting of the existing structure.
3. The business operator shall post a sign that includes the phone number for a current job manager for the benefit of neighbors. The job manager can be contacted if there are any problems associated with the construction process site such as dust, storm water runoff, hours of operation, equipment noise, traffic issues or lack of compliance with any project conditions of approval.

PERMIT SONOMA PLANNING:

4. This Use Permit allows for an existing restaurant to sell alcohol for off-site consumption operating from Monday to Saturday, between the hours of 7:00am-9:00pm.
5. Exterior lighting shall be low mounted, downward casting and fully shielded to prevent glare. Lighting shall not wash out structures or any portions of the site. Light fixtures shall not be located at the periphery of the property and shall not spill over onto adjacent properties or into the night sky. Flood lights are not permitted. Lighting shall shut off automatically after closing and security lighting shall be motion sensor activated.

All exterior lighting shall be "Dark-sky" compliant and fully shielded to avoid nighttime light pollution.

Reference can be made to the International Dark Sky Association website for guidance on exterior lighting: www.darksky.org. All exterior lighting shall be downward facing, located at the lowest possible point to the ground to prevent spill over onto adjacent properties, glare, nighttime light pollution and unnecessary glow in the rural night sky. Light fixtures shall not be located at the periphery of the property and shall not wash out structures on any portions of the project site. Security lighting shall be put on motion sensors. Flood lights and uplights are not permitted. Luminaries shall have a maximum output of 1000 lumens per fixture. Total illuminance beyond the property line, created by simultaneous operation of all exterior lighting, shall not exceed 1.0 lux. Color temperature of exterior light sources shall be 3000 Kelvin or lower.

6. Grading/Building Permits: If any modifications to the existing structure on site are to occur in the

future, the applicant/operator shall note the following conditions on the submitted building and grading permit plans. All building and/or grading permits shall have the following note printed on plan sheets. Building/grading permits shall not be approved for issuance by Project Review staff shall verify these conditions notes are printed on the submitted plans prior to permit issuance.

"In the event that archaeological resources, such as pottery, arrowheads, midden or culturally-modified soil deposits are discovered at any time during grading, scraping or excavation within the property, all work shall be halted in the vicinity of the find and County Permit Sonoma - Project Review staff shall be notified and a qualified archaeologist shall be contacted immediately to make an evaluation of the find and report to Permit Sonoma. Permit Sonoma staff may consult and/or notify the appropriate Tribal Representative from Tribes known to Permit Sonoma to have interests in the area. Artifacts associated with prehistoric sites include humanly modified stone, shell, bone, or other cultural materials, such as charcoal, ash, and burned rock indicative of food procurement or processing activities. Prehistoric domestic resources include hearths, firepits, or house floor depressions, whereas typical mortuary resources are represented by human skeletal remains. When contacted, a member of Permit Sonoma Project Review staff and the archaeologist shall visit the site to determine the extent of the resources and to develop and coordinate proper protection/mitigation measures required for the discovery. Permit Sonoma may refer the mitigation/protection plan to the designated Tribal Representatives for review and comment. No work shall commence until a protection/mitigation plan is reviewed and approved by Permit Sonoma Project Review staff. Mitigations may include avoidance, removal, preservation and/or recordation in accordance with California law. Archeological evaluation and mitigation shall be at the applicant's sole expense.

If human remains are encountered, all work must stop in the immediate vicinity of the discovered remains and Permit Sonoma staff, the County Coroner and a qualified archaeologist must be notified immediately so that an evaluation can be performed. If the remains are deemed to be Native American, the Native American Heritage Commission must be contacted by the Coroner so that a "Most Likely Descendant" can be designated and the appropriate provisions of the California Government Code and California Public Resources Code will be followed."

7. Permit Processing and Development Fees. This "At Cost" entitlement is not vested until all permit processing costs and development fees are paid in full. No grading or building permits shall be issued until all permit processing costs and development fees are paid in full.
8. CEQA Filing Fee. Within five working days after project approval, the applicant shall pay a mandatory Notice of Exemption filing fee of \$50.00 (or the latest fee in effect at the time of payment) for County Clerk processing. The fee will be charged against the project At-Cost deposit account and billed to the applicant, unless the applicant requests an alternate payment method, such as a check made out to the Sonoma County Clerk and submitted to Permit Sonoma in advance of the fee due date. NOTE: If the fee is not paid within five days after approval of the project, it will extend time frames for CEQA legal challenges.
9. Workforce Housing. Construction of new or expanded non-residential development shall be subject to Workforce Housing Requirements pursuant to Section 26-89-045 of the Sonoma County Code. No grading or building permits shall be issued until Workforce Housing Requirements have been met. Internal tenant improvements are not subject to Workforce Housing Requirements.

PERMIT SONOMA PROJECT HEALTH REVIEW:

10. A review and approval of building plans and/or specification sheets is required for the remodel/addition of any new retail food facility equipment or expansion of any food or alcohol storage or food processing areas prior to use of this area or equipment.
11. All owners/operators, managers, supervisors, and employees who sell or serve alcoholic beverages shall complete Responsible Beverage Service (RBS) Training within 90 days from issuance of a new

permit and every third year thereafter. All servers/sellers of alcohol hired after the initial 90 day period shall complete the training course within 60 days of employment and every third year thereafter.

The RBS Training shall meet the recommended best practice guidelines of the State of California, Department of Alcoholic Beverage Control or other certifying/licensing body, which the State may designate. Records of successful completion for each owner/operator, manager, supervisor, employee and volunteer shall be maintained on the premises and shall be presented upon request by a representative of the County or local law enforcement agency.

GENERAL CONDITIONS:

12. This use shall be constructed, maintained, and operated in conformance with all applicable county, state, and federal statutes, ordinances, rules, and regulations. A violation of any applicable statute, ordinance, rule, or regulation shall be a violation of the Use Permit, subject to revocation or modification.
13. Any proposed modification, alteration, and/or expansion of the use authorized by this Use Permit shall require the prior review and approval of the Zoning Administrator. Such changes may require a new or modified Use Permit and additional environmental review.
14. This permit shall be subject to revocation or modification by the Zoning Administrator if: (a) the Board finds that there has been noncompliance with any of the conditions or (b) the Board finds that the use for which this permit is hereby granted constitutes a nuisance. Any such revocation shall be preceded by a public hearing noticed and heard pursuant to Section 26-92-120 and 26-92-140 of the Sonoma County Code.
15. This "At Cost" entitlement is not vested until all permit processing costs and development fees are paid in full.
16. This use shall be constructed, maintained, and operated in conformance with all applicable county, state, and federal statutes, ordinances, rules, and regulations. A violation of any applicable statute, ordinance, rule or regulation shall be a violation of the Use Permit, subject to revocation.
17. Any proposed modification, alteration, and/or expansion of the use authorized by this use permit shall require the prior review and approval of Permit Sonoma or the Zoning Administrator, as appropriate. Such changes may require a new or modified Use Permit and additional environmental review, if warranted.
18. The Director of Permit Sonoma is hereby authorized to modify these conditions for minor adjustments to respond to unforeseen field constraints provided that the goals of these conditions can be safely achieved in some other manner. The applicant must submit a written request to Permit Sonoma demonstrating that the condition(s) is infeasible due to specific constraints (e.g. lack of property rights) and shall include a proposed alternative measure or option to meet the goal or purpose of the condition. Permit Sonoma shall consult with affected departments and agencies and may require an application for modification of the approved permit. Changes to conditions that may be authorized by Permit Sonoma are limited to those items that are not adopted standards or were not adopted as mitigation measures or that were not at issue during the public hearing process. Any modification of the permit conditions shall be documented with an approval letter from Permit Sonoma and shall not affect the original permit approval date or the term for expiration of the permit.

The owner/operator and all successors in interest, shall comply with all applicable provisions of the Sonoma County Code and all other applicable local, state, and federal regulations.

APPEAL

June 22, 2026



County of Sonoma
Permit & Resource Management Department

**PLANNING COMMISSION /
BOARD OF ZONING ADJUSTMENTS APPEAL FORM**

PJR-021

To: Board of Supervisors
County of Sonoma, State of California

File No.: _____

Appeal is hereby made by _____

Mailing Address _____

City / State / Zip _____

Phone: _____ Email: _____

The Sonoma County _____ Planning Commission / ☒ Board of Zoning Adjustments on
(date) June 11, 2026

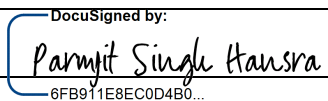
☒ approved / _____

for Use Permit for Retail Sales of Alcohol products for off-site consumption.

Located at 18981 Hwy 12 102 Sonoma

APN 127-083-016 Zoning: C1 (Neighborhood Commercial District), _____ Supervisorial District: Supervisorial District 1.

This appeal is made pursuant to Sonoma County Code Chapter Section 26-92-160 for the following specific reasons:
LG/SPR (the Springs Highway 12 Corridor) SR (Scenic Resource)

Appellant Signature  Date: 6/21/2026

DO NOT WRITE BELOW THIS LINE - TO BE COMPLETED BY PERMIT SONOMA STAFF

This appeal was filed with Permit Sonoma on this date 6/22/2026, receipt of which is hereby acknowledged.

Permit Sonoma Staff Signature _____

ATTACHMENT 1



June 21, 2026

Via E-Mail

Crystal Acker
Supervising Planner
Permit Sonoma
2550 Ventura Avenue, Santa Rosa, CA 95403
crystal.acker@sonomacounty.gov

Via E-Mail

Mr. Levan King-Cranston
Planner
Permit Sonoma
2550 Ventura Avenue, Santa Rosa, CA
95403
Levan.kingcranston@sonomacounty.gov

RE: Appeal of Use Permit Application UPE25-0024

To Permit Sonoma Staff:

On behalf of Vineyard Market, LLC, Reena Paleja, and the owners of Vineyard Market, our law firm respectfully submits this letter in support of Vineyard Market's appeal of the Use Permit No. UPE25-0024 approved on June 11, 2026, by the Sonoma County Zoning Administrator, granting the applicant the right to sell retail alcohol products for offsite consumption. In your review of this appeal, please consider the concurrently submitted documents, including the appeal form (PJR-021) and all documents attached thereto.

I. The County Code Does Not Permit "Off-Site" Sales of Alcohol by Restaurants.

The County Code does not allow by Use Permit or otherwise restaurants to engage in retail sales of alcoholic beverages for off-site consumption.

The Zoning Administrator Memorandum dated June 11, 2026, upon which the approval of the Use Permit relies, states, "Alcohol sales incidental to a restaurant is allowed with a use permit under Sec. 26-26-140 of the Sonoma County Zoning Code." The Memorandum also states that the proposed project is consistent with all development standards of the C1 district." This is not correct.

Nowhere in the definition of "Restaurant" in County Code Section Sec. 26-26-140, is off-site or retail sales of alcohol permitted. That definition includes, "A retail business selling ready-to-eat **food** for consumption on or off the premises." (Emphasis added). It does not expressly or impliedly authorize sales of **alcohol** for consumption off the

premises. The only plausible connection between sale of alcohol and restaurant uses, is in a separate subsection (B) of County Code Section Sec. 26-26-140, which provides that a use permit is required for “restaurants **serving** alcohol.”

Furthermore, nowhere in the scope of permitted uses for the C1 District listed in County Code Section 26-10-030, Table 10-1, is there provided the right of, “sale of alcohol for off-site consumption.” Instead, “alcohol sales” is limited to two distinctly enumerated uses in Table 10-1, “Alcohol Beverage Sales Large and Small.” As discussed below, those two primary land uses are explicitly different from “restaurants” and require totally different findings which have not been made here by the Zoning Administrator.

II. The Applicant is not a “Restaurant Serving Alcohol.”

Suggesting the Applicant is a “restaurant serving alcohol” when it is selling an unlimited volume of beer and wine products is an unacceptable contortion of the County Code.

Code Section Sec. 26-26-140, provides that a use permit is required for “restaurants *serving* alcohol.” The Applicant narrowly meets the definition of a “restaurant.” It is more akin to a “deli and bakery” convenience store. Permitting the Applicant to engage in retail sales of alcohol is not consistent with the intent to the Code permitting restaurants to “serve” alcohol in conjunction with food.

III. “Off-Site Consumption” Means Retail Sales: The Zoning Administrator Must Evaluate the Use Permit Application as One for “Alcohol Beverage Sales, Small” Under County Code Section 26-88-195.

If the proposed use is “sales of alcohol for off-site consumption,” the proposed use is in fact “retail sales of alcohol.”

The only place where sales of alcohol for “off-site consumption is referenced in the Code is in the definition of “Alcoholic Beverage Sales” in Section 26-26-020: “a retail establishment that sells alcoholic beverages for off-site consumption....Includes: Liquor stores, convenience stores, markets, and other similar establishments....Small alcoholic beverage sales: Less than ten thousand (10,000) square feet of floor area...Large alcoholic beverage sales: ten thousand (10,000) square feet or more of floor area.”

Accordingly, the instant application must be evaluated as one for a Use Permit for a Small Alcoholic Beverage Retail Establishment under County Code Section 26-88-195. That criteria includes the following:

- Consider number of alcohol licenses within one-half mile radius

June 21, 2026

- It must be located Greater than 1000 feet from other alcohol beverage retail establishments
- It must be greater than 1000 feet of sensitive uses such schools, day cares, parks.

The Zoning Administrator's approval of the Use Permit should be at least remanded for failure to evaluate the applicable criteria under County Code Section 26-88-195. The Use Permit should be denied because it fails to meet this criteria; namely, that there is another alcoholic beverage retail establishment located a mere 108 feet away, at the Vineyard Market.

Conclusion

The Use Permit approval should be reversed because it grants a license to sell retail alcohol without limits as to volume or type of "beer or wine" and without the necessary findings required for retail sales of alcohol. The Applicant is barely a "restaurant," and to the extent it is, restaurants do not have a right to retail sales of beer and wine.

Sincerely yours,



Jeffrey J. Crosswhite
Avdis & Cucchi, LLP

Attachments:

- (1) Sonoma County Code Section 26.88.195 (Small alcoholic beverage retail establishments)
- (2) Sonoma County Code Section 26.26.140 (Restaurants)

Sec. 26-88-195. - Small alcoholic beverage retail establishments.

This section establishes standards for small alcoholic beverage retail establishments, where allowed by the base zoning district.

- (a) Permit Requirement. Small alcoholic beverage retail establishments shall require a use permit. In granting a use permit for a small alcoholic beverage retail establishment and in making the findings required for use permit approval by section 26-92-080, the decision maker shall consider the following:
 - (1) The number of alcohol licenses per capita within a one-half mile radius of the premises as compared to the county-wide average;
 - (2) The numbers of calls for service, crimes, and arrests at the premises and within a one-half mile radius of the premises as compared to the county-wide average;
 - (3) Whether the site plan and floor plan for the premises incorporate design features to assist in reducing alcohol-related problems. These features may include, but are not limited to, openness to surveillance and control of the premises, the perimeter, and surrounding properties; reduction of opportunities for congregating and obstructing public ways and neighboring property; illumination of exterior areas; and limiting furnishings and features that encourage objectionable activities.
- (b) Location Requirement. Small alcoholic beverage retail establishments shall be separated by a minimum of one thousand (1,000) feet from all schools, day care centers, park and recreation facilities, places of religious assembly, and other alcoholic beverage retail establishments. The distance shall be measured between the nearest entrances along the shortest route intended and available for public passage. An exception to this provision may be allowed for establishments outside an urbanized area (as defined by the U.S. Census) when the decision maker makes the following findings:
 - (1) That the proposed use is located in an area where the number of calls for service, crimes, and arrests within a one-half mile radius of the premises is less than the county-wide average; and
 - (2) There is adequate separation from the other uses specified above to deter loitering and exposure to alcohol sales.
- (c) Operating Standards. Small alcoholic beverage retail establishments shall comply with the following operating standards. In granting a use permit for a small alcoholic beverage retail establishment, the decision maker may impose additional operating standards as conditions of approval.
 - (1)

Customer and Site Visitor Management. The operator of the establishment shall take all reasonable steps, including contacting law enforcement officers in a timely manner, to prevent customers or other persons from engaging in objectionable activities on the premises, parking areas under the control of the operator, highways, roads, streets, sidewalks, lanes, alleys, and other public areas surrounding the premises, and adjacent properties during business hours.

(2) Trash, Litter, Graffiti.

- (i) At least twice a week, the operator of the establishment shall remove trash, litter, and debris from the sidewalks adjoining the premises plus ten feet (10') beyond property lines as well as any parking lots under the control of the operator.
- (ii) The operator of the establishment shall install and maintain a minimum of one permanent, non-flammable trash container with at least a sixty (60)-gallon capacity on the exterior of the premises.
- (iii) The operator of the establishment shall remove all graffiti from the premises and parking lots under the control of the operator within seventy-two (72) hours of its application.

(3) Staff Training. Within ninety (90) days from issuance of a certificate of occupancy or if no building permit is required, within ninety (90) days of issuance of the use permit, all owners, managers, and employees selling alcoholic beverages at the establishment shall complete a certified training program in responsible methods and skills for selling alcoholic beverages. The certified program shall meet the standards of the California Department of Alcoholic Beverage Control or other certifying/licensing body which the state may designate. New owners, managers, and employees shall complete the training course within thirty (30) days of the date of ownership or employment. Records of successful completion for each owner, manager, and employee shall be maintained on the premises and presented upon request by a representative of the county.

(4) Staffing, Surveillance, and Security.

- (i) Signs and displays shall not obstruct the sales counter, cash register, and customers from view from the exterior of the premises.
- (ii) The operator of the establishment shall install and maintain in working order, interior and exterior surveillance cameras and monitors. At a minimum, the external cameras shall monitor the entrance to the premises and vicinity of at least twenty (20) feet beyond the entrance to the premises. At a minimum, the interior camera shall monitor the cash register area. The tapes or digital recording medium from these cameras shall be retained for at least ten (10) days from the date of recording before destruction or reuse. The tapes or digital recording medium shall be made available to the sheriff's department, or any other law enforcement agency, upon request. An

exception to the requirement for exterior surveillance cameras and monitors may be allowed for establishments outside an urbanized area (as defined by the U.S. Census) when the decision maker makes the following findings:

- (A) That the proposed operation is located in an area where the number of calls for service, crimes, and within a one-half mile radius of the premises is less than the county-wide average; and
 - (B) That there is adequate visibility of the exterior of the premises from the area of the cash register.
- (iii) A monitored robbery alarm system shall be installed and maintained in good working condition on the premises.
 - (iv) Restrooms on the premises shall remain locked and under the control of the cashier.
 - (v) The premises shall be staffed with at least one person during hours of operation who shall not be responsible for dispensing fuel or auto servicing.
- (5) Limitations on Product Sales and Display.
- (i) Refrigerated coolers, tubs, and other storage containers holding alcoholic beverages shall be equipped with locking mechanisms that shall be in place and used to restrict access by customers during the hours when sales of alcoholic beverages are prohibited by the California Department of Alcoholic Beverage Control regulations or license.
 - (ii) No beer or wine shall be displayed within five feet (5') of the cash register or front door of the premises.
 - (iii) No video or arcade type games are permitted on the premises. California State Lottery games are permitted.
- (6) Signs, Lighting, Postings.
- (i) Premises identification shall comply with Article V, Division C of Chapter 13 of this code and the county's adopted road naming and addressing procedures and standards.
 - (ii) A copy of the conditions of approval for the use permit shall be kept on the premises and shall be presented to any peace officer or any authorized county official upon request.
 - (iii) Signs shall be posted on the inside of the premises stating that drinking on the premises or in public is prohibited by law.
 - (iv) Required interior and exterior signs shall be posted in English and the predominate languages spoken by nearby community patrons.
 - (v)

Premises shall be lit by high-pressure sodium or equivalent intensity fixtures. All site lighting and lighting for signs shall be down lit and directed away from residential uses.

(7) Compliance with Other Requirements.

- (i) The operator of the establishment shall comply with all local, state, and federal laws, regulations, or orders, including those of the California Department of Alcoholic Beverage Control, as well as any conditions imposed by permits issued in compliance with those laws, regulations, or orders.
 - (ii) The operator of the establishment shall comply with all provisions of this code and conditions imposed by county-issued permits.
- (d) Grounds for Modification or Revocation. In addition to the grounds in Section 26-92-120, the decision maker may require modification, discontinuance, or revocation of use permits for small alcoholic beverage retail establishments if the decision maker finds that the use is operated or maintained in a manner that:
 - (1) Adversely affects the health, peace, or safety of persons living or working in the surrounding area;
 - (2) Contributes to a public nuisance;
 - (3) Has resulted in repeated objectionable activities;
 - (4) Violates any provision of this code or condition imposed by a county-issued permit, or violates any provision of any other local, state, or federal law, regulation, or order, including those of the California Department of Alcoholic Beverage Control, or violates any condition imposed by permits issued in compliance with those laws, regulations, or orders.
- (e) Nonconforming Uses and Structures. Small alcoholic beverage retail establishments that were legally operating prior to the adoption of this section may continue to operate as nonconforming uses in compliance with the provisions of Article 94 of this chapter (nonconforming uses). In addition to those provisions, after the effective date of this section nonconforming small alcoholic beverage retail establishments shall be required to obtain approval of a use permit prior to any of the following:
 - (1) Resumption of alcoholic beverage sales after the establishment's liquor license is revoked by the California Department of Alcoholic Beverage Control.
 - (2) Resumption of alcoholic beverage sales after the establishment's liquor license is suspended for more than forty-five (45) days by the California Department of Alcoholic Beverage Control.
 - (3) Any expansion of the size of the establishment.

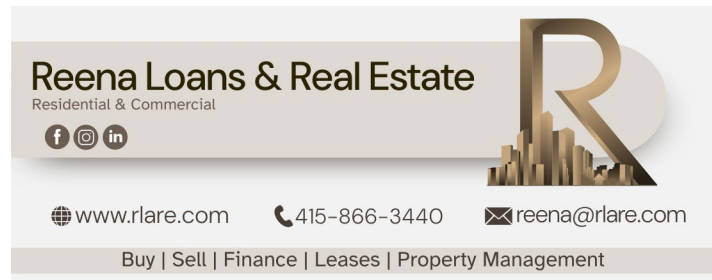
(Ord. 5790 § 1(m), 2008.)

Sec. 26-26-140. - Restaurants.

- A. **Definition.** A retail business selling ready-to-eat food for consumption on or off the premises.
1. Includes: Full-service restaurants, fast-food restaurants, carry-out prepared foods for off-site consumption, coffee shops, cafes, and other similar eating establishments.
- B. **Standards.**
1. C1, LC, and K zones: Use permit required for restaurants serving alcohol.
 2. M1 and M2 zones: Must be appropriate to and in conjunction with a permitted industrial development.
 3. MP zone:
 - a. Cafeterias, cafes and restaurants are permitted by-right when accessory to a primary permitted use on the site.
 - b. Restaurants that are not an accessory use but are appropriate to and in conjunction with an industrial development are allowed with a use permit.

(Ord. No. 6363 § II(Exh. A), 12-14-2021; Ord. No. 6335, § III(Exh. A), 2-9-2021)

ATTACHMENT 2



June 21, 2026

Via E-Mail

Crystal Acker
Supervising Planner
Permit Sonoma
2550 Ventura Avenue, Santa Rosa, CA 95403
crystal.acker@sonomacounty.gov

Via E-Mail

Mr. Levan King-Cranston
Planner
Humboldt County
3015 H Street Eureka, CA 95501
Levan.kingcranston@sonomacounty.gov

RE: Appeal of Use Permit Application UPE25-0024

To Permit Sonoma Staff:

My name is Reena Paleja, and I submit this letter of appeal on behalf of Vineyard Market, located at 18971 Sonoma Highway in Sonoma. I respectfully oppose the approval of Use Permit UPE25-0024 for off-site alcohol sales at the nearby restaurant.

Vineyard Market is an established neighborhood business that already sells beer and wine for off-site consumption. We have also collected more than 20 signatures from people who share our concerns about granting another off-sale alcohol license in this immediate area.

The proposed license would be located only approximately 108 feet from Vineyard Market. This is not simply a restaurant requesting permission to serve alcohol with meals. The permit would allow the business to sell packaged beer and wine for customers to take away, including many of the same products already sold by Vineyard Market, such as Modelo, Corona, and similar packaged alcoholic beverages.

This creates direct competition between two businesses located extremely close to one another. The applicant may currently say that the alcohol sales will be limited or incidental to the restaurant, but once the license and use permit are approved, there is no reliable way to ensure that the operation will always remain limited to individual cans or bottles. The alcohol retail portion of the business could expand in the future.

In many commercial leases, landlords specifically prevent tenants from operating businesses that directly compete with an existing tenant. Shopping centers also commonly

limit the number of businesses offering the same type of alcohol sales because too much overlap can negatively affect existing businesses and change the character of the center.

I once heard a story from a successful entrepreneur who was teaching a business class. He explained that placing two businesses offering the same product next to each other does not automatically create healthy competition. For example, allowing another car dealership selling the same vehicles immediately next to an existing dealership would directly affect the established business. The same principle applies here.

Vineyard Market has already invested in its location, inventory, licensing, employees, and customer base. Approving another off-sale beer and wine operation only 108 feet away would create unnecessary direct competition and could harm an established neighborhood business.

This is not about preventing the restaurant from operating successfully. The concern is specifically about granting another license for packaged alcohol sales for off-site consumption in an area where that service is already available nearby.

Another concern is that the use permit is vague and broad. There is no limit to the volume or the type of “beer and wine” the applicant can sell. “Beer” may include high-proof malt liquor. “Wine” may include canned-cocktails that wine-liquor based. The proliferation of brightly colored canned cocktails are intended target underage children to drink alcohol. For example, see attached “BuzzBalls.”

For these reasons, I respectfully ask that Use Permit UPE25-0024 be denied. Another off-sale alcohol license at this location is not necessary, fair, or beneficial to the neighborhood.

Thank you for your time and consideration.

Thank you.

Best Regards,

Reena Paleja





COMMUNITY OBJECTION & PROTEST PETITION

Formal Opposition to the Issuance of an Additional Alcoholic Beverage License / Use Permit

Project Applicant: Santos Pablo / Tannery Bend LLC
File Reference: Permit Sonoma File No. UPE25-0024
Subject Location: 18981 Highway 12, Suite 102, Sonoma, CA (APN 127-083-016)
Hearing Body: Permit Sonoma Zoning Administrator — Public Hearing: June 11, 2026

STATEMENT OF OBJECTION & DEMAND FOR DENIAL: We, the undersigned stakeholders, formally urge Permit Sonoma and the Zoning Administrator to **DENY** Use Permit application **UPE25-0024**. The local community is currently **served adequately** by existing off-sale outlets, and introducing redundant retail capacity falls to meet the statutory threshold of Public Convenience or Necessity.

We strongly reject the planning staff's claim that co-locating alcohol sales with an existing bakery will yield a traffic-neutral footprint. Adding off-sale retail functionality introduces entirely separate peak-hour trip draws, extends parking stall dwell times, and results in critical delivery overlap. Substantial evidence shows that this multi-use expansion will directly exacerbate localized vehicle conflict points along the high-volume Highway 12 corridor, compromise pedestrian safety, worsen severe parking shortages, and inflict an un-mitigatable negative impact on the commercial-residential equilibrium of our community.

#	PRINTED NAME	SONOMA COUNTY STREET ADDRESS	SIGNATURE	DATE
1	Michael Turchich	1996 Sobre Vista Rd	MT	6/9/26
2	Cooper Anhalt	Sonoma CA	CA	6/9/26
3	BILL JONES	SONOMA CA	WJD	6/9/26
4	Jose Hernandez	Sonoma	JH	6/9/26
5	ERNEST ROSATTO	702 MERRITT CT SONOMA, CA. 95476	Ernest Rosatto	6/9/26
6	Terra Chiara	SONOMA CA 95476	TC	6/9/26
7	John -	Lezzert	John	6/9/26
8	Ian Shrum	18925 Sonoma Hwy #10	IS	6/9/26
9	Brook Giles	Arnold dr	BG	6/9/26
	TONI MORRIS	7 FLAGS	TM	6-11-26

COMMUNITY OBJECTION PETITION (CONTINUATION SHEET)

Opposition to Permit Sonoma File No. UPE25-0024 - 18931 Highway 12

By signing below, I reaffirm my objection to Use Permit UPE25-0024. The community is already adequately served. Co-locating off-sale alcohol with bakery uses introduces compounding parking stall dwell times, severe peak-hour vehicle friction, and un-mitigatable negative hazards along the Highway 12 corridor.

#	PRINTED NAME	SONOMA COUNTY STREET ADDRESS	SIGNATURE	DATE
13	Alejandro Reyes	18733 Buena Vista Dr	[Signature]	6/9/26
14	Alejandro Reyes	18733 BUENA VISTA DR	[Signature]	6/9/26
15	Carlos Sundom	820 W. Spruce St	[Signature]	6/10/26
16	Dwight Colby	Marine Dr	[Signature]	6/10/26
17	SITHA TH	745 1 ST W	[Signature]	6/10/26
18	SITHA CAETAO	Highway 12	[Signature]	6/10/26
19	Jennifer Andrews	18115 Highway 12 #17	[Signature]	6/10/26
20	Codi Anderson	18715 Highway 12 #1	[Signature]	6-10-26
21	Vickie Kurchel	920 W. 5th Sonoma	[Signature]	6/10/26
22	Sarah Whitten	1360 Pueblo Ave	[Signature]	6/10/26
23	David Gibbs	18690 Melvin Ave	[Signature]	6/10/26
24	Ferold Sheridan	632 Westfair	[Signature]	6/10/26
25	Mark Lantz	827 Palou St	[Signature]	6/10/26
26	Chris Colby	775 Bowen Ct.	[Signature]	6/10/26
27	Karina Zacarias	785 Donald St	[Signature]	6-10-26

Submission Mandate: Please return completed signature sheets promptly to ensure submission into the administrative record prior to the upcoming scheduled zoning panel hearing.

#	PRINTED NAME	SONOMA COUNTY STREET ADDRESS	SIGNATURE	DATE
10	WILLIAM BIGARAN	FAND LN Sonoma	W. Bigaran	6/9/26
11	Jorge Ramirez	Bena Vida CT Sonoma	Jorge Ramirez	6/9/26
12	Dan Lorenzini	Fairview Ln Sonoma	Dan Lorenzini	6/9/26

Note to Signatories: All signatures collected on this document constitute part of the official public record and administrative file for Use Permit Case UPE25-0024. This document will be hand-submitted to the Project Planner and presented to the Permit Sonoma Zoning Administrator to demonstrate the community footprint of opposition prior to or during the public hearing scheduled for June 11, 2026.

28	Ana Escobar	Beatrice Dr	Ana Escobar	6/9/26
29	Ray Martin	Scholar Lot 26	Ray Martin	6/9/2026
30	Matt Simpson	Robinson Rd	Matt Simpson	6/9/2026
31	John Coffey	Fairview Ln	John Coffey	6/9/2026
32	DAVID JENSEN	MELVIN AVE	David Jensen	6-10-2026
33	Laura Bossman	17190 REEDON AVE	Laura Bossman	
34	Laura Bossman	17190 REEDON AVE Sonoma	Laura Bossman	6/10/26
35	NITZY BLACK	18925 HWY 12 APT C SONOMA, CA	Nitzy Black	6/10/26
36	David Perez	Sonoma, CA 95470	David Perez	6/10/26
37	David Perez	1st AV Sonoma CA	David Perez	06-10-26
38	Alejandro Hernandez	18880 HWY 12	Alejandro Hernandez	06/10/26
39	Bulfrano Corrocha	990 Harley St	Bulfrano Corrocha	06/10/26
40	Victor Corrocha	4402 Harley St	Victor Corrocha	06/10/2026
41	Sonoma County	4402 Harley St	Sonoma County	06/10/2026