



# staff report

Agenda Item No.

D-1

**To:** City of Imperial Planning Commission

**From:** Lisa Tylenda, Planner

**Date:** August 8, 2018

**Subject: Raspalandia- Maria & Laura Cortez & Don Euhus  
Similar Land Use Determination: Food Truck ≈ Food Kiosk  
Conditional Use Permit Request CUP (18-06)  
228 South Imperial Ave; Imperial, CA 92251**

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## **Background:**

The "La Careta" food truck has been operating from the Raspalandia Businesses parking lot approximately the last two years. During May 2018, the "la Careta" food truck was moved to a adjacent parcel behind the Raspalandia business, at the time that occurred the owners of the food truck and the Leasers of the land were informed that the operation of a food truck was not a permitted use at that location. Currently, the zoning ordinance for the City of Imperial's Village Commercial District does not make reference to "Food Trucks" in that zoning district, however the Village Commercial zoning district does allow food kiosks with issuance of a Conditional Use Permit. Community Development Staff is asking the Planning Commission to make the determination if a food truck is similar to a food kiosk.

Attached you will find the beautification plan for the Food Truck/Food Kiosk business "La Careta". The applicants will have 6 months to beautify the location where the food kiosk/food truck will be operating at. The applicants are also requesting that the Conditional Use Permit grant the business/location the ability to have onsite consumption and sales of beer and wine (in the future) along with live-entertainment. The Village Commercial zoning district requires a Conditional Use Permit for "Live Entertainment" and for the sale/consumption of alcoholic beverages. When hosting events outdoors in the parking lot and/or closing down the parking lot at any time of the day, the applicant will have to obtain a "Special Events" permit from the Community Service Department two weeks prior to the event/closing off of the parking lot. The applicants will be bound by the conditions set forth

## **Evaluation:**

The Zoning Ordinance provides flexibility in the regulation of uses to ensure that unusual characteristics of certain uses are properly addressed in furtherance of the Imperial Zoning Ordinance. Section 24.19.340 of the City of Imperial Zoning Ordinance requires that the Commission make specific findings be made when reviewing a CUP.

1. That the proposed location, size, design, and operating characteristics of the proposed use is in accord with the Title and Purpose of this Ordinance, the Purpose of the zone in which the site is located, the Imperial General Plan, and the development policies and standard of the City.

*The proposed project site is located within the V-C Village Commercial zone which, amongst other things, is intended as the social heart of the City. Land uses within this zone are intended to be less intensive than those in other commercial zones.*

2. That the proposed location, size, design, and operating characteristics of the proposed use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity.

*The "La Careta" Food Truck has been operating in front of Raspalandia in the Parking lot for approximately the last two years, which is located in the Village Commercial zone for 4 years. Through mitigation measures and conditions of approval for the outdoor live entertainment special events, will not be detrimental to the surrounding parcels.*

3. That the proposed Conditional Use will comply with each of the applicable provisions of the Zoning Ordinance, except for any approved via Variance.

*The proposed facility shall comply with all provisions of the Zoning Ordinance.*

#### **Environmental Compliance:**

The project is categorically exempt from the California Environmental Quality Act (CEQA) under Class 1, Section 15301 of the Guidelines.

#### **Recommendation:**

Staff recommends the Planning Commission conduct a public hearing to receive comments for and against the project. Unless sufficient evidence to the contrary is presented at the public hearing, Staff recommends approval of **Resolution PC2018-12** approving the Similar Land Use Determination to find that a Food Truck is Similar to an Outdoor Food Kiosk and to approve the Conditional Use Permit (CUP 18-06) to allow the food truck/food kiosk to operate at the said location: 228 S Imperial Avenue; Imperial, CA 92251 and to allow the sale and consumption onsite of beer and wine and live outdoor entertainment which are subject to Conditions of Approval outline in **Resolution PC2018-12**.

#### **Attachments:**

- Location Map
- Resolution PC 2018-12
- Conditions of Approval
- Project Timeline
- Project Plan

# Project Timeline

Recently a beautification project has been taken into consideration. In view of the prospect a time line of six months period. Plans will go as follow.

July phase 1: documentation submitted to city development department for review.

August phase 2: Meeting for review and suggestions. List of materials and partial budget plan

September phase 3: Obtain budget from contractors and materials. Obtain said materials. Paint Trailer and Incorporate Sign onto trailer front.

October phases 4: Push mobile food truck back and layout cement. Apply decorative skirts around mobile to hide tires and tanks and electrical wiring.

November phase 5: Set up patio decorations pot and plants. Canopy on mobile food truck. Christmas lights. Rustic countertop on wall.

December phase 6: Set up Pictures in sepia on canvas taken during community events.

## Fencing

Raspalandia Snacks and Restaurant has a further desire to continue to beautify the area as well as provide quality services. As of now part of the plan is to level out 5 feet further from where the trailer will be set up. Cover the back of the trailer with decorative panels to create the illusion of brick and mortar. Apart from that a future project is to set up a wire fence in the back with a gate in order for the mobile food truck to remain operational as a mobile unit.

A future project is to be able to offer night entertainment where alcoholic beverages will be offered. In order to comply with safety procedures a Metal gated fence will be installed in the front in order to have control of pedestrian traffic and decorated with screen panels for privacy.

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# Raspalandia Beautification Project

## **Business and Business Venue:**

As a food truck facility business can offer two forms of service through the mobile food kitchen. It has been originally included to expand the services provided to clients. It has been proposed for it to be viewed as an extension to the “brick and mortar” building that currently operates Monday through Sunday from 10am to 9pm.

Projected it would be able to function from 5am to 12pm as breakfast and lunch stop. With potential to offer night life with a second shift from 5pm to 11pm. During which time would be utilized for dinner and appetizers.

Venue for which night life has potential for community events. Projected properly serves great opportunity for mini markets among other community events that attract customers from surrounding cities.

## **Business History:**

In 2010 Raspalandia was purchased under the Cuchis Franchise. The venture was sought out more to provide bread and butter than to pursue a dream. Due to an unforeseen illness in the family the only way to provide bread and butter was to create income.

During the following years it was made clear that in order to keep providing quality service menu options needed to expand.

A petition for a grant to purchase a mobile food truck was authorized. This allowed for a more economic expansion for the business.

The business has served the community by providing social services to students with disabilities. Providing them with a place and opportunity to practice their social and coping skills.

The business has also aided in providing “bread and butter” for other families in the community as well and with the potential the food truck facility offers much more room for job opportunities in the future.

### **Food Cart and Pop Culture:**

Food booths have provided convenience to consumers since early of times and the trend has rapidly been growing to what we now know as convenience food facilities, more commonly known as food trucks.

Food trucks have become one of the most popular pop culture trends in this generation. Movies have added to the increasing demand of creating memories around getting local cuisine while walking on a first date. Or the sense of feeling that you are in a community that everybody knows your name. The feeling of stopping everyday on your way to work or school at the exact same time and your potato and egg with a large iced tea is ready for you.

Food trucks provide more than a variety of food at moderate prices. They provide memories and topics of conversation. They provide sustenance to families both physically and economically. Due to the recession in 2007 cities saw a boom in food trucks to provide for families both for consumers and providers. In addition the National Restaurant Association estimated that by 2017 food trucks would provide 2.7 billion in revenue.

### **Beautification Project:**

The proposed project is to work alongside the city to bring the vision of downtown to life.

The vision is to integrate the mobile food truck as a food kiosk. The advantages of placing the food kiosk in the north portion of the parcel due to the attraction the walking trail brings.

The space offers ample opportunities to place patio furniture or tables and an information booth to supply the needs of a growing city.



The vision the city proposes is to bring nostalgia with a modern twist. The history of Imperial started in the early 1900's so now just imagine bringing the city a moment to step into a small time machine for a brief moment in time. A food kiosk provides that opportunity.

#### **Option A:**

The first option is to arrange the food truck in the style of the 1900's food booths. It would have been common to see food booths in the early 1900's with rustic style benches and quaint little gardens.

In reference to that the food truck shall be painted in light brown with brick red lettering and a retractable old fashioned retractable shade. The façade will be decorated with a variety of succulents since they provide visual appeal and withstand high temperatures with very little water.

#### **Option B:**

The second option is to push the mobile food truck back towards the middle of the building in the north portion of the parcel. The food truck shall be decorated in the same manner as mentioned above. This will provide enough room for a walkway up to the food truck and with a small amount of patio lofts with decorative shades. The area will be leveled out with a brick layout or concrete or a combination of both. This arrangement will allow for business hours to be expanded. The first shift will be in the morning from 5am to 12pm for breakfast



and lunch and in the evening from 6pm to 11pm providing night life with live music and bohemian nights.

### **Option C:**

The proposed project is to push the mobile food truck to the middle of the building. Paved and leveled with a combination of concrete and brick. A large pot filled with succulents and flapjacks right in the middle. The mobile truck will be painted in brown with brick red Antique lettering for the name on the truck. White Christmas lights extending out from the mobile truck towards the sides of the buildings with countertops slightly off the back wall of Raspalandia with a rustic touch. The wall will be decorated with pictures in black and white from the community. The space will serve as a contemporary museum.

### **Phases:**

Initial Phase involves initial meeting to obtain guidelines for project. Submit appropriate paperwork.

Phase two get estimates for the three proposed projects. Process will take about a month.

Phase three implementation of approved project estimated time is six to eight months.

### **Timeline:**

June 2018 meeting to obtain guidelines for beautification project

July 2018 obtain the budget and expenses for the project

August 2018 obtain materials for project

September 2018 implement approved project until completion process may take several months.

# Brief Overview of Business

Mobile Kitchen is projected to serve clients at very convenient hours for easy access and commodity. The intention is to provide quality meals with the touch of home. Mobile food truck counts with the authorization from the food department to operate 23hrs a day.

Providing thus flexibility and convenience, the food truck has the potential to serve the community during the whole day or 2 different shifts. It is prospected to serve from 5am to 12pm and later in the evening from 6pm to 11pm to promote night life in the city of Imperial.

The culinary niche that the mobile food truck offers is Mexican cuisine. The traditional taste homemade burritos offer sparks not only tastes buds but childhood memories as well.

Taking in consideration the advantages of being the first city to allow a stationed food truck would allow the use of it during multiple events.

## **Projected Use:**

Community Events with live music

Movie nights

Parking lot market days

Bohemian nights

Community fair

Outdoor café

## **Hours of Operation:**

Monday through Saturday

5am to 12pm

Thursday through Sunday

6pm through 11pm

# Brief Overview of Business

## **Suggested Food Menu:**

See attachment with a list of preapproved food items from Health Department that comply with Health standards and with the intended niche of the Mobil Food facility of Raspalandia

## **COCINA MOVIL DE RASPALANDIA**

### **MENU:**

**TACOS DE CARNE ASADA** (HARINA, MAIZ)

**TACOS DE POLLO ASADO** (HARINA, MAIZ)

**CEBOLLITAS ASADAS, CHILES ASADOS**

**TACOS AL PASTOR**

**TACOS DE GUISADO- TACOS AL VAPOR- GORDITAS:**

*MACHACA, BISTEC RANCHERO CON PAPA Y VERDURA*

*CHORIZO CON PAPA, FRIJOL , CHICHARON CON CHILE*

*DE PUERCO EN SALSA VERDE CON NOPAL, CHILE RELLENO*

**QUESADILLAS, CON CARNE**

**ENSALADAS:** *POLLO, POLLO ASADO, CARNE ASADA,*

*ATUN, DE FRUTAS. VASOS DE FRUTA, PICO DE GALLO*

*NACHOS, CON POLLO ASADO, CARNE ASADA*

**PAPAS FRITAS:** *POLLO O CARNE ASADA, QUESO, GUACAMOLE*

**HOT DOGS:** *CON TOCINO , CHILI BEANS Y NACHO CHESSE*

**CHILES RELLENOS CON CARNE ASADA, CAMARON Y QUESO**

**MEGA CLAMATO**

**FRITO LAY Y TAKIS CON CARNE ASADA, QUESO, GUACAMOLE**

**MUCHIES CON PAPA FRITAS Y QUESO**

**TAMALES, RES, POLLO, PUERCO, ELOTE Y DULCE**

**CHAMPURRADO, CAFÉ FRIO Y CALIENTE**

**COCTEL DE ELOTE, ELOTES AZADOS, ELOTES COCIDOS**

**ICE TE**

**AGUAS FRESCAS**

**RASPADOS**

**GELATINAS**

**MOLLETES**

**PAN PIZZA**

**PAPAS LOCAS, CHURROS, CACAHUATES Y CUERITOS LOCOS**

**BARBACOA**

**POZOLE, MENUDO**

**TOSTADAS DE CEVICHE,**

**FLAUTAS CON PATITA CURTIDA**

**TACOS DE PESCADO**

**TORTAS FRIAS Y CALIENTES**

**CALDITOS DE VERDURA CON CARNE, SOPA DE PASTA Y TORTILLA**

**CEBOLLITAS EMPANIZADAS**

**SODAS, AGUA NATURAL**

**CREPAS, PAN CAKES, HUEVO, SAUSAGE. OMELETS**

**BUBAS CON QUESO Y CARNE ASADA,**

### **PROVEEDORES:**

EL SOL MARKET

LOS ALTOS DE JALISCO

ALEX PRODUCE

FOOD FOR LESS

COSTCO

WALMART

CARDENAS

CALIFORNIA MARKET

FRITO LAY

FLORES BROTHERS

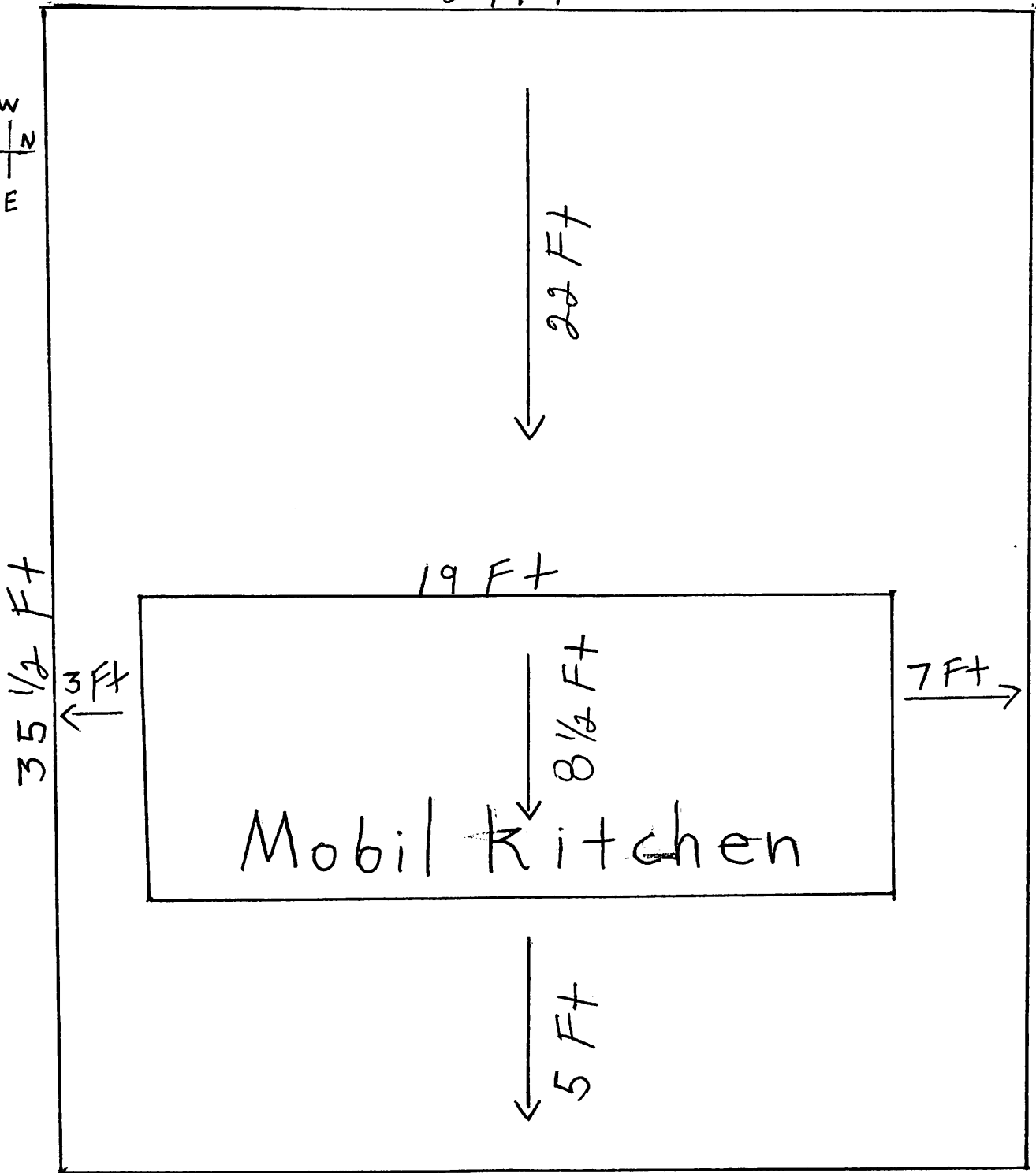
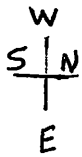
VONS

SMART & FINAL

REDDY ICE



# RASPALANDIA "La Carreta"

29 Ft



CUP 18-06 & SIMILAR LAND USE DETERMINATION



1" = 47 ft	LA CARETA KIOSK	08/03/2018		
<p>This map may represents a visual display of related geographic information. Data provided here on is not guarantee of actual field conditions. To be sure of complete accuracy, please contact the responsible staff for most up-to-date information.</p>				







GENERAL PURPOSE

CEMENT

25 KG

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