



To: Mayor and Town Council Members

From: Mark C. Meyers, Town Manager

Date: May 7, 2026

Subject: Virgin Goods Café Liquor License

### **Background**

River Rock Roasting Company is renovating the former Virgin Goods bookstore on SR 9 into a coffee shop and cafe. Their business model includes serving alcohol. The business had applied for a liquor license but was denied due to Utah's proximity laws. The café is next to Pocketville Hollow. Council even changed the designation of Parkville Hollow from a "park" to an open space. But the change did not pursue the Department of Alcoholic Beverage Services.

However, the law was recently amended, and exceptions may be made under certain conditions. Under HB 597, which became effective this month, the Alcohol Beverages Services Commission may issue a license to a restaurant that does not meet the proximity requirements. The town must consent in writing that the commission may consider issuing a license and: 1) includes in the consent of the local authority an acknowledgement and authorization of the restaurant's proximity to the community location, and 2) at least 30 days before the day on which the local authority issues the consent, holds a public hearing giving the public the opportunity to comment on the proposed location of the restaurant.

### **Recommendation**

Staff recommends that Town Council consider holding a public hearing to take input from the public regarding the liquor license request.