



To: Mayor and Town Council Members

From: Mark C. Meyers, Town Manager

Date: June 4, 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 persuade 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 restaurants 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.

This matter was discussed at the May 13, 2026, Town Council work meeting and the consensus of Council was to schedule a public hearing at the June 16, 2026, regular meeting to solicit public input.

Recommendation

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

VIRGIN, UTAH
Resolution No. R2026-

**A RESOLUTION OF THE TOWN COUNCIL OF VIRGIN TOWN, UTAH, GRANTING LOCAL
CONSENT FOR AN ALCOHOL LICENSE APPLICATION FOR VIRGIN GOODS LOCATED AT
2 EAST SR-9, VIRGIN, UTAH 84779**

WHEREAS, Virgin Goods, located at 2 East SR-9, Virgin, Utah 84779, has applied for an alcohol license through the Utah Department of Alcoholic Beverage Services (DABS); and

WHEREAS, the Town Council of Virgin Town conducted a duly noticed public hearing on June 16, 2026, to receive public comment regarding the application; and

WHEREAS, the Town Council has reviewed the application, considered public input, and determined that granting local consent is in the best interest of the Town and its residents.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF VIRGIN, UTAH, THAT:.

1. The Town Council acknowledges that a public hearing was held on June 16, 2026, regarding the alcohol license application for Virgin Goods located at 2 East SR-9, Virgin, Utah 84779.
2. The Town Council hereby grants local consent for Virgin Goods to submit its alcohol license application to the Utah Department of Alcoholic Beverage Services for consideration and approval.
3. This Resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED by the Town Council of Virgin, Utah, this ____ Day of __, 2026.

By: _____

Jean Krause, Mayor

Attest: _____

Krystal Percival, Town Clerk/Recorder

<u>Vote</u>	<u>Aye</u>	<u>Nay</u>	<u>Abstain</u>
Jean Krause, Mayor	☐	☐	☐
Paul Luwe, Council Member	☐	☐	☐
Valerie Wenz, Council Member	☐	☐	☐
April McKeon, Council Member	☐	☐	☐
Jim Kietzman, Council Member	☐	☐	☐

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Adopted: , 2026