



To: Mayor and Town Council Members

From: Mark C. Meyers, Town Manager

Date: June 11, 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 in May, 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 and June 10, 2026, Town Council work meetings 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.