



To: Mayor and Town Council Members

From: Mark C. Meyers, Town Manager

Date: July 16, 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 a public hearing was held at the June 16, 2026, regular meeting to solicit public input. There were six people who spoke in favor of the proximity. There were two who voiced concern. Council member Valerie Wenz submitted petitions in favor of a beer and wine license with 236 signatures on them.

Recommendation

Staff recommends that Town Council consider consenting to the proximity of the Virgin Goods Café to Pocketville Hollow. A resolution is attached for the Council's use.

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, Virgin Goods currently does not meet the proximity requirements of Utah Code § 32B-1-202 because of its proximity to Pocketville Hollow in Virgin which is a community location defined in Utah Code § 32B-1-102(24)(e), more specifically a public park; and

WHEREAS, the Alcoholic Beverage Services Commission (Commission) pursuant to Utah Code § 32B-1-202(7) may issue a license to a restaurant that does not meet the proximity requirements if the local authority (Town of Virgin) gives its written consent acknowledging and authorizing the restaurant's proximity to a community location after conducting a public hearing; 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 held a public hearing on June 16, 2026, regarding the alcohol license application for Virgin Goods located at 2 East SR-9, Virgin, Utah 84779 providing the public an opportunity to comment on Virgin Goods' location in the proximity of Pocketville Hollow.
2. The Town Council acknowledges and authorizes Virgin Goods' proximity to Pocketville Hollow, a public park.
3. The Town Council hereby gives its consent to the Commission to issue an alcohol license to Virgin Goods.
4. This Resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED by the Town Council of Virgin, Utah, this 21 Day of July, 2026.

By: _____
Jean Krause, Mayor

Attest: _____
Krystal Percival, Town Clerk/Recorder

Resolution R2026-
Adopted: July 21, 2026

<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	☐	☐	☐

RECORDED this _____ day of _____ 2026

PUBLISHED or POSTED this _____ day of _____, 2026.

CERTIFICATE OF PASSAGE AND PUBLICATION OR POSTING

In accordance with Utah Code Annotated §63G-30-102 as amended, I, the Town Clerk/Recorder of Virgin, Utah, hereby certifies that the foregoing Ordinance was duly passed and published or posted via Class A Notice at:

- 1) Utah Public Notice website
- 2) Virgin Town website, www.virgin.utah.gov
- 3) Virgin Town Hall

Krystal Percival, Town Clerk/Recorder
Virgin Town, Utah