

September 25, 2025

Sent by email corclerk@Roswell-NM.Gov AND USPS Certified Mail No.: 7021 2720 0001 2205 0139

City of Roswell

Amalia Martinez, City Clerk
425 N Richardson Ave.
Roswell, NM 88201

ABC Application No.: BLA-11985
Name of Applicant: JASAL LLC
Doing Business As: LOS CERRITOS MEXICAN KITCHEN
Proposed Location: 2103 N. MAIN STREET
ROSWELL, NM 88201

The Director of the Alcoholic Beverage Control Division (ABC) has reviewed the referenced Application and granted **Preliminary Approval**. It is being forwarded to you for Local Option District approval or disapproval of the Liquor License Application.

Notice of the Public Hearing required by the Liquor Control Act **shall be given by the governing body by publishing a notice** of the date, time, and place of the hearing **twice during the 30 days prior to the hearing** in a newspaper of general circulation within the territorial limits of the governing body. **The first notice must be published at least thirty (30) days before the hearing.** Both publications must occur before a hearing can be conducted. The notice shall include:

- (A) Name and address of the Applicant/Licensee;
- (B) The action proposed to be taken;
- (C) The location of the licensed premises.

In addition, if the Local Option District has a website, **the Notice shall also be published on the website.**

While the law states that “within forty-five (45) days after receipt of a Notice from the Alcoholic Beverage Control, the governing body shall hold a Public Hearing in the question of whether the department should approve the proposed issuance or transfer”, we recognize the potential for conflict between the requirement for publication of 30-day notice and the 45-day hearing requirement.

With that in mind, when a local governing body receives a liquor license application from ABC, that governing body has a couple of options:

- 1) Hold a hearing on the license application within the statutory time frame of forty-five (45) days, as required by the Liquor Control Act, and comply with all other statutory and regulatory procedures and notify ABC of your decision within thirty (30) days of the hearing;



- 2) Request from ABC an extension of time, past the forty-five (45) days, designating how much additional time will be needed to conduct the hearing in compliance with all statutory and regulatory procedures. After the extension is granted and the hearing is held, notify ABC of your decision within thirty (30) days of the hearing;

ABC has no preference in the option you choose.

The governing body is required to send notice by certified mail to the Applicant of the date, time, and place of the Public Hearing. The governing body may designate a Hearing Officer to conduct the hearing. **A record shall be made** of the hearing.

THE APPLICANT IS SEEKING A RESTAURANT B (BEER, WINE AND SPIRITS) LICENSE WITH ON-PREMISE CONSUMPTION.

Within thirty (30) days after the Public Hearing, the governing body shall notify ABC of their decision to approve or disapprove the issuance or transfer of the license by signing the enclosed original Page 1 of the Application. The original Page 1 of the Application must be returned together with the notices of publication. **If the Governing Body fails to either approve or disapprove the issuance or transfer of the license within thirty days after the Public Hearing, the Director may issue the license.**

If the Governing Body disapproves the issuance or transfer of the license, it shall notify ABC within thirty (30) days setting forth the reasons for the disapproval. A copy of the Minutes of the Public Hearing shall be submitted to ABC with the Notice of Disapproval (*Page 1 of the Application, noting disapproval*).

Respectfully,

Tammy Sandoval

Tammy Sandoval

Admin Law Judge | Hearing Officer

Alcoholic Beverage Control Division

Phone: (505) 795-4165

Email: Tammy.Sandoval@rld.nm.gov

Enclosures:

1. Application (*Full Application must be returned w/notices of publication and approval letter on official letterhead. Page 1 must be signed and dated by a City Official*)
2. Copy of Zoning Statement





Alcoholic Beverage Control Division
Restaurant B Intake Application
Application Number: BLA-0000011985



Business Information

Business Information

Business Name: JASAL, LLC
Business Structure: Limited Liability Company
State Tax ID Number: XX-XXXXXX2-00-6
Business Email: info@loscerritosmk.com

Type of Business: Alcohol
FEIN: XX-XXX3118
Business Phone: 5756224919

Contact Person Information

Contact Person Name: TESSA CHAVEZ
Contact Person Email: t.chavez@loscerritosmk.com

Contact Person Phone: 5759102761

Business Mailing Address

Mailing Street: 2103 N MAIN STREET
Mailing State: NM
Mailing Country: US

Mailing City: ROSWELL
Mailing Zip Code: 88201

Local Option District Use Only: Local Governing Body of _____ City, County, Village

Public Hearing held on _____ 20____ Please check one: ☐ Approved ☐ Disapproved

Signature of City/County Official: _____ Title: _____

Alcoholic Beverage Control Division Use Only: ☐ Approved ☐ Disapproved _____

Signed by Director: _____ Date: _____



Alcoholic Beverage Control Division
Restaurant B Intake Application
Application Number: BLA-0000011985



Premises Information

Premises DBA

Premises Doing Business As (DBA): LOS CERRITOS MEXICAN KITCHEN

Proposed Premises Physical Address

Physical Street: 2103 N. Main St.

Physical Zip Code: 88201

Physical County: Chaves

Local Option District: Roswell

Physical City: Roswell

Physical State: New Mexico

"Local Option District" means a county that has voted to approve the sale, serving or public consumption of alcoholic beverages, OR an incorporated municipality that falls within a county that has voted to approve the sale, serving or public consumption of alcoholic beverages, OR an incorporated municipality of over five thousand population that has independently voted to approve the sale, serving or public consumption of alcoholic beverages under the terms of the Liquor Control Act or any former act.

Ownership

The land and building which is proposed to be the licensed premises is: Leased by Applicant

The following information is required to ensure the issuance of a license to this location will not result in the violation of a county or municipal ordinance.

Specify Owner(s) of the land and building: t&bg 1 llc

Specify Date and Terms of Lease/Operating Agreement: Land lease expires September 2031. Building is owned by JASAL, LLC

Zoning

Is the proposed premises location zoned? Yes

You will be required to upload "Copy of Zoning Statement" issued by the local municipality or county. If not applicable, you will be required to upload "Copy of Zoning Statement" or Letter from local government to indicate that there is no zoning for the proposed location.

Specify the zone for proposed premises location (example C-1): 1

Distance from nearest School

Name of School: Del Norte Elementary School

School City: Roswell

School Zip Code: 88201

School Distance (in feet): More than 1000

Specify the shortest direct line distance from the nearest point of the proposed premises to the nearest point of the property line of the school.

School Street: 2701 N Garden Ave

School State: New Mexico

School Country: United States

Distance from nearest Church

Name of Church: Assumption Catholic Church

Church City: Roswell

Church Zip Code: 88201

Church Distance (in feet): More than 1000

Specify the shortest direct line distance from the nearest point of the proposed premises to the nearest point of the property line of the church.

Church Street: 2808 N Kentucky Ave

Church State: New Mexico

Church Country: United States



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Premises Information 2

Please specify the appropriate option for the premises that you have specified in the application?

- ☐ A license has never been issued to the location of the proposed premises.
☐ A license was once issued to the location of the proposed premises but is no longer being operated at the location.
☐ Alcohol operations are currently being performed at the proposed premises by the applicant business.
☒ Alcohol operations are currently being performed at the proposed premises by a business other than the applicant business.

Please provide more details for the option selected in above question?

You can specify more details such as license has become expired non-renewable, business ownership has changed, planning to extend operations of existing premises or planning to buy premises etc.

Current restaurant is operating with license number RES-000770. This application is for the future purchase of restaurant by applicant.

Licenses at Proposed Premises

Please specify the active New Mexico licenses currently held by the proposed premises.

If you need to view, edit, or delete any records, click the down arrow under action for that specific record.

License Number: RES-000770

License Type: Restaurant

Questions

Has the applicant business ever had a liquor license denied, suspended, revoked, surrendered, or had any other form of discipline or disciplinary action by a licensing agency in another state or jurisdiction?	No
Has the structure and/or ownership disclosure for the applicant business changed since last reported to the department?	No
Does the applicant business own any (direct/indirect) interest in a liquor license?	No



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Payment

Fee Name	Fee Amount
Application Fee	200.00
Resident Agent Fee	50.00
Total Fee Amount:	250.00

Attestation/Oath

Under penalty of perjury, I hereby depose and state that I am the person identified in this application and the information given by me is true and complete to the best of my knowledge and belief. I understand that any information contained in this application may be investigated and any false or dishonest answer to any question in this application may be grounds for denial or revocation of my license.

Attestation Signature: Abel Loya

Date: 07/02/2025



City of Roswell
Community Development
500 N Main Street, Suite 100
Roswell, NM 88201
575.637.6280

Zoning Verification Letter

JASAL, LLC dba LOS CERRITOS

2103 N Main Street in Roswell, New Mexico 88201

Property Legal Description: Subd: EL RANCHO REDIV AMEND Lot: 1 Quarter: NW S: 28 T:
10S R: 24E DOC# 202008931 SWD
(Roswell, Chaves County)

Zoning District: C-2 Community Commercial District

July 1, 2025

State of New Mexico
Regulation & Licensing Department
Alcohol and Gaming Division
PO Box 25101
Santa Fe, New Mexico 87504-5101

To Whom It May Concern:

This zoning verification letter is per the request of Abel Loya, this letter certifies that according to the City of Roswell's Official Zoning Map, the property located at **2103 N Main Street in Roswell, New Mexico is zoned C-2 (Community Commercial District)**. Liquor Service and Stores and Restaurants/Food/Drink/Lounges/Liquor are uses-by-right in the C-2 Zoning District. Per the *Roswell Zoning Ordinance 20-08 Amended August 13, 2020*, Article 32: C-2 Community Commercial District 2. Use Regulations A. Permitted Uses are as follows: 7. Liquor Service and Stores;

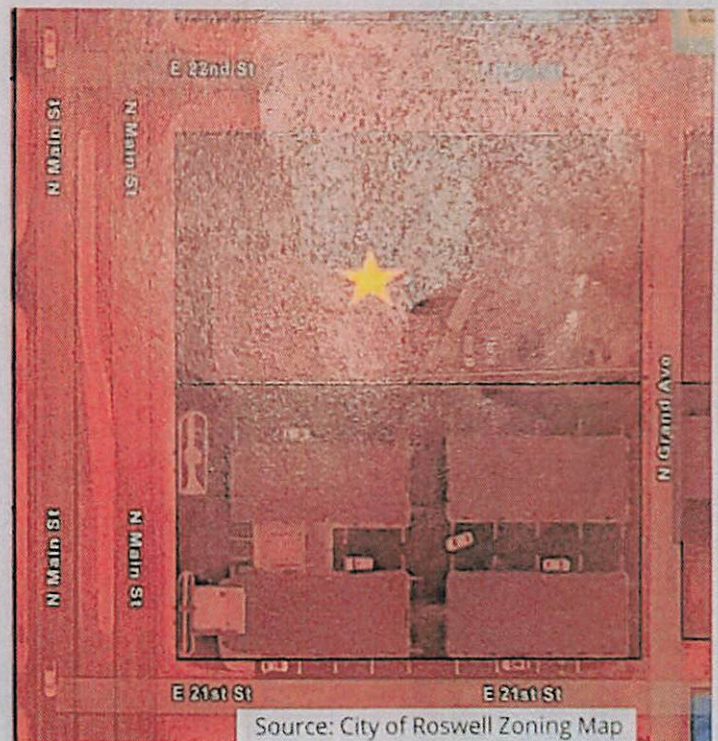
20. Restaurants/food/drink/lounges/liquor.

Note that for a full understanding of what is permitted or prohibited by the City of Roswell's Municipal Code, please refer to the Municipal Ordinance in its entirety through the City's website at https://library.municode.com/nm/roswell/codes/code_of_ordinances.

Sincerely,

Esperanza DeLeon

Esperanza DeLeon, Planner II
Planning & Zoning Division
City of Roswell Community Development
575.637.6218 e.deleon@roswell-nm.gov



roswell-nm.gov