



THE CITY OF SAN DIEGO

Report to the Hearing Officer

DATE ISSUED: September 10, 2025 REPORT NO. HO-25-038

HEARING DATE: September 17, 2025

SUBJECT: 4606 Mission Gorge Place - Process Three Decision

PROJECT NUMBER: [PRJ-1124190](#)

OWNER/APPLICANT: FNB Land Enterprises LLC/ Steve Rawlings

SUMMARY

Issue: Should the Hearing Officer approve a Conditional Use Permit (CUP) for an alcoholic beverage outlet located at [4606 Mission Gorge Place](#) within the [Navajo Community Planning area](#)?

Proposed Actions:

1. **APPROVE** Conditional Use Permit No. PMT-3330427.

Fiscal Considerations: None. All costs associated with the processing of this project are paid by the applicant.

Community Planning Group Recommendation: On April 9, 2025, the Navajo Community Planning Group voted 11-0-0 to recommend approval of the proposed project with the following condition:

No more than 10 percent of the retail floor area may be used to display, sell, store, or vend alcohol products otherwise accessible to the consumer.

Environmental Impact: This project was determined to be categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 (Existing Facilities). This project is not pending an appeal of the environmental determination. The environmental exemption determination for this project was made on May 21, 2025, and the opportunity to appeal that determination ended June 5, 2025.

BACKGROUND

The 4.47-acre project site is located at 4606 Mission Gorge Place. The site is in the Commercial Community-3-8 zone, the Airport Land Use Compatibility overlay zone, Airport Influence Area (Montgomery Field Review area 2), Federal Aviation Administration Part 77 Noticing Area (Montgomery Field), Community Plan Implementation Overlay Zone (CPIOZ Type A), Parking Standards Transit Priority Area, Transit Priority Area, and Special Flood Hazard Area within the Navajo Community Plan.

The site is designated Business Park-Residential and is in the Grantville CPIOZ of the Navajo Community Plan. This area encourages pedestrian access and retail activity. As a retail use at ground level, the project is consistent with the Community Plan land use designation. Proposed alcoholic beverage outlets that do not comply with the limited use regulations in Section 141.0502(b) require a Conditional Use Permit.

DISCUSSION

Project Description:

The project is a Conditional Use Permit (CUP) to allow an alcoholic beverage outlet for the sale of beer, wine, and distilled spirits within an existing 2,802-square-foot retail space, contingent upon issuance of a Type 21 license being issued by the state Department of Alcoholic Beverage Control (ABC). The San Diego Municipal Code (SDMC) defines Type 21 Licenses as alcoholic beverage outlets, which are allowed in the CC-3-8 zone as a Limited Use subject to the requirements of SDMC Section 141.0502(b). An alcoholic beverage outlet that does not comply with these requirements, including the location criteria outlined in SDMC Section 141.0502(b)(1), may be permitted with a Process Three CUP pursuant to SDMC Section 141.0502(c). In addition, a recommendation from the San Diego Police Department (SDPD) is required. The proposed alcoholic beverage outlet at the site requires a CUP because the project site does not meet the criteria outlined in SDMC Section 141.0502(b), as explained below:

1. **Within a census tract, or within 600 feet of a census tract, where the general crime rate exceeds the citywide average general crime rate of more than 20 percent.**

The project is within Census Tract No. 96.04, which reported a crime rate of 167.5 percent and an alcohol crime rate of 155.8 percent of the city-wide average based on statistics provided by the SDPD. A census tract is considered to have "high crime" if the crime rate exceeds 120 percent of the city-wide average, therefore, the project is located in such a census tract. The project requires a CUP because it does not comply with this regulation.

2. **Within a census tract, or within 600 feet of a census tract, where the ratio of alcohol beverage outlets exceeds the standards established by California Business and Professions Code section 23958.4.**

The subject property is in Census Tract No. 96.04, which allows for two off-sale ABC licenses based on the California Business and Professions Code Section 23958.4. Currently, there are

eight off-sale licenses in Census Tract 96.04, and this project, if approved, would represent the ninth. The project requires a CUP because it does not comply with this regulation.

3. **In an adopted Redevelopment Project Area.**

The project meets this regulation; it is not within a Redevelopment Project Area.

4. **Within 600 feet of a public or private accredited school, a public park, playground or recreational area, church, hospital, or a San Diego County Welfare District Office.**

The project site is located within 600 feet of a public or private accredited school. Dimensions Collaborate School is located approximately 220 feet from the project site. The project requires a CUP because it does not comply with this regulation.

5. **Within 100 feet of residentially zoned property.**

The project meets this regulation; there are no residential uses within 100 feet of the project.

The project has been reviewed by the SDPD and the Development Services Department (DSD) for conformance to the applicable development regulations and land use policies. City staff support of the alcoholic beverage outlet at this location is based on the site's commercial nature and its location within an existing commercial center. The site is designated Business Park-Residential and is in the Grantville CPIOZ of the Community Plan. The project implements the Community Plan goal to encourage pedestrian access and retail activity. As a retail use at ground level, the project is consistent with the designation in the Community Plan by providing a pedestrian-focused retail environment.

The SDPD and DSD have concluded that if the permit and ABC license were appropriately conditioned, the project would not adversely impact the surrounding neighborhood and public health, safety, or welfare. Staff supports a ten-year CUP based on the project analysis and the conditions and recommendations provided by the SDPD and Community Planning group for the permit and the ABC license that include video surveillance, limiting the hours permitted for the sale of alcoholic beverages, limiting the amount of retail floor area used for alcohol products, requiring graffiti to be removed promptly, requiring retail employees to be trained in ABC regulations, theft deterrence and policies against the sales of alcoholic beverages to those under 21 years of age and intoxicated individuals.

CONCLUSION

City staff has reviewed the proposal, including all the issues identified through the review process, and has determined that all project issues have been addressed. The project conforms with the Community Plan, and the adopted City Council policies and regulations of the Land Development Code. Therefore, draft findings and conditions to support project approval are presented to the Hearing Officer for consideration. Staff recommends that the Hearing Officer approve Conditional Use Permit No. PMT-3330427 as proposed.

ALTERNATIVES

1. Approve Conditional Use Permit No. PMT-3330427 with modifications.
2. Deny Conditional Use Permit No. PMT-3330427 if the findings required to approve the project cannot be affirmed.

Respectfully submitted,



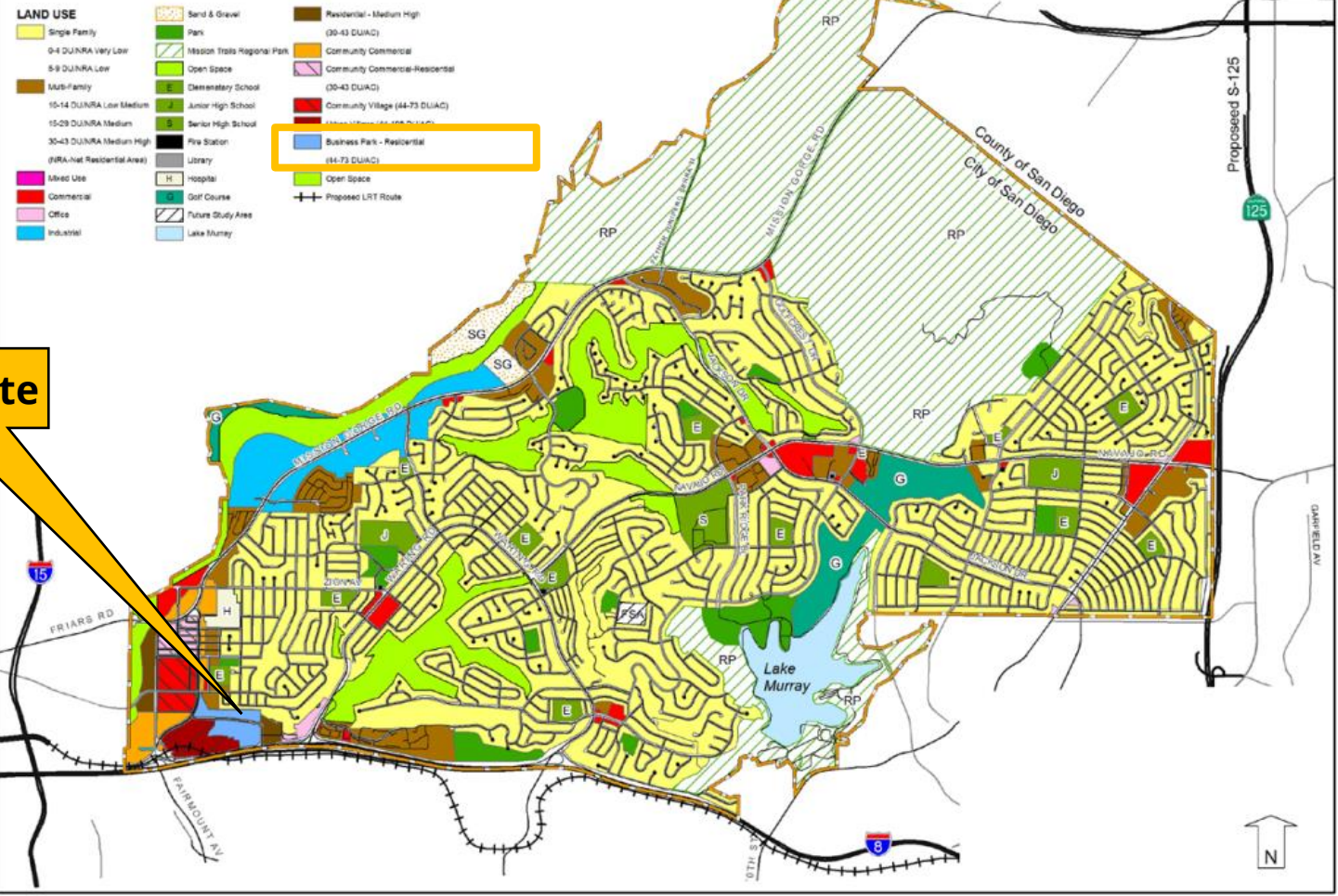
Sarah Hatinen
Development Project Manager
Development Services Department

Attachments:

1. Aerial Photograph
2. Community Plan Land Use Map
3. Draft Permit with Conditions
4. Draft Permit Resolution with Findings
5. Environmental Exemption
6. Ownership Disclosure Statement
7. Project Plans
8. San Diego Police Department Recommendation



NAVAJO



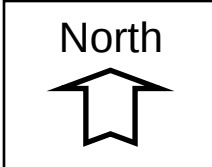
Navajo Community Land Use

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 4: LAND USE



Land Use Map
 4606 Mission Gorge Place
 PRJ-1124190



RECORDING REQUESTED BY
CITY OF SAN DIEGO
DEVELOPMENT SERVICES
PERMIT INTAKE, MAIL STATION
501

WHEN RECORDED MAIL TO
PROJECT MANAGEMENT
PERMIT CLERK
MAIL STATION 501

INTERNAL ORDER NUMBER: 24010085

SPACE ABOVE THIS LINE FOR RECORDER'S USE

CONDITIONAL USE PERMIT NO. PMT-3330427
4606 MISSION GORGE PLACE - PROJECT NO. PRJ-1124190
HEARING OFFICER

This Conditional Use Permit No. PMT-3330427 is granted by the Hearing Officer of the City of San Diego to FNB Land Enterprises, LLC, a California Limited Liability Company, Owner/Permittee, pursuant to San Diego Municipal Code [SDMC] section 126.0305. The 4.47-acre site is located at 4606 Mission Gorge Place in the Commercial Community-3-8 zone, Airport Land Use Compatibility overlay zone, Airport Influence Area (Montgomery Field Review Area 2), Federal Aviation Administration Part 77 Noticing Area (Montgomery Field), Community Plan Implementation overlay zone (Type A), Parking Standards Transit Priority Area, Transit Priority Area, and Special Flood Hazard Area of the Navajo Community Plan. The project site is legally described as:

Parcel 1: Lot 6 of Stadium Park East Unit No. 1, in the City of San Diego, County of San Diego, State of California, according to Map thereof No. 9493, filed in the Office of the County Recorder of San Diego County, December 13, 1979, as amended by Map No. 10041, filed on March 30, 1981 of Official Records.

Parcel 2: Non-exclusive appurtenant easements and right of enjoyment for vehicular parking, vehicular and pedestrian movement, landscaping and related improvements and all utilities, including water and sewer over, under, along and across Lots 1 and 2 of Stadium Park East Unit No. 1, according to Map thereof No. 9493, filed in the Office of the County Recorder of San Diego County, December 13, 1979, as amended by Map No. 10041, filed on March 30, 1981 of Official Records.

Commonly known as: 4606 Mission Gorge Place, San Diego, California 92120.

Subject to the terms and conditions set forth in this Permit, permission is granted to Owner to operate an alcoholic beverage outlet conditioned upon the issuance of a license from the State Department of Alcoholic Beverage Control and subject to the City's land use regulations] described and identified by size, dimension, quantity, type, and location on the approved exhibits [Exhibit "A"] dated September 17, 2025, on file in the Development Services Department.

The project shall include:

- a. Operation of an alcoholic beverage outlet within an existing 2,802-square-foot market/deli conditioned upon the issuance of a Type 21 license from the State Department of Alcoholic Beverage Control (ABC); and
- b. Public and private accessory improvements determined by the Development Services Department to be consistent with the land use and development standards for this site in accordance with the adopted community plan, the California Environmental Quality Act [CEQA] and the CEQA Guidelines, the City Engineer's requirements, zoning regulations, conditions of this Permit, and any other applicable regulations of the SDMC.

STANDARD REQUIREMENTS:

1. This permit must be utilized within thirty-six (36) months after the date on which all rights of appeal have expired. If this permit is not utilized in accordance with Chapter 12, Article 6, Division 1 of the SDMC within the 36-month period, this permit shall be void unless an Extension of Time has been granted. Any such Extension of Time must meet all SDMC requirements and applicable guidelines in effect at the time the extension is considered by the appropriate decision maker. This permit must be utilized by October 2, 2028.
2. This Conditional Use Permit [CUP] and corresponding use of this site shall expire on October 2, 2038. The Owner/Permittee may request that the expiration date be extended in accordance with SDMC section 141.0502(c)(7).
3. The utilization of this CUP is contingent upon the approval of a license to sell alcohol at this location by the California Department of Alcoholic Beverage Control [ABC]. The issuance of this CUP does not guarantee that the ABC will grant an alcoholic beverage license for this location.
4. No permit for the construction, occupancy, or operation of any facility or improvement described herein shall be granted, nor shall any activity authorized by this Permit be conducted on the premises until:
 - a. The Owner/Permittee signs and returns the Permit to the Development Services Department; and
 - b. The Permit is recorded in the Office of the San Diego County Recorder.
5. While this Permit is in effect, the subject property shall be used only for the purposes and under the terms and conditions set forth in this Permit unless otherwise authorized by the appropriate City decision maker.
6. This Permit is a covenant running with the subject property and all of the requirements and conditions of this Permit and related documents shall be binding upon the Owner/Permittee and any successor(s) in interest.
7. The continued use of this Permit shall be subject to the regulations of this and any other applicable governmental agency.

8. Issuance of this Permit by the City of San Diego does not authorize the Owner/Permittee for this Permit to violate any Federal, State or City laws, ordinances, regulations or policies including, but not limited to, the Endangered Species Act of 1973 [ESA] and any amendments thereto (16 U.S.C. § 1531 et seq.).

9. The Owner/Permittee shall secure all necessary building permits. The Owner/Permittee is informed that to secure these permits, substantial building modifications and site improvements may be required to comply with applicable building, fire, mechanical, and plumbing codes, and State and Federal disability access laws.

10. Construction plans shall be in substantial conformity to Exhibit "A." Changes, modifications, or alterations to the construction plans are prohibited unless appropriate application(s) or amendment(s) to this Permit have been granted.

11. All of the conditions contained in this Permit have been considered and were determined necessary to make the findings required for approval of this Permit. The Permit holder is required to comply with each and every condition in order to maintain the entitlements that are granted by this Permit.

If any condition of this Permit, on a legal challenge by the Owner/Permittee of this Permit, is found or held by a court of competent jurisdiction to be invalid, unenforceable, or unreasonable, this Permit shall be void. However, in such an event, the Owner/Permittee shall have the right, by paying applicable processing fees, to bring a request for a new permit without the "invalid" condition(s) back to the discretionary body which approved the Permit for a determination by that body as to whether all of the findings necessary for the issuance of the proposed permit can still be made in the absence of the "invalid" condition(s). Such hearing shall be a hearing de novo, and the discretionary body shall have the absolute right to approve, disapprove, or modify the proposed permit and the condition(s) contained therein.

12. The Owner/Permittee shall defend, indemnify, and hold harmless the City, its agents, officers, and employees from any and all claims, actions, proceedings, damages, judgments, or costs, including attorney's fees, against the City or its agents, officers, or employees, relating to the issuance of this permit including, but not limited to, any action to attack, set aside, void, challenge, or annul this development approval and any environmental document or decision. The City will promptly notify Owner/Permittee of any claim, action, or proceeding and, if the City should fail to cooperate fully in the defense, the Owner/Permittee shall not thereafter be responsible to defend, indemnify, and hold harmless the City or its agents, officers, and employees. The City may elect to conduct its own defense, participate in its own defense, or obtain independent legal counsel in defense of any claim related to this indemnification. In the event of such election, Owner/Permittee shall pay all of the costs related thereto, including without limitation reasonable attorney's fees and costs. In the event of a disagreement between the City and Owner/Permittee regarding litigation issues, the City shall have the authority to control the litigation and make litigation related decisions, including, but not limited to, settlement or other disposition of the matter. However, the Owner/Permittee shall not be required to pay or perform any settlement unless such settlement is approved by Owner/Permittee.

PLANNING/DESIGN REQUIREMENTS:

13. The automobile, motorcycle and bicycle parking spaces must be constructed in accordance with the requirements of the SDMC. All on-site parking stalls and aisle widths shall be in compliance with requirements of the City's Land Development Code and shall not be converted and/or utilized for any other purpose, unless otherwise authorized in writing by the appropriate City decision maker in accordance with the SDMC.
14. Owner/Permittee shall post a copy of the Conditional Use Permit conditions in the licensed premises in a place where they may be readily viewed by any member of the general public or any member of a government agency.
15. No more than 10 percent of the retail floor area may be used to display, sell, store, or vend alcohol products otherwise accessible to the consumer.
16. All private outdoor lighting shall be shaded and adjusted to fall on the same premises where such lights are located and in accordance with the applicable regulations in the SDMC.
17. Pool or billiard tables, foosball or pinball games, arcade-style video and electronic games, or coin-operated amusement devices are not permitted on the premises.
18. Exterior public pay phones that permit incoming calls are not permitted on the premises, adjacent public sidewalks, or areas under the control of the Owner/Permittee.
19. The Owner/Permittee shall provide illumination, at a minimum level of 0.4-foot candles per square foot, on the exterior of the alcoholic beverage outlet, including adjacent public sidewalks and areas under the control of the Owner/Permittee. The illumination shall be in operation during all hours of darkness while the outlet is open for business so that persons standing on or near the premises at night are identifiable by law enforcement personnel. The required illumination shall be shielded and directed so that it does not shine on adjacent properties.
20. A maximum of 33 percent of the square footage of the windows and doors of the premises may bear advertising or signs of any sort, except for any advertising prohibited by law. All advertising and signs shall be placed and maintained in a manner that ensures that law enforcement personnel have a clear and unobstructed view of the interior of the outlet.
21. The Owner/Permittee of the alcoholic beverage outlet shall post a prominent, permanent sign or signs stating, "No loitering, consumption of alcoholic beverages, or open alcoholic beverage containers are allowed inside the premises, in the parking area, or on the public sidewalks adjacent to the premises. Violators are subject to arrest." The sign shall be at least two square feet with two-inch block lettering. The sign shall be in English and Spanish.
22. The Owner/Permittee shall list a business address and telephone number in the Pacific Bell/San Diego telephone directory or other similarly distributed directory.

23. The Owner/Permittee shall provide trash receptacles, conveniently located for use by patrons, inside and outside the alcoholic beverage outlet, including adjacent public sidewalks and areas under the control of the Owner/Permittee. At least one 13-gallon trash receptacle shall be located inside the premises. At least one 32-gallon trash receptacle shall be located outside the alcoholic beverage outlet, and at least one additional 32-gallon trash receptacle shall be located in the parking areas under the control of the Owner/Permittee.

24. The Owner/Permittee shall maintain the premises, adjacent public sidewalks, and areas under the control of the Owner/Permittee, free of litter and graffiti at all times. The Owner/Permittee shall provide for daily removal of trash, litter, and debris. The Owner/Permittee shall eliminate graffiti within 48 hours of application.

25. No more than 10 percent of the retail floor area may be used to display, sell, store, or vend alcohol products otherwise accessible to the consumer.

POLICE DEPARTMENT REQUIREMENTS:

26. The sales of alcoholic beverages shall be permitted between the hours of 6:00 a.m. to Midnight.

27. Video surveillance shall be recorded and available to law enforcement upon request covering the interior and public access points of the premises. Upon law enforcement's request, video surveillance shall not be deleted, voided, or destroyed. Recordings shall be maintained for a minimum of 30 days absent a request of law enforcement.

28. All retail employees shall be trained in ABC regulations (LEAD), theft deterrence, and policies against the sales of alcoholic beverages to those under 21 years of age, and/or intoxicated.

INFORMATION ONLY:

- The issuance of this discretionary permit alone does not allow the immediate commencement or continued operation of the proposed use on site. Any operation allowed by this discretionary permit may only begin or recommence after all conditions listed on this permit are fully completed and all required ministerial permits have been issued and received final inspection.
- Any party on whom fees, dedications, reservations, or other exactions have been imposed as conditions of approval of this Permit, may protest the imposition within ninety days of the approval of this development permit by filing a written protest with the City Clerk pursuant to California Government Code-section 66020.
- This development may be subject to impact fees at the time of construction permit issuance.

APPROVED by the Hearing Officer of the City of San Diego on September 17, 2025, and HO-XXXX.

ATTACHMENT 3

Conditional Use Permit No. PMT-3330427
Date of Approval: September 17, 2025

AUTHENTICATED BY THE CITY OF SAN DIEGO DEVELOPMENT SERVICES DEPARTMENT

Sarah Hatinen
Development Project Manager

**NOTE: Notary acknowledgment
must be attached per Civil Code
section 1189 et seq.**

The undersigned Owner/Permittee, by execution hereof, agrees to each and every condition of
this Permit and promises to perform each and every obligation of Owner/Permittee hereunder.

FNB Land Enterprises, LLC
A California Limited Liability Company
Owner/Permittee

By _____
NAME
TITLE

**NOTE: Notary acknowledgments
must be attached per Civil Code
section 1189 et seq.**

HEARING OFFICER
RESOLUTION NO. HO-XXXX
CONDITIONAL USE PERMIT NO. PMT-3330427
4606 MISSION GORGE PLACE - PROJECT NO. PRJ-1124190

WHEREAS, FNB LAND ENTERPRISES, LLC, a California Limited Liability Company, Owner/Permittee, filed an application with the City of San Diego for a permit to operate an alcoholic beverage outlet (project)(as described in and by reference to the approved Exhibits "A" and corresponding conditions of approval for the associated Permit No. PMT-3330427), on portions of a 4.47-acre site;

WHEREAS, the project site is located at 4606 Mission Gorge Place in the Commercial Community-3-8 zone, Airport Land Use Compatibility overlay zone, Airport Influence Area (Montgomery Field Review Area 2), Federal Aviation Administration Part 77 Noticing Area (Montgomery Field), Community Plan Implementation overlay zone (Type A), Parking Standards Transit Priority Area, Transit Priority Area, and Special Flood Hazard Area of the Navajo Community Plan;

WHEREAS, the project site is legally described as Parcel 1: Lot 6 of Stadium Park East Unit No. 1, in the City of San Diego, County of San Diego, State of California, according to Map thereof No. 9493, filed in the Office of the County Recorder of San Diego County, December 13, 1979, as amended by Map No. 10041, filed on March 30, 1981 of Official Records. Parcel 2: Non-exclusive appurtenant easements and right of enjoyment for vehicular parking, vehicular and pedestrian movement, landscaping and related improvements and all utilities, including water and sewer over, under, along and across Lots 1 and 2 of Stadium Park East Unit No. 1, according to Map thereof No. 9493, filed in the Office of the County Recorder of San Diego County, December 13, 1979, as amended by Map No. 10041, filed on March 30, 1981 of Official Records. Commonly known as: 4606 Mission Gorge Place, San Diego, California 92120;

WHEREAS, on May 21, 2025, the City of San Diego, as Lead Agency, through the Development Services Department, made and issued an Environmental Determination that the project is exempt from the California Environmental Quality Act (CEQA) (Public Resources Code Section 21000 et seq.) under CEQA Guideline Section 15301(Existing Facilities); and there was no appeal of the Environmental Determination filed within the time period provided by San Diego Municipal Code Section 112.0520;

WHEREAS, on September 17, 2025, the Hearing Officer of the City of San Diego considered Conditional Use Permit No. PMT-3330427 pursuant to the Land Development Code of the City of San Diego;

BE IT RESOLVED by the Hearing Officer of the City of San Diego, that it adopts the following findings with respect to Conditional Use Permit No. PMT-3330427:

A. CONDITIONAL USE PERMIT SDMC Section 126.0305

1. Findings for all Conditional Use Permits:

a. The proposed development will not adversely affect the applicable land use plan.

The project proposes the operation of an Alcoholic Beverage Outlet within an existing 2,802 square-foot market and deli located at 4606 Mission Gorge Place in the CC-3-8 zone, Airport Land Use Compatibility overlay zone, Airport Influence Area (Montgomery Field Review Area 2), FAA Part 77 Noticing Area (Montgomery Field), Community Plan Implementation overlay zone (Type A), Parking Standards Transit Priority Area, Transit Priority Area, and Special Flood Hazard Area of the Navajo Community Plan (Community Plan).

The Community Plan Land Use Map, [Figure 4](#), designates the site for Business Park-Residential and the Community Plan Implementation Overlay Zone (CPIOZ) Areas map, [Figure 6](#), illustrates that the site lies within the Grantville CPIOZ-A area. The urban design framework envisions that development in the Grantville area will increase pedestrian access and retail activity. It specifically includes the vision to “create an active, attractive, and pedestrian-focused, retail environment”. The project includes the separately regulated retail sales use in an existing commercial site and implements the Community Plan vision of a retail environment. The proposed alcoholic beverage outlet within an existing commercial/retail building is consistent

with the land use plan designation for the site and will provide for further activation of the site as a retail area.

The Community Plan does not specifically address the sale of alcohol or Alcoholic Beverage Outlets within Grantville. However, the sale of alcohol products is defined as a commercial retail use in the Land Development Code and is permitted as a limited use or with the approval of a Conditional Use Permit (CUP). Alcoholic Beverage Outlets that do not meet all the locational criteria for alcohol sales as a limited use under SDMC section [141.0502\(b\)](#), as is the case with the project, may be approved with a Process Three CUP.

The San Diego Police Department (SDPD) has provided its recommendations for the approval of the subject CUP and proposed conditions for the Project, which include, but are not limited to, hours of operation, advertising, and employee training. Therefore, based on the above, the proposed development will not adversely affect the applicable land use plan.

b. The proposed development will not be detrimental to the public health, safety, and welfare.

The operation of an Alcoholic Beverage Outlet at the site is allowed in the CC-3-8 zone with a Conditional Use Permit (CUP). Pursuant to SDMC Section 141.0502, the proposed Alcoholic Beverage Outlet at this location requires a CUP for the following reasons:

1. The site is within a Census Tract where the general crime rate exceeds the citywide average general crime rate by more than 20 percent- the reported crime rate for 2022 within Census Tract 96.04 was 167.5% and the alcohol crime rate was 155.8%.
2. Currently, there are eight off-sale licenses in Census Tract 96.04, whereas the ABC allows for two.
3. The project site is located within 600 feet of a public or private accredited school – Dimensions Collaborate School is located 220 feet from the project site.

Approval of this application is conditioned so that the alcohol sales would not have a negative impact on the surrounding neighborhood. These conditions include, but are not limited to, limits on hours of operation, video surveillance, and a prohibition against loitering. These conditions minimize any potential harm to public health, safety, and welfare. In addition, and pursuant to SDMC section 141.0502(c), SDPD recommended the proposed use for approval with conditions as stated below and included in the CUP.

SDPD included conditions that all retail employees are to be trained in the Alcoholic Beverage Control regulations through the Licensee Education on Alcohol and Drugs (LEAD) program, theft deterrence, and policies against the sale of alcoholic beverages to those under 21 years of age and/or intoxicated persons. Furthermore, the project is subject to all federal, state, and other local codes related to alcohol

beverage sales, which would further ensure that the subject Alcoholic Beverage Outlet would not have an adverse impact on public health, safety, and welfare.

Based on the above, the proposed development will not be detrimental to the public health, safety, and welfare.

c. The proposed development will comply with the regulations of the Land Development Code including any allowable deviations pursuant to the Land Development Code.

The underlying CC-3-8 zone is intended to provide residential areas with access to retail and community-serving commercial uses. It allows for Alcoholic Beverage Outlets with a Conditional Use Permit (CUP) subject to regulations set forth in SDMC section [141.0502](#).

The CUP for the Project includes various conditions and corresponding exhibits of approval relevant to achieve compliance with the SDMC relative to lighting, loitering, litter, graffiti, and advertising. The project site does not meet certain location criteria set forth in SDMC Section [141.0502\(b\)\(1\)](#) as described in Finding A.1.b, incorporated here by reference. However, the conditions of approval minimize any potential harm to public health, safety, and welfare. No variance or deviations are requested as part of this application. Therefore, the proposed development will comply with the regulations of the Land Development Code.

d. The proposed use is appropriate at the proposed location.

The project site is identified by the Community Plan as Business Park-Residential per the Land Use Map, [Figure 4](#), and as lying within Grantville CPIOZ-A area per the Community Plan Implementation Overlay Zone (CPIOZ) Areas map, [Figure 6](#). The proposed alcoholic beverage outlet within an existing commercial/retail building is consistent with the site's land use plan designation.

Approval of this CUP would allow the sale of beer, wine, and distilled spirits to be conditioned so that alcohol sales would not have a negative impact on the surrounding neighborhood. The project site does not meet certain location criteria set forth in SDMC section 141.0502(b) as it is proposed to be within 600 feet of the Dimensions Collaborative School, within a census tract where the ratio of alcohol beverage outlets exceeds the standards established by California Business and Professional Code section 23958.4, and is within a census tract where the general crime rate exceeds the citywide average general crime rate by more than 20 percent. However, alcoholic beverage outlets that do not meet all of the location criteria for alcohol sales as a limited use under SDMC section 141.0502 may be approved with a Process Three CUP. The CUP includes conditions that prohibit loitering and graffiti, prohibit public pay phones, and limit advertising. Additionally, all retail employees are to be trained in ABC regulations Licensee Education on Alcohol and Drugs (LEAD) program, theft deterrence, and policies against the sale of alcoholic beverages to those under 21 years of age or intoxicated persons. These conditions of approval minimize any potential harm to the public health, safety, and welfare.

The sale of beer, wine and distilled spirits is consistent with the commercial nature of the CC-3-8 zone and the Community Plan's Business Park-Residential land use designation. Therefore, based on the retail nature of the site and conditions of approval, the proposed development would be appropriate at the proposed location.

The above findings are supported by the minutes, maps and exhibits, all of which are incorporated herein by this reference.

BE IT FURTHER RESOLVED that, based on the findings hereinbefore adopted by the Hearing Officer, Conditional Use Permit No. PMT-3330427 is hereby GRANTED by the Hearing Officer to the referenced Owner/Permittee, in the form, exhibits, terms and conditions as set forth in Permit No. PMT-3330427, a copy of which is attached hereto and made a part hereof.

Sarah Hatinen
Development Project Manager
Development Services

Adopted on: September 17, 2025

IO#: 24010085



THE CITY OF SAN DIEGO

DATE OF NOTICE: May 21, 2025

NOTICE OF RIGHT TO APPEAL ENVIRONMENTAL DETERMINATION

DEVELOPMENT SERVICES DEPARTMENT

IO No. 24010085

PROJECT NAME / NUMBER: 4606 Mission Gorge / PRJ-1124190**COMMUNITY PLAN AREA:** Navajo**COUNCIL DISTRICT:** 7**LOCATION:** 4606 Mission Gorge Pl, San Diego, CA 92120

PROJECT DESCRIPTION: Conditional Use Permit (CUP) for a request to allow sales of alcoholic beverage at an existing market, located at 4606 Mission Gorge Place. The 4.47-acre site is in the CC-3-8 Zone within the Navajo Community Plan Area. **LEGAL DESCRIPTION:** Parcel 1: Lot 12 Of Stadium Park East Unit No. 1 In the City of San Diego, County of San Diego, according to map thereof No. 9493, filed in the Office of the County Recorder of San Diego County, December 13, 1979, as amended by map no. 10041, Filed On March 30, 1981 of official records. Parcel 2: Non-exclusive appurtenant easements and right of enjoyment for vehicular parking and pedestrian movement, landscaping and related improvements and all utilities including water and sewer over, under, along and across lots 1 and 2 of Stadium Park East Unit No. 1, according to map thereof No. 9493, filed in the Office of the County Recorder of San Diego County, December 13, 1929, as amended by map No. 10041, filed on March 30, 1981 of official record, APN 461-610-07-00.

ENTITY CONSIDERING PROJECT APPROVAL: City of San Diego Development Services Department**ENVIRONMENTAL DETERMINATION:** Categorically exempt from CEQA pursuant to CEQA State Guidelines, Section 15301, Existing Facilities.**ENTITY MAKING ENVIRONMENTAL DETERMINATION:** City of San Diego Hearing Officer

STATEMENT SUPPORTING REASON FOR ENVIRONMENTAL DETERMINATION: The City of San Diego conducted an environmental review that determined the project would not have the potential to cause a significant effect on the environment. The project meets the criteria set forth in CEQA Section 15301, which consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of existing or former use. The project is

a CUP for a request to allow sales of alcoholic beverage at an existing market. No new construction or expansion of use is proposed. Therefore, this exemption was deemed appropriate. In addition, the exceptions listed in CEQA Section 15300.2 would not apply. **The site is not included on any list compiled pursuant to Government Code Section 65962.5 for hazardous waste sites.**

DEVELOPMENT PROJECT MANAGER: Sarah Hatinen
MAILING ADDRESS: 1222 First Avenue, MS 501, San Diego, CA 92101-4153
PHONE NUMBER / EMAIL: (619) 446-5394 / SHatinen@san Diego.gov

On May 21, 2025 the City of San Diego (City), as Lead Agency, has made the above-referenced environmental determination pursuant to the California Environmental Quality Act (CEQA). This determination is appealable to the City Council. If you have any questions about this determination, contact the City Development Project Manager listed above.

Applications to appeal CEQA determination made by staff (including the City Manager) to the City Council must be filed in the office of the City Clerk by 5:00pm within ten (10) business days from the date of the posting of this Notice (June 5, 2025). Appeals to the City Clerk must be filed by email or in-person as follows:

- 1) Appeals filed via E-mail: The Environmental Determination Appeal Application Form [DS-3031](#) can be obtained at <https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031>. Send the completed appeal form (including grounds for appeal and supporting documentation in pdf format) by email to Hearings1@san Diego.gov by 5:00p.m. on the last day of the appeal period; your email appeal will be acknowledged within 24 business hours. You must separately mail the appeal fee by check payable to the City Treasurer to: City Clerk/Appeal, MS 2A, 202 C Street, San Diego, CA 92101. The appeal filing fee must be United States Postal Service (USPS) postmarked) before or on the final date of the appeal. Please include the project number on the memo line of the check.
- 2) Appeals filed in person: Environmental Determination Appeal Application Form [DS-3031](#) can be obtained at <https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031.pdf>. Bring the fully completed appeal application [DS-3031](#) (including grounds for appeal and supporting documentation) to the City Administration Building-Public Information Counter (Open 8:00am to 5:00pm Monday through Friday excluding City-approved holidays), 1st Floor Lobby, located at 202 C Street, San Diego, CA 92101, by 5:00pm on the last day of the appeal period. The completed appeal form shall include the required appeal fee, with a check payable to: City Treasurer.

This information will be made available in alternative formats upon request.

POSTED ON THE CITY'S CEQA WEBSITE

POSTED: 5/21/2025

REMOVED: 6/5/2025

POSTED BY: Leilani Phillips



FORM

DS-318

July 2024

Ownership Disclosure Statement

Permit/Approval Type: Check the appropriate box for permit/approval and type(s) requested (See [Project Submittal Manual](#)):

☒ **Development Permit:** CUP

☐ **Subdivision Approval:** _____

☐ **Policy Approval:** _____

Project Title: San Diego Vegan Market **Project No. For City Use Only:** _____

Project Location/Address/Accessor's Parcel Number:

4606 Mission Gorge Place

Specify Form of Ownership/Legal Status (please check):

☐ Individual ☐ Partnership ☐ Corporation ☒ Limited Liability -or- ☐ General – What State? CA

Corporate Identification No.: 47-1400695 ☐ Trust - Date of Trust: _____

☐ City of San Diego/Asset Management Department: _____

By signing the Ownership Disclosure Statement, the owner(s) acknowledge that an application for a permit, map or other matter will be filed with the City of San Diego on the subject property with the intent to record an encumbrance against the property. On the second page of this form, please list the owner(s), the applicant(s), and other financially interested persons of the above-referenced property. A financially interested party includes any individual, firm, co-partnership, joint venture, association, social club, fraternal organization, corporation, estate, trust, receiver or syndicate with a financial interest in the application, or:

Important Instructions

1. If the applicant includes a corporation or partnership, include the names, titles, and addresses of all individuals owning more than 10% of the shares.
2. If it's a publicly owned corporation, include the names, titles, and addresses of the corporate officers.
3. If any person is a nonprofit organization or a trust, list the names and addresses of *ANY* person serving as an officer, director, trustee or beneficiary of the nonprofit organization.
4. The applicant is responsible for notifying the Project Manager of any changes in ownership during the time the application is being processed or considered. Changes in ownership are to be given to the Project Manager at least 30 days prior to any public hearing on the subject property. Failure to provide accurate and current ownership information could result in a delay in the hearing process.
5. A signature is required of at least one of the property owners.
6. Attach additional pages if needed.

Property Owner/Authorized Agent(Per [SDMC 5112.0102](#))

- ☐ Owner ☒ Authorized Agent ☐ Member ☐ Trustee ☐ Tenant/Lessee ☐ Successor Agency
☐ City of San Diego/Asset Management Department*

Name of Individual: Fred Brown

On behalf of: FNB Land Enterprises LLC

Street Address: 275 S Worthington St, Ste 102

City: Spring Valley

State: CA

Zip: 91977

Phone Number:

619-804-1477

Email:

Fredbrown@yahoo.com

Signature:



Date:

11/21/24

Additional pages attached: ☐ Yes ☒ No

*(Signature within this section not required for City of San Diego/Asset Management Department)

Applicant ☐ Check if Same as Property Owner/Authorized Agent(Per [SDMC 5112.0102](#))

- ☐ Owner ☐ Authorized Agent ☐ Member ☐ Trustee ☒ Tenant/Lessee ☐ Successor Agency

Name of Individual: Rawlings Consulting, Attn: Steve Rawlings

On behalf of: Fresh Start Market Inc c/o

Street Address: 26023 Jefferson Ave, Ste D

City: Murrieta

State: CA

Zip: 92562

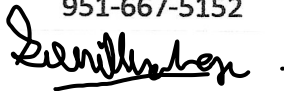
Phone Number:

951-667-5152

Email:

ser@rawlingspm.com

Signature:



Date:

11/25/2024

Additional pages attached: ☐ Yes ☒ No**Other Financially Interested Persons ☒ Check if N/A**

- ☐ Owner ☐ Authorized Agent ☐ Member ☐ Trustee ☐ Tenant/Lessee ☐ Successor Agency

Name of Individual:

On behalf of:

Street Address:

City:

State: CA

Zip:

Phone Number:

Email:

Signature:

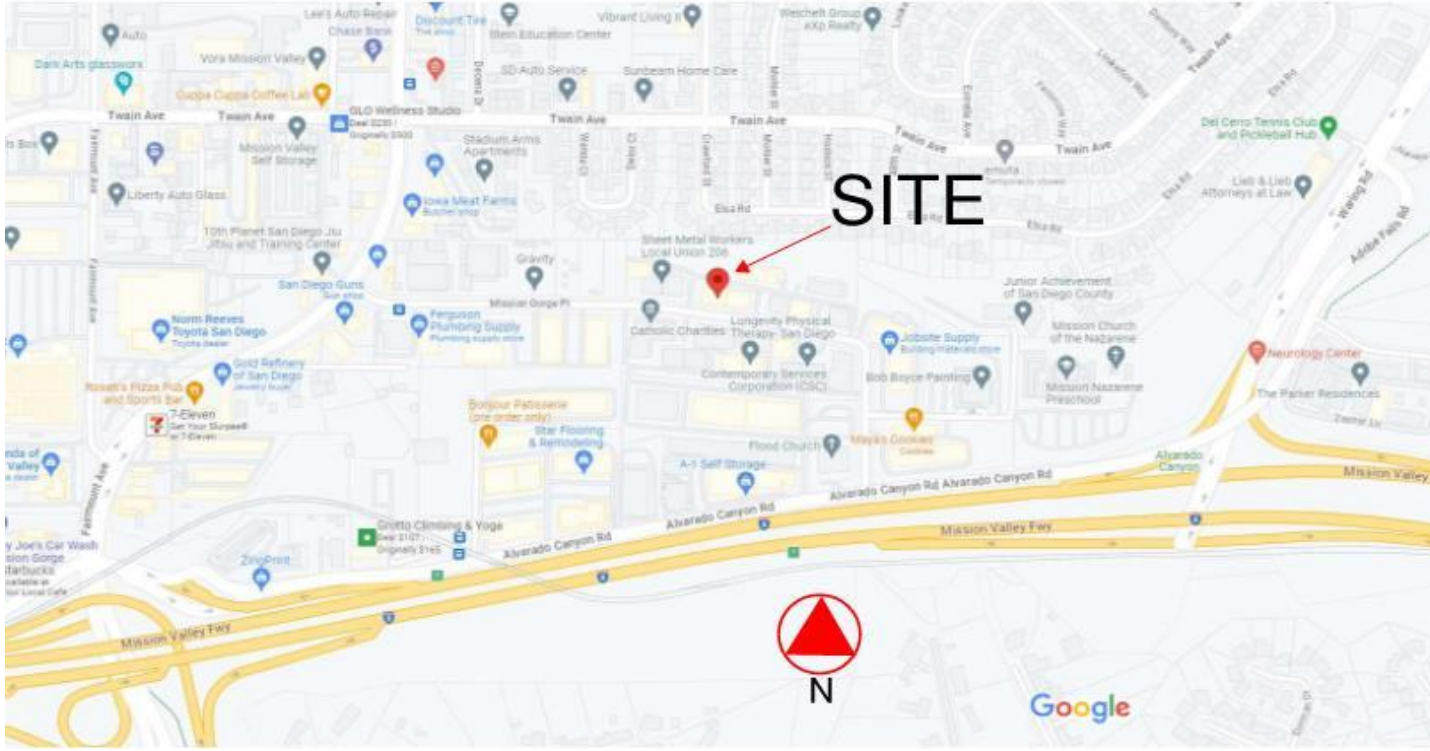
Date:

Additional pages attached: ☐ Yes ☒ Novisit our web site: sandiego.gov/DSD.

Upon request, this information is available in alternative formats for persons with disabilities.

DS-318 (07-24)

VICINITY MAP



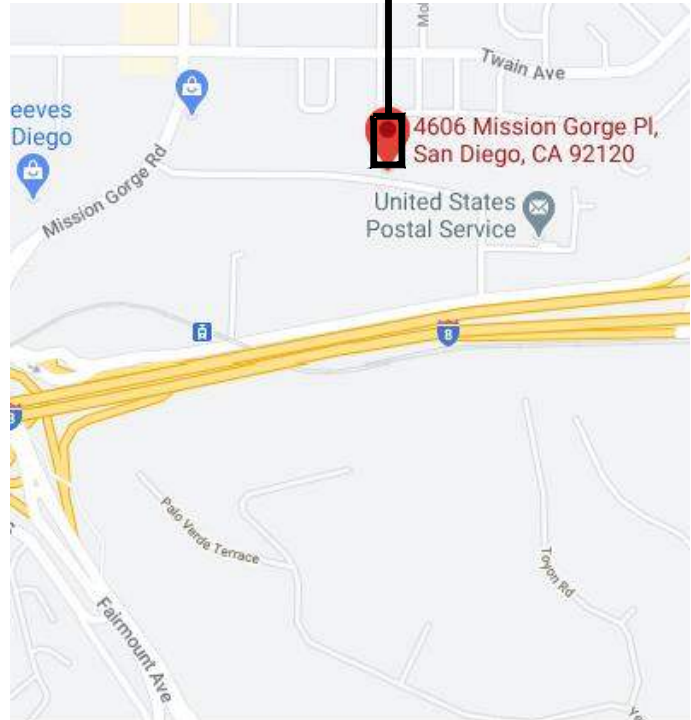
SAN DIEGO VEGAN MARKET AND DELI

4606 MISSION GORGE PLACE
SAN DIEGO, CA 92120

4606 MISSION GORGE PL.
SAN DIEGO, CA 92120

VICINITY MAP

PROJECT LOCATION



SHEET INDEX

S.1 - SITE PLAN
F.1 - FLOOR PLAN

PROJECT TEAM

PROPERTY OWNER:
FNB Land Enterprises LLC, Attn: Fred Brown
275 S Worthington St, Ste 102
Spring Valley, CA 91977

APPLICANT:
Fresh Start Market, Inc.
4606 Mission Gorge Place
San Diego, CA 92120

APPLICANT REP:
Rawlings Consulting
26023 Jefferson Ave., Suite D
Murrieta, CA 92562

BUILDING INFORMATION

DESCRIPTION OF WORK

CUP LEVEL 3 TO SELL BEER, WINE, AND DISTILLED SPIRITS
FOR OFF-SITE CONSUMPTION AT AN EXISTING VEGAN
MARKET/DELI.
NO NEW CONSTRUCTION PROPOSED. ALL IMPROVEMENT EXISTING.

SITE ADDRESS: 4606 MISSION GORGE PL
SAN DIEGO, CA 92120

CONSTRUCTION TYPE: VB, NON-SPRINKLERED

BUILDING STORIES: 1

STORE SIZE: 2,802 SF

APN: 461-610-07-00

LEGAL DESCRIPTION:

PARCEL 1: LOT 12 OF STADIUM PARK EAST UNIT NO. 1 IN THE CITY OF SAN DIEGO, COUNTY OF SAN DIEGO, ACCORDING TO MAP THEREOF NO. 9493, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY, DECEMBER 13, 1979, AS AMENDED BY MAP NO. 10041, FILED ON MARCH 30, 1981 OF OFFICIAL RECORDS.
PARCEL 2: NON-EXCLUSIVE APPURTENANT EASEMENTS AND RIGHT OF ENJOYMENT FOR VEHICULAR PARKING AND PEDESTRIAN MOVEMENT, LANDSCAPING AND RELATED IMPROVEMENTS AND ALL UTILITIES INCLUDING WATER AND SEWER OVER, UNDER, ALONG AND ACROSS LOTS 1 AND 2 OF STADIUM PARK EAST UNIT NO. 1, ACCORDING TO MAP THEREOF NO. 9493, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY, DECEMBER 13, 1979, AS AMENDED BY MAP NO. 10041, FILED ON MARCH 30, 1981 OF OFFICIAL RECORDS

YEAR CONSTRUCTED: 1980

GEOLOGICAL CATERGORY: 52

SITE AREA: 4.47 ACRES OF STADIUM PARK EAST

ZONING: CC-3-B

COMMUNITY PLAN AREA: NAVAJO

OVERLAYS:

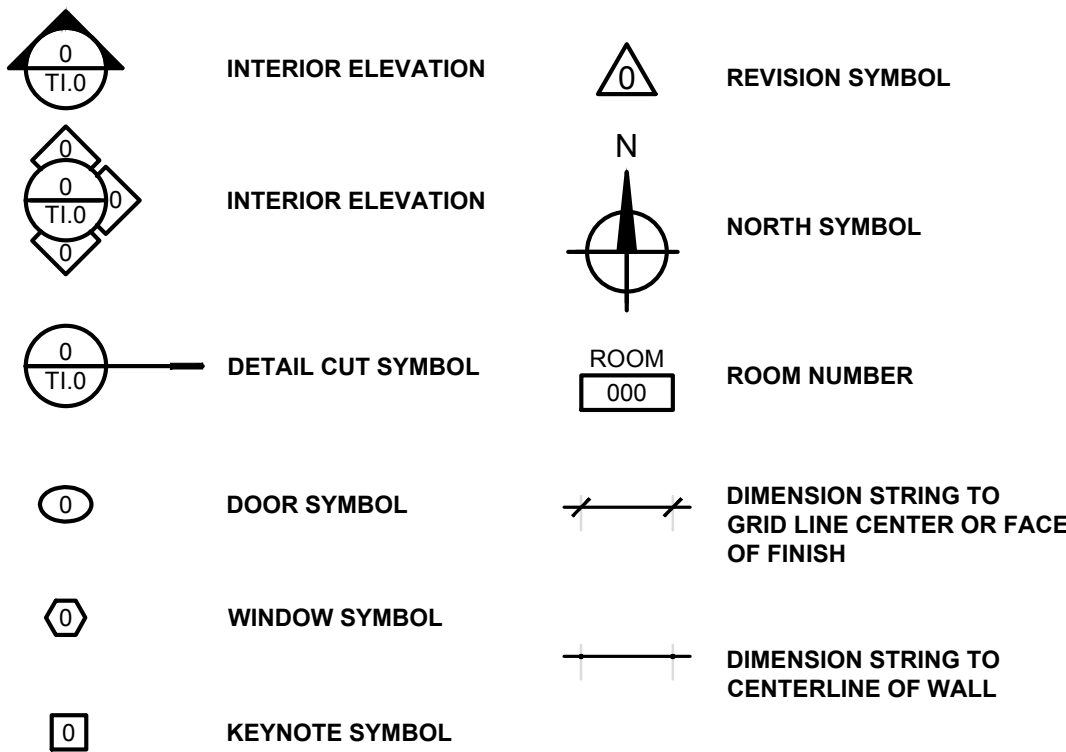
Airport Land Use Compatibility Overlay Zone (ALUCOZ): Yes: Montgomery Field
Clairemont Mesa Height Limit Overlay Zone (CMHLOZ): No
Coastal Height Limit Overlay Zone (CHLOZ): No
Coastal Overlay Zone (COZ) No: None
Coastal Overlay Zone First Public Roadway (COZFPR): No
Community Plan Implementation Overlay Zone (CPIOZ): Yes: CPIOZ-A
Mission Trails Design District (MTDDOZ): No: None
Mobile Home Park Overlay Zone (MHPOZ): No
Parking Impact Overlay Zone (PIOZ): No: None
Sensitive Coastal Overlay Zone (SCOZ) No:None
Transit Area Overlay Zone (TAOZ): No
Urban Village Overlay Zone (UVOZ): No

EXISTING USE: VEGAN MARKET/DELI

PROPOSED USE:

PERMIT TO SELL BEER, WINE, AND DISTILLED SPIRITS
FOR OFF-SITE CONSUMPTION (ABC TYPE 21 LICENSE) AT AN
EXISTING VEGAN MARKET/DELI.

SYMBOLS



NO EASEMENTS

DESIGN INFORMATION

TENANT:

SUNIL BHANGE
4606 MISSION GORGE PL
SAN DIEGO, CA 92120

CONTACT:

SUNIL BHANGE
FRESHSTARTMARKET@GMAIL.COM

DESIGNER

KIRSTIN BERQUIST, ARCHITECT

CONTACT:

KIRSTIN BERQUIST
760.807.6525
KIRSTINBERQUIST@GMAIL.COM

PLUMBING CONTRACTOR

ROGER'S PLUMBING
1100 N. MAGNOLIA, STE H
EL CAJON, CA 92020

CONTACT:

619.334.6244

ELECTRICAL ENGINEER

H+W ENGINEERING
1810 GILLESPIE WAY, STE 207
EL CAJON, CA 92020

CONTACT:

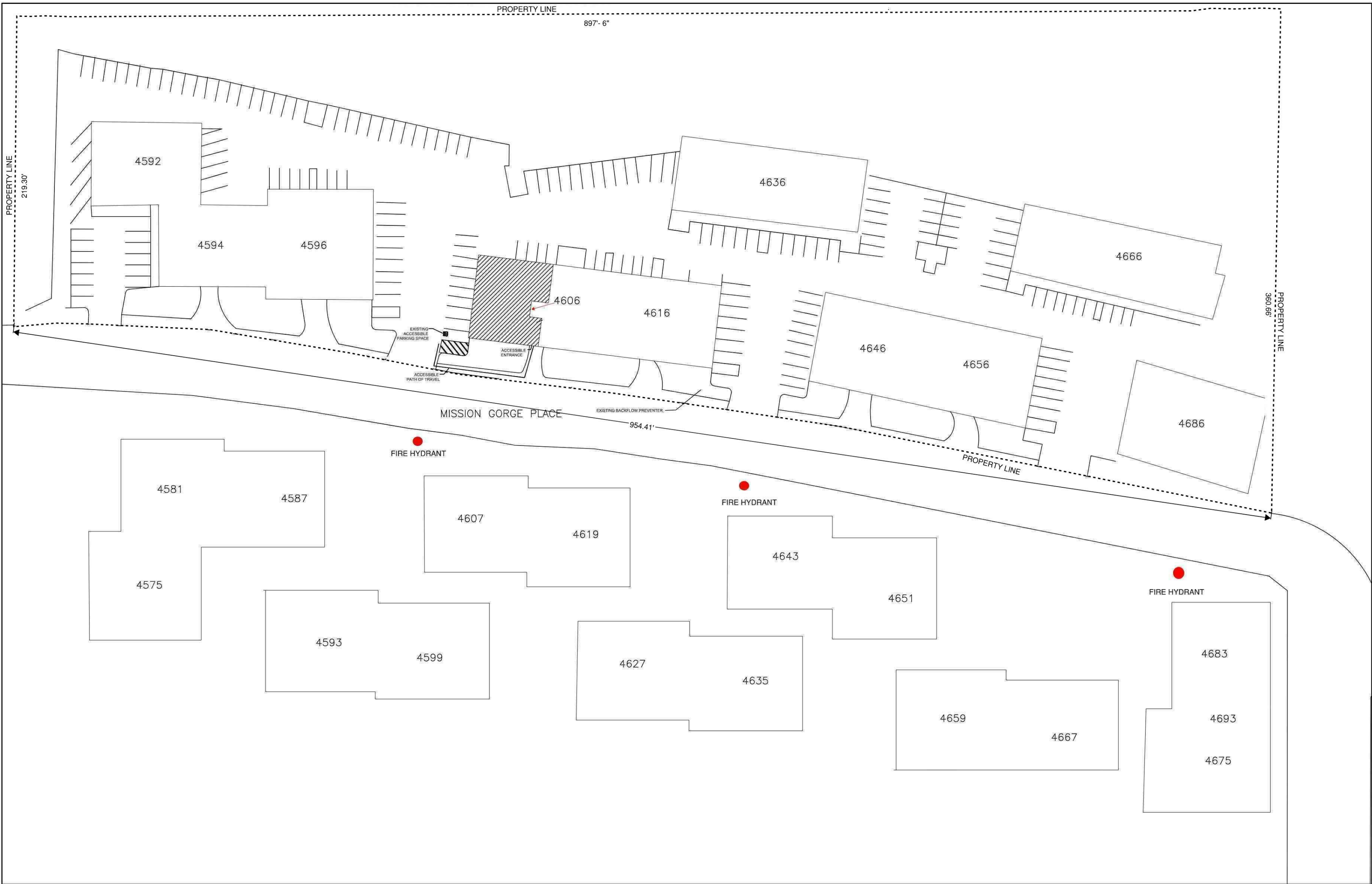
BRYAN WAYNE
619.659.8234

MECHANICAL

L.R. SHRUM HEATING & AC, INC. LES SHRUM
1997 FRIENDSHIP DRIVE, STE H
EL CAJON, CA 92020

CONTACT:

619.258.7651



SITE PLAN

SCALE: 1/32" = 1'-0"

ALL IMPROVEMENTS ARE EXISTING. NO CONSTRUCTION PROPOSED.

Parking Tabulation
Parking Required: 12 spaces
Parking Provided: 14 spaces

Accessible Stalls Required: 1
Accessible Stalls Provided: 1

Project Date: 02.18.2021

Drawn By: KB

Sheet Scale: N/A

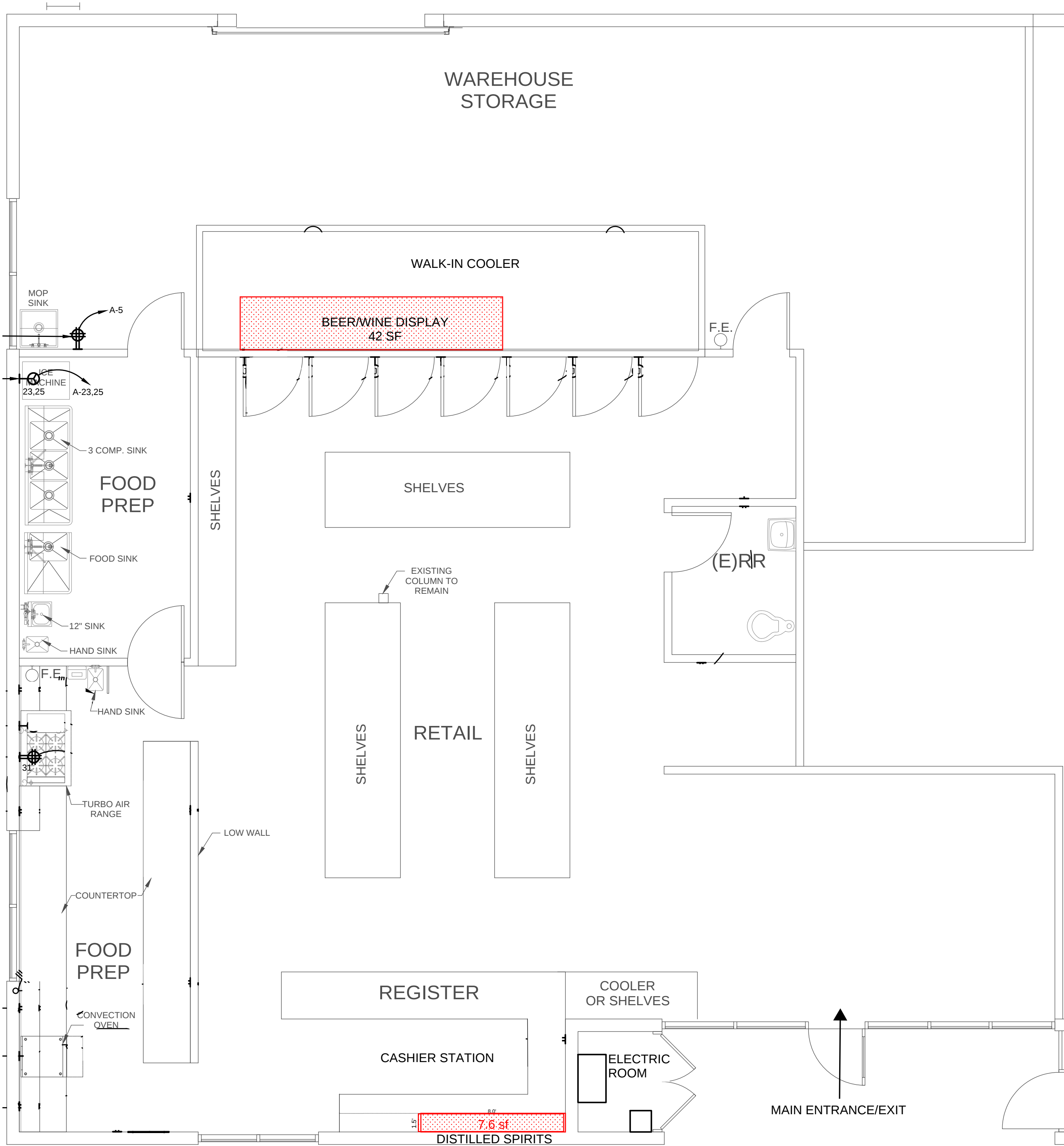
Num	Description	Date
0	City Submittal	02.18.21
1		
2		
3		
4		
5		
6		
7		
8		

SITE PLAN

S.1

Sheet 1 of 2

SAN DIEGO VEGAN MARKET
4606 MISSION GORGE PL.
SAN DIEGO, CA 92120



STORE SIZE: 2,802 SF
SALES AREA: 1,375 SF
ALCOHOL DISPLAY AREA: 50 SF
PERCENT OF SALES AREA: 3.6%

Project Date: 02.02.2021
Drawn By: AW / BW
Sheet Scale: AS NOTED

Num	Description	Date
0	City Submittal	02.02.21
1		
2		
3		
4		
5		
6		
7		
8		

FP-1
FLOOR PLAN

SAN DIEGO POLICE DEPARTMENT CONDITIONAL USE PERMIT RECOMMENDATION

PREMISE ADDRESS: 4606 Mission George Place, San Diego, CA 92120

TYPE OF BUSINESS: Market (Type 21 Off-Sale General)

FEDERAL CENSUS TRACT: 96.04

NUMBER OF ALCOHOL LICENSES ALLOWED: Off-Sale: 2

NUMBER OF ALCOHOL LICENSES EXISTING: Off-Sale: 8

CRIME RATE IN THIS CENSUS TRACT: 167.5%
(Note: Considered High Crime If Exceeds 120% of City-wide Average)

THREE OR MORE REPORTED CRIMES AT THIS PREMISE WITHIN PAST YEAR ☐ YES ☒ NO

IS THE PREMISE WITHIN 600 FEET OF INCOMPATIBLE FACILITY ☒ YES ☐ NO

IS THE PREMISE WITHIN 100 FEET OF RESIDENTIALLY ZONED PROPERTY ☐ YES ☒ NO

ABC LICENSE REVOKED AT THIS PREMISE WITHIN PAST YEAR ☐ YES ☒ NO

HAS APPLICANT BEEN CONVICTED OF ANY FELONY ☐ YES ☒ NO

WILL THIS BUSINESS BE DETRIMENTAL TO THE PUBLIC HEALTH, SAFETY,
AND WELFARE OF THE COMMUNITY AND CITY ☐ YES ☒ NO

COMMENTS/OTHER FACTORS CONSIDERED:

The premises is located within census tract 96.04. The reported crime rate for 2022 within Census Tract 96.04 was 167.5% and the alcohol crime rate was 155.8%.

4606 Mission George Place is within 600 feet of an Incompatible Facility which is a K through 12 school. Dimensions Collaborative School is located at 4646 Mission George Place and is 220 feet from 4606 Mission Gorge Place. I emailed the principal of the school about this proposed alcohol license and did not get a response, email is included.

SUGGESTED CONDITIONS: Due to the high crime rate and alcohol rate cupled with the overconcentration of Off-Sale alcohol licenses the San Diego Police Department agrees with the issuance of a Conditional Use Permit so long as the following conditions are incorporated:

1. Sales of alcoholic beverages shall be permitted only between the hours of 6AM to Midnight each day of the week.
2. Video surveillance shall be recording and available to law enforcement upon request covering the interior and public access points of the premises. Upon request of law enforcement video surveillance shall not be deleted, voided or destroyed. Recordings shall be maintained for a minimum of 30 days absent a request of law enforcement.
3. Litter and any unauthorized graffiti will be removed promptly.

1023 MTH

4. All retail employees are trained in ABC regulations (LEAD), theft deterrence and policies against the sales of alcoholic beverages to those under 21 years of age, and/or intoxicated.

SAN DIEGO POLICE DEPARTMENT RECOMMENDATION:

APPROVE ✓

DENY _____

Benjamin M'Curry
Name of SDPD Vice Sergeant (Print)

(619) 531-2973
Telephone Number

Ben M'Curry
Signature of SDPD Vice Sergeant

1-28-25
Date of Review

**ABC Report****Required Parameters**

Reporting Period: 01/2022 to 12/2022

Agency: SAN DIEGO

Optional Parameters

Geographical Area:

Group by: Census Tract

Prior Report Number: B98S328R

Total Part 1 Crime and Part 2 Arrest for Agency: 54,461

Total Census Tract: 302

Average Total per Census Tract: 180.3

(120% or above is High Crime Area indicated by *)

	Census Tract	Totals	% Average by Census Tract
204	009102	100	55.5%
205	009103	82	45.5%
206	009104	37	20.5%
207	009106	240	133.1%*
208	009107	178	98.7%
209	009201	150	83.2%
210	009202	206	114.2%
211	009301	93	51.6%
212	009304	1,454	806.3%*
213	009305	92	51.0%
214	009306	169	93.7%
215	009400	35	19.4%
216	009502	81	44.9%
217	009504	37	20.5%
218	009505	80	44.4%
219	009506	44	24.4%
220	009507	38	21.1%
221	009509	210	116.5%
222	009510	45	25.0%
223	009511	51	28.3%
224	009602	85	47.1%
225	009603	417	231.2%*
226	009604	302	167.5%*
227	009703	60	33.3%
228	009704	69	38.3%
229	009705	102	56.6%
230	009706	98	54.3%
231	009801	72	39.9%
232	009802	128	71.0%

San Diego Police Department
Alcohol Arrests & Cites - By Census Tract
(Excluding Unknown Tracts)
January to December 2022

2010 Census Tract	Alcohol Violations	Tract Total as % of Average Tract
009104	2	12.0%
009106	21	125.8%
009107	7	41.9%
009201	7	41.9%
009202	5	30.0%
009301	7	41.9%
009304	42	251.6%
009305	6	35.9%
009306	15	89.9%
009400	5	30.0%
009502	10	59.9%
009504	0	0.0%
009505	3	18.0%
009506	3	18.0%
009507	0	0.0%
009509	13	77.9%
009510	5	30.0%
009511	0	0.0%
009602	5	30.0%
009603	32	191.7%
009604	26	155.8%
009703	4	24.0%
009704	0	0.0%
009705	12	71.9%
009706	4	24.0%
009801	3	18.0%
009802	9	53.9%
009804	3	18.0%
009805	0	0.0%
009901	2	12.0%
009902	0	0.0%
010001	3	18.0%
010003	6	35.9%
010004	12	71.9%
010005	9	53.9%
010009	4	24.0%
010010	15	89.9%
010011	6	35.9%
010012	5	30.0%
010013	10	59.9%
010014	16	95.9%

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
NUMBER OF LICENSES AUTHORIZED
BY CENSUS TRACT

County Name	County Population	County Ratio On Sale	County Ratio Off Sale	Census Tract #	Census Tract Population	On Sale	Off Sale
SAN DIEGO	3,315,404	739	1,600	95.04	7,198	9	4
SAN DIEGO	3,315,404	739	1,600	95.05	6,559	8	4
SAN DIEGO	3,315,404	739	1,600	95.06	4,385	5	2
SAN DIEGO	3,315,404	739	1,600	95.07	3,550	4	2
SAN DIEGO	3,315,404	739	1,600	95.09	5,314	7	3
SAN DIEGO	3,315,404	739	1,600	95.10	4,813	6	3
SAN DIEGO	3,315,404	739	1,600	95.11	3,852	5	2
SAN DIEGO	3,315,404	739	1,600	96.02	3,946	5	2
SAN DIEGO	3,315,404	739	1,600	96.03	6,293	8	3
SAN DIEGO	3,315,404	739	1,600	96.04	3,553	4	2
SAN DIEGO	3,315,404	739	1,600	97.03	3,590	4	2
SAN DIEGO	3,315,404	739	1,600	97.04	6,152	8	3
SAN DIEGO	3,315,404	739	1,600	97.05	3,847	5	2
SAN DIEGO	3,315,404	739	1,600	97.06	7,520	10	4
SAN DIEGO	3,315,404	739	1,600	98.01	5,164	6	3
SAN DIEGO	3,315,404	739	1,600	98.02	6,586	8	4
SAN DIEGO	3,315,404	739	1,600	98.04	5,024	6	3
SAN DIEGO	3,315,404	739	1,600	98.05	4,802	6	3
SAN DIEGO	3,315,404	739	1,600	99.01	678	0	0
SAN DIEGO	3,315,404	739	1,600	99.02	6	0	0
SAN DIEGO	3,315,404	739	1,600	100.01	4,032	5	2
SAN DIEGO	3,315,404	739	1,600	100.03	5,806	7	3
SAN DIEGO	3,315,404	739	1,600	100.04	4,538	6	2
SAN DIEGO	3,315,404	739	1,600	100.05	7,060	9	4
SAN DIEGO	3,315,404	739	1,600	100.09	6,517	8	4
SAN DIEGO	3,315,404	739	1,600	100.10	5,506	7	3
SAN DIEGO	3,315,404	739	1,600	100.11	3,603	4	2
SAN DIEGO	3,315,404	739	1,600	100.12	4,567	6	2
SAN DIEGO	3,315,404	739	1,600	100.13	6,009	8	3
SAN DIEGO	3,315,404	739	1,600	100.15	4,582	6	2
SAN DIEGO	3,315,404	739	1,600	100.16	4,126	5	2
SAN DIEGO	3,315,404	739	1,600	100.17	5,818	7	3
SAN DIEGO	3,315,404	739	1,600	100.18	6,718	9	4
SAN DIEGO	3,315,404	739	1,600	100.19	4,045	5	2
SAN DIEGO	3,315,404	739	1,600	101.03	6,248	8	3
SAN DIEGO	3,315,404	739	1,600	101.04	3,378	4	2
SAN DIEGO	3,315,404	739	1,600	101.06	5,237	7	3
SAN DIEGO	3,315,404	739	1,600	101.07	6,578	8	4
SAN DIEGO	3,315,404	739	1,600	101.09	4,597	6	2
SAN DIEGO	3,315,404	739	1,600	101.10	7,510	10	4
SAN DIEGO	3,315,404	739	1,600	101.11	3,289	4	2
SAN DIEGO	3,315,404	739	1,600	101.12	5,204	7	3
SAN DIEGO	3,315,404	739	1,600	102.01	2,768	3	1
SAN DIEGO	3,315,404	739	1,600	102.02	3,499	4	2
SAN DIEGO	3,315,404	739	1,600	103.00	4,485	6	2



Year: 2024

Address: 4606 Mission Gorge Pl, San Diego, CA, 92120, USA

X Q



Reset



Print

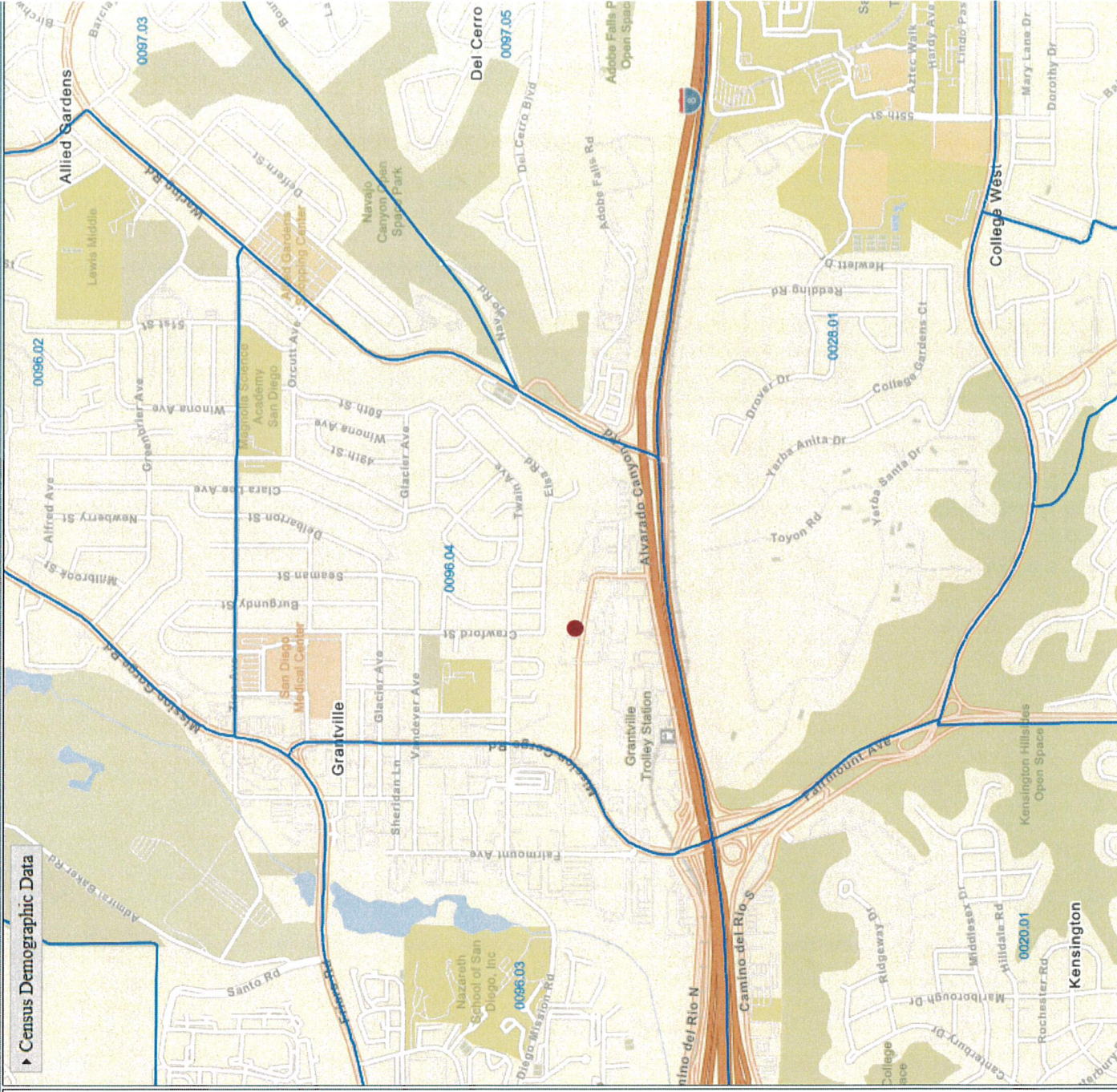
Matched Address

Address	4606 Mission Gorge Pl, San Diego, California, 92120
MSA/MD Code	41740
State Code	06
County Code	073
Tract Code	0096.04
MSA/MD Name	SAN DIEGO-CHULA VISTA-CARLSBAD, CA
State Name	CALIFORNIA
County Name	SAN DIEGO COUNTY

Census Demographic Data

☐ User Select Tract

► Census Demographic Data





CALIFORNIA DEPARTMENT OF

Alcoholic Beverage Control

[Having trouble viewing the report?](#)

Results for: Active Off-Sale Retail License

County: SAN DIEGO County

Census Tract: 96.04

Report Date: Monday, November 11, 2024

Search

Results will be filtered as you type

0 Results

License Number: 194577

Status:ACTIVE **License Type:**21 **Orig. Iss. Date:**02/27/1987 **Expir. Date:**06/30/2025 **Primary Owner:**VONS COMPANIES INC THE

6555 MISSION GORGE RD,
SAN DIEGO, CA 92120

Premises Addr.:Census Tract: 0096.04 **Business Name:** VONS 2359 **Geo Code:**3710

License Number: 650796

Status:ACTIVE **License Type:**20 **Orig. Iss. Date:**04/04/2024 **Expir. Date:**06/30/2025 **Primary Owner:**7 ELEVEN INC

5829 MISSION GORGE RD,
SAN DIEGO, CA 92120-4003

Premises Addr.:Census Tract: 0096.04 **Business Name:** STORE # 36751C **Geo Code:**3710

License Number: 503836

Status:ACTIVE **License Type:**21 **Orig. Iss. Date:**07/06/2012 **Expir. Date:**06/30/2025 **Primary Owner:**MMM ENTERPRISES INC

5171 ZION AVE,
SAN DIEGO, CA 92120-2727

Premises Addr.:Census Tract: 0096.04 **Business Name:** FAST BREAK MINI MARKET **Geo Code:**3710

License Number: 577195

Status:ACTIVE **License Type:**21 **Orig. Iss. Date:**02/09/2017 **Expir. Date:**01/31/2025 **Primary Owner:**MISSION GORGE INC.

5865 MISSION GORGE RD,
SAN DIEGO, CA 92120-4003

Premises Addr.:Census Tract: 0096.04 **Business Name:** MG LIQUOR & DELI **Geo Code:**3710

License Number: 563437

Status:ACTIVE **License Type:**20 **Orig. Iss. Date:**04/19/2016 **Expir. Date:**06/30/2025 **Primary Owner:**7 ELEVEN INC

6401 MISSION GORGE RD,
SAN DIEGO, CA 92120-2504

Premises Addr.:Census Tract: 0096.04

Business Name: 7-ELEVEN STORE 27263E **Geo Code:**3710

License Number: 467978

Status:ACTIVE **License Type:**20 **Orig. Iss. Date:**09/09/2008 **Expir. Date:**06/30/2025 **Primary Owner:**7 ELEVEN INC

5102 WARING RD,
SAN DIEGO, CA 92120

Premises Addr.:Census Tract: 0096.04

Business Name: 7 ELEVEN 33694 **Geo Code:**3710

License Number: 472517

Status:ACTIVE **License Type:**20 **Orig. Iss. Date:**11/03/2008 **Expir. Date:**08/31/2025 **Primary Owner:**NASHS INVESTMENTS INC

6011 MISSION GORGE RD,
SAN DIEGO, CA 92120-4007

Premises Addr.:Census Tract: 0096.04

Business Name: SKY FUEL **Geo Code:**3710

License Number: 147384

Status:ACTIVE **License Type:**20 **Orig. Iss. Date:**11/30/1983 **Expir. Date:**04/30/2025 **Primary Owner:**PHILCOHN INC

6041 MISSION GORGE RD,
SAN DIEGO, CA 92120

Premises Addr.:Census Tract: 0096.04

Business Name: IOWA MEAT FARMS **Geo Code:**3710

Mccurry, Benjamin

From: Melgoza, Brandon@ABC <Brandon.Melgoza@abc.ca.gov>
Sent: Thursday, November 14, 2024 8:10 AM
To: Mccurry, Benjamin
Subject: [EXTERNAL] RE: Protestants for 21-652397

Good morning Ben,

Apologies for the delay I was out of the office the last 2 days. No protests received for this application.

Best regards,

Brandon Melgoza
Department of Alcoholic Beverage Control
Licensing Representative II
San Diego office
858-300-7716
Email: Brandon.Melgoza@abc.ca.gov



From: Mccurry, Benjamin <bmccurry@pd.sandiego.gov>
Sent: Tuesday, November 12, 2024 1:46 PM
To: Melgoza, Brandon@ABC <Brandon.Melgoza@abc.ca.gov>
Subject: Protestants for 21-652397

CAUTION: External Email. Do not click on links or attachments unless you recognize the sender and know the content is safe.

Brandon:

I am working on the PCN Investigation for the Type 21 alcohol license, ABC #652397, located at 4606 Mission George Place, San Diego, CA 92120.

Are there any protestants to this license?

Thank you for your help with this.

Ben McCurry
Detective Sergeant
San Diego Police Department
Investigations I-Vice Permits & Licensing
1401 Broadway #735
San Diego, Ca. 92101
Office: 619-531-2973
Cell: 619-865-6578

🏠 Saved

🕒 Recents

📍 Best 1 min 1 min 1 min

🏠 🚗 🚶 🚲 🚗

🔍 Search along the route

🍴 Restaurants ☕ Coffee 🛒 Groceries 📦 Things to do

📄 Elsa Rd Elsa Rd Elsa Rd

6057 4701 4709 4717 4725 4733 4749 4755 4761 4769 4775

📍 Dimensions Collaborative School, 4646

📍 4606 Mission Gorge Pl, San Diego, CA 9

➕ Add destination

Options

📄 Send directions to your phone 📄 Copy link

🚶 via Mission Gorge Pl

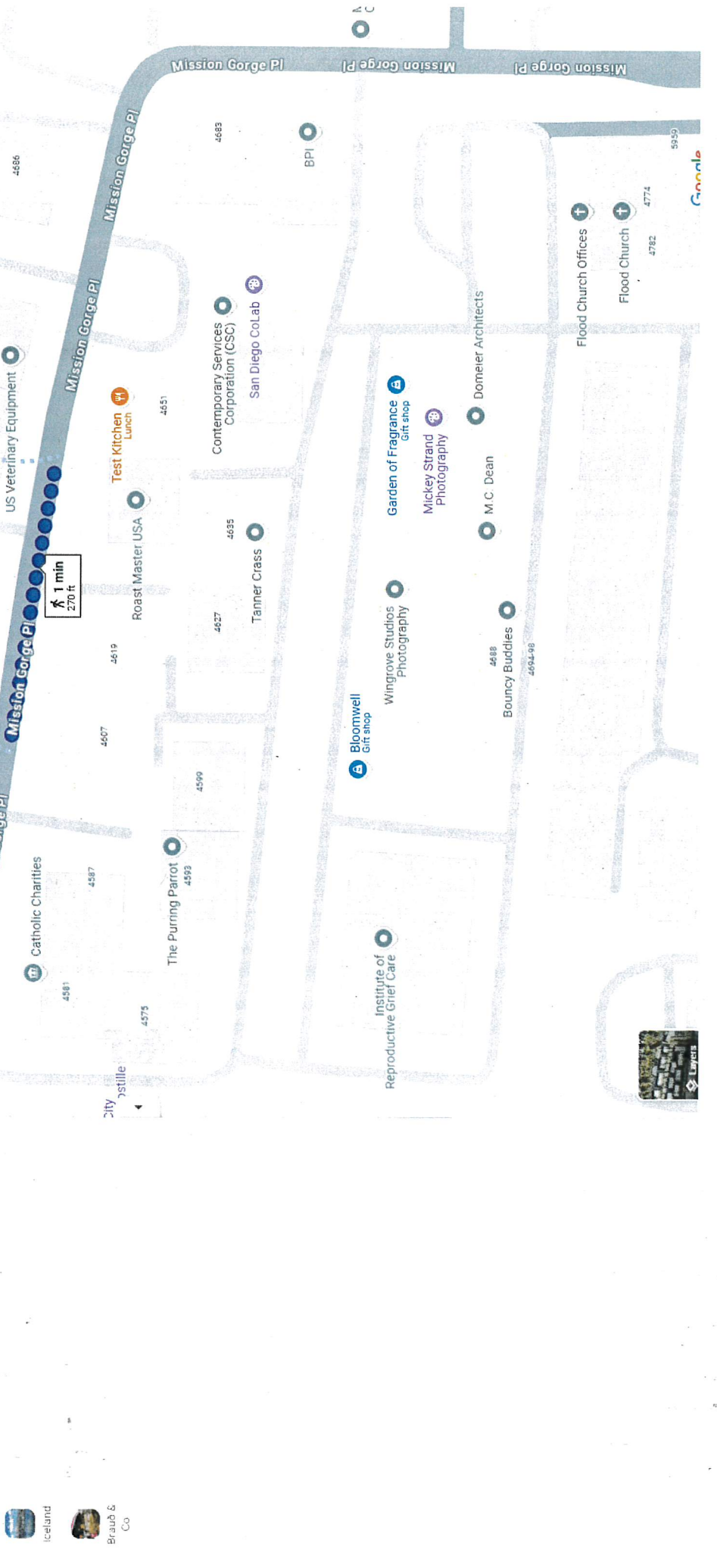
📄 Details

📄 Mostly flat

📄 Flying flags...

📄 Iceland

📄 Braub & Co





Dimensions Collaborative School



Saved



Recents

Dimensions Collaborative School

5.0 ★★★★★ (2)

Charter school ·

Overview

Reviews

About



Directions



Save



Nearby



Send to phone



Share



4646 Mission Gorge Pl, San Diego, CA 92120



Closed · Opens 9 AM



dimensions.org



dimensions.org



(619) 640-8000



QWM4+5Q San Diego, California



Your Maps activity



Add a label

Suggest an edit

Photos & videos



All



By owner



Street View & 360°

+ Add photos & videos

Restaurants Hotels Things to do Transit Parking Pharmacies ATMs

4636

Whispering Winds
San Diego Office

Brazilian Jiu-Jitsu
Fabio Santos

Dimensions
Collaborative School

US Veterinary Equipment

Mission Gorge Pl

Longevity Physical
Therapy, San Diego

4607

4619

Test Kitchen
Lunch

Roast Master USA

4651

Contemporary Services
Corporation (CSC)

San Diego CoLab

International
Union of Elevator...

4635

Tanner Crass

4627

Bloomwell
Gift shop

Quest Events San Diego

Winmore Studios

Carden at Emerson

4666

Tea

Programs

We help students become leaders of their own learning!



Mccurry, Benjamin

From: Mccurry, Benjamin
Sent: Thursday, November 14, 2024 9:41 AM
To: ayoung@deminsions.org
Subject: Proposed alcohol license at 4606 Mission George Place
Attachments: 4606 mission george place pic 1.png

Mr. Young:

Fresh Start Market at 4606 Mission George Place is applying for a Type 21 alcohol license (Off-Sale General) alcohol license which would allow them to sell beer, wine, and distilled spirits to go for consumption off the premises.

The grocery store is located at 4606 Mission George Place, San Diego, CA 92120 and is in Census Tract 96.04 (I have attached a picture with the Census Tract boundaries). For 2022 Census Tract 96.04 had a crime rate of 167.5% and an alcohol crime rate of 155.8%. A crime rate over 120% is considered high crime. In Census Tract 96.04, ABC allows for 2 Off-Sale license in the Census Tract and there are currently 8 Off-Sale licenses making the Census Tract over concentrated.

I am reaching out to you because your school is within 600 feet of the grocery store and to see if you want to provide input for this license. You can support/oppose/or not comment.

Please call me if you have any questions.

Ben McCurry
Detective Sergeant
San Diego Police Department
Investigations I-Vice Permits & Licensing
1401 Broadway #735
San Diego, Ca. 92101
Office: 619-531-2973
Cell: 619-865-6578





B

OPEN

SAN DIEGO
ESTD 2018
Vegan
MARKET

A



