

Laurel Pacific Gas and Market Liquor CUP Hearing



Proposed Amendments to CUP

Existing

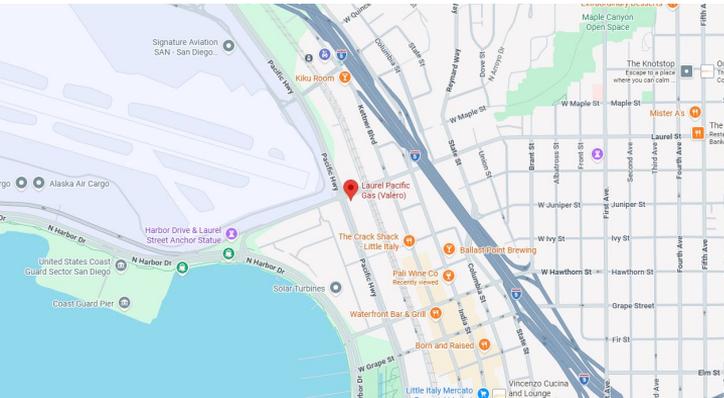
1. Alcohol Sales – Type 20 Beer and Wine
2. Minimum Size – 750 ml
3. Sale Hours - 10 am to 10 pm
4. Exterior Advertisement Prohibited

Proposed

1. Alcohol Sales – Type 21 Liquor Beer Wine Spirits
2. Minimum Size – 375 ml
3. Sale Hours - 8 am to 12 am
4. Exterior Advertisement Allowed

Minimum Size and Hours of Sales Restrictions

- Our store is uniquely located on Laurel St, One of the main corridors to and from the Airport. A large percentage of our customers are tourists.
- San Diego is one of the top tourist destinations in the US. Little Italy in particular has remained a hot spot for locals and tourists.
- The extended hours allow us to align with realistic travel patterns to accommodate early and late flights.
- For tourists staying in nearby hotels or airbnbs, 750 ml bottles are often too large and difficult to store. 375 ml is a much more realistic and convenient option.



Exterior Signage Restriction

- Exterior Signage would help us indicate to those passing by that alcoholic beverages are available.
- Our signage would be reasonable and discreet, not flashy.
- We remain fully willing to work with staff on reasonable standards for signage including size and location.



Compliance with ABC Restrictions

B & P Code 23790.5.

Concurrent Sales

d) Notwithstanding any other provision of law, establishments engaged in the concurrent sale of motor vehicle fuel with beer and wine for off-premises consumption shall abide by the following conditions:

- » 1) No beer or wine shall be displayed within five feet of the cash register or the front door unless it is in a permanently affixed cooler as of January 1, 1988.
- » 2) No advertisement of alcoholic beverages shall be displayed at motor fuel islands.
- » 3) No sale of alcoholic beverages shall be made from a drive-in window.
- » 4) No display or sale of beer or wine shall be made from an ice tub.
- » 5) No beer or wine advertising shall be located on **motor fuel islands** and **no self-illuminated advertising** for beer or wine shall be located on buildings or windows.
- » 6) Employees on duty between the hours of 10 p.m. and 2 a.m. who sell beer or wine shall be at least 21 years of age to sell beer and wine.

- **We have been fully compliant with all ABC restrictions and would continue to do so with exterior signage**
- **Our existing ABC License permits 8am to 12am alcohol sales.**

Other Sites

- Vino Carta (CUP) - Hours 11am - 12am, Limited Signage
- Harbor Market (Port Tidelands) - Liquor sale hours 7am - 2am, all sizes
- City Liquor House (5th Ave) - Hours 8am - 12am
- Gaslamp Liquor and Deli - Hours 8am - 2am
- I Shop Liquor - Hours 8am - 2am
- Bi Rite Market - Hours 7am - 12am
- Clover Leaf Market (Gas Station) - Limited Exterior Signage

Our proposed restrictions would conform with surrounding sites.



Supermarkets

"The only deviations from this section granted in the last 25 years have all been for large-scale grocery, which, by their character and size, sell a **wide variety** of foods, merchandise, and other household goods. Any alcohol sales at large scale grocery stores comprise a **minimal portion of the overall physical store footprint** and are therefore **not a primary attraction** of the store. As such, alcohol sold at large-scale grocery stores is usually purchased alongside other products, resulting in a comparatively **small percentage of overall store sales**. Additionally, the grocery stores that have been granted CUPs for deviations also have **robust security systems**, such as a comprehensive loss-prevention and monitoring program and onsite security guards during all hours of operation, which reduces the potential for crime and nuisances."

-Staff Report for this project

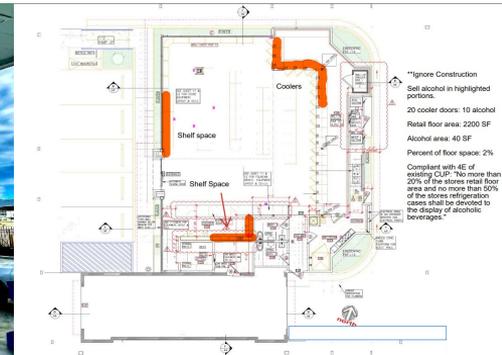
Distinguishable attributes of Super Markets that allow them restriction deviations:

- **Wide Variety of Items**
 - We carry over 11,000 SKUs (Comparable to a medium sized supermarket or specialty store)
- **Alcohol is minimal portion of the overall store footprint**
 - Percentage of our floor space for alcohol: ~2%
- **Alcohol Sales are minimal portion of their sales**
 - Our 2025 Alcohol percentage of total sales: ~2.57%
- **Robust Security Systems**
 - 48 security cameras on the interior and exterior of the building
 - Minimum of two employees working at all times
 - Alcohol Coolers are kept locked outside of sellable hours, Floor cases locked 24/7 open at request.
 - Open 24 hours
 - Our registers are located directly next to the front door which helps us prevent theft, unlike most stores where the registers are in the back.

Our Site

“There are no special circumstances that apply to the property at 2499 Pacific Highway that do not apply to the sites of other convenience markets, gas stations, or liquor stores in the Downtown area that would make deviations from these requirements necessary.”
-Staff Report for this project

- Our store is family owned and managed by operators that have been in the business for 50 years. We operate hands on and maintain a clean store.
- We are newly built in 2019. Our property does not attract loiterers like most older stations. The station is brightly lit at night and open 24 hrs, promoting a safe environment at all times.
- We offer a variety of products in our large, over 3,000 SqFt, market similar to a small supermarket. We don't sell any alcohol less than \$10.
- This project has received support from the Little Italy Association, Downtown Community Planning Council, and approval from SDPD Vice for our conditions. There has also been no public opposition.



Thank you