

San Diego Hearing Officer Meeting

PHONE-IN TESTIMONY PERIOD NOW OPEN FOR (PRJ-1143268 and Laurel Pacific Valero Alcohol Sales CUP)

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Development Services Department

**Laurel Pacific Valero Alcohol Sales
Conditional Use Permit Amendment
Project No. 1143268**

Item No. 1

Hearing Officer

February 11, 2026

Project Scope

- Description:** A Conditional Use Permit to amend alcohol-related conditions for an existing gas station
- Location:** 2499 Pacific Highway
- Parcel Size:** 19,500 square feet
- Approvals:** Process 3, Conditional Use Permit
Consistent with previously certified
Downtown Final Environmental
Impact Report



Background

2017: Original development permit granted by Civic San Diego for construction of gas station and convenience store with CUP for off-site alcohol sales.

2019: Gas station in operation.

2025: Applicant submits request to amend CUP conditions pertaining to alcohol.



Requested Amendments

Condition	No.	Requirement	Request
Alcohol Type	4.d	Type 20 ABC license (beer and wine only).	Type 21 ABC license (general liquor—beer wine, and spirits)
Alcohol Advertisements	4.h	Exterior signs advertising alcoholic beverage products are prohibited	Allow exterior signs that advertise alcoholic beverage products
Minimum container size for wine and distilled spirits	4.a	No less than 750 milliliters	No less than 375 milliliters
Alcohol Sales Hours	4.c	10:00 a.m. and 10:00 p.m.	8:00 a.m. to 12:00 a.m.

Condition 4.d – Alcohol Type

Condition	No.	Requirement	Request
Alcohol Type	4.d	Type 20 ABC license (beer and wine only).	Type 21 ABC license (general liquor—beer, wine, and spirits)



- d. ~~Sales shall be restricted to a Type 20 Alcoholic Beverage Control (ABC) license (beer and wine only).~~
- a. No wine ^{or distilled spirits} shall be sold in containers of less than 750 milliliters.

Staff Recommendation: APPROVE request to remove Condition No. 4.d and modify Condition 4.a to allow the off-site sale of distilled spirits.

Condition 4.h – Alcohol Advertisements

Condition	No.	Requirement	Request
Alcohol Advertisements	4.h	Exterior signs advertising alcoholic beverage products are prohibited	Allow exterior signs that advertise alcoholic beverage products

h. No signs that advertise alcoholic beverage products are allowed except in the interior of the building.

Staff Recommendation: DENY request to remove Condition No. 4.h prohibiting exterior alcohol advertising.



Condition 4.a & 4.c – Size and Hours

Condition	No.	Requirement	Request
Minimum container size for wine and distilled spirits	4.A	No less than 750 milliliters	No less than 375 milliliters
Alcohol Sales Hours	4.c	10:00 a.m. to 10:00 p.m.	8:00 a.m. to 12:00 a.m.

- a. No wine shall be sold in containers of less than 750 milliliters.
- c. No alcoholic beverages shall be sold except between the hours of 10:00 a.m. and 10:00 p.m. of each day of the week.

Staff Recommendation: DENY request to deviate from standard alcohol sales hours and minimum container size.



Condition 4.j – Administrative Review

- ~~j. This permit shall be reviewed administratively every 12 months after the commencement of the sale of alcoholic beverages to ensure conformance with the conditions stated herein.~~

Staff Recommendation: APPROVE request to remove Condition 4.j requiring 12-month administrative reviews.

Recommendations

Little Italy Association:

Submitted letter in support on November 19, 2025.

Downtown Community Planning Council:

Voted 7-0 to recommend approval on October 15, 2025.

San Diego Police Department:

Recommended approval with conditions.

Staff Recommendation

APPROVE

Conditional Use Permit No. PMT-3375940 to amend Permit No. 2016-30 to:

- Remove Condition 4.d and modify Condition 4.a to allow the off-site sale of distilled spirits; and,
- Remove Condition No. 4.j requiring 12-month administrative reviews.

DENY

Applicant's request to amend Permit No. 2016-30 to:

- Modify Condition 4.a to reduce minimum container size;
- Modify Condition 4.c to extend alcohol sales hours; and,
- Modify Condition 4.h to allow exterior alcohol advertising.

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