



THE CITY OF SAN DIEGO

Report to the Hearing Officer

DATE ISSUED: May 6, 2026, REPORT NO. HO-26-021
HEARING DATE: May 20, 2026
SUBJECT: 3377 Sandrock Road, Process Three Decision
PROJECT NUMBER: [PRJ-1135063](#)
OWNER/APPLICANT: Murad Enterprises, LLC, a California Limited Liability Company.

SUMMARY

Issue: Should the Hearing Officer approve a Conditional Use Permit to request a License Type 21 to allow the sale of off-site consumption of alcoholic beverages at an existing 1,531-square-foot market and gas station? located at [3377 Sandrock Road](#) on a 0.33-acre site is located at 3377 Sandrock Road in the Commercial—Community (CC-1-3) Zone, Airport Land Use Compatibility Overlay Zone (Montgomery Field), ALUCP Airport Influence Area (Montgomery Field - Review Area 1), FAA Part 77 Noticing Area (Montgomery Field) within the [Serra Mesa Community Plan Area](#). Council District 7. Where is no development proposed with this permit?

Proposed Actions:

1. APPROVE Conditional Use Permit No. PMT-3360272

Fiscal Considerations: None. All costs associated with the processing of the application are recovered through a deposit account funded by the applicant.

Code Enforcement Impact: None. There are no pending code enforcement actions for this site.

Housing Impact Statement: None. There are no residential dwelling units on-site.

Community Planning Group Recommendation: On July 17, 2025, the Serra Mesa Community Plan Area voted 5-2-0 to recommend approval of the proposed project without conditions (Attachment 7).

Environmental Impact: The project was determined to be categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 (Existing Facilities). The environmental determination was made October 31, 2025, and the opportunity to appeal the environmental

determination ended on November 17, 2025. There were no appeals of the environmental determination.

BACKGROUND

The 0.33-acre site is located at 3377 Sandrock Road in the Commercial—Community (CC-1-3) Zone, Airport Land Use Compatibility Overlay Zone (Montgomery Field), ALUCP Airport Influence Area (Montgomery Field - Review Area 1), FAA Part 77 Noticing Area (Montgomery Field) within the Serra Mesa Community Plan Area. Council District 7.

The project proposes a Conditional Use Permit (CUP) to allow the sale of beer, wine, and distilled spirits for off-site consumption under a Type 21 Alcoholic Beverage Control (ABC) license at an existing 1,531-square-foot market and gas station. The site currently has market and fueling facilities. No new development, building expansion, or exterior modifications are proposed with this permit.

DISCUSSION

Project Description:

The project proposes a Conditional Use Permit (CUP) to authorize a Type 21 Alcoholic Beverage Control (ABC) License for the sale of beer, wine, and distilled spirits for off-site consumption at an existing 1,531-square-foot market and gas station located at 3377 Sandrock Road. Alcoholic beverage sales would be conducted entirely within the existing market, complementing the goods and services currently offered.

Pursuant to San Diego Municipal Code (SDMC) Chapter 14, Article 1, Division 5, off-sale alcoholic beverage outlets that do not meet all Limited Use regulations may be authorized with approval of a Conditional Use Permit (CUP) in accordance with [SDMC Section 141.0502\(c\)](#). The project complies with the applicable locational criteria of [SDMC Section 141.0502\(b\)\(1\)](#), as there are no residentially zoned properties within 100 feet of the site, and no sensitive uses—including schools, parks, playgrounds, religious assembly facilities, hospitals, or similar uses—located within 600 feet. The property is located within Census Tract 93.01, where the general crime rate is 0.488 times (48.8 percent of) the citywide average and the alcohol-related crime rate is 0.3869 times (38.69 percent of) the citywide average, which do not indicate an overconcentration of crime. The San Diego Police Department (SDPD) supports issuance of a CUP for a Type 21 alcohol license at this location, and no conflicts with nearby sensitive uses have been identified.

SDPD has recommended conditions to ensure that alcohol sales do not adversely affect public health, safety, or welfare. These conditions include:

- Alcohol sales are limited to 6:00 a.m. to midnight daily.
- Video surveillance covering the interior and public access points, with recordings maintained for at least 30 days and made available to law enforcement upon request.
- Prompt removal of litter and unauthorized graffiti.

- Employee training in ABC regulations, theft deterrence, and policies prohibiting sales to people under 21 years of age or visibly intoxicated.

Compliance with these conditions ensures the project is compatible with surrounding uses and consistent with public safety standards.

The project is consistent with the Neighborhood Commercial Land Use Designation of the Serra Mesa Community Plan, which encourages commercial uses that provide local convenience shopping and services. The proposed Type 21 ABC License expands retail offerings at the existing market and gas station in a manner compatible with the area's commercial and residential context. In accordance with the Community Plan, CC-1-3 zoning, SDMC requirements, and SDPD-recommended CUP conditions, the CUP represents an appropriate and limited modification to the existing commercial use at 3377 Sandrock Road.

Community Plan Analysis:

The project site is located within the Serra Mesa Community Plan Area. The Serra Mesa Community Plan (Community Plan) designates the property as Neighborhood Commercial, intended to accommodate neighborhood-serving commercial and retail uses that provide convenience goods and services to the surrounding community while maintaining compatibility with surrounding residential and commercial development.

The proposed request represents a minor operational change within the existing market and gas station and is consistent with the established development pattern of the area. The site is bound by commercial uses to the north, commercial uses to the east, residential uses to the south, and commercial uses to the west. The Community Plan provides guidance for development within the community, emphasizing neighborhood-serving commercial uses along major corridors while maintaining compatibility with surrounding development.

The site is designated Neighborhood Commercial, which implements the Community Plan's objectives for retail uses that serve nearby residents, employees, and visitors (Serra Mesa Community Plan, *Commercial Element*, page 13; available at <https://www.sandiego.gov/planning/community-plans/serra-mesa>) . The proposed offsite sale of beer, wine, and distilled spirits supports the continued viability of the existing market and gas station without altering the area's character or established development pattern (Serra Mesa Community Plan, *Commercial Element*, page 13; available at <https://www.sandiego.gov/planning/community-plans/serra-mesa>)

Therefore, the proposed project is consistent with the Community Plan and supports its commercial land use goals and policies.

Conclusion:

City staff has reviewed the request for a Conditional Use Permit to allow the sale of beer, wine, and distilled spirits for off-site consumption under a Type 21 Alcoholic Beverage Control license at 3377

Sandrock Road. The project complies with all applicable sections of the City of San Diego Municipal Code, including the findings requirements for Alcoholic Beverage Outlet uses under SDMC Section 126.0305, and is consistent with the Serra Mesa Community Plan and the underlying CC-1-3 zoning regulations.

ALTERNATIVES

1. Approve Conditional Use Permit No. PMT-3360272, with modifications.
2. Deny Conditional Use Permit No. PMT-3360272, if the findings required to approve the project cannot be affirmed.

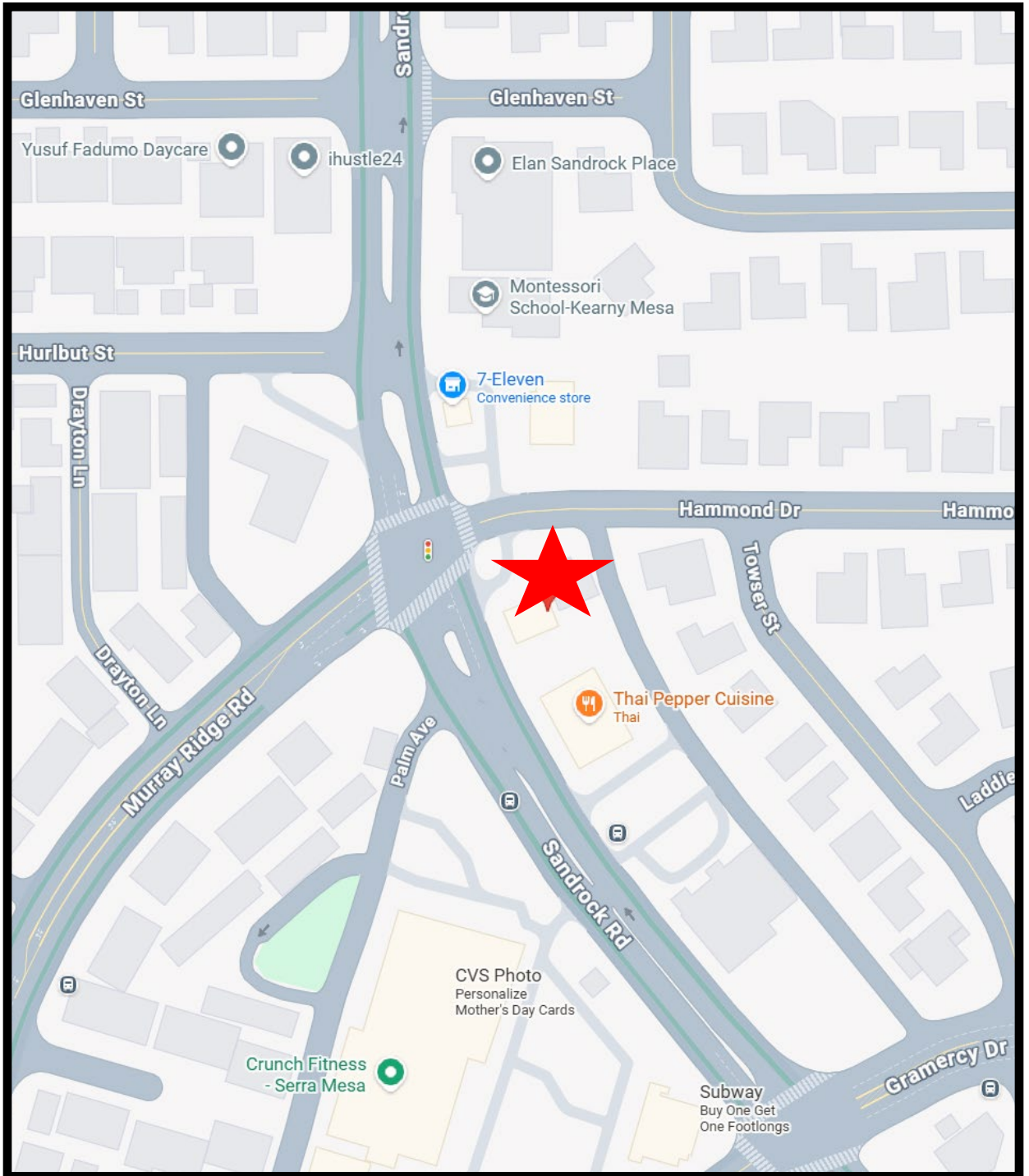
Respectfully submitted,



May Rollin
Development Project Manager
Development Services Department

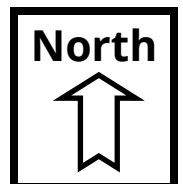
Attachments:

1. Project Location Map
2. Aerial Photograph
3. Land Use Map
4. Draft Resolution with Findings
5. Draft Permit with Conditions
6. Environmental Exemption
7. Community Planning Group Recommendation
8. Ownership Disclosure Statement
9. Police Department Recommendation
10. Project Plans



Project Location

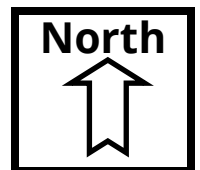
3377 Sandrock Road
Project No. PRJ-1135063

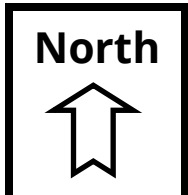
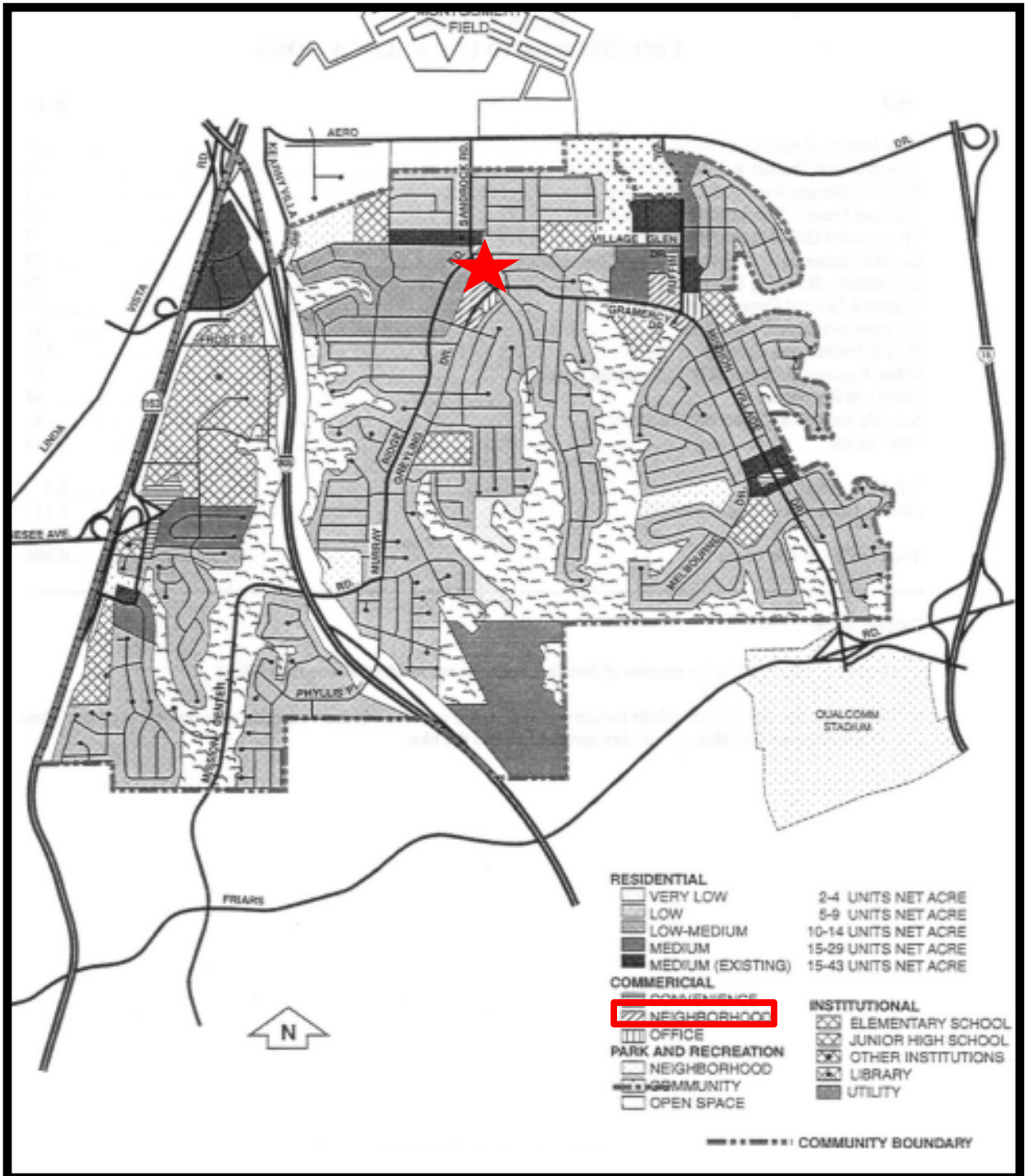




Aerial Photo

3377 Sandrock Road
Project Np. PRJ-1135063





HEARING OFFICER
RESOLUTION NO. _____
CONDITIONAL USE PERMIT NO. PMT-3360272
3377 Sandrock Road PROJECT NO. PRJ-1135063

RECITALS

The Hearing Officer of the City of San Diego adopts this Resolution based on the following:

A. Murad Enterprises, LLC, a California Limited Liability Company, Owner/Permittee, submitted an application to the City of San Diego for a Conditional Use Permit to request Conditional Use Permit to request a License Type 21 to allow the sale of off-site consumption of alcoholic beverages at an existing 1,531square-foot market and gas station (as described in and by reference to the approved Exhibits "A" and corresponding conditions of approval), for the 3377 Sandrock Road project.

B. The 0.33-acre site is located at 3377 Sandrock Road in the Commercial—Community (CC-1-3) Zone, Airport Land Use Compatibility Overlay Zone (Montgomery Field), ALUCP Airport Influence Area (Montgomery Field - Review Area 1), FAA Part 77 Noticing Area (Montgomery Field) within the Serra Mesa Community Plan Area. Council District 7. The project site is legally described as THAT PORTION OF LOT 5 OF CABRILLO HEIGHTS BUSINESS CENTER UNIT NO. 2, IN THE CITY OF SAN DIEGO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO MAP THEREOF NO. 3608, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, DESCRIBED AS FOLLOWS: BEGINNING AT THE SOUTHERLY TERMINUS OF THAT COURSE AND DISTANCE DESIGNATED AS "SOUTH 21° 13' 30" EAST 91.87 FEET' IN THE EASTERLY LINE" OF SAID LOT 5; THENCE ALONG THE BOUNDARY LINE OF SAID LOT 5 AS FOLLOWS: NORTH 21° 13' 30" WEST 91.87 FEET To· A TANGENT 10.00 FOOT RADIUS CURVE· CONCAVE SOUTHWESTERLY; THENCE NORTHWESTERLY ALONG SAID CURVE 11.96 FEET TO A POINT OF TANGENCY IN THE SOUTHERLY LINE OF HAMMOND DRIVE; THENCE ALONG SAID SOUTHERLY LINE NORTH 89° 43' 30" WEST 3.68 FET TO A TANGENT 272.00

FOOT RADIUS CURVE CONCAVE SOUTHERLY; THENCE WESTERLY ALONG SAID CURVE 76.76 FEET TO A POINT OF COMPOUND CURVATURE HAVING A RADIUS OF 20.00 FEET; THENCE SOUTHWESTERLY AND SOUTHERLY LONG SAID CURVE 32.21 FEET TO A POINT OF COMPOUND CURVATURE HAVING A RADIUS OF 956.00 FEET IN THE WESTERLY LINE OF SAID LOT 5, BEING ALSO A POINT IN THE EASTERLY LINE OF SANDROCK ROAD, THENCE SOUTHERLY ALONG SAID CURVE AND ALONG SAID WESTERLY LINE OF SAID LOT 5 THROUGH AN ANGLE OF 7° 39' 30" A DISTANCE OF 125.00 FEET; THENCE NORTH 64° 19' 53" EAST 106.76 FEET TO A POINT IN THE EASTERLY LINE OF SAID LOT 5; THENCE ALONG SAID EASTERLY LINE NORTH 28° 32' or WEST 15.31 FEET TO THE POINT OF BEGINNING.

C. On October 31, 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 Guidelines 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;

D. On May 20, 2026, the Hearing Officer of the City of San Diego considered Conditional Use Permit No. PMT-3360272 pursuant to the Land Development Code of the City of San Diego.

ACTION ITEMS

Be it resolved by the Hearing Officer of the City of San Diego:

1. The Hearing Officer adopts the following findings with respect to Conditional Use Permit No. PMT-3360272:

A. CONDITIONAL USE PERMIT SDMC Section 126.0305

I. Findings for all Conditional Use Permits:

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

The project proposes a Conditional Use Permit (CUP) to allow a Type 21 ABC License authorizing the sale of beer, wine, and distilled spirits for off-site consumption at an existing 1,531-square-foot market and gas station located at 3377 Sandrock Road within the Commercial—Community (CC-1-3) Zone, Airport Land Use Compatibility Overlay Zone (ALUCOZ), Affordable Housing Parking Demand area, ALUCP Airport Influence Area (AIA) Montgomery Field – Review Area 1, ALUCP Safety Zone Montgomery Field – Safety Zone 6, FAA Part 77 Noticing Area, and , all within the Serra Mesa Community Plan Area, Council District 7. The site comprises 0.33 acres.

The Serra Mesa Community Plan (Community Plan) designates the site, located within the Serra Mesa Community Plan Area, for Neighborhood Commercial, intended to provide local convenience shopping, civic uses, and services serving an approximately 3-mile radius. While the Community Plan does not specifically address the sale of alcoholic beverages, such sales are considered commercial retail use under the Land Development Code and are permitted as Limited Use with CUP approval. One of the guiding principles of the Community Plan is to ensure the availability of high-quality community facilities and services that meet the needs of the local population and are accessible throughout the neighborhood ([Serra Mesa Community Plan, Land Use Element, pp. 23-25](#)). Additionally, the Community Plan supports the development and retention of neighborhood-serving commercial uses that provide daily goods and services to residents, reinforcing the role of commercial areas as convenient and accessible resources for the surrounding community ([Serra Mesa Community Plan, Land Use Element, pp. 26-27](#)). The proposed sale of beer, wine, and distilled spirits would be conducted entirely within the existing market and is consistent with the Neighborhood Commercial land use designation as a commercial retail use. The CUP includes standard operational conditions to ensure compatibility with surrounding uses, including limitations on alcohol sales, hours of operation, security measures, and employee training, thereby preventing adverse impacts on the surrounding community.

Therefore, the proposed development is consistent with the applicable land use plan and will not adversely affect the objectives or intent of the Neighborhood Commercial designation or the Serra Mesa Community Plan.

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

The CUP includes conditions designed to protect public health, safety, and welfare, including prohibitions on gaming or video devices on the premises, loitering, graffiti, and public pay phones. The permit also contains operational restrictions on alcohol sales including hours of sale, required video surveillance inside and outside the premises, and employee training in ABC regulations, theft deterrence, and policies against sales to persons under 21 years of age or intoxicated individuals ([San Diego Municipal Code §141.0502; California Business and Professions Code §§25658, 25659](#)). The project is also subject to all applicable federal, state, and local laws regulating alcoholic beverage sales.

The CN-1-3 zone allows an alcoholic beverage outlet as Limited Use. A CUP is required when a site does not meet certain locational criteria under SDMC Section 141.0502(b)(1). The criteria include:

- 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 by more than 20 percent;

San Diego Police Department (SDPD) research indicates that the reported crime rate in Census Tract 93.01 for the project location was 48.8 percent of the citywide average for the year 2024. A census tract is considered to have a "high crime" rate if the reported crime rate exceeds 120 percent of the citywide average. Therefore, the project site is not located within a high-crime census tract, complies with the locational criteria of SDMC Section 141.0502, and does not require a CUP based on crime rate.

The proposed project requests a CUP to allow the off-sale of alcoholic beverages (Type 21 license) at an existing market and gas station. The SDPD has reviewed the proposal and supports approval of the CUP with conditions to minimize potential impacts associated with alcohol sales. These conditions include, but are not limited to, limitations on hours of alcohol sales, video surveillance requirements, employee training, and maintenance of the premises. With these conditions in place, the project is adequately conditioned to prevent crime-related impacts.

- 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 Professional Code section 23958.4;

California Business and Professional Code Section 23958.4 establishes standards for the allowable number of off-sale alcoholic beverage outlets within a census tract. Census Tract 93.01 is identified as under-concentrated, with one alcohol license allowed and the current number of licenses below the maximum permitted.

The proposed project would introduce an additional off-sale alcoholic beverage outlet; however, based on SDPD findings, the census tract remains within allowable limits and does not exceed the standard established by State law. Therefore, the proposed project will not result in an overconcentration of alcoholic beverage outlets within the census tract.

- 3) In an adopted Redevelopment Project Area;

The project site is not located within an adopted Redevelopment Project Area. The proposed CUP is for the operation of an off-sale alcoholic beverage outlet within existing commercial use and does not involve redevelopment activities.

- 4) Within 600 feet of a public or private accredited school, a public park, a playground or recreational area, a church, a hospital, or a San Diego County welfare district office; or

The project meets this requirement. Based on the SDPD review and recommendation for approval, the project site is not located within 600 feet of any incompatible facilities. Therefore, the project complies with this locational criterion.

- 5) Within 100 feet of a residentially zoned property.

The project meets this requirement. There is no residentially zoned property within 100 feet of the project site, and no conflicts with nearby residential uses have been identified.

Pursuant to SDMC Section 141.0502(c), provided permit conditions are imposed that would minimize issues related to public health, safety, and welfare, including limits on sales, operational restrictions, security measures, and employee training. Therefore, the proposed development will not be detrimental to public health, safety, or 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 project site is located in the Commercial—Community (CC-1-3) Zone, which is intended to accommodate community-serving commercial uses, including retail and convenience services. Alcoholic Beverage Outlets are permitted as a Limited Use under the Land Development Code, subject to the regulations set forth in SDMC Section 141.0502(b).

San Diego Police Department (SDPD) data indicates that the project site is located within Census Tract 93.01, which has a reported crime rate of 48.8 percent of the citywide average. A census tract is considered “high crime” only if it exceeds 120 percent of the citywide average. Therefore, the project site is not located within a high-crime area and complies with the applicable locational criteria related to crime rate.

The census tract is also identified as under-concentrated with respect to alcoholic beverage outlets and does not exceed the standards established by California Business and Professions Code Section 23958.4.

While the proposed Alcoholic Beverage Outlet requires a Conditional Use Permit (CUP), the requirement is not due to crime rates or an overconcentration of alcohol licenses in the area. Rather, a CUP is required pursuant to the San Diego Municipal Code (SDMC) because the sale of alcoholic beverages (Type 20 – off-sale beer and wine) is a conditionally permitted use within the applicable zone and requires discretionary review to address potential operational impacts.

Specifically, the CUP allows the City to impose Police Department conditions necessary to ensure the use operates in a compatible manner with the surrounding area. These include restrictions on hours of alcohol sales (6:00 a.m. to midnight), requirements for continuous video surveillance with a minimum 30-day retention period, ongoing removal of litter and graffiti, and mandatory employee training in ABC regulations (LEAD/RBS) and responsible alcohol sales practices. These operational controls are not part of by-right development standards and therefore necessitate a CUP to ensure potential impacts related to alcohol sales are adequately managed.

No variances or deviations from the Land Development Code are requested as part of this application. Therefore, the proposed development will comply with all applicable regulations of the Land Development Code, and no deviations are necessary.

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

The permittee currently holds a Type 20 ABC Liquor License for the sale of beer and wine and is applying for a Type 21 ABC License to allow the sale of distilled spirits in addition to beer and wine. The project proposes a CUP to authorize the sale of these alcoholic beverages within the existing 1,531-square-foot market and gas station located at 3377 Sandrock Road.

The site is designated Neighborhood Commercial by the Community Plan, which is intended to support development that provides local convenience shopping, civic uses, and services serving the community. The proposed use is entirely within the existing commercial establishment, consistent with the commercial nature of the primary use and the Community Plan's intent. Alcoholic Beverage Outlets are permitted in this location through a CUP pursuant to SDMC Section 141.0502(b) and (c).

The CUP includes conditions designed to protect public health, safety, and welfare, including prohibitions on gaming or video devices on the premises, loitering, graffiti, and public pay phones. The permit also contains operational restrictions on alcohol sales including hours of sale, required video surveillance inside and outside the premises, and employee training in ABC regulations, theft deterrence, and policies against sales to persons under 21 years of age or intoxicated individuals ([San Diego Municipal Code §141.0502](#); [California Business and Professions Code §§25658, 25659](#)). The project is also subject to all applicable federal, state, and local laws regulating alcoholic beverage sales.

The proposed sale of beer, wine, and distilled spirits expands the retail merchandise offerings at the existing market and is fully compatible with the site's commercial designation under the Community Plan and the CC-1-3 Zone. Therefore, based on the commercial retail nature of the proposed use, its consistency with the Community Plan, and the CUP conditions of approval, the proposed development is appropriate at the proposed location.

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

3. Based on these findings adopted by the Hearing Officer, Conditional Use Permit No. PMT-3360272 granted by the Hearing Officer to the referenced Owner/Permittee, in the form, exhibits, terms, and conditions as set forth in Conditional Use Permit No. PMT-3360272, a copy of which is attached to and made a part of this Resolution by this reference.

May Rollin
Development Project Manager
Development Services

Adopted on: May 20, 2026

IO#: 24010262

DRAFT

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: 24010262

SPACE ABOVE THIS LINE FOR RECORDER'S USE

CONDITIONAL USE PERMIT NO. PMT-3360272
3377 Sandrock Road - Project No. PRJ-1135063
HEARING OFFICER

This Conditional Use Permit No. PMT- 3360272 is granted by the Hearing Officer of the City of San Diego to Murad Enterprises, LLC, a California Limited Liability Company, Owner/Permittee, pursuant to San Diego Municipal Code [SDMC] section 126.0305. The 0.33-acre site is located at 3377 Sandrock Road in the Commercial—Community (CC-1-3) Zone, Airport Land Use Compatibility Overlay Zone (Montgomery Field), ALUCP Airport Influence Area (Montgomery Field - Review Area 1), FAA Part 77 Noticing Area (Montgomery Field) within the Serra Mesa Community Plan Area. Council District 7. The project site is legally described as: THAT PORTION OF LOT 5 OF CABRILLO HEIGHTS BUSINESS CENTER UNIT NO. 2, IN THE CITY OF SAN DIEGO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO MAP THEREOF NO. 3608, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, DESCRIBED AS FOLLOWS:

BEGINNING AT THE SOUTHERLY TERMINUS OF THAT COURSE AND DISTANCE DESIGNATED AS "SOUTH 21° 13' 30" EAST 91.87 FEET' IN THE EASTERLY LINE"OF SAID LOT 5; THENCE ALONG THE BOUNDARY LINE OF SAID LOT 5 AS FOLLOWS:

NORTH 21° 13' 30" WEST 91.87 FEET To· A TANGENT 10.00 FOOT RADIUS CURVE· CONCAVE SOUTHWESTERLY; THENCE NORTHWESTERLY ALONG SAID CURVE 11.96 FEET TO A POINT OF TANGENCY IN THE SOUTHERLY LINE OF HAMMOND DRIVE; THENCE ALONG SAID SOUTHERLY LINE NORTH 89° 43' 30" WEST 3.68 FET TO A TANGENT 272.00 FOOT RADIUS CURVE CONCAVE SOUTHERLY; THENCE WESTERLY ALONG SAID CURVE 76.76 FEET TO A POINT OF COMPOUND CURVATURE HAVING A RADIUS OF 20.00 FEET; THENCE SOUTHWESTERLY AND SOUTHERLY LONG SAID CURVE 32.21 FEE1 TO A POINT OF COMPOUND CURVATURE HAVING A RADIUS OF 956,00 FEET IN THE WESTERLY LINE OF SAID LOT 5, BEING ALSO A POINT IN THE EASTERLY LINE OF SANDROCK ROAD, THENCE SOUTHERLY ALONG SAID CURVE AND ALONG SAID WESTERLY LINE OF SAID LOT 5 THROUGH AN ANGLE OF 7° 39' 30" A DISTANCE OF 125.00 FEET; THENCE NORTH 64° 19' 53" EAST 106.76 FEET TO A POINT IN THE EASTERLY LINE OF SAID LOT 5; THENCE ALONG SAID EASTERLY LINE NORTH 28" 32' or WEST 15.31 FEET TO THE POINT OF BEGINNING.

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 May 20, 2026 on file in the Development Services Department.

The project shall include:

- a. Conditional Use Permit to request a License Type 21 to allow the sale of off-site consumption of alcoholic beverages at an existing 1,531square-foot market and gas station.
- 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 June 4, 2029.
2. This Conditional Use Permit [CUP] and corresponding use of this site shall expire on June 4, 2036. 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.

ENGINEERING REQUIREMENTS:

13. Prior to the issuance of any building permit, the Owner/Permittee shall, by permit and bond, assure the reconstruction of the existing damaged alley panel adjacent to the site to City Standard, in accordance with Exhibit 'A', to the satisfaction of the City Engineer.

14. Prior to the issuance of any building permit, the Owner/Permittee shall, by permit and bond, assure the reconstruction of the existing City Standard Contiguous Sidewalk panels adjacent to the site, in accordance with Exhibit 'A', to the satisfaction of the City Engineer.

PLANNING/DESIGN REQUIREMENTS:

15. 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 authorized by the appropriate City decision maker in accordance with the SDMC.

16. 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.

17. The sale of alcoholic beverages shall be accessory and limited to a maximum of 1,531 square feet and 0.11 Floor Area Ratio (FAR) is approximately of the floor area of the market as shown on Exhibit "A".

18. 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.

19. 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.

20. 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.

21. 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.

ATTACHMENT 5

22. 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. The sign area pertaining to or referencing alcoholic sales or beverages shall not exceed 630 square inches.
23. 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.
24. The Owner/Permittee shall list a business address and telephone number in the Pacific Bell/San Diego telephone directory or other similarly distributed directory.
25. 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.
26. 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 the daily removal of trash, litter, and debris. The Owner/Permittee shall eliminate graffiti within 48 hours of application.

POLICE DEPARTMENT REQUIREMENTS:

27. The sale of alcoholic beverages shall be permitted only between the hours of 6 AM to Midnight each day of the week.
28. 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 from law enforcement.
29. Litter and any unauthorized graffiti will be removed promptly.
30. Employees responsible for alcohol sales are trained in ABC regulations (LEAD/RBS), theft deterrence, and policies against the sales of alcoholic beverages to those under 21 years of age, and/or intoxicated.

INFORMATION ONLY:

ATTACHMENT 5

- 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 May 20, 2026, and Resolution No. HO-xxxx.

DRAFT

Conditional Use Permit No. PMT- 3360272
Date of Approval May 20, 2026

AUTHENTICATED BY THE CITY OF SAN DIEGO DEVELOPMENT SERVICES DEPARTMENT

May Rollin
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.

**Murad Enterprises, LLC, a California
Limited Liability Company**
Owner/Permittee

By _____
ALAN MURAD
President

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

NOTICE OF EXEMPTION

TO: Recorder/County Clerk
P.O. Box 1750, MS A-33
1600 Pacific Hwy, Room 260
San Diego, CA 92101-2400

From: City of San Diego
Development Services Department
7650 Mission Valley Road, MS DSD-1A
San Diego, CA 92108

Office of Land Use and Climate Innovation
1400 Tenth Street, Room 121
Sacramento, CA 95814

Project Title / Number: 3377 Sandrock / PRJ-1135063

State Clearinghouse No.: N/A

Project Location-Specific: 3377 Sandrock Rd, San Diego, CA 92123

Project Location-City/County: San Diego/San Diego

Description of nature and purpose of the Project: Conditional Use Permit to request a License Type 21 to allow off-sales of alcoholic beverages at an existing 1,531 square foot market and gas station, located at 3377 Sandrock Road. The 0.33-acre site is in the CC-1-3 Zone, Airport Land Use Compatibility Overlay Zone (ALUCOZ), Affordable Housing Parking Demand, ALUCP Airport Influence Area (AIA) Montgomery Field - Review Area 1, ALUCP Safety Zone Montgomery Field-Safety Zone 6, FAA Part 77 Noticing Area, Paleontological Sensitivity Area within the Serra Mesa Community Plan Area. Council District 7. LEGAL DESCRIPTION: Lot 5, Map 3608, Cabrillo Heights Business Center, Unit 2. APN: 438-0404-13-00

Name of Public Agency Approving Project: City of San Diego

Name of Person or Agency Carrying Out Project: Sherrie Olson, 1030 N Mountain Ave, Ontario, CA, 91762, (909) 519-1816

Exempt Status: (Check one)

- Ministerial (Sec. 21080(b)(1); 15268)
- Declared Emergency (Sec. 21080(b)(3); 15269(a))
- Emergency Project (Sec. 21080(b)(4); 15269 (b)(c))
- Categorical Exemption: Section 15031, Existing Facilities
- Statutory Exemptions:
- Other:

Reasons why project is exempt: The City of San Diego determined that the project would qualify to be categorically exempt from CEQA pursuant to Section 15301, Existing Facilities. The project meets the criteria set forth in CEQA Guidelines Section 15301, as the project would allow for the continued operation of an existing market and gas station. The project would not involve the expansion of the existing or former use; and where the exceptions listed in Section 15300.2 would

ATTACHMENT 6

not apply. The site is not included on any list compiled pursuant to Government Code Section 65962.5 for hazardous waste sites.

If filed by applicant:

- 1. Attach certified document of exemption finding.
- 2. Has a notice of exemption been filed by the public agency approving the project? Yes No

It is hereby certified that the City of San Diego has determined the above activity to be exempt from the California Environmental Quality Act.

Analyst: Holowach, (619) 446-5187

Filed by:

May Rollin / (619) 446-5432
Name/Phone Number

Signature

Development Project Manager
Title

Date

Check One:

- Signed by Lead Agency
- Signed by Applicant

Date Received for Filing with County Clerk or LCI:

| | | |
|---|--|---|
|  | <p>City of San Diego Development Services 1222 First Ave., MS-302 San Diego, CA 92101</p> | <h1>Community Planning Committee Distribution Form</h1> |
|---|--|---|

| | |
|----------------------------------|--------------------------------|
| Project Name: Sandrock Market | Project Number: PRJ-1135063 |
|----------------------------------|--------------------------------|

Community: Serra Mesa

For project scope and contact information (project manager and applicant), log into OpenDSD at <https://aca.accela.com/SANDIEGO>.

Select "Search for Project Status" and input the Project Number to access project information.

| | |
|--|--------------------------------|
| <input checked="" type="radio"/> Vote to Approve <input type="checkbox"/> Vote to Approve with Conditions Listed Below <input type="checkbox"/> Vote to Approve with Non-Binding Recommendations Listed Below <input type="checkbox"/> Vote to Deny | Date of Vote: July 17, 2025 |
|--|--------------------------------|

| | | |
|-----------------------|----------------------|----------------------|
| # of Members Yes 5 | # of Members No 2 | # of Members Abstain |
|-----------------------|----------------------|----------------------|

Conditions or Recommendations:

No Action
(Please specify, e.g., Need further information, Split vote, Lack of quorum, etc.)

NAME: Chris Rosemond

| | |
|---|-----------------------|
| TITLE: Chair, Serra Mesa Planning Group | DATE: August 14, 2025 |
|---|-----------------------|



Ownership Disclosure Statement

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

Development Permit: Conditional Use Permit

Subdivision Approval: _____

Policy Approval: _____

Project Title: Sandrock Market and Gas **Project No. For City Use Only:** _____

Project Location/Address/Accessor's Parcel Number:
3377 Sandrock Road/428-040-13-00

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

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

Corporate Identification No.: 3635825 Trust - Date of Trust: _____

City of San Diego/Asset Management Department: n/a

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 § 112.0102)

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

Name of Individual: **Alan Murad**

On behalf of: **M FUEL II Inc.**

Street Address: **3377 Sandrock Road**

City: **San Diego**

State: **CA**

Zip: **92123**

Phone Number: **(619) 933-9838**

Email: **alanmurad999@gmail.com**

Signature:

Date:



05/05/2025

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 § 112.0102)

- Owner Authorized Agent Member Trustee Tenant/Lessee Successor Agency

Name of Individual: **Alan Murad**

On behalf of: **Murad Enterprises, LLC**

Street Address: **3377 Sandrock Road**

City: **San Diego**

State: **CA**

Zip: **92123**

Phone Number: **(619) 933-9838**

Email: **alanmurad999@gmail.com**

Signature:

Date:



05/05/2025

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: **Alan Murad**

On behalf of: **M Fuel II Inc.**

Street Address: **3377 Sandrock Road**

City: **San Diego**

State: **CA**

Zip: **92123**

Phone Number: **(619) 933-9838**

Email: **alanmurad999@gmail.com**

Signature:

Date: **05/05/2025**



Additional pages attached: Yes No

Visit our web site: sandiego.gov/DSD.

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

**SAN DIEGO POLICE DEPARTMENT
CONDITIONAL USE PERMIT RECOMMENDATION**

PREMISE ADDRESS: 3377 Sandrock Road, San Diego, CA 92123

TYPE OF BUSINESS: Market/Gas Station

FEDERAL CENSUS TRACT: 93.01

NUMBER OF ALCOHOL LICENSES ALLOWED: 2

NUMBER OF ALCOHOL LICENSES EXISTING: 1 (Under-Concentrated)

CRIME RATE IN THIS CENSUS TRACT: 48.8%
(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 93.01. The reported crime rate for 2024 within Census Tract 93.01 was 48.8% and the alcohol crime rate was 38.69%.

The San Diego Police Department agrees with the issuance of a CUP for the Off-Sale of alcohol, Type 21 alcohol license, at this location.

SUGGESTED CONDITIONS:

The San Diego Police Department agrees with the issuance of a Conditional Use Permit so long as the following conditions are incorporated:

1. The sale 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.
4. Employees responsible for alcohol sales are trained in ABC regulations (LEAD/RBS), theft deterrence and policies against the sales of alcoholic beverages to those under 21 years of age, and/or intoxicated.

1825 # MFG
167M 5781

SAN DIEGO POLICE DEPARTMENT RECOMMENDATION:

APPROVE

DENY

Benjamin McCurry
Name of SDPD Vice Sergeant (Print)

619-531-2973
Telephone Number

Brian McCurry
Signature of SDPD Vice Sergeant

7-9-25
Date of Review



ABC Report - SDPD

Agency: SAN DIEGO

Group by: Census Tract

Prior Report Number: B98S328R

Total Part 1 Crime and Part 2 Arrest for Agency: 54,633
 Total Census Tract: 381
 Average Total per Census Tract: 143.4

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

| | Census Tract | Totals | % Average by Census Tract |
|-----|--------------|--------|---------------------------|
| 241 | 009201 | 116 | 80.9% |
| 242 | 009203 | 187 | 130.4%* |
| 243 | 009204 | 57 | 39.8% |
| 244 | 009301 | 70 | 48.8% |
| 245 | 009305 | 86 | 60.0% |
| 246 | 009306 | 122 | 85.1% |
| 247 | 009307 | 1,032 | 719.7%* |
| 248 | 009308 | 357 | 249.0%* |
| 249 | 009400 | 45 | 31.4% |
| 250 | 009502 | 54 | 37.7% |
| 251 | 009504 | 38 | 26.5% |
| 252 | 009505 | 37 | 25.8% |
| 253 | 009506 | 47 | 32.8% |
| 254 | 009507 | 31 | 21.6% |
| 255 | 009509 | 263 | 183.4%* |
| 256 | 009510 | 40 | 27.9% |
| 257 | 009511 | 42 | 29.3% |
| 258 | 009602 | 68 | 47.4% |
| 259 | 009603 | 463 | 322.9%* |
| 260 | 009604 | 220 | 153.4%* |
| 261 | 009703 | 52 | 36.3% |
| 262 | 009704 | 57 | 39.8% |
| 263 | 009705 | 53 | 37.0% |
| 264 | 009706 | 79 | 55.1% |
| 265 | 009801 | 48 | 33.5% |
| 266 | 009802 | 102 | 71.1% |
| 267 | 009804 | 53 | 37.0% |
| 268 | 009805 | 33 | 23.0% |
| 269 | 009901 | 8 | 5.6% |
| 270 | 009902 | 0 | 0.0% |

San Diego Police Department
Alcohol Arrests & Cites - By Census Tract
(Excluding Unknown Tracts)
January to December 2024

| 2020 Census Tract | Alcohol Violations | Tract Total as % of Average Tract |
|--------------------------|---------------------------|--|
| | 0 | 0.00% |
| 008378 | 4 | 30.95% |
| 008379 | 3 | 23.21% |
| 008380 | 1 | 7.74% |
| 008381 | 2 | 15.48% |
| 008501 | 8 | 61.90% |
| 008502 | 6 | 46.43% |
| 008503 | 15 | 116.06% |
| 008504 | 16 | 123.80% |
| 008505 | 4 | 30.95% |
| 008506 | 11 | 85.11% |
| 008507 | 11 | 85.11% |
| 008509 | 8 | 61.90% |
| 008510 | 46 | 355.93% |
| 008511 | 5 | 38.69% |
| 008512 | 2 | 15.48% |
| 008513 | 9 | 69.64% |
| 008600 | 3 | 23.21% |
| 008701 | 19 | 147.01% |
| 008702 | 9 | 69.64% |
| 008800 | 11 | 85.11% |
| 008901 | 24 | 185.70% |
| 008902 | 5 | 38.69% |
| 009000 | 24 | 185.70% |
| 009101 | 5 | 38.69% |
| 009102 | 14 | 108.33% |
| 009103 | 1 | 7.74% |
| 009104 | 6 | 46.43% |
| 009107 | 19 | 147.01% |
| 009108 | 2 | 15.48% |
| 009109 | 9 | 69.64% |
| 009201 | 4 | 30.95% |
| 009203 | 7 | 54.16% |
| 009204 | 5 | 38.69% |
| 009301 | 3 | 23.21% |
| 009305 | 6 | 46.43% |
| 009306 | 32 | 247.60% |
| 009307 | 11 | 85.11% |
| 009308 | 11 | 85.11% |
| 009400 | 6 | 46.43% |
| 009502 | 3 | 23.21% |
| 009504 | 8 | 61.90% |
| 009505 | 8 | 61.90% |

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

NUMBER OF LICENSES AUTHORIZED

BY CENSUS TRACT

Census tract

OFF Salt

| | | | | | | | |
|-----------|---------|-----|------|---------|------|----|---|
| ALAMEDA | 1641869 | 710 | 1611 | 4001.00 | 3038 | 4 | 1 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.66 | 7113 | 10 | 4 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.67 | 3491 | 4 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.68 | 6580 | 9 | 4 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.69 | 3151 | 4 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.70 | 4080 | 5 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.71 | 4434 | 6 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.72 | 4260 | 6 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.73 | 3317 | 4 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.74 | 4298 | 6 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.75 | 4318 | 6 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.76 | 5686 | 8 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.77 | 2608 | 3 | 1 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.78 | 1024 | 1 | 0 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.79 | 4287 | 6 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.80 | 7165 | 10 | 4 |
| SAN DIEGO | 3291101 | 705 | 1569 | 83.81 | 2722 | 3 | 1 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.01 | 5271 | 7 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.02 | 6218 | 8 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.03 | 6869 | 9 | 4 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.04 | 6150 | 8 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.05 | 5657 | 8 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.06 | 3981 | 5 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.07 | 7520 | 10 | 4 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.09 | 6949 | 9 | 4 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.10 | 6912 | 9 | 4 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.11 | 5480 | 7 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.12 | 4386 | 6 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 85.13 | 2798 | 3 | 1 |
| SAN DIEGO | 3291101 | 705 | 1569 | 86.00 | 6535 | 9 | 4 |
| SAN DIEGO | 3291101 | 705 | 1569 | 87.01 | 3353 | 4 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 87.02 | 4750 | 6 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 88.00 | 6128 | 8 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 89.01 | 5036 | 7 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 89.02 | 2601 | 3 | 1 |
| SAN DIEGO | 3291101 | 705 | 1569 | 90.00 | 3746 | 5 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 91.01 | 5652 | 8 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 91.02 | 3529 | 5 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 91.03 | 3850 | 5 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 91.04 | 2886 | 4 | 1 |
| SAN DIEGO | 3291101 | 705 | 1569 | 91.07 | 5739 | 8 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 91.08 | 1943 | 2 | 1 |
| SAN DIEGO | 3291101 | 705 | 1569 | 91.09 | 4033 | 5 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 92.01 | 6165 | 8 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 92.03 | 4141 | 5 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 92.04 | 3362 | 4 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 93.01 | 4337 | 6 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 93.05 | 4948 | 7 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 93.06 | 6125 | 8 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 93.07 | 4863 | 6 | 3 |
| SAN DIEGO | 3291101 | 705 | 1569 | 93.08 | 4319 | 6 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 94.00 | 8035 | 11 | 5 |
| SAN DIEGO | 3291101 | 705 | 1569 | 95.02 | 3801 | 5 | 2 |
| SAN DIEGO | 3291101 | 705 | 1569 | 95.04 | 7198 | 10 | 4 |

Event Search Results (10 Returned) [New Event Search >](#)

Date Range Show

Events From 07/01/24 - 07/01/25 [See search criteria](#)

| Agency | DGroup | Date/Time | Event | Type | Primary Unit | Location | Status | Priority | Beat |
|--------|--------|----------------------|------------------------------|---------|--|----------------------------------|-------------------|----------|------|
| SDPD | P3 | 07/01/24 22:53:54 | E24070001386 | AU23103 | AUP03 | 3377 SANDROCK RD SD | Closed - Assigned | 2 | 311 |
| SDPD | P3 | 08/26/24 18:11:04 | E24080038983 | 1183 | 3914T2 | 3377 SANDROCK RD SD | Closed - Assigned | 0 | 311 |
| SDPD | P3 | 11/06/24 02:09:14 | E24110007231 | 459A | 311J3 | 3377 SANDROCK RD SD | Closed - Assigned | 3 | 311 |
| SDPD | P3 | 11/29/24 23:18:15 | E24110041913 | CW | 312J3 | 3377 SANDROCK RD SD; OUTSIDE IFO | Closed - Assigned | 1 | 311 |
| SDPD | P3 | 12/14/24 08:13:27 | E24120019280 | 911 | <i>Unk Emergency</i> | 3377 SANDROCK RD SD | Closed - Assigned | 1 | 311 |
| SDPD | P3 | 02/22/25 18:17:16 | E25020031481 | 415 | <i>311X2</i> | 3377 SANDROCK RD SD | Closed - Assigned | 2 | 311 |
| SDPD | P3 | 02/24/25 00:51:25 | E25020033230 | 459A | <i>Make Ref to leave prop</i> | 3377 SANDROCK RD SD | Closed - Assigned | 3 | 311 |
| SDPD | P3 | 04/07/25 03:46:27 | E25040008630 | 459A | 315K3 | 3377 SANDROCK RD SD | Closed - Assigned | 2 | 311 |
| SDPD | P3 | 04/09/25 22:01:19 | E25040012895 | 415 | <i>1181-</i> 323J3 | 3377 SANDROCK RD SD | Closed - Assigned | 2 | 311 |
| SDPD | P3 | 05/15/25 06:20:59 | E25050020629 | 415 | <i>Make at CVS yelling at vehicles</i> | 3377 SANDROCK RD SD | Closed - Assigned | 2 | 311 |



CALIFORNIA DEPARTMENT OF

Alcoholic Beverage Control

Having trouble viewing the report?

Results for: Active Off-Sale Retail License

County: SAN DIEGO County

Census Tract: 93.01

Report Date: Tuesday, July 08, 2025

Search

Results will be filtered as you type

0 Results

License Number: 480607

Status:ACTIVE **License Type:**20 **Orig. Iss. Date:**01/20/2010 **Expir. Date:**06/30/2026

3385 SANDROCK RD,
SAN DIEGO, CA 92123-2239

Primary Owner:7 ELEVEN INC **Premises Addr.:**Census Tract: 0093.01

Business Name: 7 ELEVEN 25165 **Geo Code:**3710

https://geomap.ffiec.gov/ffiecgeomap/



Year: 2025 Address: 3377 Sandrock Rd, San Diego, CA, 92123, USA

Reset Print

| Matched Address | |
|-----------------|--|
| Address | 3377 Sandrock Rd, San Diego, California, 92123 |
| MSA/MD Code | 41740 |
| State Code | 06 |
| County Code | 073 |
| Tract Code | 0093.01 |
| MSA/MD Name | SAN DIEGO-CHULA VISTA-CARLSBAD, CA |
| State Name | CALIFORNIA |
| County Name | SAN DIEGO COUNTY |

The Census Demographic Data for 2025 is not available yet. This information is updated with the regular release of the FFIEC Census in the summer. However, the state, county, MSA, and census tract information has been updated for 2025.

Census Demographic Data

User Select Tract












https://www.google.com/maps/place/3377+Sandrock+Rd,+San+Diego,+CA+92123/@32.8035433,-117.1360233,329m/data=!3m1!1e3!1m5!1s0x80d0d0f8d1382acac0c74f5bb38c596c3i8m2!3d32.8043011!4e6-117.13395



3377 Sandrock Rd

Building
3377 Sandrock...

-  Directions
-  Save
-  Nearby
-  Share
-  Send to phone
-  3377 Sandrock Rd, San Diego, CA 92123
-  Suggest an edit on 3377 Sandrock Rd
-  Add a missing place
-  Add your business

Photos



At this place

M Fuel  (192)

Gas station · Floor 1

Open · Closes 12 AM





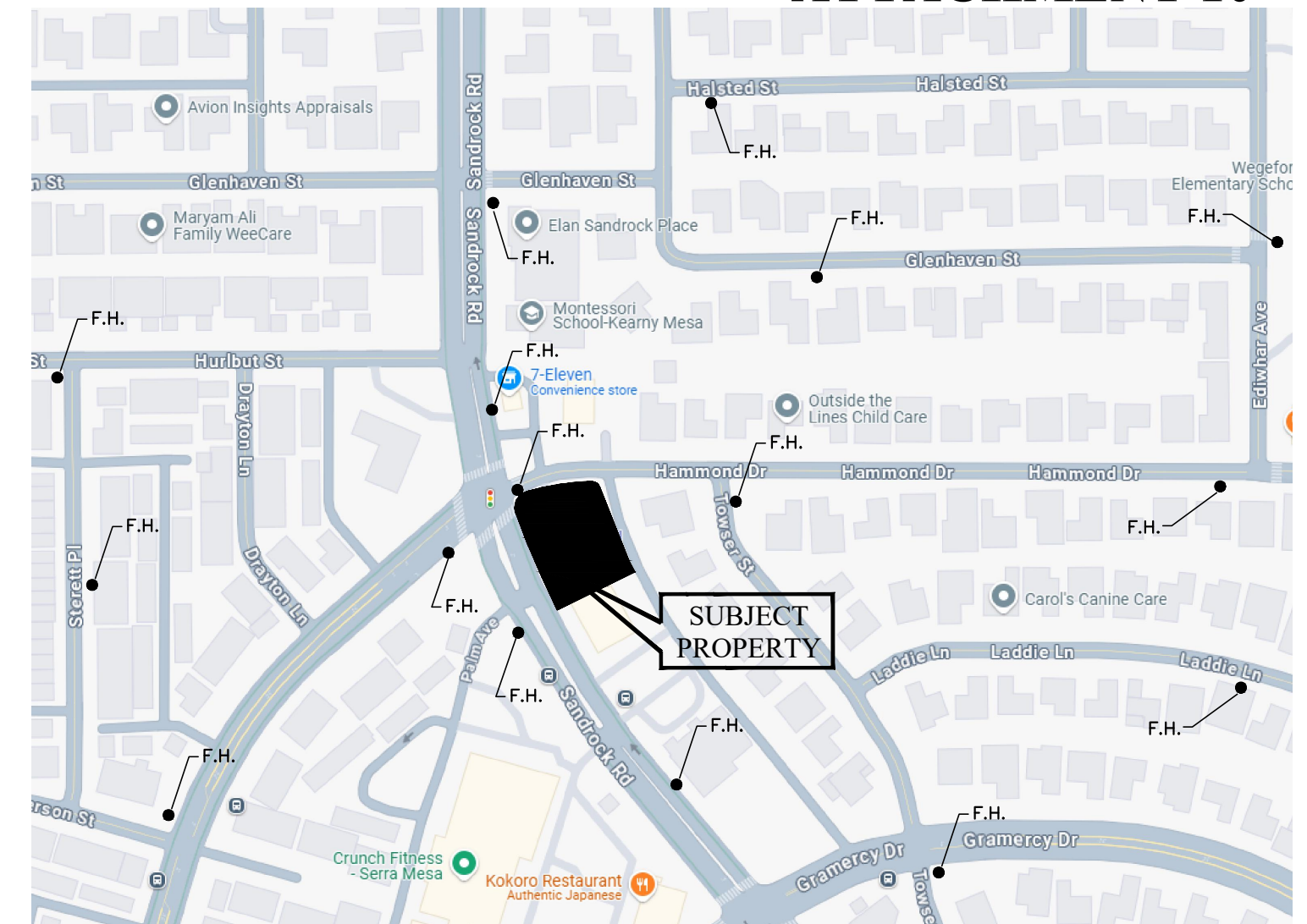




LEGEND:

— P — PROPERTY LINE

● F.H. FIRE HYDRANT (TYP.)



VICINITY MAP

SCALE: N.T.S.

ZM 24-838
CADFILE No: SD SANDROCK-SP-FP

SITE PLAN

SCALE 1" = 20'

PROJECT SCOPE:

CONDITIONAL USE PERMIT TO REQUEST A LICENSE TYPE 21 TO ALLOW SALES OF ALCOHOLIC BEVERAGES AT AN EXISTING 1,531 SQUARE FOOT MARKET ENS GAS STATION. THE 0.33-ACRE SITE IS IN THE CC-1-3 ZONE WITHIN THE SERRA MESA COMMUNITY PLAN AREA.

SITUS:

M FUEL
3377 SANDROCK ROAD
SAN DIEGO, CA 92123


PROPERTY OWNER / APPLICANT:

MURAD ENTERPRISES, LLC
3377 SANDROCK ROAD
SAN DIEGO, CA 92123

REPRESENTATIVE:

SHERRIE OLSON
1030 N MOUNTAIN AVE # 190
ONTARIO, CA 91762
909-519-1816

MAPMAKER:

 ZUPAY MAPPING SERVICE
13645 SHALLOW AVE.
SYLMAR, CA 91342
818-833-9059

LEGAL DESCRIPTION: LOT 5, MAP 3608, CABRILLO HEIGHT BUSINESS CENTER UNIT No 2 TRACT, SEE APPLICATION

A.P.N. 428-040-13-00

ZONE INFORMATION:

BASE ZONE = CC-1-3
COMMUNITY PLAN NAME = SERRA MESA

COMMUNITY PLAN LAND USE DESIGN:

NEIGHBORHOOD COMMERCIAL
OVERLAY ZONE = ALUCOZ

GROSS SITE AREA = 0.33 ACRES

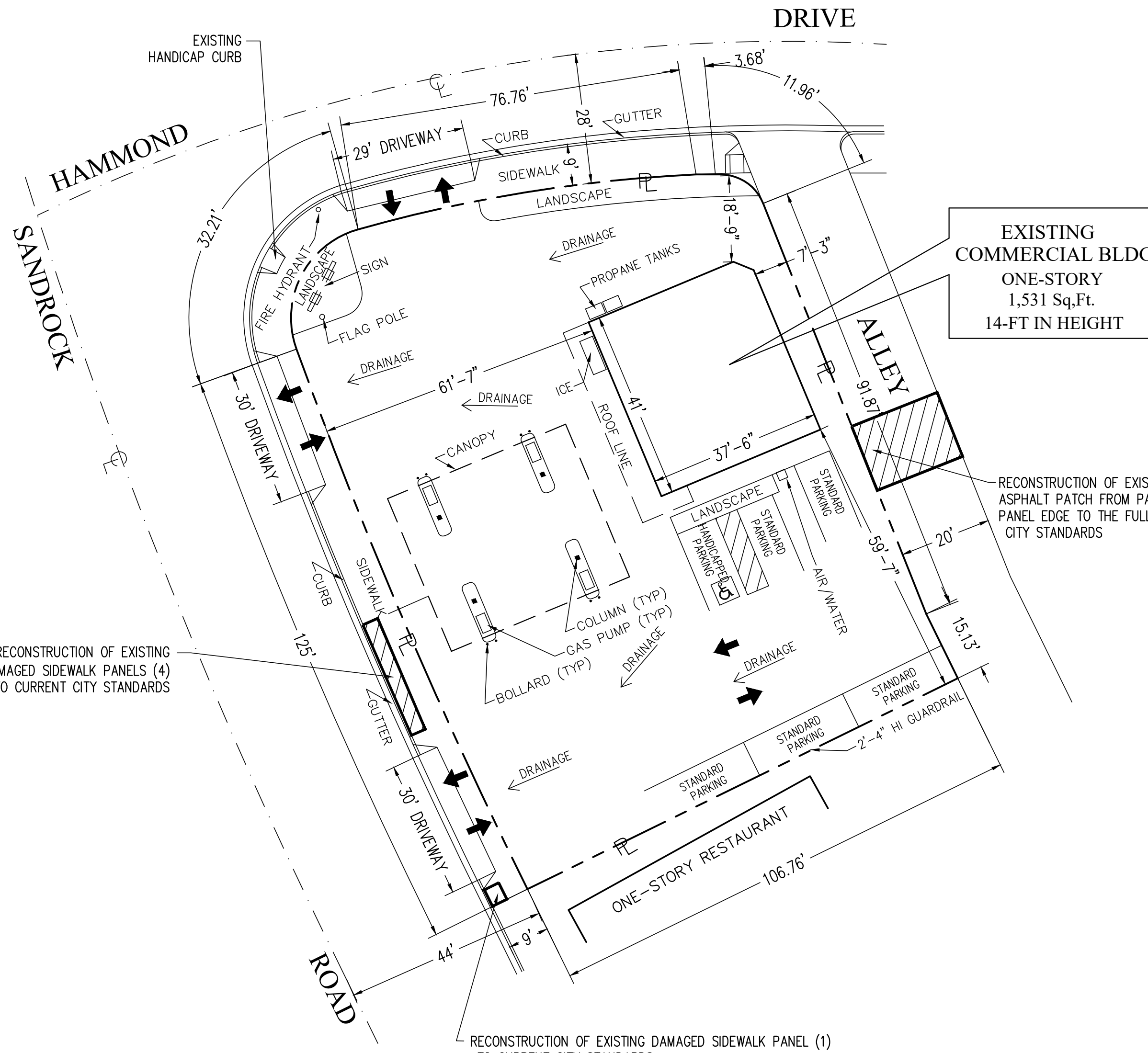
TOTAL FLOOR AREA = 1,531 Sq.Ft.

EXISTING USE: NEIGHBORHOOD MARKET AND GAS STATION
PROPOSED USE: NEIGHBORHOOD MARKET WITH TYPE 21 ABC LICENSE AND GAS STATION

HOURS OF OPERATION: 24 HOURS DAILY

CASE No. PRJ-1135063
PREPARATION DATE: APRIL 11, 2025
REVISED DATE: OCTOBER 16, 2025
REVISED DATE: DECEMBER 17, 2025

B-01



EXISTING COMMERCIAL BLDG
ONE-STORY
1,531 Sq.Ft.
14-FT IN HEIGHT

RECONSTRUCTION OF EXISTING PANEL WITH ASPHALT PATCH FROM PANEL EDGE TO PANEL EDGE TO THE FULL WITH TO CURRENT CITY STANDARDS

RECONSTRUCTION OF EXISTING DAMAGED SIDEWALK PANELS (4) TO CURRENT CITY STANDARDS

RECONSTRUCTION OF EXISTING DAMAGED SIDEWALK PANEL (1) TO CURRENT CITY STANDARDS

NOTES:

- ALL BUILDINGS ARE EXISTING ONE-STORY BUILDINGS TO REMAIN
- NO EXISTING OR PROPOSED BUS STOP ON THE PROPERTY
- BUILDING ADDRESS NUMBER PAINTED ON TRANSOM, ENTRY DOOR, PER FHPS POLICY P-00-6 (UFC 901.4.4)

