



THE CITY OF SAN DIEGO

## Report to the Hearing Officer

DATE ISSUED: February 27, 2024 REPORT NO. HO-24-010.

HEARING DATE: March 6, 2024

SUBJECT: 4575 Camino De La Plaza, Process Three Decision

PROJECT NUMBER: PRJ-[1093210](#)

OWNER/APPLICANT: BAJA-MEX INSURANCE SERVICES, Incorporated (INC), Owner, and JJYM INVESTMENTS limited liability company (LLC), Permittee

### SUMMARY

Should the Hearing Officer approve a Conditional Use Permit (CUP) to allow the sales of beer, wine and distilled spirits for off-site consumption at a first-floor retail suite within a 1,247 square-foot suite in a new six-level parking structure currently under construction located at [4575 Camino De La Plaza](#) within the [San Ysidro Community Planning](#) Area?

### Proposed Actions:

1. **APPROVE** Conditional Use Permit No. PMT-3236073

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

Community Planning Group Recommendation: On September 13, 2023, the San Ysidro Community Planning Area Voted 9-0-0 to recommend approval of the proposed project without conditions (Attachment 7).

Environmental Impact: The project site was previously analyzed within the certified San Ysidro Community Plan Update (SYCPU) Environmental Impact Report No. 310690/SCH No. 2015111012. A consistency evaluation was prepared to determine if conditions specified in the California Environmental Quality Act (CEQA) Statute and CEQA Guidelines, Section 15162 would require preparation of additional CEQA review for the project. As outlined in the evaluation, the project is consistent with the original certified Environmental Impact Report No. 310690/SCH No. 2015111012 and would not result in new impacts. Based on the CEQA Guidelines Section 15162 Evaluation consistency analysis, the project would not require any additional environmental review (Attachment 6).

## BACKGROUND

The 0.72-acre site is located at 4575 Camino De La Plaza in the CR-2-1 zone Airport Land Use Compatibility Overlay Zone (ALUCOZ), Coastal Height Limit Overlay Zone (CHLOZ), Parking Standards Transit Priority Area (PSTPA) within the San Ysidro Community Planning Area.

## DISCUSSION

### Project Description:

The project is a request for a Conditional Use Permit (CUP) for an alcoholic beverage outlet to allow the sales of beer, wine and distilled spirits within a new six-level parking structure. This would allow the applicant to apply for a Type 21 Off-Sale General Alcoholic Beverage Control (ABC) license.

The alcoholic beverage outlet is allowed as limited use in the Commercial Regional (CR-2-1) Base Zone, subject to the regulations of San Diego Municipal Code (SDMC) [Section 141.0502\(b\)](#). Proposals that do not comply with the location criteria and regulations of SDMC [Section 141.0502\(b\)](#) may be permitted with a Conditional Use Permit decided in accordance with a Process Three subject to the regulations in [Section 141.0502\(c\)](#), provided that the San Diego Police Department (SDPD) provides a recommendation on the proposed use and location.

An analysis of project compliance with [SDMC 141.0502\(b\)](#) requirements is follows as:

(b) Limited Use Regulations. Alcoholic beverage outlets are permitted as a limited use subject to the following regulations.

(1) Alcoholic beverage outlets are not permitted in any of the following locations:

**(A) 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 100.09 for this project location was 237.3 percent (for the year 2022) and exceeds the citywide average by more than 20 percent. 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, does not comply with this regulation, and requires a CUP. However, SDPD determined that the proposed alcoholic beverage outlet would not be detrimental to the public health, safety, and welfare provided several conditions are implemented, including (but not limited to) limitations on container size, sale hours, package quantities, loitering, trash, lighting, and advertising. All SDPD recommended conditions are included in the permit.

**(B) Within a census tract, or within 600 feet of a census tract, where the ratio of alcoholic beverage outlets exceeds the standards established by**

**California Business and Professional Code section 23958.4.**

The standard set by California Business and Professional Code section 23958.4 for this census tract is four alcoholic beverage outlets. There are currently two active off-sale licenses within census tract 100.09, and this project, if approved, would represent the third.

**(C) In an adopted Redevelopment Project Area.**

The project site is not within a Redevelopment Project Area.

**(D) 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.**

The project meets this requirement; there are no such uses within 600 feet of the project.

**(E) Within 100 feet of a residentially zoned property.**

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

Community Plan Analysis:

The project site is located within the San Ysidro Community Planning Area. The San Ysidro Community Plan land use designation is Regional Commercial. The Regional Commercial designation provides for retail sales, commercial services, office uses, and heavier commercial uses such as wholesale, distribution, storage, and vehicular sales and service. This designation is appropriate for transportation corridors where the previous community plan may have allowed for both industrial and commercial uses. The convenience store with alcohol sales is an allowable use within the land use designation of the community plan.

Conclusion:

City Staff and the San Diego Police Department have reviewed the request for a Conditional Use Permit (CUP) for an alcoholic beverage outlet to allow the sales of beer, wine and distilled spirits for off-site consumption at a proposed first-floor retail suite within a new six-level parking structure located at 4575 Camino De La Plaza. The project as conditioned would conform to all applicable sections of the SDMC. Conditions have been placed in the permit to ensure public health, safety, and welfare, and staff recommends the Hearing Officer **approve** Conditional Use Permit No. PMT-3236073.

ALTERNATIVES

1. Approve Conditional Use Permit No. PMT-3236073, with modifications.

2. Deny Conditional Use Permit No.PMT-3236073 if the findings required to approve the project cannot be affirmed.

Respectfully submitted,

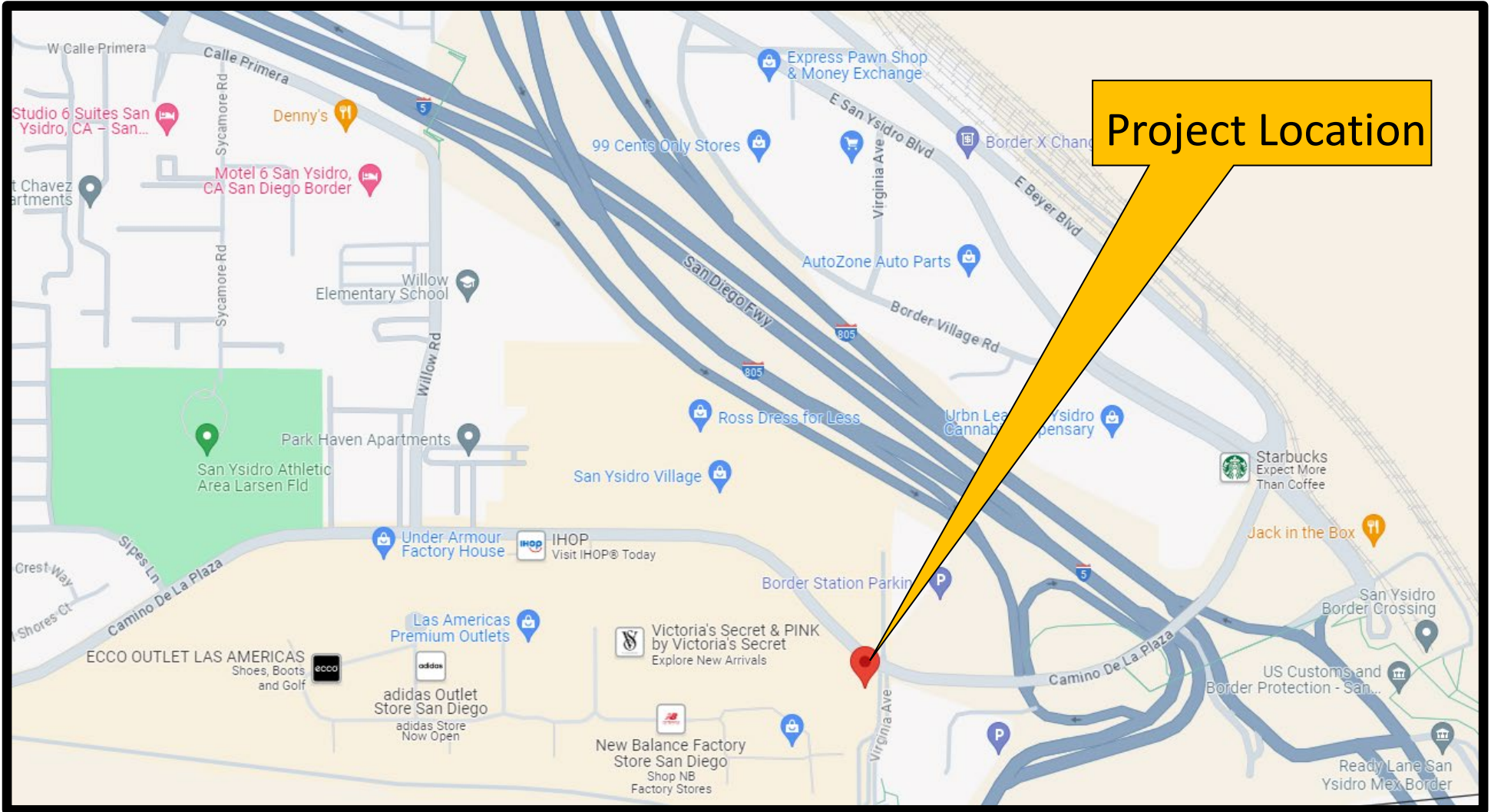


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May Rollin  
Development Project Manager  
Development Services Department

Attachments:

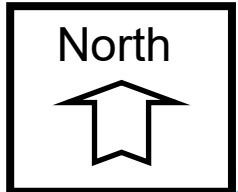
1. Project Location Map
2. Aerial Photograph
3. Land Use Map
4. Draft Resolution with Findings
5. Draft Permit with Conditions
6. Section 15162 Evaluation (Environmental review)
7. Community Planning Group Recommendation
8. Ownership Disclosure Statement
9. Police Department Recommendation
10. Project Plans



## Project Location Map

4575 Camino De La Plaza

Project Np. PRJ-1093210

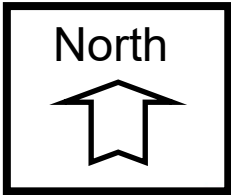


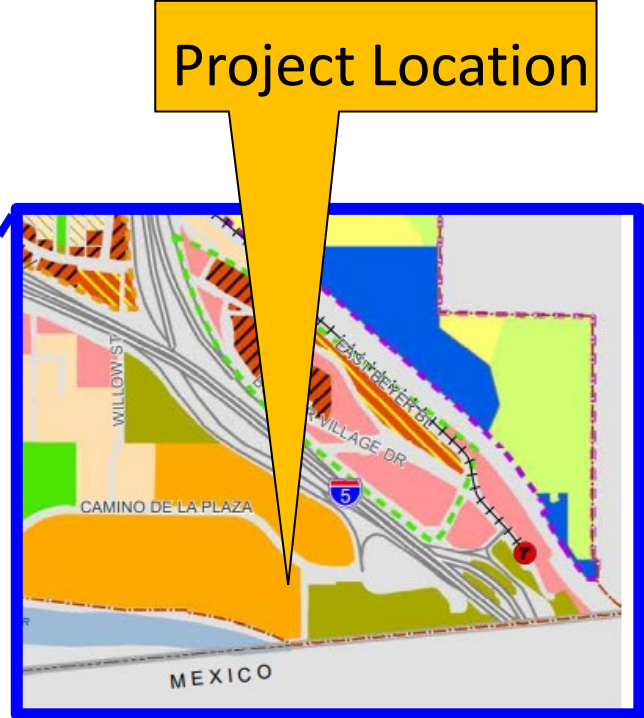
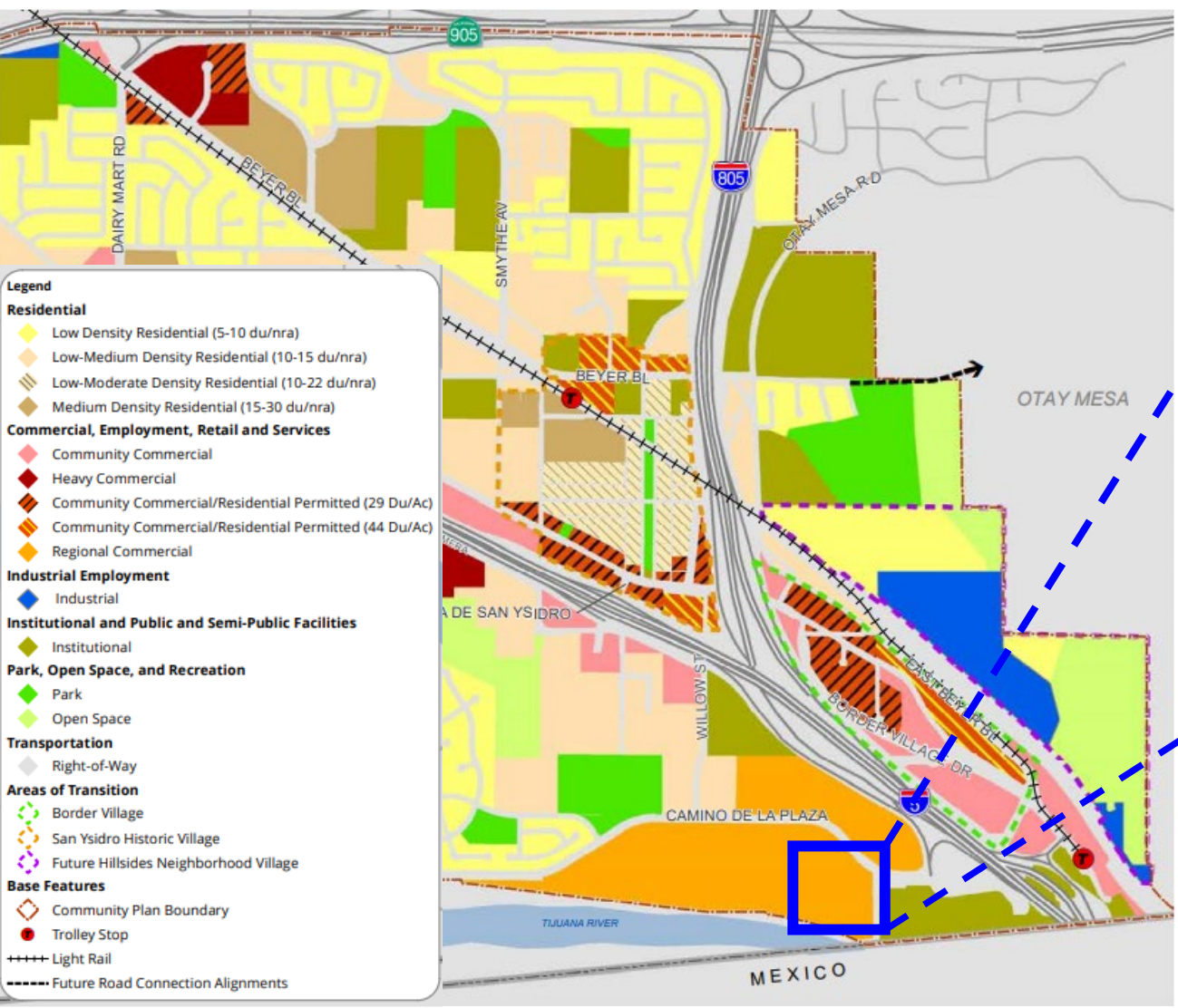


## Aerial Photograph

4575 Camino De La Plaza

Project Np. PRJ-1093210



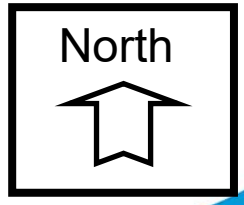


ATTACHMENT 3



# Land Use Map

4575 Camino De La Plaza  
Project Np. PRJ-1093210



HEARING OFFICER  
RESOLUTION NO. HO-24-000  
CONDITIONAL USE PERMIT NO. PMT-3236073  
**4575 CAMINO DE LA PLAZA**  
**PROJECT NO. PRJ-1093210**

WHEREAS, BAJA-MEX INSURANCE SERVICES, INC., a California corporation, Owner, and JJYM INVESTMENTS a Limited Liability Company, Permittee, filed an application with the City of San Diego for a Conditional Use Permit (CUP) for an alcoholic beverage outlet (project) (as described in and by reference to the approved Exhibit "A" and corresponding conditions of approval for the associated Permit No.PMT-3236073);

WHEREAS, the 0.72-acre site is located at 4575 Camino De La Plaza in the CR-2-1 zone Airport Land Use Compatibility Overlay Zone (ALUCOZ), Coastal Height Limit Overlay Zone (CHLOZ), Parking Standards Transit Priority Area (PSTPA), Transit Priority Area (TPA), Affordable Housing Parking Demand, ALUCP Airport Influence Area (AIA), and the FAA Part 77 Noticing Area, within the San Ysidro Community Planning Area;

WHEREAS, the project site is legally described as LOT 16 OF "INTERNATIONAL GATEWAY OF THE AMERICAS PHASE IA, IN THE CITY OF SAN DIEGO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, AS SHOWN ON THE MAP NO.14259 THEREOF RECORDED AS FILE NO. 2001-0581338 IN THE OFFICIAL RECORDS OF THE SAN DIEGO COUNTY RECORDER ON AUGUST 15, 2001("MAP NO. 14259").

WHEREAS, the project site was previously analyzed within the certified San Ysidro Community Plan Update (SYCPU) Environmental Impact Report No. 310690/SCH No. 2015111012. A consistency evaluation was prepared to determine if conditions specified in the California Environmental Quality Act (CEQA) Statute and CEQA Guidelines, Section 15162 would require preparation of additional CEQA review for the project. As outlined in the evaluation, the project is



consistent with the original certified Environmental Impact Report No. 310690/SCH No. 2015111012 and would not result in new impacts. Based on CEQA Guidelines Section 15162 consistency analysis, the project would not require any additional environmental review.

WHEREAS, on March 6, 2024, the Hearing Officer of the City of San Diego considered CUP No. PMT-3206926 pursuant to the Land Development Code of the City of San Diego; NOW, THEREFORE,

BE IT RESOLVED by the Hearing Officer of the City of San Diego, that it adopts the following findings with respect to CUP No. PMT-3236073.

**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 an alcoholic beverage outlet to allow the sale of wine, beer and distilled spirits for off-site consumption within a first-floor retail suite within a new six-level parking structure currently under construction located at 4575 Camino De La Plaza.

The San Ysidro Community Plan (Community Plan) designates the site for Regional Commercial and Residential Prohibited, which is intended to provide a service to an area beyond the community, with a wide variety of uses, including commercial service, civic, retail, office, and limited industrial uses. This designation encompasses the project site location at the San Ysidro Commercial District located west of Interstate 5, along the border, and consists of factory outlet malls. The Community Plan does not specifically address the sale of alcohol or alcoholic beverage outlets; however, the sale of alcohol products is defined as a commercial retail use in the Land Development Code and is permitted with the approval of a Conditional Use Permit when certain locational criteria are not met. The project site is identified by the Community Plan as Regional Commercial per the Land Use map [Figure 2-2](#). The proposed alcoholic beverage outlet is a proposed interior tenant improvement within a retail suite in the Virginia Avenue Parking Garage and is consistent with the land use plan designation for the site. The project, as a retail sales use, fits into the Regional Commercial land use designation, which consists predominantly of similar retail uses. The parking garage and retail space conform with the goals and policies of the San Ysidro Community Plan as discussed below.

A Community Plan Goal for a distribution of land uses that provide sufficient capacity for a variety of uses, facilities, and services needed to serve San Ysidro Community is served by a convenience store with the availability of beer, wine and distilled spirits. Furthermore, a Community Plan Goal for diversified commercial uses that serve local, community, and regional needs is also met. Alcoholic Beverage Outlets that do not meet

all the locational criteria for alcohol sales as a limited use under San Diego Municipal Code SDMC [section 141.0502](#), as is the case with the Alcoholic Beverage Outlet at this location, require a CUP. The project does not meet the requirement of SDMC section 141.0502 (b)(1)(A), as it is within 600 feet of a census tract, where the general crime rate exceeds the citywide average general crime rate by more than 20 percent. The project is located in a census tract with a crime rate of 237.3 percent, The San Diego Police Department (SDPD) has provided its recommendations for the approval of the subject CUP and proposed of the following conditions for the Project that include:

1. The sales of alcoholic beverages shall be permitted between the hours of 10:00 AM to 10:00 PM.
2. No wine or distilled spirits shall be sold in containers of less than 375 milliliters.
3. Beer, malt beverage products or wine cooler products, regardless of container size, must be sold in manufacturer pre-packaged multi-unit quantities. No singles.
4. The sale of beer or malt beverages in kegs is prohibited.
5. The petitioner(s) shall post and maintain professional quality signs that read as follows: NO LOITERING, NO LITTERING, NO DRINKING OF ALCOHOLIC BEVERAGES. VIOLATORS ARE SUBJECT TO CRIMINAL PROSECUTION AND/OR ARREST. The sign shall be at least two feet square with two inch block lettering. The sign shall be in English and Spanish.
6. Loitering will be prohibited.
7. No public pay phones will be permitted on the premise or adjacent and under the control of the applicant.
8. No arcade games of any type will be allowed/maintained inside the premise.
9. Video surveillance shall be recording and available to law enforcement upon request covering both interior and exterior 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.
10. Litter and any unauthorized graffiti will be removed promptly.
11. 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.
12. There shall be no exterior alcoholic advertising or signage of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages. Interior displays of alcoholic beverages or signs which are clearly visible to the exterior shall constitute a violation of these conditions.

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 CR-2-1 zone with a Conditional Use Permit (CUP) at this location. The proposed Alcoholic Beverage Outlet at this location requires a CUP because the project site does not meet certain location criteria set forth in SDMC [Section 141.0502](#). As described in more detail at (A) below, the project is located in a census tract where the general crime rate exceeds the citywide average general crime rate by more than 20 percent. However, approval of this application that would allow the sale of beer, wine and distilled spirits for off-site consumption 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 as previously stated in Finding A,1.a incorporated here by reference.

The conditions stipulated as part of the CUP 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 (ABC) 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 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.

**(A) 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 100.09 for this project location was 237.3 percent (for the year 2022) of the citywide average of 120 percent. 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, does not comply with this regulation, and requires a CUP. However, SDPD recommended approval of the CUP provided several conditions are implemented, including (but not limited to) limitations on container size, sale hours, package quantities, prohibitions against loitering, and conditions related to trash, lighting, and advertising. All SDPD conditions are included in the permit.

**(B) Within a census tract, or within 600 feet of a census tract, where the ratio of alcoholic beverage outlets exceeds the standards established by California Business and Professional Code section 23958.4.**

The standard set by California Business and Professional Code section 23958.4 for this census tract is four alcoholic beverage outlets. There are currently two active off-sale licenses within census tract 100.09, and this project, if approved, would represent the third.

**(C) In an adopted Redevelopment Project Area.**

The project site is not within a Redevelopment Project Area.

**(D) 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.**

The project meets this requirement; there are no such uses within 600 feet of the project.

**(E) 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.

Therefore, the proposed project to add an alcoholic beverage outlet use to a commercial property will not be detrimental to 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 CR-2-1 zone serves an area beyond the community, with a wide variety of uses, including commercial service, civic, retail, office, and limited industrial uses and allows for Alcoholic Beverage Outlets with a Conditional Use Permit (CUP) and subject to regulations set forth in SDMC [Section 141.0502](#). The CUP for the project includes various conditions 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\(b\)\(1\)\(A\)](#) 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 is to allow the sale of beer, wine, and distilled spirits at a proposed first-floor retail suite within a new six-level parking structure. The project site is identified by the Community Plan as Regional Commercial. The CUP is conditioned to avoid negative impacts on the surrounding neighborhood. The CUP includes conditions that prohibit

gaming machines or video game devices on the premises, 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 public health, safety, and welfare. The sale of beer, wine, and distilled spirits is consistent with the commercial nature of the CR-2-1 zone and the Community Plan's Regional Commercial land use designation. Therefore, based on the site's retail nature and approval conditions, 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 these findings adopted by the Hearing Officer, Conditional Use Permit No. PMT-3236073 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-3236073, a copy of which is attached hereto and made a part hereof.

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May Rollin  
Development Project Manager  
Development Services

Adopted on: March 6, 2024

IO#: 24009585

**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: 24009585

SPACE ABOVE THIS LINE FOR RECORDER'S USE

CONDITIONAL USE PERMIT NO. PMT-3236073  
**4575 CAMINO DE LA PLAZA**  
**PROJECT NO. PRJ-1093210**  
HEARING OFFICER

This Conditional Use Permit No. PMT-3236073 is granted by the Hearing Officer of the City of San Diego to BAJA-MEX INSURANCE SERVICES, INC., a California corporation, Owner, and JJYM INVESTMENTS a Limited Liability Company, Permittee, pursuant to San Diego Municipal Code [SDMC] section 126.0303(b). The 0.72-acre site is located at 4575 Camino De La Plaza in the Commercial Regional (CR-2-1) Base Zone, Airport Land Use Compatibility Overlay Zone (ALUCOZ), Coastal Height Limit Overlay Zone (CHLOZ), Parking Standards Transit Priority Area (PSTPA), Transit Priority Area (TPA), Affordable Housing Parking Demand, ALUCP Airport Influence Area (AIA) and the FAA Part 77 Noticing Area within the San Ysidro Community Planning Area.

The project site is legally described as: LOT 16 OF "INTERNATIONAL GATEWAY OF THE AMERICAS PHASE IA, IN THE CITY OF SAN DIEGO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, AS SHOWN ON THE MAP NO.14259 THEREOF RECORDED AS FILE NO. 2001-0581338 IN THE OFFICIAL RECORDS OF THE SAN DIEGO COUNTY RECORDER ON AUGUST 15, 2001("MAP NO. 14259").

Subject to the terms and conditions set forth in this Permit, permission is granted to Owner/Permittee to operate an alcoholic beverage outlet conditioned upon the issuance of a license from the State Department of Alcoholic Beverage Control (ABC) 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 March 6, 2024, on file in the Development Services Department.

The project shall include:

- a. The operation of an alcoholic beverage outlet in accordance with a Type 21 ABC Liquor License for the sale of beer, wine, and distilled spirits within a 1,247 square-foot suite in a new parking structure currently under construction located 4575 Camino De La Plaza;
- 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 March 20, 2027.
2. This Conditional Use Permit [CUP] and corresponding use of this site shall expire on March 20, 2034. 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. 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 with an alcoholic beverage outlet.



14. 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.
15. 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.
18. 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.
19. The Owner/Permittee shall list a business address and telephone number in the Pacific Bell/San Diego telephone directory or other similarly distributed internet-based telephone directory.
20. 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.
21. 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.
22. The sign area pertaining to or referencing alcoholic sales or beverages shall not exceed 630 square inches.
23. 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.
24. Off-street parking shall be provided in accordance with the requirements for retail sales uses in SDMC Table 142.05E.

**POLICE DEPARTMENT RECOMMENDATIONS:**

16. The sales of alcoholic beverages shall be permitted between the hours of 10:00 AM to 10:00 PM.

17. No wine or distilled spirits shall be sold in containers of less than 375 milliliters.
18. Beer, malt beverage products or wine cooler products, regardless of container size, must be sold in manufacturer pre-packaged multi-unit quantities. No singles.
19. The sale of beer or malt beverages in kegs is prohibited.
20. The petitioner(s) shall post and maintain professional quality signs that read as follows: NO LOITERING, NO LITTERING, NO DRINKING OF ALCOHOLIC BEVERAGES. VIOLATORS ARE SUBJECT TO CRIMINAL PROSECUTION AND/OR ARREST. The sign shall be at least two feet square with two inch block lettering. The sign shall be in English and Spanish.
21. Loitering will be prohibited.
22. No public pay phones will be permitted on the premise or adjacent and under the control of the applicant.
23. No arcade games of any type will be allowed/maintained inside the premise.
24. Video surveillance shall be recording and available to law enforcement upon request covering both interior and exterior 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.
25. Litter and any unauthorized graffiti will be removed promptly.
26. 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.
27. There shall be no exterior alcoholic advertising or signage of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages. Interior displays of alcoholic beverages or signs which are clearly visible to the exterior shall constitute a violation of these conditions.

**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 March 6, 2024, and Resolution No. HO-24-xxx.

DRAFT

Conditional Use Permit Approval No.: PMT-3236073  
Date of Approval: March 6, 2024

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.

**BAJA-MEX INSURANCE SERVICES, INC**

Owner

By \_\_\_\_\_  
Fred B. Sobke, President  
Owner

**JJYM INVESTMENTS, LLC**

Permittee

By \_\_\_\_\_  
Jilette Joseph Yousif, President  
Permittee

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



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: February 21, 2024

TO: Environmental/Project File, Development Services Department

FROM: Dawna Marshall, Senior Planner, Development Services Department

SUBJECT: 4575 Camino De La Plaza Conditional Use Permit (CUP) (PRJ-1093210)  
California Environmental Quality Act – Section 15162 Evaluation

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The Development Services Department (DSD) has completed a California Environmental Quality Act (CEQA) Guidelines Section 15162 – Subsequent Environmental Impact Reports and Negative Declarations consistency evaluation for the proposed 4575 Camino De La Plaza Conditional Use Permit (CUP) (PRJ-1093210). See 14 C.C.R. §15162.

This evaluation was performed to determine if conditions specified in CEQA Guidelines Section 15162 would require the preparation of additional CEQA review for the proposed 4575 Camino De La Plaza CUP. As outlined in the evaluation, DSD has determined that the proposed 4575 Camino De La Plaza CUP is consistent with the original San Ysidro Community Plan Update (SYCPU) Final Program Environmental Impact Report (PEIR), 310690/SCH No. 2015111012 certified by the San Diego City Council on November 15, 2016, Resolution No. R-310803, as well as the Virginia Avenue Parking Garage Addendum 375960/SCH No. 2015111012 adopted by the City of San Diego Planning Commission on October 25, 2018, Resolution No. 4963-PC; and would not result in new impacts.

## BACKGROUND

### Previously Certified and Adopted CEQA Documents

The project site is within the plan boundaries of the San Ysidro Community Plan. The San Ysidro Community Plan Update (SYCPU) was approved November 15, 2016, which established land use designations and policies to guide future development consistent with the City of San Diego General Plan (City of San Diego 2008). The SYCPU is intended to implement the General Plan policies through the provision of community-specific recommendations. The SYCPU further expresses General Plan policies within the San Ysidro community through the provision of site-specific recommendations that implement citywide goals and policies, address community needs, and guide zoning. The SYCPU contains the following eight elements: Land Use; Mobility; Urban Design; Economic Prosperity; Public Facilities, Services & Safety; Recreation; Conservation; and Historic Preservation. Each of these elements identifies a series of goals and policies intended to guide future development within the San Ysidro community.

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Environmental/Project File  
February 21, 2024

Discretionary actions required to implement the SYCPU, and addressed in the SYCPU Final PEIR, included the Adoption of the SYCPU; Adoption of the San Ysidro Historic Village Specific Plan (SYHVSP); Creation of a Local Coastal Program (LCP); a General Plan Amendment; Rescission of the San Ysidro Planned District Ordinance (PDO); Amendments to the City's Land Development Code (LDC) for Adoption of a Rezone Ordinance to replace the San Ysidro PDO with citywide zoning; and approval of an Impact Fee Study (IFS).

The SYCPU PEIR concluded the project could result in significant impacts to the following issue area(s): transportation/circulation (traffic circulation), air quality (federal and state ambient air quality standards, criteria pollutants, sensitive receptors), noise (traffic, vibration), biological resources (sensitive species, sensitive habitats, wetlands), historical resources (archaeology, built environment), geology and soils (landslides), and paleontological resources. The SYCPU PEIR concluded that the project would result in significant and unmitigated environmental impacts to transportation/circulation, air quality, and historical resources (built environment). The following issue areas were determined to be significant but mitigated to below a level of significance with mitigation: noise, biological resources, historical resources (archaeology), geology and soils, and paleontological resources. All other impacts analyzed in the PEIR were determined to be less than significant.

The project site was previously analyzed in conjunction with the Virginia Avenue Parking Garage project (PTS No. 375960) located at 4575 Camino De La Plaza within the City of San Diego (Assessor's Parcel Number 666-400-10), which included a Coastal Development Permit to amend CDP 40-0338, a Planned Development Permit and Neighborhood Use Permit to demolish a one-story 2,000 square-foot building (restaurant) and associated parking lot to allow for the construction of a 5-level parking structure with 349 parking stalls and 13,210-square feet of retail and restaurant space at the ground level. The project included an amendment to the existing CDP to remove the project site from the Las Americas project. A PDP was required to include a deviation from the required rear and side yard setback, building height limitations, and ground floor height limitations. A NDP was required for off-site directional signage. Access to the site was identified via a driveway from Camino De La Plaza, allowing left turns into the site but restricting exiting vehicles to right turns with a raised median. Due to the proximity of the driveway to the Virginia Avenue intersection, westbound Camino De La Plaza would be widened and re-striped to provide "side-by-side" turn lanes to accommodate left-turn stacking between the proposed driveway and the Virginia Avenue intersection.

The Virginia Avenue Parking Garage Addendum concluded that the project would result in less than significant impacts for all issue areas, including land use, transportation/circulation, air quality, greenhouse gas emissions, noise, biological resources, historical resources, visual effects and neighborhood character, human health/public safety/hazardous materials, hydrology/water quality and drainage, population and housing, public services, public utilities, energy conservation, geology and soils and paleontological resources. Furthermore, it was determined that the Virginia Avenue Parking Garage project would not create new significant impacts, nor would there result a substantial increase in the severity of impacts from that described in the SYCPU PEIR. As no significant impacts were identified via the Virginia Avenue Parking Garage Addendum, no mitigation was warranted for the Virginia Avenue Parking Garage project and a Mitigation Monitoring and Reporting Program (MMRP) was not necessary.

## **PROJECT DESCRIPTION**

The 4575 Camino De La Plaza CUP project is requesting a Conditional Use Permit for the sale of alcoholic beverages for an Alcoholic Beverage Outlet at 4575 Camino De La Plaza. The project also proposes interior tenant improvements within the 1,247 square feet retail suite. The proposed improvements would include lighting, millwork, finishes throughout, non-load bearing partitions, and associated mechanical, electrical, and plumbing infrastructure. The project would also include frontage improvements including a reconstructed driveway and replacement of an existing curb ramp to meet Americans with Disabilities Act (ADA) requirements.

## **CEQA 15162 CONSISTENCY EVALUATION**

DSD reviewed the proposed 4575 Camino De La Plaza Cannabis CUP and conducted a review pursuant to CEQA Guidelines Section 15162 to determine consistency with the previously certified PEIR (Project No. 310690/SCH No. 2015111012), as amended by the previously adopted Virginia Avenue Parking Garage Addendum (Project No. 375960/SCH No. 2015111012). The following evaluation substantiates the conclusion that supports a determination that no subsequent document is required.

The project proposes a request for a CUP for the sale of alcoholic beverages. The project also proposes interior tenant improvements within the 1,247-square-foot retail suite, as well as a minor driveway replacement. Considering the project consists of interior building changes and minor sidewalk improvements, and would be consistent with the land use and zoning, the project would not result in the need for any revisions to the previous EIR or substantial increase impacts related to land use, transportation/circulation, air quality, greenhouse gas emissions, noise, biological resources, historical resources, visual effects and neighborhood character, human health/public safety/hazardous materials, hydrology/water quality and drainage, population and housing, public services, public utilities, energy conservation, geology and soils and paleontological resources. There is no new information of substantial importance or significant change in conditions that would alter the analysis within the SYCPU PEIR, as addended. Impacts of the project related to these issues would be less than significant similar to as identified in the previous Virginia Avenue Parking Garage Addendum. Thus, the impacts of the project would be less than significant as identified in the previous Virginia Avenue Parking Garage Addendum.

## **CONCLUSION**

Overall, implementation of the proposed would not result in any significant direct, indirect or cumulative impacts over and above those disclosed in the previously certified SYCPU PEIR, as amended by the adopted Virginia Avenue Parking Garage Addendum.

Section 15162 of the CEQA Guidelines states:

When an EIR has been certified or a negative declaration adopted for a project, no subsequent EIR shall be prepared for that project unless the lead agency determines, on the basis of substantial evidence in the light of the whole record, one or more of the following:

- (1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- (2) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
- (3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
  - (A) The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
  - (B) Significant effects previously examined will be substantially more severe than shown in the previous EIR;
  - (C) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
  - (D) Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.



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Based upon a review of the current project, none of the situations described in Section 15162 of the State CEQA Guidelines apply. No changes in circumstances have occurred, and no new information of substantial importance has manifested, which would result in new significant or substantially increased adverse impacts because of the project. This evaluation, therefore, supports the use of the previously certified SYCPU PEIR, as amended by the adopted Virginia Avenue Parking Garage Addendum, under CEQA Guidelines Section 15162, in that both environmental documents adequately cover the proposed project.

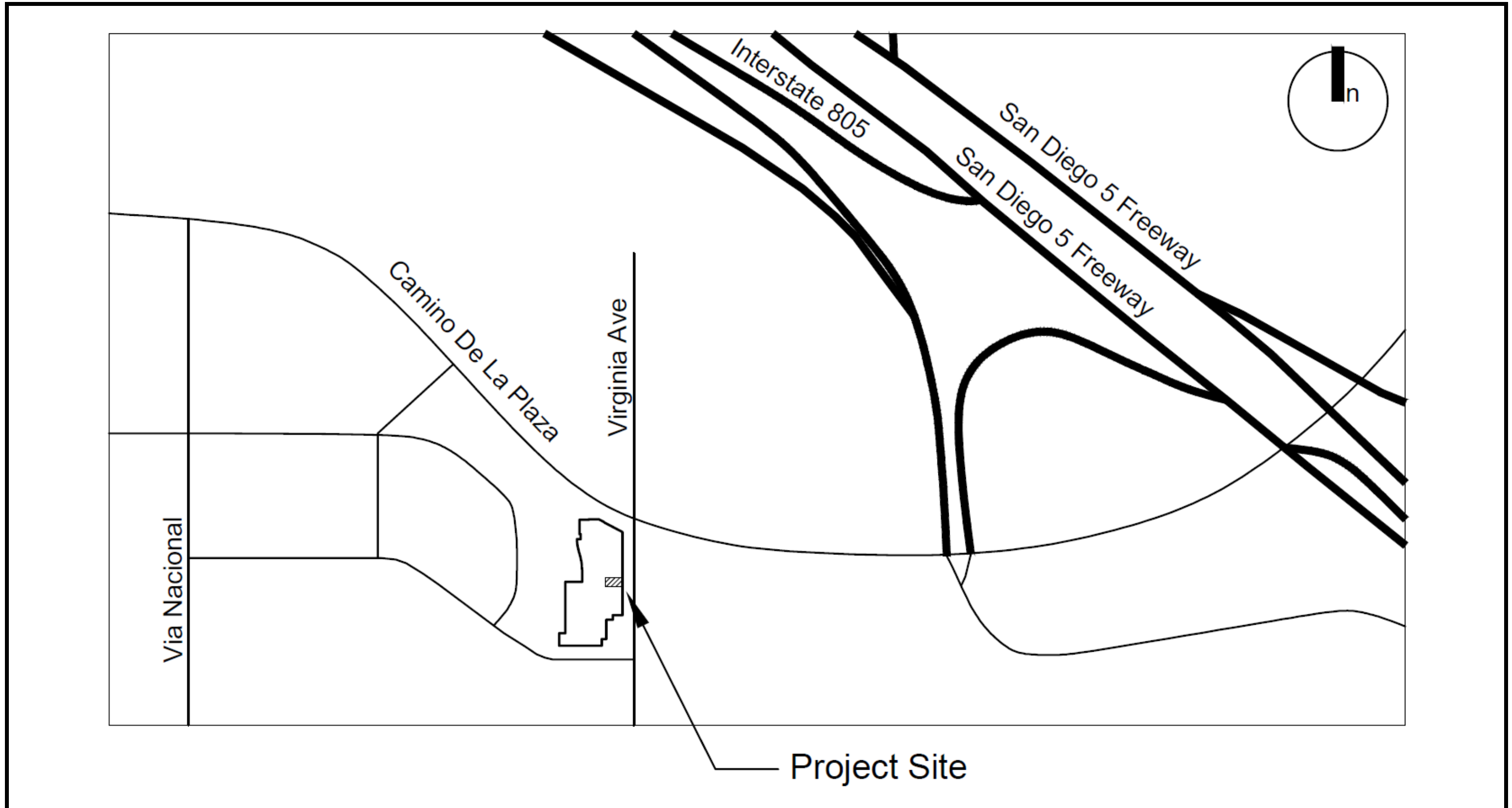


Dawna Marshall  
Senior Planner  
MM/mm

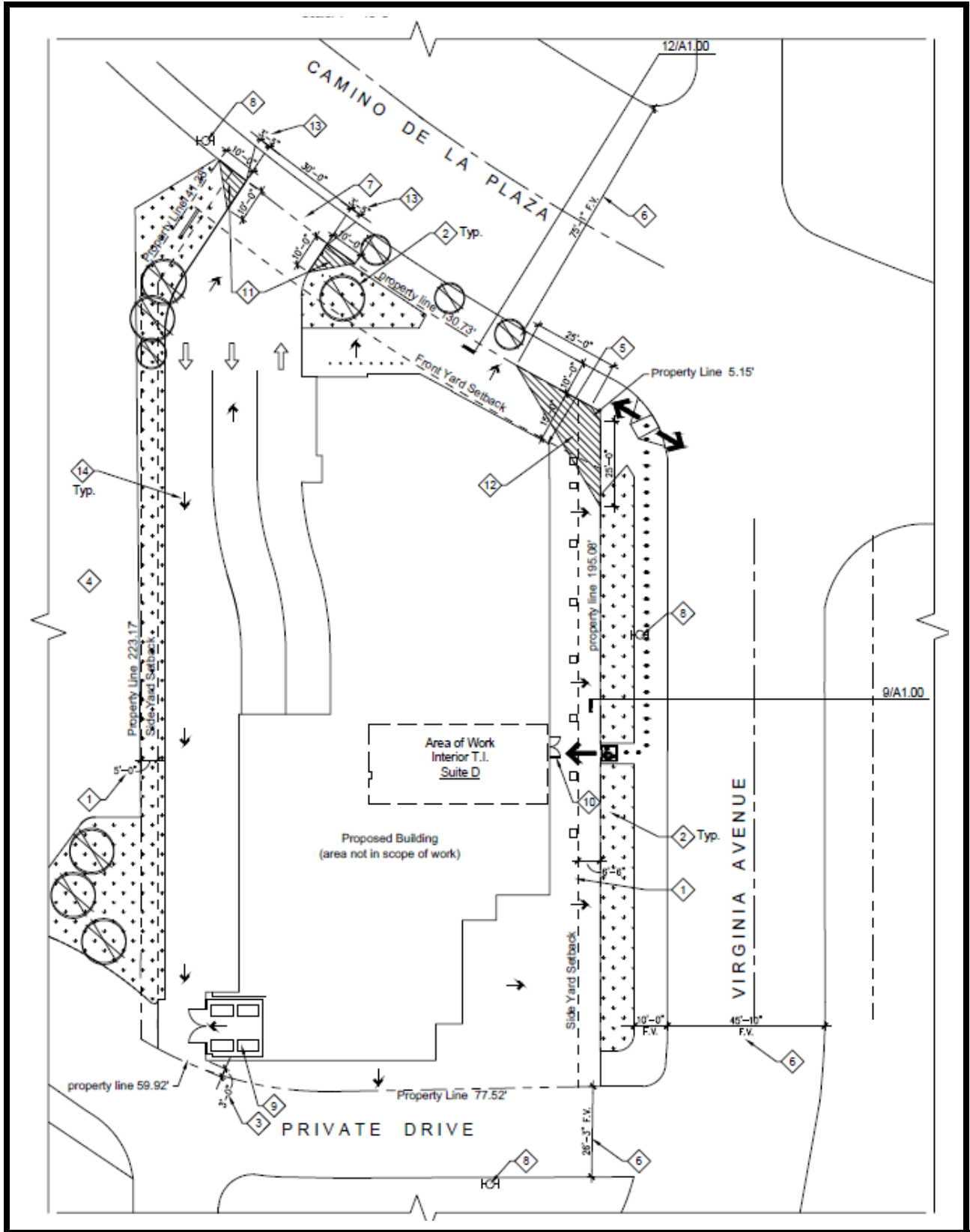
cc: May Rollins, Development Project Manager, Development Services Department

Attachment(s): Figure 1: Project Vicinity  
Figure 2: Site Plan









**Site Plan**

4575 Camino de la Plaza/PRJ-1093210  
 Development Services Department

**FIGURE  
 No. 2**



# ATTACHMENT 7

Page 3		City of San Diego · Information Bulletin 620		August 2018	
		<b>City of San Diego Development Services</b> 1222 First Ave., MS-302 San Diego, CA 92101		<h2>Community Planning Committee Distribution Form</h2>	
Project Name: 4575 CAMINO DE LA PLAZA CUP			Project Number: PRJ-1093210		
Community: San Ysidro					
<p>For project scope and contact information (project manager and applicant), log into OpenDSD at <a href="https://aca.accela.com/SANDIEGO">https://aca.accela.com/SANDIEGO</a>.</p> <p>Select "Search for Project Status" and input the Project Number to access project information.</p>					
<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: September 13,	
# of Members Yes 9		# of Members No 0		# of Members Abstain 0	
Conditions or Recommendations: None					
<input type="checkbox"/> No Action (Please specify, e.g., Need further information, Split vote, Lack of quorum, etc.)					
NAME: Rudy Lopez					
TITLE: Chair				DATE: November 08, 2023	
<i>Attach additional pages if necessary (maximum 3 attachments).</i>					

Visit our web site at [www.sandiego.gov/development-services](http://www.sandiego.gov/development-services).

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

DS-5620 (08-18) ONLINE FORM

	<b>City of San Diego Development Services</b> 1222 First Ave., MS 302 San Diego, CA 92101 (619) 446-5000	<h1>Ownership Disclosure Statement</h1>	FORM
			DS-318
			October 2017

**Approval Type:** Check appropriate box for type of approval(s) requested:  Neighborhood Use Permit  Coastal Development Permit  
 Neighborhood Development Permit  Site Development Permit  Planned Development Permit  Conditional Use Permit  Variance  
 Tentative Map  Vesting Tentative Map  Map Walver  Land Use Plan Amendment •  Other \_\_\_\_\_

**Project Title:** OFF-PREMISE ALCOHOL SALES **Project No. For City Use Only:** \_\_\_\_\_

**Project Address:** 4575 CAMINO DE LA PLAZA, STE. D, SAN YSIDRO, CA 92173

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

Corporation  Limited Liability -or-  General - What State? CA Corporate Identification No. 4808300

Partnership  Individual

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. Please list below the owner(s), 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. If the applicant includes a corporation or partnership, include the names, titles, addresses of all individuals owning more than 10% of the shares. If a publicly-owned corporation, include the names, titles, and addresses of the corporate officers. (A separate page may be attached if necessary.) If any person is a nonprofit organization or a trust, list the names and addresses of ANY person serving as an officer or director of the nonprofit organization or as trustee or beneficiary of the nonprofit organization. A signature is required of at least one of the property owners. Attach additional pages if needed. Note: 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 thirty 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.

**Property Owner**

Name of Individual: BAJA MEX INSURANCE SERVICES INC.  Owner  Tenant/Lessee  Successor Agency

Street Address: 4575 CAMINO DE LA PLAZA

City: SAN YSIDRO State: CA Zip: 92173

Phone No.: 619-987-8300 Fax No.: N/A Email: frank@bajamex.com

Signature: [Signature] Date: 12-1-22

Additional pages Attached:  Yes  No

**Applicant**

Name of Individual: JJYM INVESTMENTS, LLC  Owner  Tenant/Lessee  Successor Agency

Street Address: 4575 CAMINO DE LA PLAZA, STE. D

City: SAN YSIDRO State: CA Zip: 92173

Phone No.: 619-241-6561 Fax No.: N/A Email: jilettevousif@gmail.com

Signature: [Signature] Date: NOVEMBER 24, 2022

Additional pages Attached:  Yes  No

**Other Financially Interested Persons**

Name of Individual: \_\_\_\_\_  Owner  Tenant/Lessee  Successor Agency

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Additional pages Attached:  Yes  No

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



SAN DIEGO POLICE DEPARTMENT
CONDITIONAL USE PERMIT RECOMMENDATION

PREMISE ADDRESS: 4575 Camino De La Plaza, San Diego CA 92173
TYPE OF BUSINESS: Liquor store/Market (Type 21, Off Sale General)
FEDERAL CENSUS TRACT: 100.09
NUMBER OF ALCOHOL LICENSES ALLOWED: Off-Sale: 4
NUMBER OF ALCOHOL LICENSES EXISTING: Off-Sale: 2
CRIME RATE IN THIS CENSUS TRACT: 237.3%
THREE OR MORE REPORTED CRIMES AT THIS PREMISE WITHIN PAST YEAR [ ] YES [X] NO
IS THE PREMISE WITHIN 600 FEET OF INCOMPATIBLE FACILITY [ ] YES [X] NO
IS THE PREMISE WITHIN 100 FEET OF RESIDENTIALLY ZONED PROPERTY [ ] YES [X] NO
ABC LICENSE REVOKED AT THIS PREMISE WITHIN PAST YEAR [ ] YES [X] NO
HAS APPLICANT BEEN CONVICTED OF ANY FELONY [ ] YES [X] NO
WILL THIS BUSINESS BE DETRIMENTAL TO THE PUBLIC HEALTH, SAFETY, AND WELFARE OF THE COMMUNITY AND CITY [X] YES [ ] NO

COMMENTS/OTHER FACTORS CONSIDERED:

The premises is located within census tract 100.09. The reported crime rate for 2022 within Census Tract 100.09 was 237.3% and the alcohol crime rate was 24.0%.

SUGGESTED CONDITIONS:

The San Diego Police Department will allow the issuance of a Conditional Use Permit so long as the following conditions are incorporated due to the High Crime Rate of 237.3%:

- 1. Sales of alcoholic beverages shall be permitted only between the hours of 10AM to 10:00 PM.
2. No wine or distilled spirits shall be sold in containers of less than 375 milliliters.
3. Beer, malt beverage products or wine cooler products, regardless of container size, must be sold in manufacturer pre-packaged multi-unit quantities. No singles.
4. The sale of beer or malt beverages in kegs is prohibited.
5. The petitioner(s) shall post and maintain professional quality signs that read as follows: NO LOITERING, NO LITTERING, NO DRINKING OF ALCOHOLIC BEVERAGES. VIOLATORS ARE SUBJECT TO CRIMINAL PROSECUTION AND/OR ARREST. The sign shall be at least two feet square with two inch block lettering. The sign shall be in English and Spanish.
6. Loitering will be prohibited.
7. No public pay phones will be permitted on the premise or adjacent and under the control of the applicant.

BFM 1-2-24

- 8. No arcade games of any type will be allowed/maintained inside the premise.
- 9. Video surveillance shall be recording and available to law enforcement upon request covering both interior and exterior 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.
- 10. Litter and any unauthorized graffiti will be removed promptly.
- 11. 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.
- 12. There shall be no exterior alcoholic advertising or signage of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages. Interior displays of alcoholic beverages or signs which are clearly visible to the exterior shall constitute a violation of these conditions.

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

1-2-24  
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
233	009804	60	33.3%
234	009805	49	27.2%
235	009901	9	5.0%
236	009902	2	1.1%
237	010001	103	57.1%
238	010003	84	46.6%
239	010004	103	57.1%
240	010005	217	120.3%*
241	010009	428	237.3%*
242	010010	157	87.1%
243	010011	92	51.0%
244	010012	123	68.2%
245	010013	282	156.4%*
246	010014	410	227.4%*
247	010015	1,435	795.7%*
248	010103	398	220.7%*
249	010104	70	38.8%
250	010106	171	94.8%
251	010107	253	140.3%*
252	010109	95	52.7%
253	010110	162	89.8%
254	010111	82	45.5%
255	010112	118	65.4%
256	010200	0	0.0%
257	011300	0	0.0%
258	011802	1	0.6%
259	013205	18	10.0%
260	013206	0	0.0%
261	013308	0	0.0%

**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%
<b>009106</b>	<b>21</b>	<b>125.8%</b>
009107	7	41.9%
009201	7	41.9%
009202	5	30.0%
009301	7	41.9%
<b>009304</b>	<b>42</b>	<b>251.6%</b>
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%
<b>009603</b>	<b>32</b>	<b>191.7%</b>
<b>009604</b>	<b>26</b>	<b>155.8%</b>
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%
<b>010009</b>	4	<b>24.0%</b>
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

ATTACHMENT 9

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

**Mccurry, Benjamin**

---

**From:** Edington, Carlos  
**Sent:** Thursday, August 31, 2023 3:15 PM  
**To:** Mccurry, Benjamin  
**Subject:** RE: Proposed alcohol license at 4575 Camino De La Plaza Suit D.

Sgt. McCurry,

I do have extensive knowledge of the area. I have been a police officer at Southern Division for over 15 years. Our division covers the area of Camino De La Plaza. I'm aware of the specific address you mentioned, 4575 Camino De La Plaza. I have seen the ongoing construction on the property for the parking structure. It's exciting to see new businesses coming to the area. It's a vibrant and fast paced community.

The property located at 4575 Camino De La Plaza is unique due to its proximity to the San Ysidro Port of Entry. It's also a neighbor property to the Las Americas Outlet Mall. A short walk away is the eastern and western pedestrian crossing from Mexico. This area is a high pedestrian and vehicle traffic area. For context, the border crossing is the fourth busiest land border crossing in the world. There are 70,000 northbound vehicles and 20,000 northbound pedestrians crossing each day ([San Ysidro Land Port of Entry | GSA](#)).

During my time patrolling this area, I have seen a sharp and notable increase in houseless individuals in the area. I conduct enforcement contacts in this area on a weekly basis. This past weekend I contacted an individual across the street from this property. I seized a small canister containing white powder I believed to be fentanyl off the ground. There were empty alcohol bottles in the area as well. These types of enforcement contacts and results are increasingly common in the area. Unfortunately, many houseless individuals are experiencing mental health issues, drug addiction, or alcoholism.

The sharp increase in this activity, along with related community complaints, have prompted our division to initiate a Border Safety Detail. The detail began in October of 2022. The detail assigns officers on an overtime basis to proactively address quality of life issues in the area. These issues include open alcohol beverage consumption in the area.

Based on my experience and knowledge, I do not believe it is in the best interest of the surrounding community to have another source of alcoholic beverages in the area. Please let me know if you have additional questions.

**Carlos Edington**

Community Relations Officer  
Southern Division  
San Diego Police Department  
Desk: 619-424-0222

---

**From:** Mccurry, Benjamin <bmccurry@pd.sandiego.gov>  
**Sent:** Thursday, August 31, 2023 6:33 AM  
**To:** Edington, Carlos <cedington@pd.sandiego.gov>  
**Subject:** Proposed alcohol license at 4575 Camino De La Plaza Suit D.

CRO Edington:

JJYM Investments LLC. 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.

JJYM Investments LLC. is providing a Market/Liquor Store at 4575 Camino De La Plaza Suit D, San Diego, CA 92173 and is in Census Tract 100.09 (I have attached a picture with the Census Tract boundaries). This is a parking garage and Suit D is a retail space on the ground floor with the square footage of 1,247. For 2022 Census Tract 100.09 had a crime rate of 237.3% and an alcohol crime rate of 24%. A crime rate over 120% is considered high crime. In Census Tract 100.09, ABC allows for 2 Off-Sale license in the Census Tract and there are currently 4 Off-Sale licenses making the Census Tract over concentrated.

I am reaching out to you to get your input and Southern Division's Command input for any policing or community concerns or issues related to this business or the area it is in relating to alcohol and to their application to for this license.

I have attached a picture of the Census Tract boundaries, for Census Tract 100.09.

Thank you for your help and input into this application I appreciate it.

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



Meet Microsoft Edge for Business, the new dedicated experience for your work account.

Learn more

Dismiss

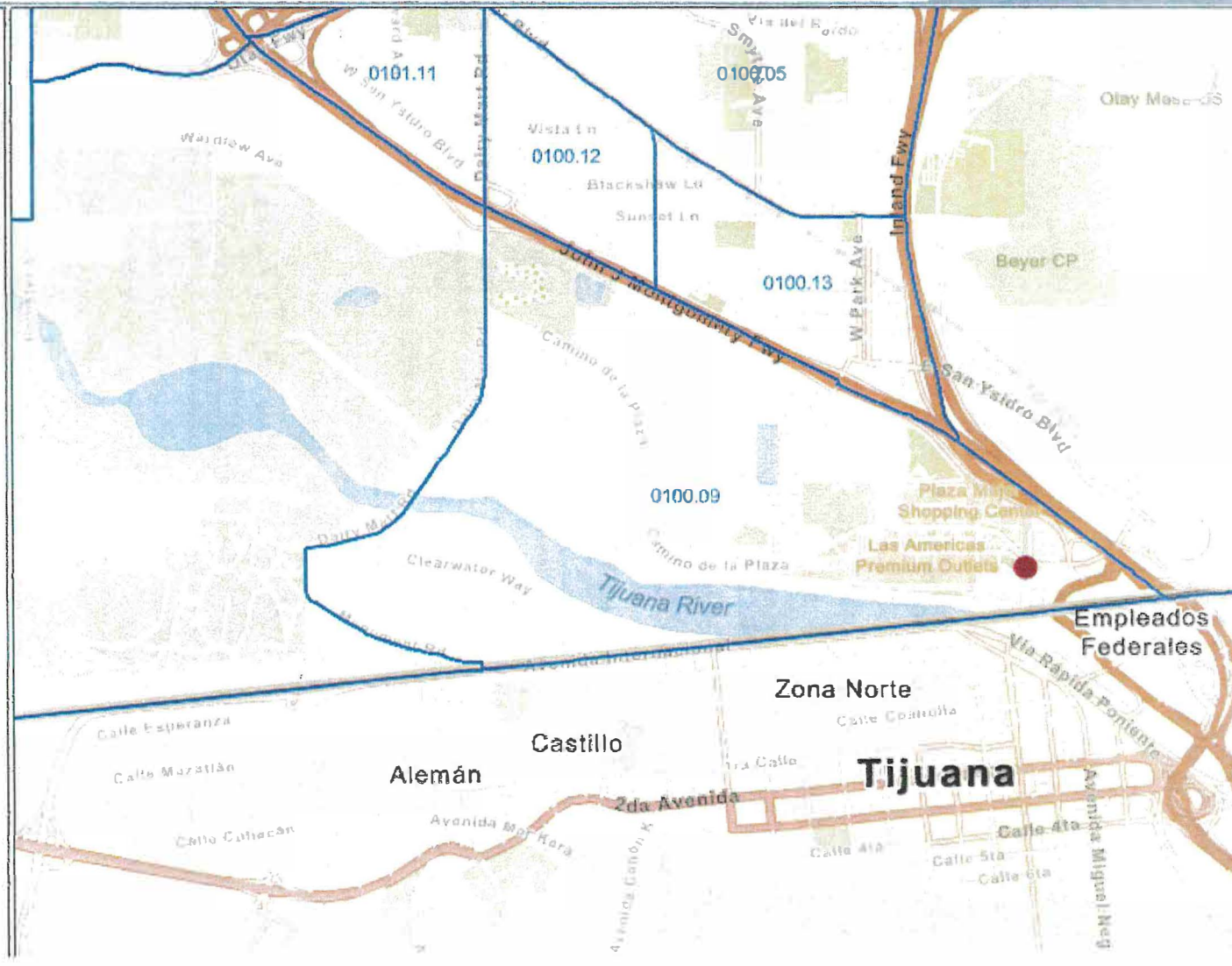
FFIEC Year: 2023 Address: 4575 Camino de la Plz, San Ysidro, CA, 92173, USA

Matched Address	
Address	4575 Camino de la Plz, San Ysidro, California, 92173
MSA/MD Code	41740
State Code	06
County Code	073
Tract Code	0100.09
MSA/MD Name	SAN DIEGO-CHULA VISTA-CARLSBAD, CA
State Name	CALIFORNIA
County Name	SAN DIEGO COUNTY

The Census Demographic Data for 2023 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 2023.

Census Demographic Data

User Select Tract





**Census Demographic Data**

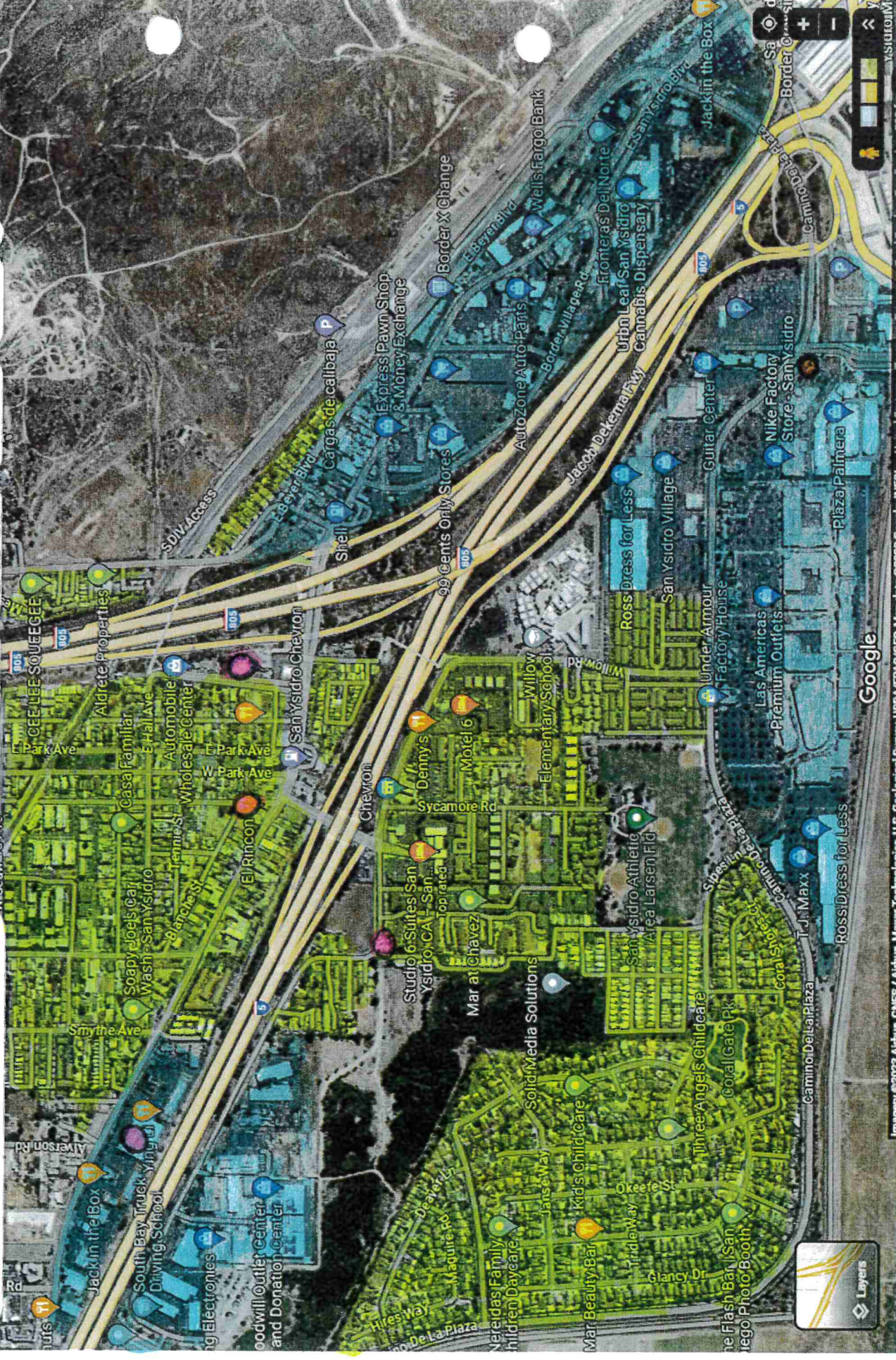
Address	4575 Camino de la Plz. San Ysidro, California, 92173
MSA/JMD Code	41740
State Code	06
County Code	073
Tract Code	0100.09
MSA/JMD Name	SAN DIEGO-CHULA VISTA-CARLSBAD, CA
State Name	CALIFORNIA
County Name	SAN DIEGO COUNTY

User Select Tract

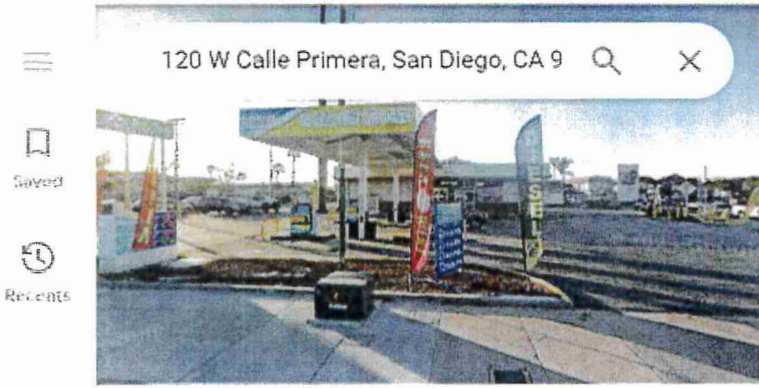
**Census Demographic Data**

**Business** **Residential Mixed** **Type 21 locations**

- Search Google Maps
- Restaurants
- Hotels
- Things to do
- Museums
- Transit
- Sign in



Google Chrome isn't your default browser [Set as default](#)



### 120 W Calle Primera

Building

- Directions
- Save
- Nearby
- Send to phone
- Share

- 120 W Calle Primera, San Diego, CA 92173
- Suggest an edit on 120 W Calle Primera
- Add a missing place
- Add your business

### Photos



Restaurants Hotels Things to do Transit Parking

Amazing Electronics La Bodega Market El Rincon Bennis 99 Cents Only Stores AutoZone Auto Parts Wells Fargo Bank Fronte Jack in the Box Ready Ysidro Me. San Ysidro S

SAN YSIDRO

San Ysidro Athletic Area Larsen Fld

Coral Gate Pk Las Americas Premium Outlets Plaza Palmera

Tijuana River

Mexico-USA, Auto Divisorio

Exclusivos Baez Pulex

ZONA NORTE

Museo de Cera de Tijuana

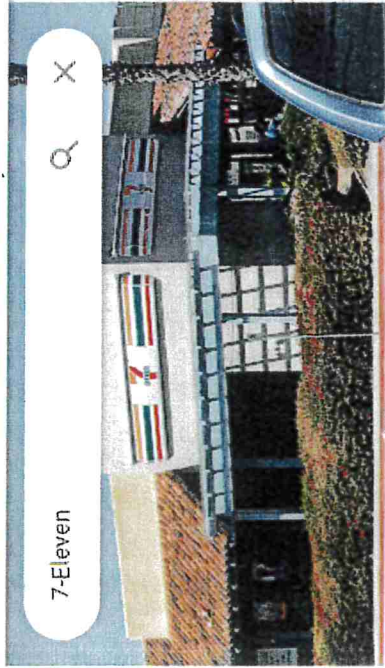
Santuario de la Virgen de Guadalupe

Calimax Dax

Universidad De Tijuana

Google

Google Chrome isn't your default browser [Set as default](#)



7-Eleven

### 7-Eleven

3.5 ★★★★★ (54) · S  
Convenience store

- Overview
- Reviews
- About
- Directions
- Save
- Nearby
- Share
- Send to phone

Convenience chain offering grab-&-go bites & beverages, plus assorted newsstand items.

✓ In-store shopping · ✓ Delivery

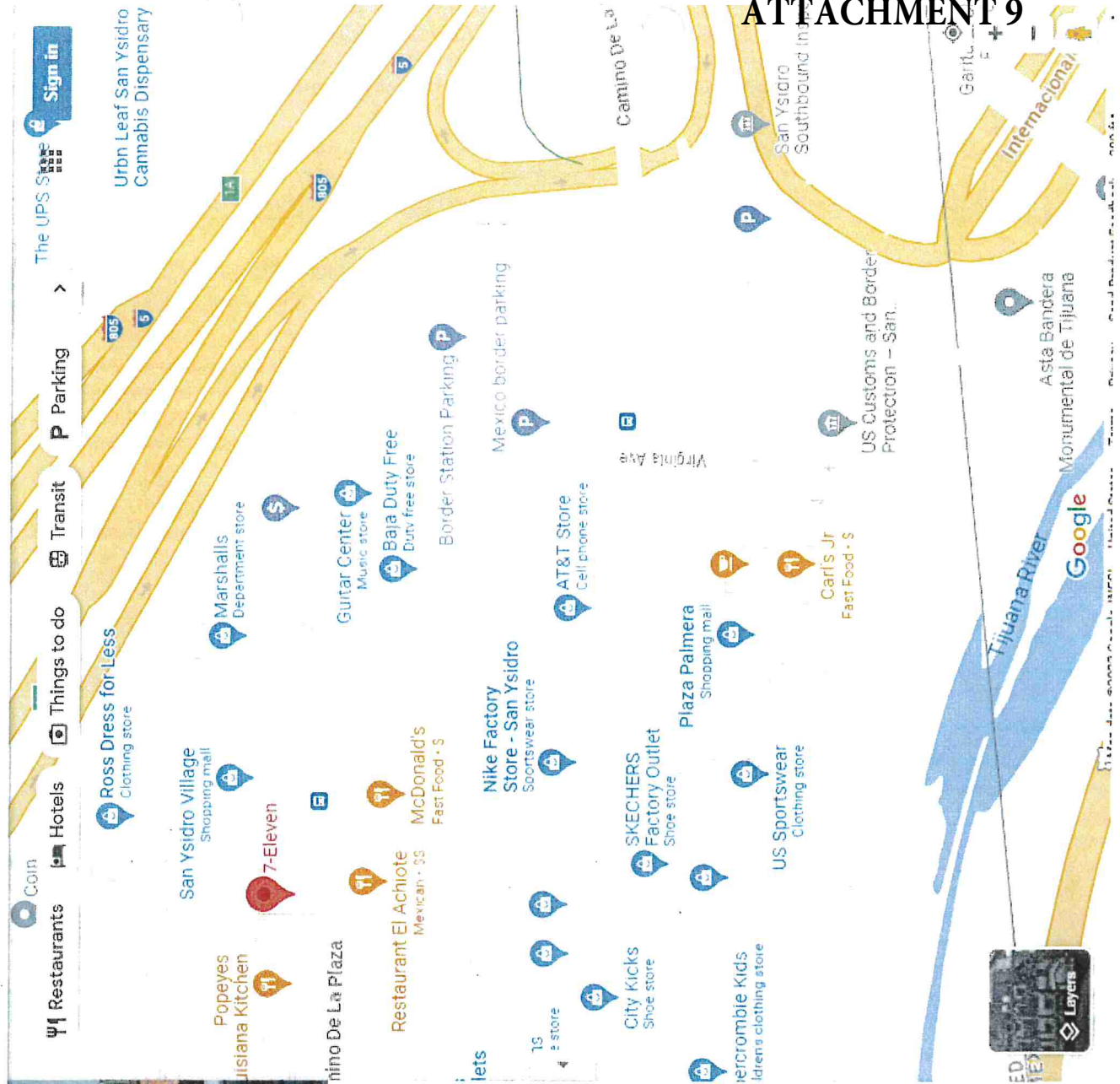
4410 Camino De La Plaza, San Ysidro, CA 92173

Located in: San Ysidro Village

Open 24 hours

7-eleven.com

GXW6+77 San Ysidro, San Diego, CA





CALIFORNIA DEPARTMENT OF

**Alcoholic Beverage Control**

Having trouble viewing the report?

**Results for:** Active Off-Sale Retail License

**County:** SAN DIEGO County

**Census Tract:** 100.09

**Report Date:** Tuesday, September 05, 2023

**Search**

*Results will be filtered as you type*

0 Results

**License Number: 561511**

**Status:** ACTIVE **License Type:** 21 **Orig. Iss. Date:** 08/30/2016 **Expir. Date:** 07/31/2023 **Primary Owner:** DKHM INC

120 W CALLE PRIMERA,

SAN YSIDRO, CA 92173

**Premises Addr.:** Census Tract: 0100.09 **Business Name:** PRIMERA MARKET & GAS **Geo Code:** 3710

**License Number: 529542**

**Status:** ACTIVE **License Type:** 20 **Orig. Iss. Date:** 04/29/2013 **Expir. Date:** 06/30/2024 **Primary Owner:**

4410 CAMINO DE LA PLAZA, STE A,

SAN DIEGO, CA 92173-3003

7 ELEVEN INC **Premises Addr.:** Census Tract: 0100.09

**Business Name:** 7 ELEVEN #2131-34478 B

**Geo Code:** 3710



### Friend's Market Liquor

4.4 ★★★★★ (92)  
Liquor store

- Overview
- Reviews
- About
- Directions
- Save
- Nearby
- Share
- Send to phone
- In-store shopping
- Delivery

125 W San Ysidro Blvd, San Ysidro, CA 92179

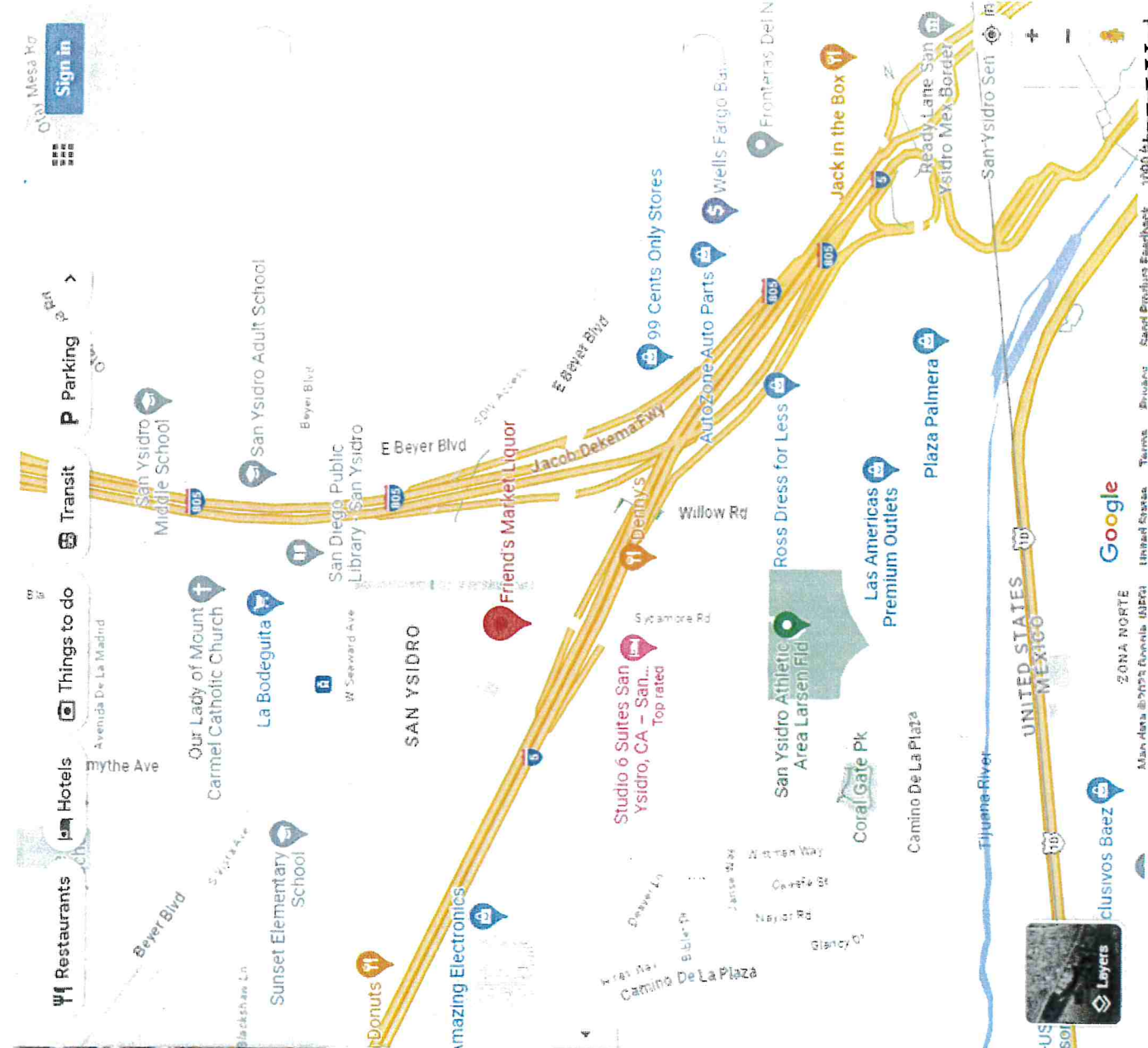
Closed · Opens 9 AM  
Updated by this business 9 weeks ago

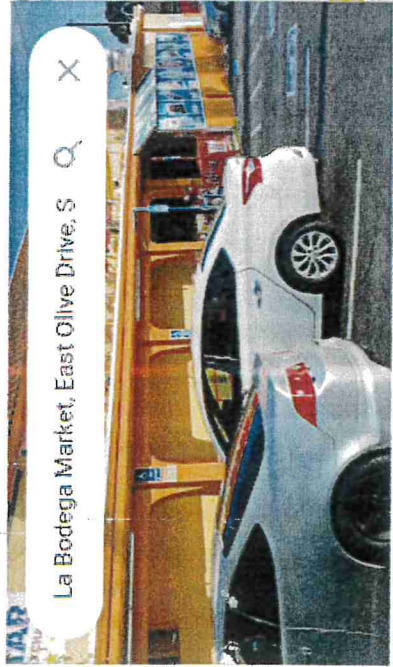
(619) 815-5321

HX33+4R San Ysidro, San Diego, CA

Send to your phone

Suggest an edit





La Bodega Market, East Olive Drive, S

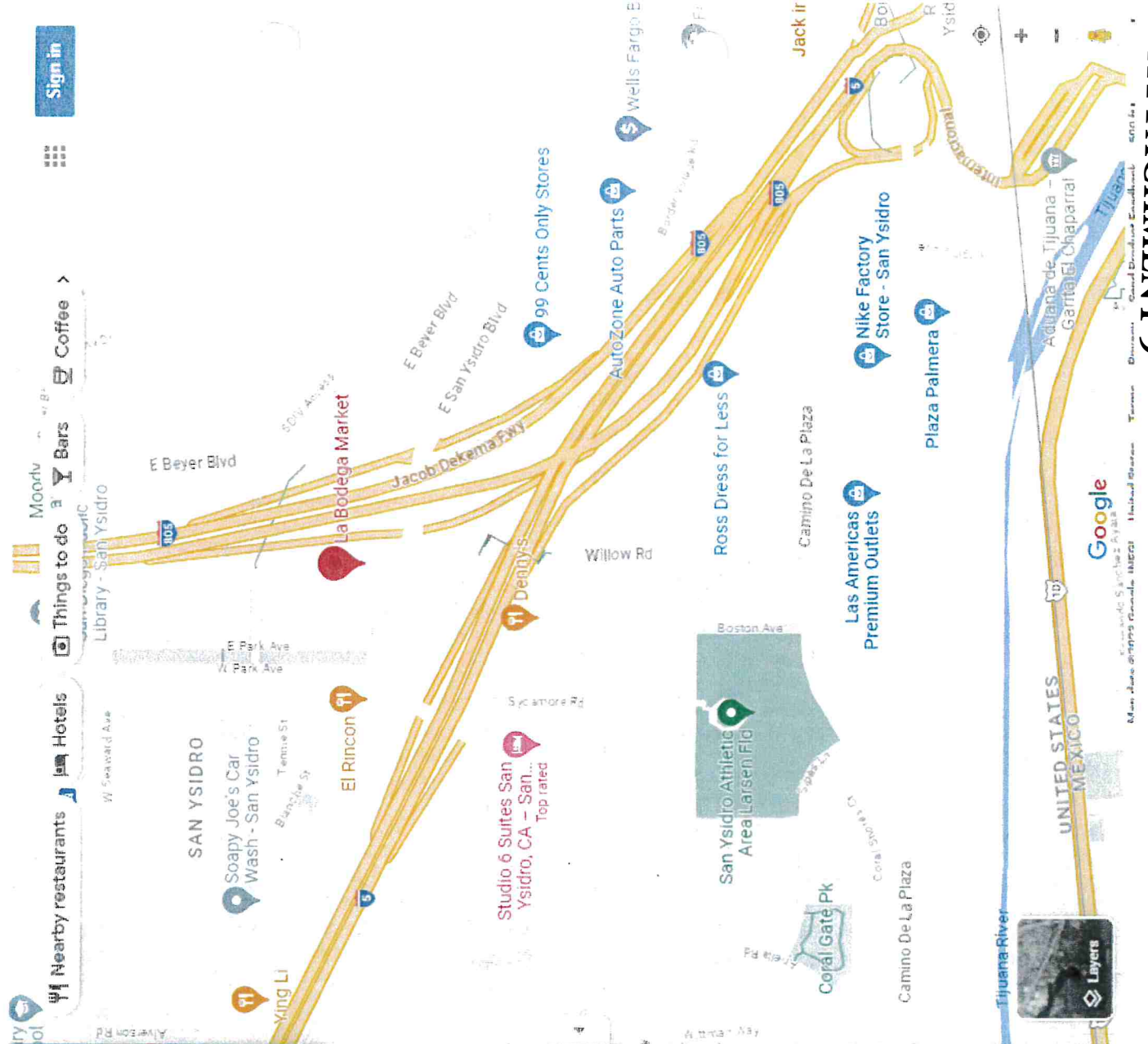
## La Bodega Market

4.2 ★★★★★ (456)  
Mexican grocery store

- Overview
- Reviews
- About
- Directions
- Save
- Nearby
- Share
- Send to phone

### In-store shopping

- 110 E Olive Dr, San Ysidro, CA 92173
- Open • Closes 9 PM
- mercadobodega.com
- (619) 428-4481
- HX35+43 San Ysidro, San Diego, CA
- Send to your phone
- Claim this business





CALIFORNIA DEPARTMENT OF

**Alcoholic Beverage Control**

Having trouble viewing the report?

**Results for:** Active Off-Sale Retail License

**County:** SAN DIEGO County

**Census Tract:** 100.13

**Report Date:** Tuesday, September 05, 2023

**Search**

Results will be filtered as you type

0 Results

**License Number: 594840**

**Status:** ACTIVE **License Type:** 21 **Orig. Iss. Date:** 11/15/2018 **Expir. Date:** 10/31/2023 **Primary Owner:**

125-27 W SAN YSIDRO BLVD,

SAN YSIDRO, CA 92173

BJ SPIRITS INC. **Premises Addr.:** Census Tract: 0100.13

**Business Name:** FRIENDS MARKET & LIQUOR

**Geo Code:** 3710

**License Number: 611190**

**Status:** ACTIVE **License Type:** 21 **Orig. Iss. Date:** 06/18/2020 **Expir. Date:** 05/31/2024 **Primary Owner:**

110 E OLIVE DR,

SAN YSIDRO, CA 92173

SUPER GP FOODS & ASSOCIATES **Premises Addr.:** Census Tract: 0100.13 **Business Name:** LA BODEGA

**Geo Code:** 3710

**License Number: 613626**



Status:ACTIVE License Type:10 Orig. Iss. Date:03/17/2020 Expir. Date:03/19/2024 Primary Owner:

104 W SAN YSIDRO BLVD,  
SAN DIEGO, CA 92173

OLD TOWN FUEL COMPANY Premises Addr.:Census Tract: 0100.13 Business Name: SAN YSIDRO CHEVRON

Geo Code:3710

---

## License Number: 639089

Status:ACTIVE License Type:21 Orig. Iss. Date:09/16/2022 Expir. Date:08/31/2023 Primary Owner:

350 W SAN YSIDRO BLVD,  
SAN YSIDRO, CA 92173

CHEBRAUI USA, INC. Premises Addr.:Census Tract: 0100.13 Business Name: EL SUPER Geo Code:3710

---

## License Number: 566029

Status:ACTIVE License Type:20 Orig. Iss. Date:03/16/2016 Expir. Date:06/30/2024 Primary Owner:

191 W SAN YSIDRO BLVD,  
SAN YSIDRO, CA 92173

7 ELEVEN INC Premises Addr.:Census Tract: 0100.13 Business Name: 7-ELEVEN STORE 17825F Geo Code:

3710

---

## License Number: 578715

Status:ACTIVE License Type:20 Orig. Iss. Date:05/08/2017 Expir. Date:04/30/2024 Primary Owner:

121 E SAN YSIDRO BLVD,  
SAN DIEGO, CA 92173-2618

ATTISHA FUEL, INC. Premises Addr.:Census Tract: 0100.13 Business Name: ATTISHA FUEL, INC Geo Code:

3710



CALIFORNIA DEPARTMENT OF

# Alcoholic Beverage Control

Having trouble viewing the report?

**Results for:** Active Off-Sale Retail License

**County:** SAN DIEGO County

**Census Tract:** 100.15

**Report Date:** Tuesday, September 05, 2023

### Search

Results will be filtered as you type

0 Results

### License Number: 517021

**Status:**ACTIVE **License Type:**20 **Orig. Iss. Date:**04/05/2012 **Expir. Date:**06/30/2024 **Primary Owner:**

644 E SAN YSIDRO BLVD,  
SAN DIEGO, CA 92173-3126

7 ELEVEN INC **Premises Addr.:**Census Tract: 0100.15 **Business Name:** 7 ELEVEN #2131-34700 A **Geo Code:**  
3710

### License Number: 585319

**Status:**ACTIVE **License Type:**20 **Orig. Iss. Date:**02/28/2018 **Expir. Date:**06/30/2024 **Primary Owner:**

444 E SAN YSIDRO BLVD,  
SAN YSIDRO, CA 92173-2724

GROCERY OUTLET INC **Premises Addr.:**Census Tract: 0100.15 **Business Name:** GROCERY OUTLET  
**Geo Code:**3710

### License Number: 614633

Status:ACTIVE License Typ Orig. Iss. Date:03/02/2020 Expir. Date:07/2024 Primary Owner:

2535 OTAY CENTER DR,  
SAN DIEGO, CA 92154-7612

JUST 4 FUN HEMET LLC Premises Addr.:Census Tract: 0100.15 Business Name: 7 ELEVEN 39146

Geo Code:3710

**License Number: 442042**

Status:ACTIVE License Type:20 Orig. Iss. Date:01/30/2007 Expir. Date:06/30/2024 Primary Owner:

9660 VIA DE LA AMISTAD, STE 103,  
SAN DIEGO, CA 92154

7 ELEVEN INC Premises Addr.:Census Tract: 0100.15 Business Name: 7 ELEVEN STORE 33564

Geo Code:3710

**License Number: 544024**

Status:ACTIVE License Type:20 Orig. Iss. Date:08/13/2014 Expir. Date:07/31/2024 Primary Owner:

1625 HERITAGE RD,  
SAN DIEGO, CA 92154-7512

HERITAGE PETROLEUM INC Premises Addr.:Census Tract: 0100.15 Business Name: ARCO AM PM

Geo Code:3710

**License Number: 408402**

Status:ACTIVE License Type:20 Orig. Iss. Date:02/18/2004 Expir. Date:01/31/2024 Primary Owner:

2310 ROLL DR,  
SAN DIEGO, CA 92154

ALBORZ PETROLEUM INC Premises Addr.:Census Tract: 0100.15 Business Name: US GAS Geo Code:3710

**License Number: 580745**

Status:ACTIVE License Type:20 Orig. Iss. Date:06/24/2019 Expir. Date:05/31/2024 Primary Owner:

8490 AVENIDA DE LA FUENTE,  
SAN DIEGO, CA 92154

TRUCK NET LLC Premises Addr.:Census Tract: 0100.15 Business Name: OTAY TRUCK STOP Geo Code:

3710

**License Number: 635580**

Status:ACTIVE License Typ Orig. Iss. Date:05/03/2022 Expir. Date:0/2024 Primary Owner:

8395 OTAY MESA RD,  
SAN DIEGO, CA 92154

7 ELEVEN INC Premises Addr.:Census Tract: 0100.15 Business Name: 7 ELEVEN STORE #32290C Geo Code:  
3700

**License Number: 362511**

Status:ACTIVE License Type:20 Orig. Iss. Date:03/23/2000 Expir. Date:02/29/2024 Primary Owner:

4605 BORDER VILLAGE RD,  
SAN DIEGO, CA 92173

IMAGE DUTY FREE SERVICES INC Premises Addr.:Census Tract: 0100.15 Business Name:  
INTER DUTY FREE SERVICES INC Geo Code:3710

**License Number: 396871**

Status:ACTIVE License Type:20 Orig. Iss. Date:04/03/2003 Expir. Date:03/31/2024 Primary Owner:

8289 OTAY MESA RD,  
SAN DIEGO, CA 92154

LA CIMA OIL COMPANY INC Premises Addr.:Census Tract: 0100.15 Business Name: OTAY MESA FLYERS  
Geo Code:3710

**License Number: 528510**

Status:ACTIVE License Type:20 Orig. Iss. Date:04/09/2013 Expir. Date:03/31/2024 Primary Owner:

2510 OTAY CENTER DR,  
SAN DIEGO, CA 92154-7611

OTAY CENTER DRIVE INC Premises Addr.:Census Tract: 0100.15 Business Name: OTAY CENTER STATION  
Geo Code:3710

**License Number: 597145**

Status:ACTIVE License Type:20 Orig. Iss. Date:12/24/2018 Expir. Date:07/31/2024 Primary Owner:

1655 SAINT ANDREWS COVE, STE # 1D,  
SAN DIEGO, CA 92154

RILO IMPORT & EXPORT INC Premises Addr.:Census Tract: 0100.15 Business Name:  
RILO IMPORTS & EXPORTS AND SPIRITS MADE WELL DISTRIBUTION Geo Code:3710

License Number. 13248

ATTACHMENT 9

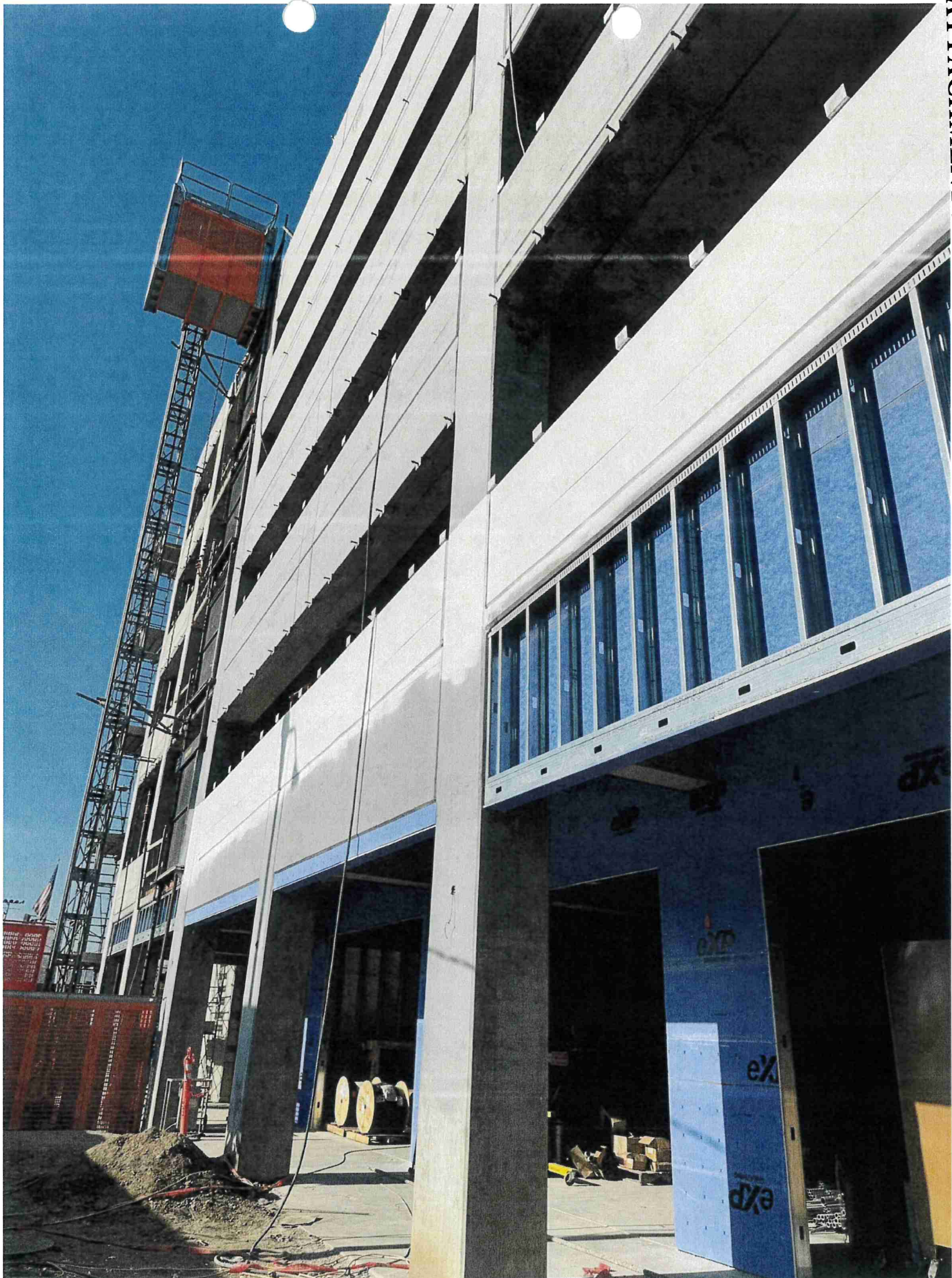
Status:ACTIVE License Type:20 Orig. Iss. Date:02/28/2020 Expir. Date:01/31/2024 Primary Owner:

2435 OTAY CENTER DR,  
SAN DIEGO, CA 92154

WESTERN REFINING RETAIL, LLC Premises Addr.:Census Tract: 0100.15 Business Name:

WESTERN REFINING RETAIL, LLC #4608 Geo Code:3710

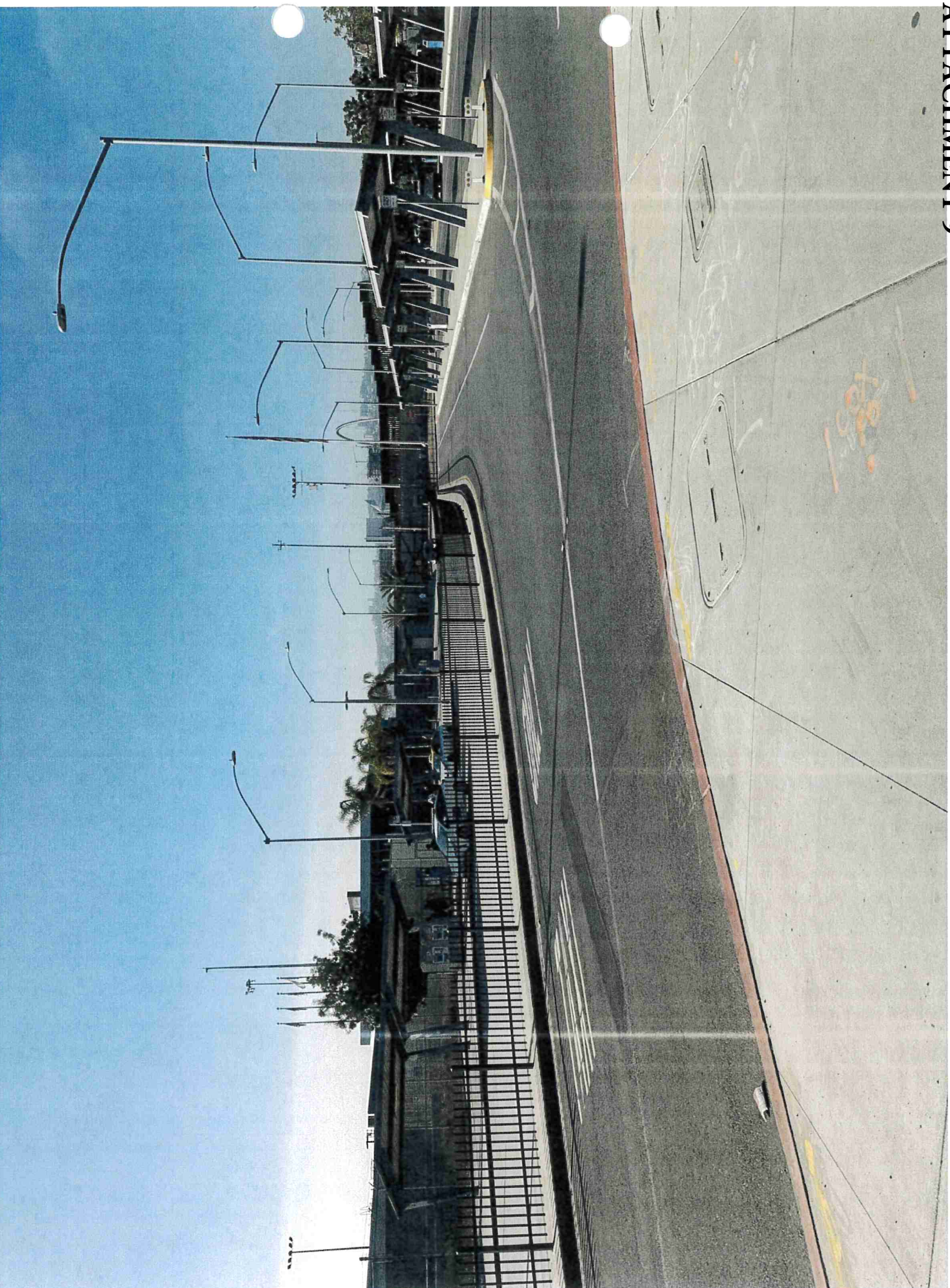






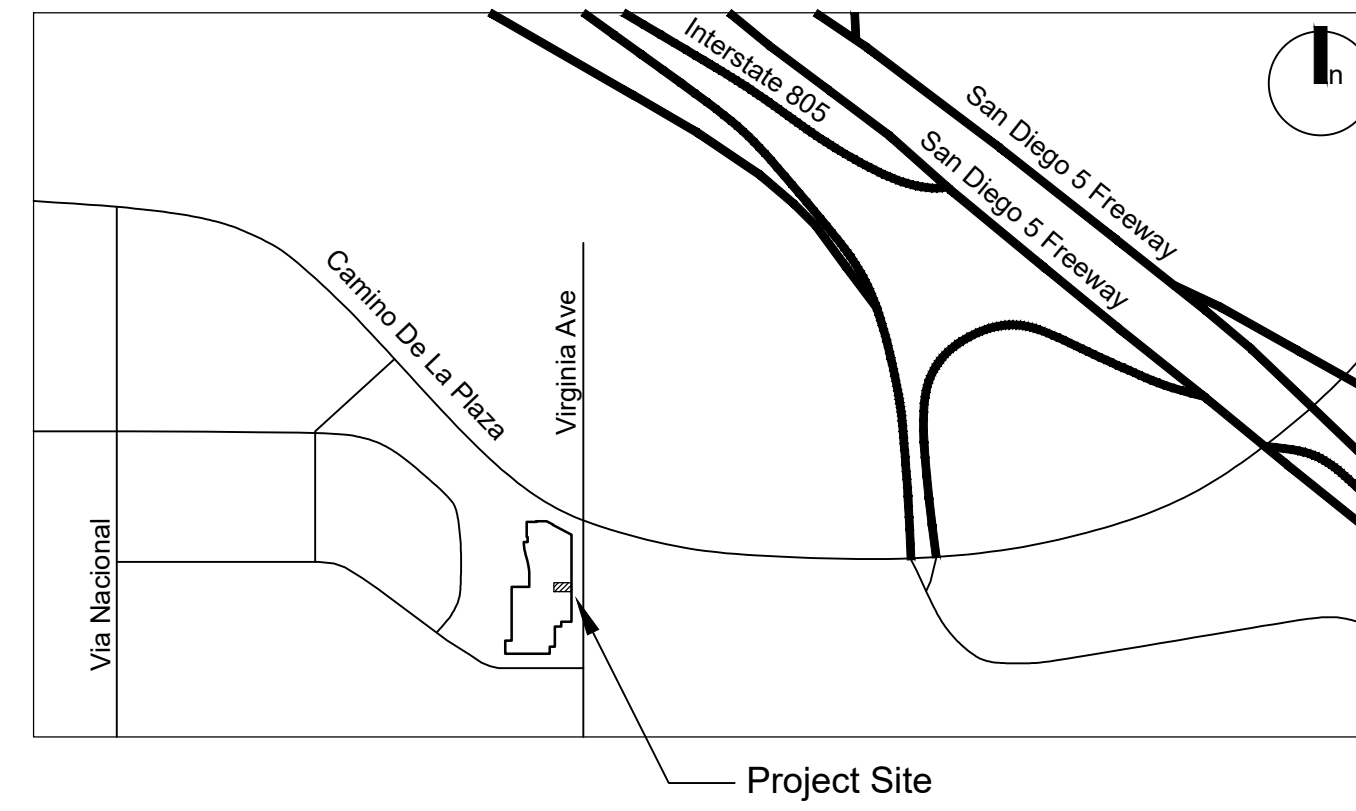






### Vicinity Map

Scale: Not to scale



11. Pedestrian Path from Development Project to Existing Passenger Rail Station (San Ysidro Station)

Scale: 1" = 20'-0"

### Development Summary

Project Narrative:	This project is an application for a Process 3 Conditional Use Permit (CUP) for an Alcoholic Beverage Outlet. The Alcoholic Beverage Outlet is a proposed interior tenant improvement within a retail suite in the Virginia Ave Parking Garage - Project No. 375960, PRJ 1046233.	
Project Team:	Applicant: (Project Point-of-Contact)	MP Permits, Inc. Contact: Marco Polo Cortes marco@cortescommunications.com 619.852.4690
	Architect:	Kristi Byers, Architect A.P.C. 2801 B Street, # 161 San Diego, CA 92102 Contact: Kristi Byers, AIA LEED AP BD&C kb@kristibyrsaia.com 619.599.5984
Legal Description:	LOT 16 OF INTERNATIONAL GATEWAY OF THE AMERICAS PHASE IA, IN THE CITY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO MAP NO. 14259. FILED AUG 15, 2001.	
APN:	666-400-10-00	
Property Owner Information:	Baja Mex Insurance Services 4575 Camino De La Plaza San Ysidro, CA 92173 Contact: Fred Sobke 619.889.8508	
Sheet Index:	T0.00 Development Summary, Vicinity Map & Rail Station Distance A1.00 Site Plan, Roadway Cross Sections & Public Transit Info. A1.10 Parking Plans (Levels 1-6) & Parking Calcs A2.00 Proposed Floor Plans & Exterior Elevation	
Type of Construction:	I-A, non-sprinklered	
Occupancy Classification:	M - Mercantile	
Zoning & Overlays:	Base Zone:	CR-2-1
	Overlay Zones:	San Ysidro Community Plan Area Airport Land Use Compatibility Overlay Zone (ALUCOZ) FFA Part 77 Notification Area Coastal Height Limit Overlay San Ysidro Discretionary Review Overlay Zone Transit Priority Area (TPA) San Ysidro Commercial District
Building & Site Areas:	Suite D Tenant Area:	1,247 SF (Project Area)
	Gross Site Area:	31,450 SF
	Gross Floor Area:	133,505 SF
Existing & Proposed Uses:	Existing use:	N.A.
	Proposed Use:	Alcoholic Beverage Outlet
Year Constructed:	PRJ-1046233 currently under construction (Anticipated date of construction completion 2023)	
Existing Dwelling Units:	0 (none) No existing dwelling units are proposed for demolition or alteration that were at any point during the 5-year period preceding this application either subject to a recorded covenant ordinance or law that restricts rents for very low income or low income households, or are or were occupied by very low income of low income households.	
Geologic Hazard:	53	
Landscape Area:	Proposed 6,955 SF	
Project Address:	4575 Camino De La Plaza, Suite D, San Ysidro, CA 92173	
Proposed Building Height:	69'-11 1/2"	
Historic:	Historic District:	No
	Designated Historic:	No
FAA Notification (Part 77):	Yes	
Applicable Building Codes:	City of San Diego Municipal Code 2022 California Building Code 2022 California Green Building Code 2022 California Plumbing Code 2022 California Mechanical Code 2022 California Energy Code 2022 California Fire Code	

Kristi Byers, Architect  
Sustainability  
Design  
Architecture



Project:

## Alcoholic Beverage Outlet Conditional Use Permit

4575 Camino De La Plaza, Suite D  
San Ysidro, California 92173

Drawing Preparation and Revision Dates  
01 03.23.2023 Initial CUP Submittal

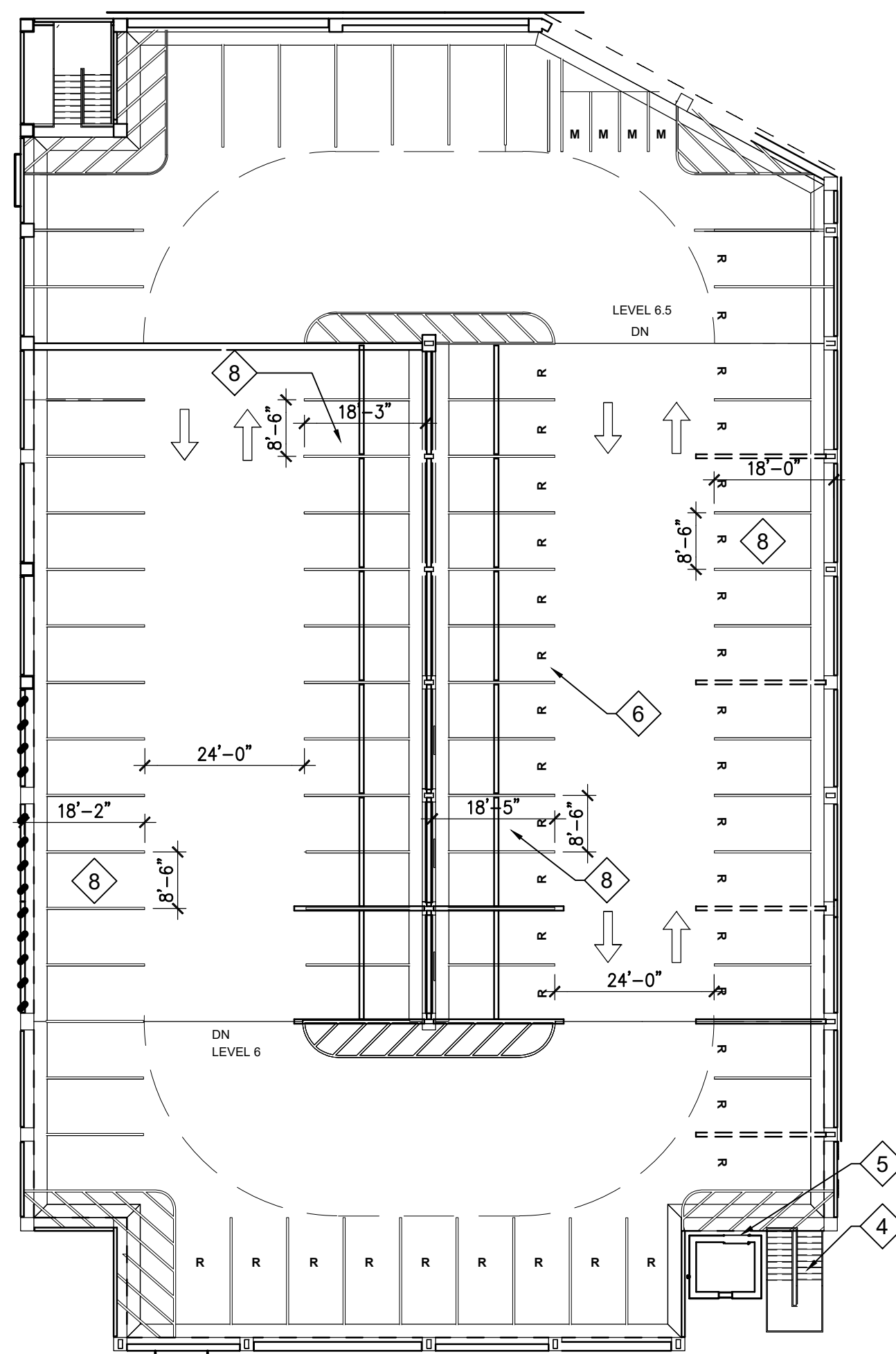
Drawing Name:  
Development  
Summary, Vicinity  
Map & Rail Station  
Distance

# T0.00

(1 of 4)

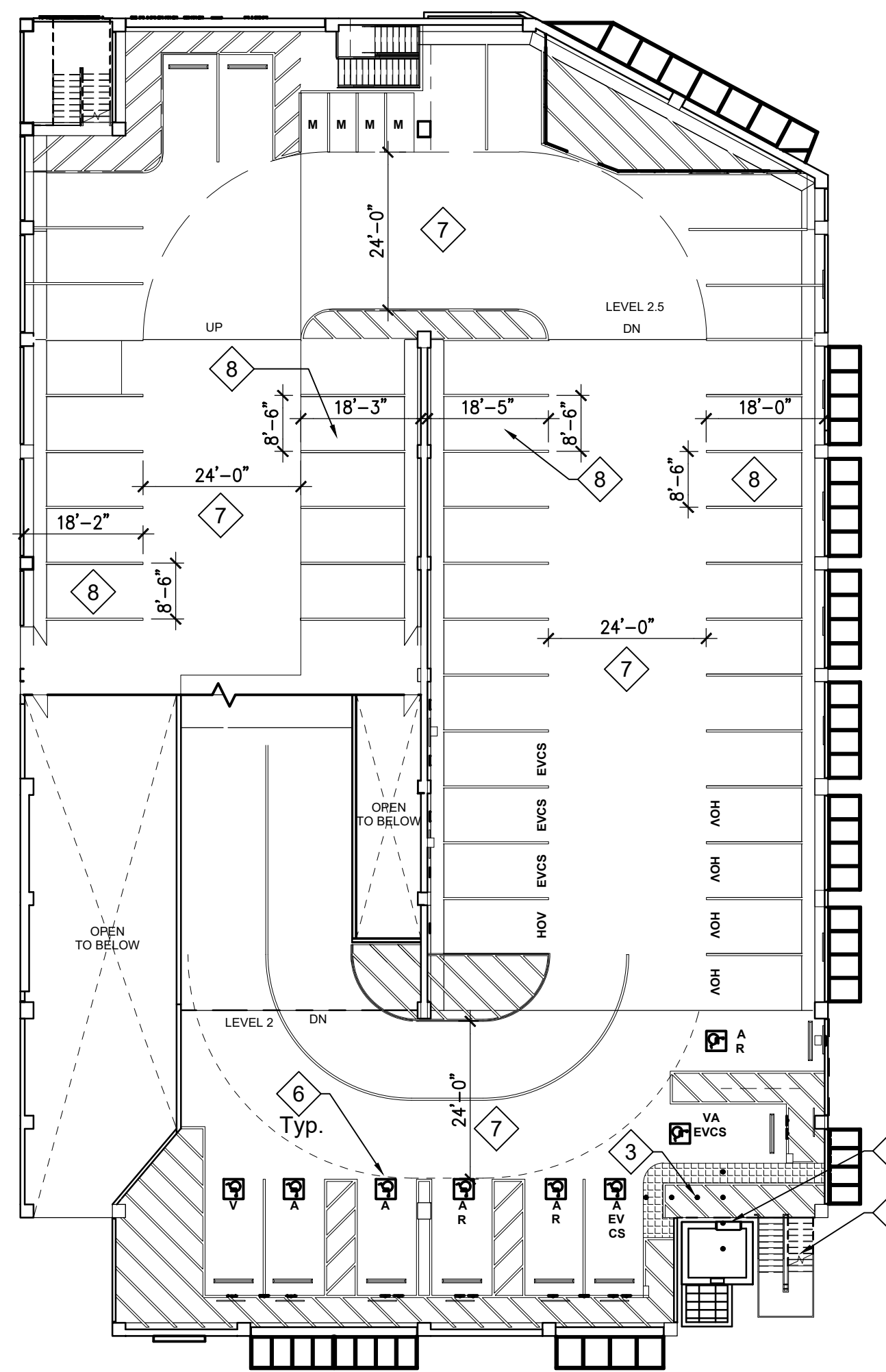
ATTACHMENT 10





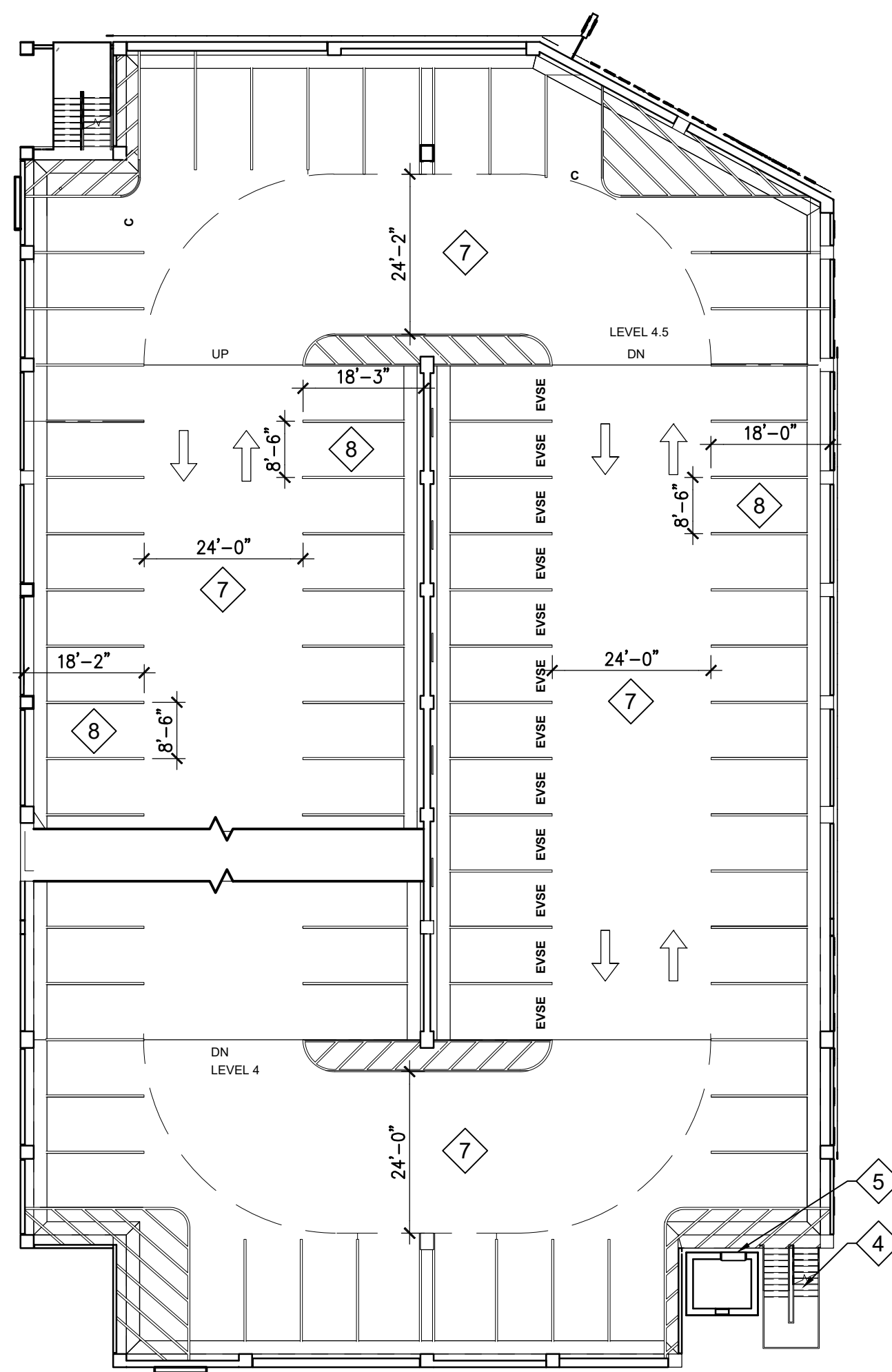
12. Parking Floor Plan Level 6

Scale: 1" = 20'-0"



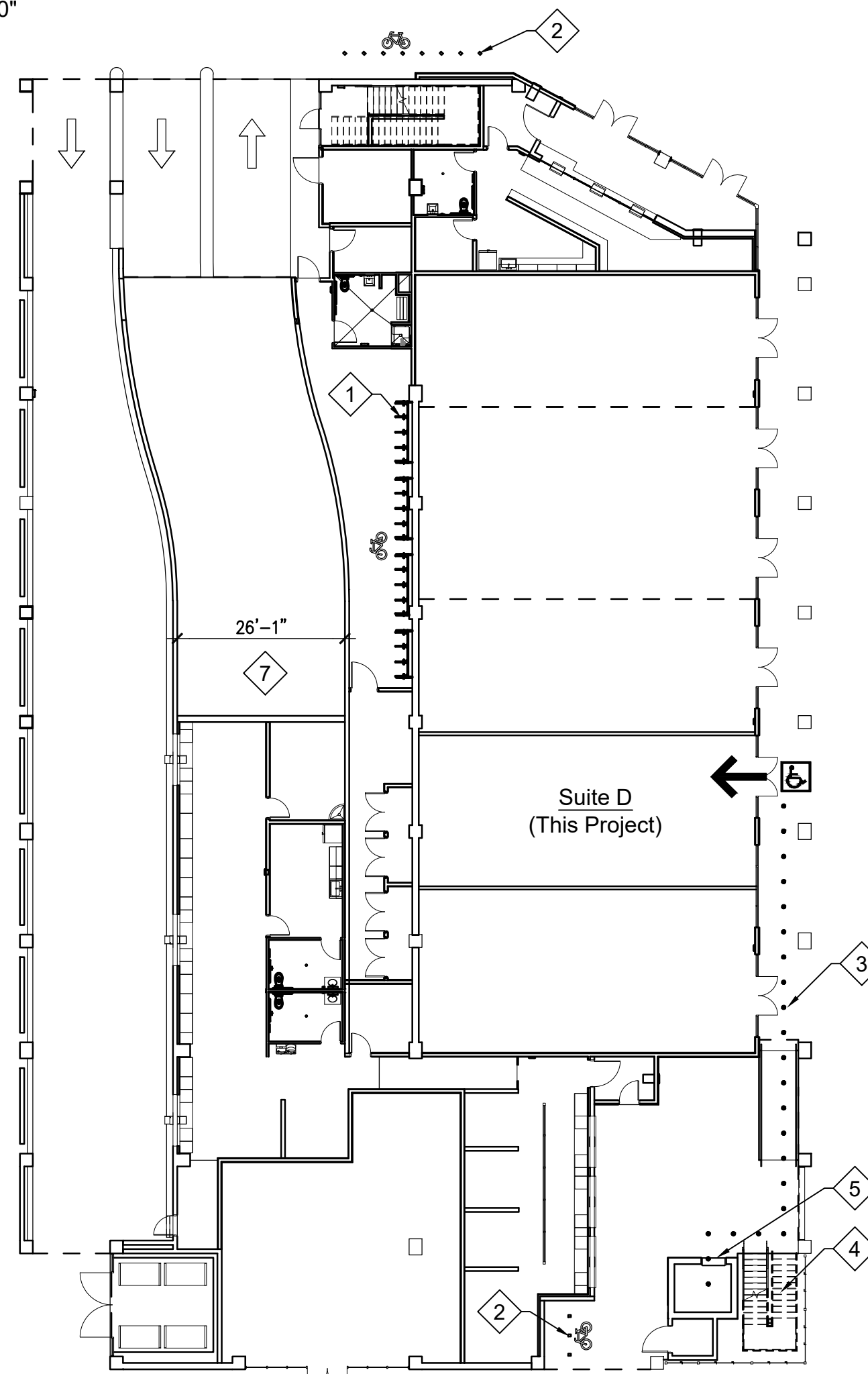
8. Parking Floor Plan Level 2

Scale: 1" = 20'-0"



10. Parking Floor Plan Level 3 (Levels 4 and 5 Similar)

Scale: 1" = 20'-0"



7. Parking Floor Plan Level 1

Scale: 1" = 20'-0"

**Parking Calculations:**

Note: This project proposes no changes to the number or configuration of the Virginia Avenue Parking Garage's 321 off-street parking spaces. Per the Transportation Requirements in the Conditions of Approval of the Approved Coastal Development Permit No. 1325596, Neighborhood Use Permit No. 1884778, and Planned Development Permit No. 2191992, Project No. 375960, "A minimum of 66 automobile spaces (including 2 standard accessible spaces and 1 van accessible space) and 10 zero emission/carpool spaces, 2 motorcycle spaces, 3 long term bicycle spaces and 3 short term bicycle spaces are required by the Land Development Code as shown on the project's Exhibit "A"."

Vehicular Parking Spaces Provided for Overall Project	=	321 Spaces Total
Van Accessible Vehicular Spaces:	2 provided	
Standard Accessible Vehicular Spaces:	8 provided	
Motorcycle Spaces:	8 provided	
Carpool / Zero Emissions Spaces:	10 provided	
Short-term Bicycle Storage Spaces:	21 provided	
Long-term Bicycle Storage Spaces:	28 provided	

<b>Parking Spaces Required for Alcoholic Beverage Outlet (ABO)</b>		
Vehicular Spaces*	=	0 spaces
Motorcycle Spaces Required for ABO (per SDMC 142.0530(g))	=	2 spaces
Long Term Bicycle Storage Spaces**	=	0 spaces
Short Term Bicycle Storage Spaces	=	2 spaces
1,247 SF / 1,000 * 0.1	=	0.13

<b>Parking Spaces Provided for Alcoholic Beverage Outlet (ABO)</b>		
Vehicular Spaces*	=	0 spaces
Motorcycle Spaces Required for ABO (per SDMC 142.0530(g))	=	2 spaces
Long Term Bicycle Storage Spaces**	=	0 spaces
Short Term Bicycle Storage Spaces	=	2 spaces

\*Note: This project is located within a Parking Standards Transit Priority Area. Per SDMC Section 142.0530, Table 142-05E, 0 parking is required for a retail use in the CR-2-1 base zone within a Parking Standards Transit Priority Area.

\*\*Note: Per SDMC 142.0530(e)(2)(A), because the proposed Alcoholic Beverage Outlet will have less than ten (10) full-time employees, no long term bicycles and facilities are required.

**Parking Plan Keynotes:** #

1. Long-term bicycle storage.
2. Short-term bicycle storage.
3. Accessible path of travel to elevator and accessible parking spaces on 2nd Level.
4. Stairway.
5. Elevator.
6. Accessible parking space.
7. Typical drive aisle dimensions. The parking garage's drive aisles meet or exceed the minimum required aisle width for a two way drive aisle with 90° (perpendicular) angle between parking space and aisle per SDMC 142.0560 Table 142-05L.
8. Typical parking space dimensions. The parking garage's parking spaces meet the minimum requirements of SDMC 142.0560 Table 142-05K (8'-3" wide x 18'-0" long for unobstructed parking spaces serving retail sales uses and eating and drinking establishments; and 8'-0" wide x 18'-0" long for all other uses).

**Legend:**

- • • Accessible Path of Travel
- ➡ Accessible Entrance

Kristi Byers, Architect  
Sustainability  
Design  
Architecture



Project:

**Alcoholic Beverage Outlet  
Conditional Use Permit**

4575 Camino De La Plaza, Suite D  
San Ysidro, California 92173

Drawing Preparation and Revision Dates  
01 03.23.2023 Initial CUP Submittal

Drawing Name:  
**Parking Plans (Levels 1-6) & Parking Calcs**

**A1.10**

(3 of 4)

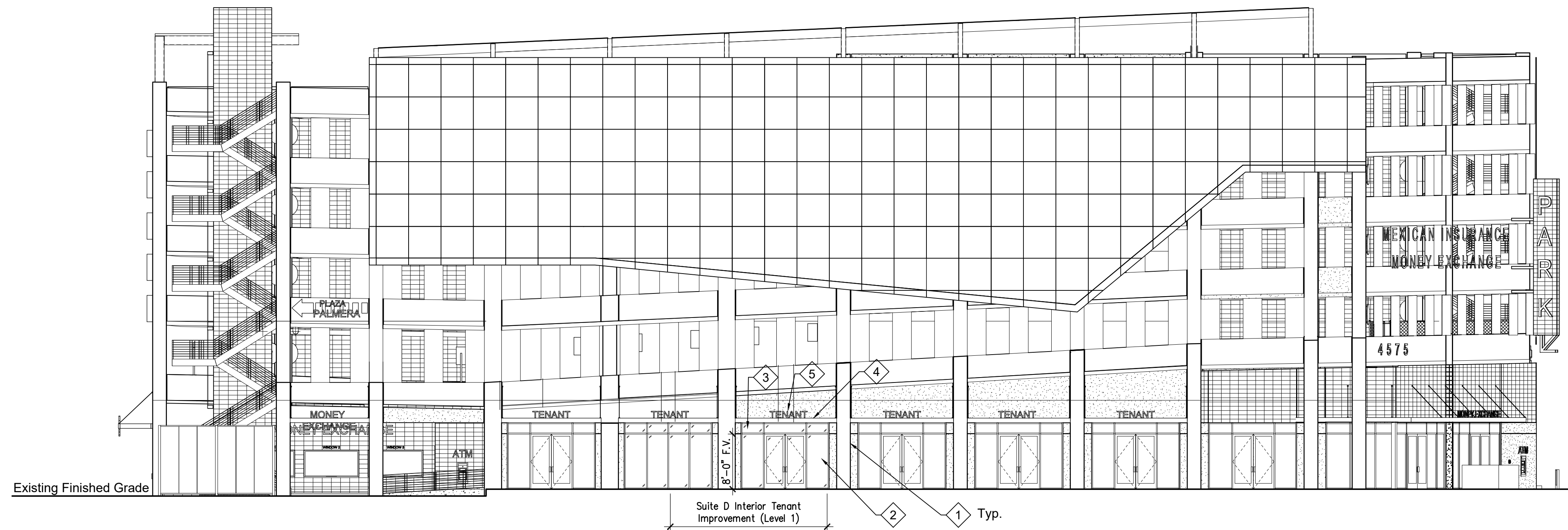
### General Notes

1. See A1.00 Site Plan for additional information.

### Floor Plan & Exterior Elevation Keynotes: #

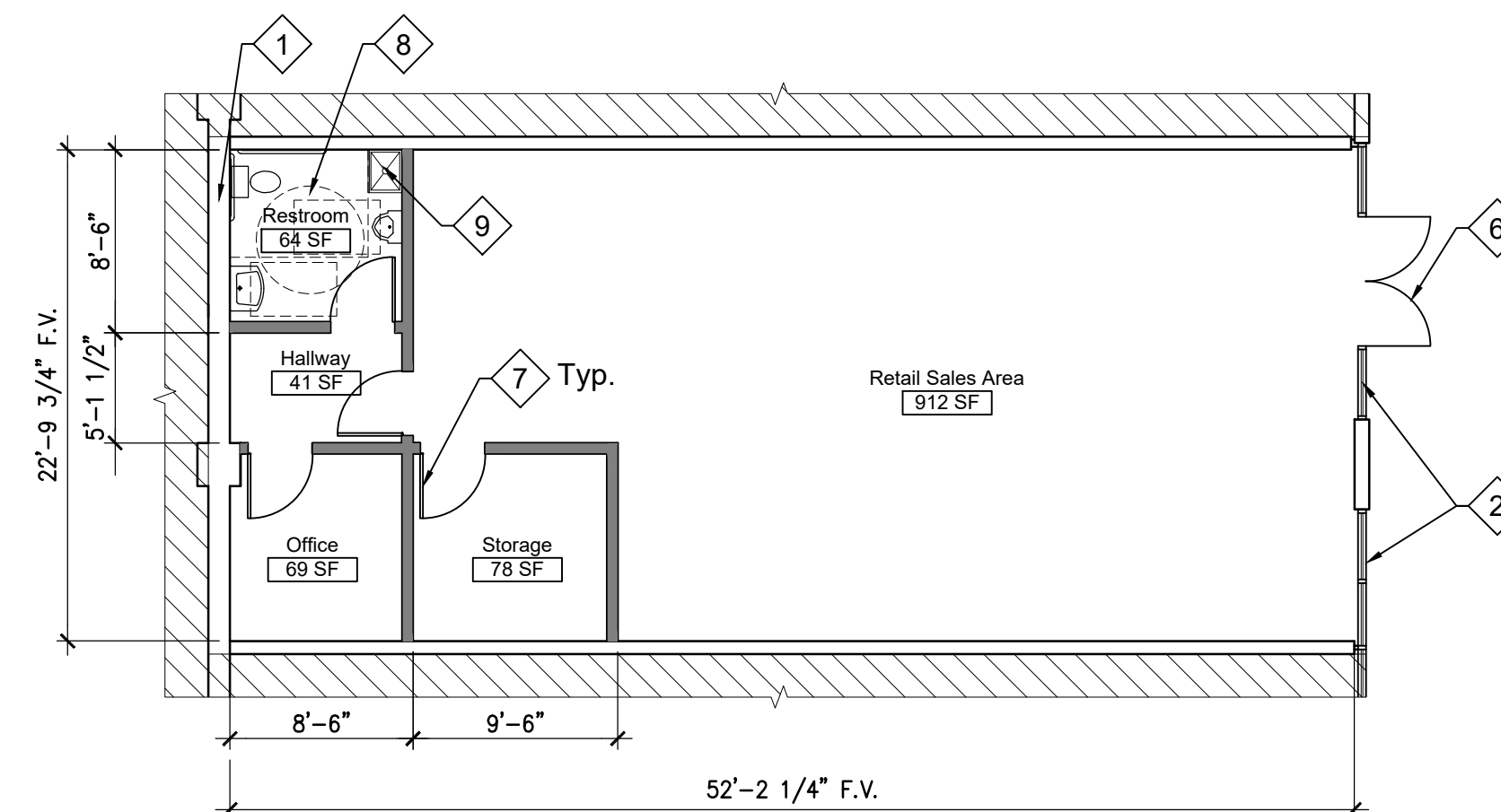
1. Existing cast-in-place wall to remain.
2. Existing exterior storefront glazing system to remain.
3. Existing spandrel glazing to remain.
4. Existing canopy to remain.
5. Future tenant sign under separate permit.
6. Main entry to Alcoholic Beverage Outlet.
7. New 3'-0" wide door.
8. New accessible restroom.
9. New mop sink.
10. Existing structural concrete column to remain.

**Kristi Byers, Architect**  
 Sustainability  
 Design  
 Architecture



### 11. Existing Exterior Elevation - East

Scale: 3/32" = 1'-0"



### 7. Floor Plan

Scale: 1/8" = 1'-0"

### Legend:

- Existing Wall / Partition to Remain
- New Non-Bearing Partition
- Existing Adjacent Suite Not in This Project

Project:

## Alcoholic Beverage Outlet Conditional Use Permit

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 San Ysidro, California 92173

Drawing Preparation and Revision Dates

01	03.23.2023	Initial CUP Submittal
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Drawing Name:  
**Floor Plan &  
 Exterior Elevation**

# A2.00

(4 of 4)

# ATTACHMENT 10