

PACIFIC BEACH PLANNING GROUP • PRJ-1159613

Conditional Use Permit for a Type 21 Off-Sale General License

San Diego Gasoline | 4404 Ingraham Street at Grand Avenue, San Diego, CA 92109

Applicant: Attisha Enterprises Inc. • Engineer: Bajoua Engineering

Development Subcommittee — Fri, Nov 6, 2026, 12:00 PM • Full Board — Wed, Nov 18, 2026, 6:30 PM

THE REQUEST AT A GLANCE

A complementary product for a first-class convenience store

0

Type 21 licenses in Census Tract 79.07 today

The tract's only two off-sale licenses are Type 20 (beer & wine)

APPROVED

SDPD Public Convenience or Necessity finding

Vice Administration Unit, May 21, 2026

100+

Pacific Beach residents signed in support

Signed statements of support for this CUP

30+ yrs

Operating history with zero citations

No ABC or alcohol-sales violations

Alcohol stays secondary: projected at 25% of sales or less, about 9% of store floor area, and sold only during store hours, 6 AM to midnight.

Project description and hours of operation

Request	CUP (Process 3) to allow off-sale alcoholic beverages (ABC Type 21) at a gas station and convenience market
Project	PRJ-1159613 • ABC Ref. 21-673200
Applicant	Attisha Enterprises Inc. DBA San Diego Gasoline
Site	0.35 acres (15,625 sq ft) • CC-4-2 • Coastal Overlay (non-appealable) • Transit Priority Area
Use	Convenience market (1,600 sq ft), fueling station and new drive-through car wash
Hours	6:00 AM – 12:00 AM (midnight), Monday – Sunday
Alcohol share	Secondary product, projected at 25% of sales or less



Open 7 days
6 AM – 12 AM • No sales midnight – 6 AM

Project location — Ingraham Street & Grand Avenue



Site outlined in orange

- Signalized corner of Ingraham Street and Grand Avenue, on an established commercial corridor
- Surrounded by commercial uses zoned CC-4-2: hardware retail, auto service, office and coworking
- Walkable for the surrounding residential blocks — residents told us they already walk here
- Existing, established fueling and convenience use — no change in land use

The site and its neighbors from above



Rebuilt store, canopy and drive-through car wash, with commercial neighbors along the corridor



Adjacent uses include Ace Hardware, auto service bays and the Downtown Works office building

Clean, open and well lit at ground level







New paving and ADA-accessible parking

Accessible stalls and paths of travel at the store entrance

Clear sightlines

Open forecourt visible from the store, the street and the pumps

Professionally maintained

Fresh landscaping, bollards and a fully rebuilt canopy area

A fully rebuilt station, store and car wash

200 sq ft → **1,600 sq ft**

The convenience store grew eightfold — from a kiosk to a full-service market

- Complete remodel of the store and site
- New first-class drive-through car wash
- Wide selection: beverages, snacks, groceries and daily essentials
- A Type 21 license completes the one-stop shop



Filling a gap: no Type 21 exists in this tract

Type 20

Off-Sale Beer & Wine

2 existing in tract

- Beer and wine only
- No spirits available
- Residents must travel elsewhere for a full selection

Type 21

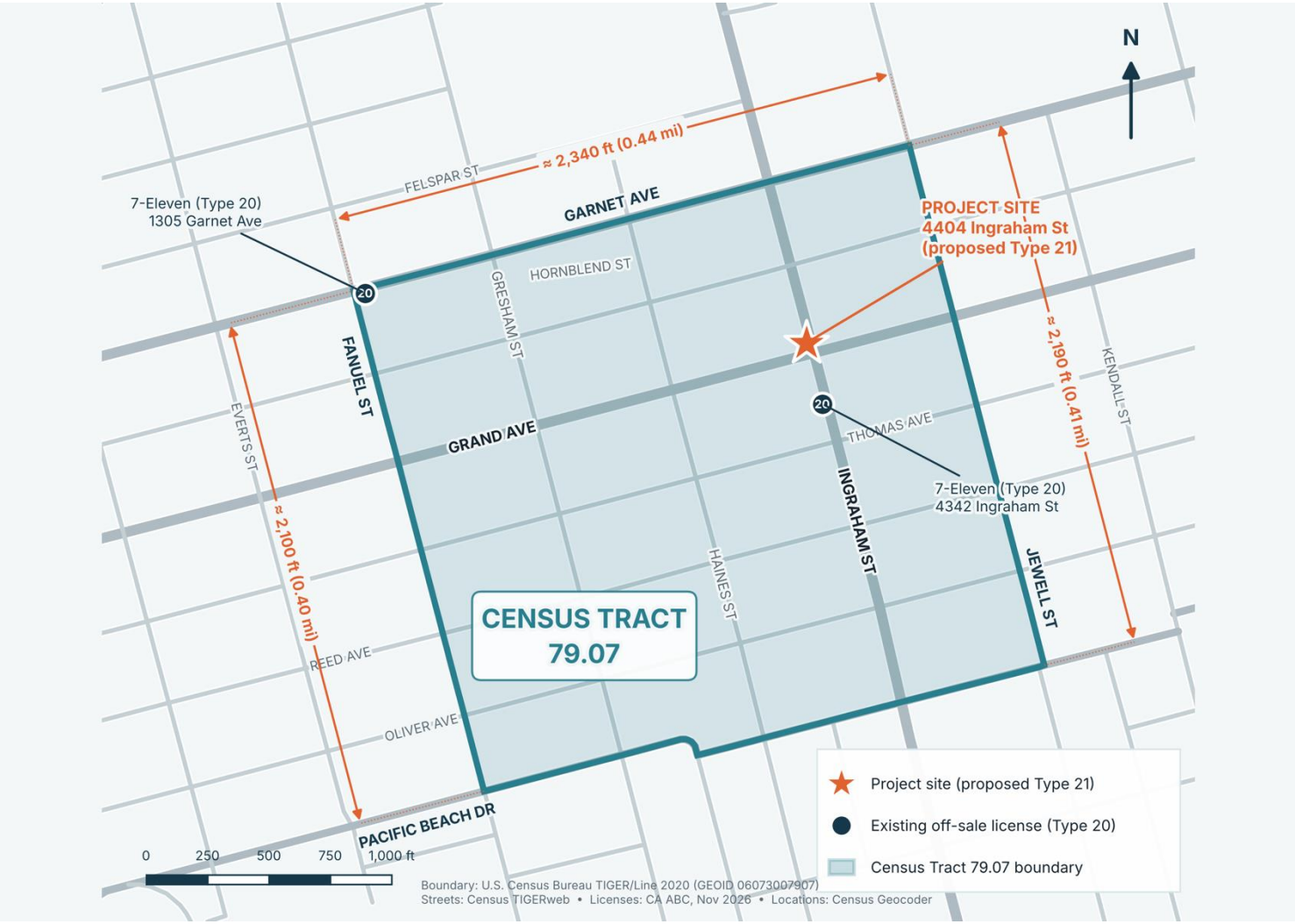
Off-Sale General

0 existing in tract

- Beer, wine and spirits
- One stop for all grocery and beverage needs
- Fewer car trips for local residents

The question is not more alcohol outlets — it is the right kind of license, at a responsible, well-run store that residents already use.

Census Tract 79.07: about 24 blocks, zero spirits options



Boundaries

Garnet Ave (N) • Jewell St (E) • Pacific Beach Dr (S) • Fanuel St (W)

Size

≈ 0.44 mi × 0.41 mi • 116 acres (0.18 sq mi) • about 6 × 4 city blocks

Population

3,039 residents (ABC, Sept 2026)

Off-sale today

2 licenses, both 7-Eleven Type 20 (beer & wine): 1305 Garnet Ave and 4342 Ingraham St

Spirits

0 Type 21 licenses: no full off-sale option anywhere in the tract

The numbers behind the PCN finding

1

Off-sale license allowed by ABC ratio

2

Off-sale licenses existing — both Type 20

0

Type 21 licenses existing

No

Not a high-crime reporting district (ABC Item 19)

What this means

- Because the tract's off-sale count is above ABC's ratio, state law (B&P Code §23958.4) requires a local finding of Public Convenience or Necessity.
- SDPD made that finding: it reviewed the application, conducted a site visit on April 1, 2026, and approved the PCN.
- The reporting district is below ABC's high-crime threshold.
- The applicant welcomes restrictive conditions on the license, as SDPD contemplated.

SDPD approved Public Convenience or Necessity



The City of SAN DIEGO
Police Department
Vice Permits and Licensing

May 21, 2026

IN REPLYING PLEASE
GIVE OUR REF.NO.
1914141113

Attisha Enterprises Inc.
4404 Ingraham Street
San Diego, CA 92109

DBA: Mobile
4404 Ingraham Street
San Diego, CA 92109

Reference: ABC Type 21-673200 PCN Application for 4404 Ingraham Street, San Diego, CA 92109

THIS LETTER IS TIME SENSITIVE

To whom it may concern,

On March 9, 2026, you requested a Public Convenience or Necessity evaluation for 4404 Ingraham Street, San Diego, CA 92109, in consideration of a Type-21 (Off-Sale General) license. In accordance with Business and Professions Code, section 23958.4 your application is required to meet standards for public convenience or necessity.

On April 1, 2026, I conducted a site visit and confirmed the premise location and observed the surrounding area. I reviewed your documents and took into consideration your business plan.

With appropriate restrictive conditions within the ABC license to mitigate existing police problems in the Census Tract, it is found that the issuance of this license would serve a segment of the community.

Your application for Public Convenience or Necessity has been **approved**.

Sincerely,

Detective Sergeant Benjamin McCurry
San Diego Police Department
Vice Administration Unit

CC: San Diego ABC Office

P.O. Box 121431 , MS 735
San Diego, CA 92112-1431

T (619) 531-2274
sandiego.gov

> *"...it is found that the issuance of this license would serve a segment of the community. Your application for Public Convenience or Necessity has been approved."*
>
> Detective Sergeant Benjamin McCurry, SDPD Vice Administration Unit — May 21, 2026

- **Mar 9, 2026** — PCN evaluation requested
- **Apr 1, 2026** — SDPD site visit and area review
- **May 21, 2026** — PCN approved; ABC Form 245 signed (Item 24: Yes)

City planning staff: consistent with the Community Plan

"The proposed Type 21 alcoholic beverage sales would be conducted within an existing convenience store and would not result in a change to the existing commercial land use or require physical expansion of the site… Therefore, the proposed use is consistent with the Pacific Beach Community Plan."

DSD Planning Review, PRJ-1159613 Project Issues Report, Oct 29, 2026

A CUP is required here because the site is within 100 feet of residentially zoned property (RM-2-5) to the west and north (SDMC §141.0502).

No change in land use

The alcohol sales stay inside the existing store

No physical expansion

No new building area is needed for the license

No code enforcement cases

Staff found none at the property

Hazardous sites check: clean

No listed cases (Gov. Code §65962.5)

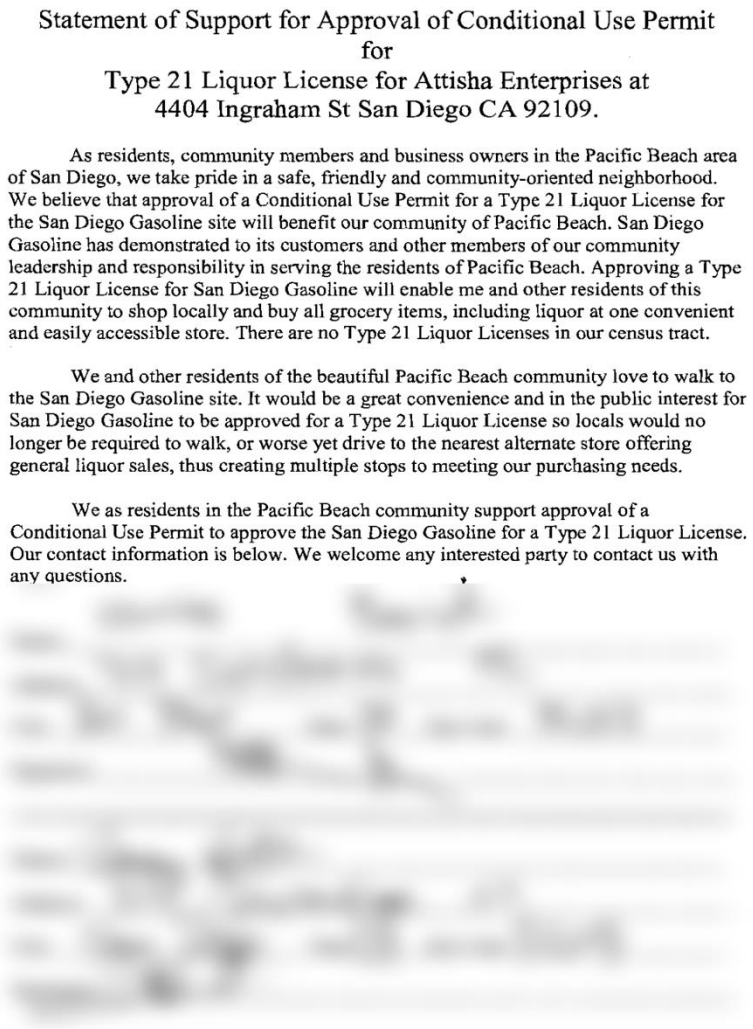
Over 100 Pacific Beach residents support this CUP

100+

signed statements of support from residents, community members and business owners

"...will enable me and other residents of this community to shop locally and buy all grocery items, including liquor at one convenient and easily accessible store."

- Residents say they already walk to the site
- Today they must walk farther — or drive — for general liquor purchases
- Signers welcome questions from any interested party



Statement of Support for Approval of Conditional Use Permit
for
Type 21 Liquor License for Attisha Enterprises at
4404 Ingraham St San Diego CA 92109.

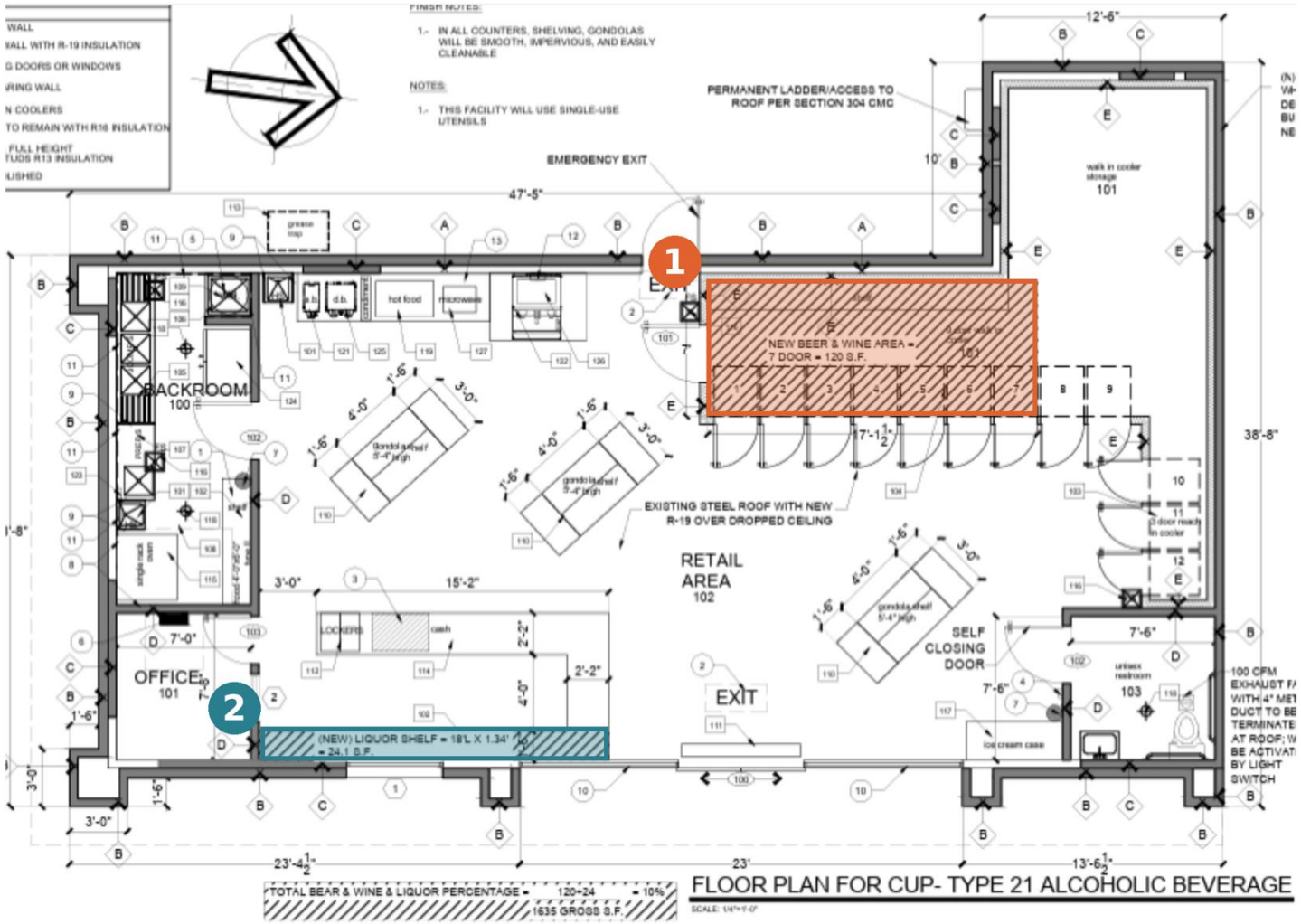
As residents, community members and business owners in the Pacific Beach area of San Diego, we take pride in a safe, friendly and community-oriented neighborhood. We believe that approval of a Conditional Use Permit for a Type 21 Liquor License for the San Diego Gasoline site will benefit our community of Pacific Beach. San Diego Gasoline has demonstrated to its customers and other members of our community leadership and responsibility in serving the residents of Pacific Beach. Approving a Type 21 Liquor License for San Diego Gasoline will enable me and other residents of this community to shop locally and buy all grocery items, including liquor at one convenient and easily accessible store. There are no Type 21 Liquor Licenses in our census tract.

We and other residents of the beautiful Pacific Beach community love to walk to the San Diego Gasoline site. It would be a great convenience and in the public interest for San Diego Gasoline to be approved for a Type 21 Liquor License so locals would no longer be required to walk, or worse yet drive to the nearest alternate store offering general liquor sales, thus creating multiple stops to meeting our purchasing needs.

We as residents in the Pacific Beach community support approval of a Conditional Use Permit to approve the San Diego Gasoline for a Type 21 Liquor License. Our contact information is below. We welcome any interested party to contact us with any questions.

Sample page shown; signer details obscured for privacy. Full signed set available to the Board on request.

Floor plan and proposed alcohol sales area



~9%

of the 1,635 gross sq ft store devoted to alcohol (144 sq ft total)

1 **Beer & wine — 120 sq ft**

7 cooler doors in the existing walk-in cooler along the rear wall; no new floor displays

2 **Spirits — 24.1 sq ft**

One new 18-ft liquor shelf on the wall behind the checkout counter

Clerk-assisted checkout for every alcohol sale

Operating conditions: every City condition accepted

Limited hours

Alcohol sold only 6 AM – 12 AM; no sales midnight – 6 AM

Secondary product

Alcohol at or below 25% of gross sales; ~9% of floor area

Responsible sales

Clerk-assisted checkout and trained staff for every alcohol sale

CITY CONDITION

Exterior lighting

At least 0.4 foot-candles on the outlet, sidewalks and lot after dark

CITY CONDITION

Limited window ads

Alcohol signs ≤ 630 sq in; ≤ 33% of windows covered

CITY CONDITION

No loitering or drinking

Permanent posted sign: no loitering or open containers on site

CITY CONDITION

Trash, litter, graffiti

Bins inside, outside and in the lot; daily cleanup; graffiti gone in 48 hrs

CITY CONDITION

No games or pay phones

No arcade or coin-operated games; no exterior pay phones

The CUP will also carry a set expiration date of at least 10 years, as the City requires.

Three decades of responsible operation



30+ years in business

A long-standing, experienced operating team

Zero citations

Never cited for any violation, including alcohol sales

No code enforcement cases

City staff found no code enforcement cases at the property

The project meets all four findings for a CUP

(a) Will not adversely affect the land use plan

City staff found the use consistent with the Pacific Beach Community Plan: no change in land use, no expansion

(b) Will not harm public health, safety and welfare

SDPD approved the PCN; not a high-crime district; all City standard conditions accepted; 30+ years, zero citations

(c) Complies with the Land Development Code

Processed as a CUP as SDMC §141.0502 requires; no deviations requested; no code enforcement cases

(d) Is appropriate at this location

No Type 21 in the tract; an established store on a commercial corridor; alcohol is ~9% of the floor; 100+ residents in support

OUR REQUEST

We respectfully ask the Planning Group to recommend approval of the CUP

- No Type 21 license exists in the tract
- SDPD approved Public Convenience or Necessity
- 100+ residents signed in support
- City staff: consistent with the Pacific Beach Community Plan
- All City standard conditions accepted
- 30+ years of operation with zero citations

Questions & contact

Ninus Malan
Majesty Real Estate Corp
619-750-2024
ninusmalan@yahoo.com