



# Public Hearing

CONDITIONAL USE PERMIT FOR BEER  
AND WINE SALES (ABC TYPE-41) AND  
LIVE ENTERTAINMENT AT A NEW  
RESTAURANT TO BE LOCATED AT 21  
WEST 7<sup>TH</sup> STREET

2025-27 CUP



# Overhead



Google Earth

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# Site Characteristics

- Previously-approved padel center (Padel Life, LLC)
  - Site has not started construction
  - Plans to operate restaurant out of future 2,090 sq. ft. clubhouse
  - Seating will be outdoors, including a covered area
  - Approved hours of operation from 7:00 a.m. to 10:00 p.m. daily
  - Facility to have five padel tennis courts and one pickleball court
- Located on northeast corner of West 7th Street and Roosevelt Avenue
- Area is primarily commercial
  - Interstate 5 is across Roosevelt Avenue
  - Building permit was filed for a residential unit on the property to the east.



# W. 21<sup>st</sup> Street View



# Corner and Roosevelt Ave. Views



# Proposal

- The applicant is proposing beer and wine sales (ABC Type-41) at a new restaurant
- Proposed hours for the restaurant and alcohol sales are from 8:00 a.m. to 11:00 p.m. daily
  - Would allow for guests to stay after finishing last games
- Location would be outdoor seating areas between courts and clubhouse
- No live entertainment; applicant intends to use Temporary Use Permit process for future tournaments
- Facility has not started construction. ABC allows for license approval in advance.





# Staff Analysis

- NCMC 18.30.050 allows for alcohol sales for on-site consumption with approved CUP in DZ-1B
- Additional requirements for alcohol CUPs:
  - Mailing – owners/occupants within 660 ft. (483)
  - Community meeting – Held August 19, 2025 – No attendees
- Census Tract 219– 17 on-sale license where three are recommended
  - Considered overconcentrated
  - 1 fraternal organization, 10 located in National City, 6 located in Chula Vista
  - Nearest license located at the Ramada at 700 National City Boulevard
- Distance requirements – Not located within 660 feet of a public school
  - Existing Charter School
- Adhere to City Council Policy 707
  - Standard conditions – unless waived by City Council





# Staff Analysis – Hours of Operation

## ➤ Proposed Hours

- New restaurant and alcohol
  - 8:00 a.m. to 11:00 p.m. daily
- Approved padel center
  - 7:00 a.m. to 10:00 p.m. daily



# Staff Analysis – Hours of Operation

## ➤ Recent Approvals

Business	Alcohol Hours	License Type
La Malcriada Birrieria	8am-10pm inside 8am-9pm outside	41
Mariscos La Capital	8am-11:30pm daily	41
Tacos El Franc	10am-11pm daily	41
La Malquerida by Dolce	8am-10pm daily	41
Zhangliang Malatang Spicy Hotpot	11am-11pm daily	41





# Staff Analysis

- Staff recommends finding that the project is exempt from CEQA – Class 3, New Construction or Conversion of Small Structures (proposed structure meets size criteria)
- Consumption is entirely outdoors
- Restaurant is located within DZ-1B
  - Intended to include both visitor-serving commercial and entertainment uses



# Comments:

## Police Department (PD)

- Risk Assessment – 17 points (14 after revisions)
  - Medium Risk – 13 to 18 points
  - Revised request (no live entertainment, modified hours)
  - Assigns points based on type of business, license concentration, calls for service, etc.
  - Significant concerns over “extremely high crime rate”.
  - Site does not have parking.

## Institute for Public Strategies (IPS)

- Responsible Hospitality Coalition of San Diego County recommends refraining from selling alcohol to patrons who have yet to complete their athletic activities to prevent injuries
- RBSS Training
- Age verification checks
- Food service
- Policy on license concentration



# Conditions

- Standard Conditions of Approval
- Conditions specific to on-site alcohol sales per Council Policy 707
  - Hours of operation
  - Responsible Beverage Service and Sales (RBSS)
  - Alcohol sales remain accessory to the restaurant
- Application-specific conditions
  - Noise – adherence to Title 12
  - Security – provide a security guard on-site with capability to escort patrons to their parked vehicles; security cameras
  - Safety – display language discouraging the consumption of alcohol prior to engagement in sports activities





# Summary

- Proposed use is consistent with the General Plan
  - Alcohol sales for on-site consumption is a conditionally-allowed uses in DZ-1B of Downtown Specific Plan
  - Alcohol sales would be accessory to the business in a primarily commercial area
  - Inclusion of conditions consistent with Council Policy 707 intended to alleviate concerns related to area impacts
  - Additional conditions addressing concerns related to noise, security, and safety

