

**Environmental Scan for
Proposed Type 21 Alcohol CUP**

303 Highland Ave., National City, CA 91950

Conducted: July 3, 2024



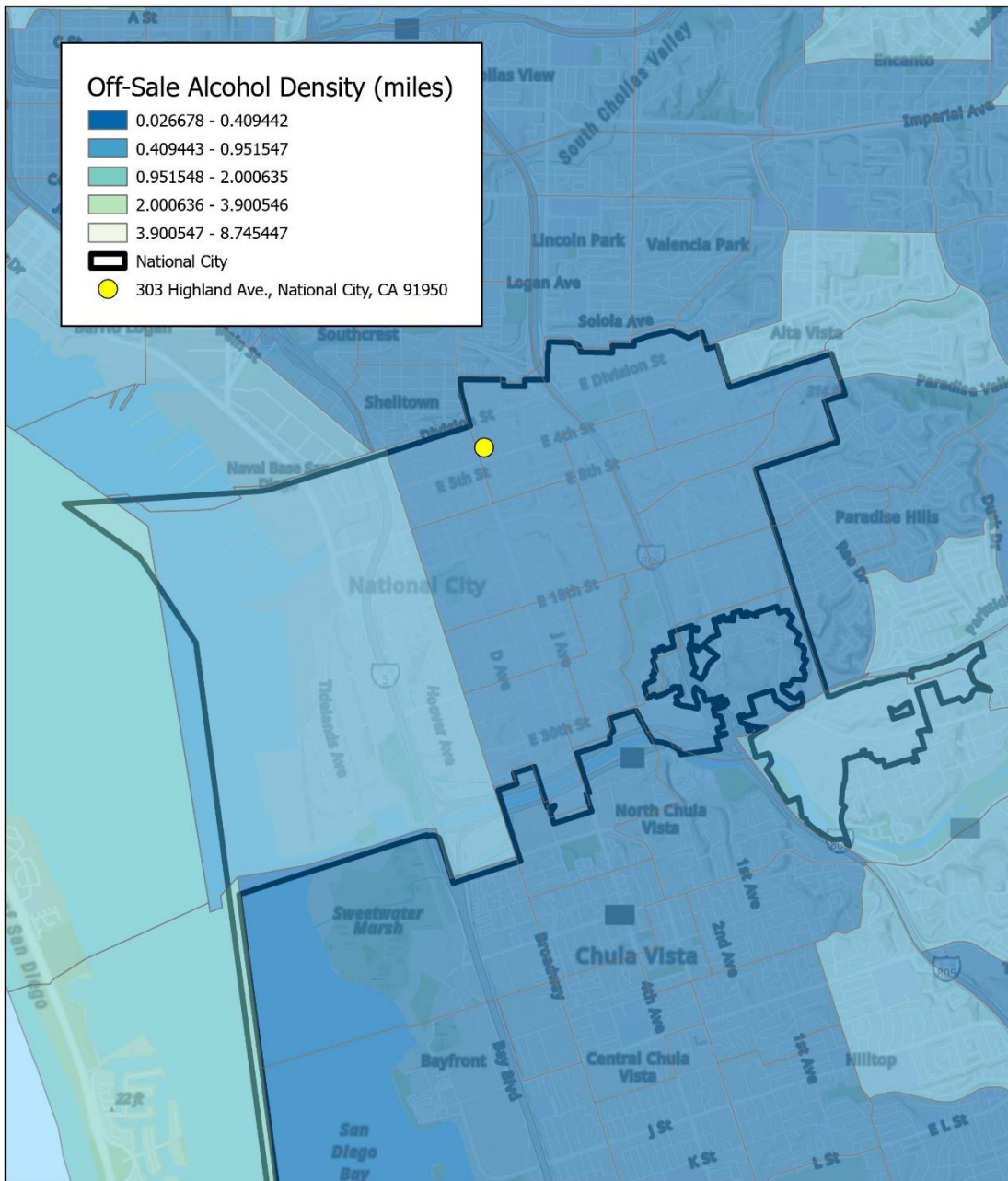
Photo of the proposed location

An environmental scan was conducted on Wednesday, July 3, 2024, for a proposed upgrade of an existing Type 20 off-sale alcohol license to a Type 21 at 303 Highland Avenue. The proposed location is a full-scale grocery store surrounded by other commercial uses on Highland Ave., and the streets running parallel and perpendicular to Highland in front of and behind the business are residential.

During a scan of the business and premises, the following was noted:

- There is a liquor store selling beer, wine and distilled spirits 250 feet from the location.
- Customers were entering the premises by car and on foot.
- The business offered one cooler of wine with the remaining cooler space along the wall devoted to beer. There was also a selection of beer outside the coolers.

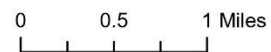
Funded by the San Diego County Health and Human Services Agency
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**Off-Sale Alcohol Density
Census Tract 118.2
303 Highland Ave., National City, CA**

Alcohol density is defined as the average distance between a person and their closest alcohol retailer.

Alcohol licenses data accessed from the CA Dept of Alcoholic Beverage Control on 7/02/24.



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Outlet Density

Based on Centers for Disease Control guidelines, alcohol density is defined as the average distance between a person and their closest alcohol retailer. In the map above, the darker the census tract, the less distance a person has to travel to their closest alcohol retailer. The proposed location is defined as “very dense.”

Youth Sensitive Areas

Dino Daycare (approximately 1,050 feet away)

Central Elementary (approximately 2,100 feet away)

Highland Park (approximately 2,100 feet away)

Churches

First Spanish Southern Baptist (approximately 1,050 feet away) is the closest one to this location.

Crime Rate

A request for crime-related information from personnel within the City of National City Police Department should determine whether existing violations against the property or Applicant have occurred that would discourage the issuance of a Type 21 alcohol license.

Considerations

The following are considerations if a CUP is issued:

1. Require that staff and management attend an in-person Responsible Beverage Sales and Service training.
2. Require daily litter removal and timely graffiti removal from areas under control of the licensee.
3. Post in English and Spanish a notice that state law prohibits sales of alcoholic beverages to persons under age 21.
4. Post and maintain signage stating that no open alcoholic beverage containers are allowed on the premises and no loitering is allowed on or in front of the premises.

