



Council Agenda Report

From: Sam Ricklefs, Assistant Planner

Subject: Determination of Public Convenience or Necessity (P26-0026; ABC26-01) for a Type 21 Alcoholic Beverage Control License for a new grocery store to be located at 2457 Golden Hill Road (APN: 025-422-035)

CEQA Determination: The City finds that this action is not a project under the California Environmental Quality Act pursuant to State Guidelines Section State CEQA Guidelines, §§ 15060, subd. (c)(2)-(3), 15378.

Date: April 21, 2026

Facts

1. Paso Golden Hill LLC, owners of the property at 2457 Golden Hill Road, are currently in the process of constructing a 12,494 sq ft grocery shell on the site. Agreement has been reached between the property owners and Trader Joe's Company for the latter to operate at the site upon completion of the shell.
2. As part of this process, Dan Kramer, representing Trader Joe's Company, has applied for a Type 21 license with the ABC to authorize the sale of beer, wine, and distilled spirits for consumption off the premises where sale occurred.
3. It has been determined by California Department of Alcoholic Beverage Control (ABC) staff that there is an "undue concentration" in relation to the number of alcohol-related licenses that currently exist in this area of the City (Census Tract 102.07). As a result of the undue concentration, [California Business and Professions Code Section 23958.4](#) requires that "the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance".
4. The City has been notified by the ABC that it is necessary for the City to make a finding of public convenience or necessity (ABC26-01) in relation to the request for a Type 21 license at 2457 Golden Hill Road.
5. As the City's primary governing body, City Council has the ability to make the determination that either a public convenience or necessity would be served by the issuance of a Type 21 license at this location.

Community Outreach

The ABC licensing process requires notification to the public and to local officials. As per [California Business and Professions Code Sections 23985.5](#), a written mail notification was provided to all residents within 500 feet of the property requesting the license. Furthermore, as per the applicant was required to post a public notice at a prominent location on the proposed premises for 30 days, as per [California Business and Professions Code Sections 23985](#). The applicant fulfilled these notification requirements, and no public comments or objections from residents were received as through this process.

Options

1. Take No Action;
2. Approve a resolution determining that Public Convenience will be served by the issuance of a Type 21 ABC License for the business to be located at 2457 Golden Hill Road;
3. Deny the request for a Determination of Public Convenience, based on findings to be stated in the City Council motion; or
4. Provide alternative direction to staff.

Analysis and Conclusions

Planning Staff have reviewed the request from Dan Kramer. This request to sell alcohol, including distilled spirits, is consistent with other businesses located within Census Tract 102.07 that have been approved for off-sale retail licenses by ABC. These businesses have been approved under two license types:

- **Type 20 – Off-Sale Beer and Wine.** Issued to retail stores. Authorizes the sale of beer and wine for consumption off the premises where sold. Minors are allowed on the premises.
- **Type 21 – Off-Sale General.** Issued to retail stores. Authorizes the sale of beer, wine and distilled spirits for consumption off the premises where sold. Minors are allowed on the premises.

California ABC establishes the number of off-sale alcoholic beverage licenses that should be authorized within a given Census Tract by comparing the tract population to the given ratio for off-sale alcohol sales in San Luis Obispo County (1 license per 901 residents). Based on this calculation, ABC has determined it would be appropriate for Census Tract 102.07 to be authorized for four off-sale alcohol licenses, with any license above this number determined as contribution to an “undue concentration.” As of April 2026, six licenses of this type are active within the Census Tract. **Table 1**, below, contains information on active businesses in the Census Tract approved under either a Type 20 or Type 21 license.

Table 1. List of active Type 20 and Type 21 Licenses in Census Tract 102.07

License Number	Status	License Type	Business Name	Premises Addr.
284597	ACTIVE	20	EAGLE ENERGY	2400 GOLDEN HILL RD
426995	ACTIVE	20	GOLDEN HILL MOBIL	2401 GOLDEN HILL RD
444520	ACTIVE	20	LA QUINTA INN & SUITES	2615 BUENA VISTA DR
540907	ACTIVE	20	WINE COUNTRY RV	2500 AIRPORT RD
443750	ACTIVE	21	FOOD 4 LESS	1465 CRESTON RD
564844	ACTIVE	21	SMART & FINAL STORE #939	1191 CRESTON RD

Source: California ABC (2026)

The proposed alcohol sales are consistent with those typically provided at full-service grocery stores, including similar establishments operating within Paso Robles. The use is consistent with the intent of the Commercial/Light Industrial (C3) zoning district, which permits food and beverage sales, including grocery stores, as an allowed use. The project is also consistent with the purpose of the Golden Hill Plaza shopping center, as the proposed building would occupy one of the designated Major Tenant spaces on the property.

A finding of public convenience by the City Council would be appropriate to establish that alcohol sales under a Type 21 license for the sale of packaged alcohol for off-site consumption are suitable for this location and compatible with the proposed grocery store use.

Fiscal Impact

A modest positive fiscal impact to the City is anticipated as a result of the addition of alcohol sales at this location. This increase would primarily be realized through incremental sales tax revenue generated from higher overall patron spending associated with on-site alcohol service, where permitted. While the fiscal benefit is expected to be relatively limited in scale, it would nonetheless contribute to the City's ongoing General Fund revenues and support local economic activity within the surrounding area.

CEQA

The City finds that this action is not a project under the California Environmental Quality Act pursuant to State CEQA Guidelines, §§ 15060, subd. (c)(2)-(3), 15378.

Recommendation (Option 2)

Approve Resolution 26-XXX, determining that Public Convenience will be served by the issuance of a Type 21 ABC License for Trader Joes located at 2457 Golden Hill Road.

Attachments

1. Vicinity Map
2. Resolution 26-XXX – ABC 26-01 Trader Joe's- 2457 Golden Hill Road
3. News Affidavit