



THE CITY OF SAN DIEGO

DATE OF NOTICE: MAY 6, 2026

NOTICE OF PUBLIC HEARING

HEARING OFFICER

DATE OF HEARING: MAY 20, 2026
TIME OF HEARING: 9:00 A.M.
LOCATION OF HEARING: DEVELOPMENT SERVICES BUILDING, 7650 MISSION VALLEY ROAD, SAN DIEGO, CA 92108
PROJECT NUMBER: PRJ-1141658
PROJECT NAME: 2765 FIFTH AVENUE
PROJECT TYPE: CONDITIONAL USE PERMIT, CEQA EXEMPT, PROCESS THREE
APPLICANT: WINSHIP & FRIEDRICHS, APC
COMMUNITY PLAN AREA: UPTOWN
COUNCIL DISTRICT: 3
CITY PROJECT MANAGER: BLAKE SONUGA, DEVELOPMENT PROJECT MANAGER
PHONE NUMBER/E-MAIL: (619) 687-5928 / msonuga@sandiego.gov

As a property owner, tenant, or person who has requested notice, you should know that a public hearing will be held by the Hearing Officer to consider an application for a Process Three Conditional Use Permit to allow an alcoholic beverage outlet within an existing 1,991-square-foot ground-floor commercial space in an existing 20-story, residential/commercial mixed-use building at 2765 Fifth Avenue. The 0.68-acre site is in the CC-3-9 (Commercial – Community) and RM-4-10 (Residential – Multiple Unit) zones, a Sustainable Development Area, the Airport Land Use Compatibility Overlay Zone (Naval Air Station North Island [NASNI] and San Diego International Airport), the Community Plan Implementation Overlay Zone, Type A (CPIOZ-A), the Transit Area Overlay Zone, a Parking Standards Transit Priority Area, the FAA Part 77 Noticing Area, and a Very High Fire Hazard Severity Zone within the Uptown Community Plan.

The project was determined to be categorically exempt pursuant to Section 15061(b)(3) (Common Sense Exemption) and Section 15301 (Existing Facilities) of the California Environmental Quality Act on March 9, 2026, and the opportunity to appeal that determination ended March 23, 2026.

APPEAL OF THE HEARING OFFICER DECISION: The decision of the Hearing Officer is final unless appealed to the Planning Commission. The decision made by the Planning Commission is the final decision by the City. In order to appeal the decision, you must be registered as a speaker at the public hearing concerning the application or have expressed interest by writing to the Hearing Officer, HearingOfficer@sandiego.gov before the close of the public hearing. Appeal procedures are described in Information Bulletin 505 (<https://www.sandiego.gov/development->

[services/forms-publications/information-bulletins/505](#)). Appeals to the Planning Commission can be filed by email/mail or in person:

1. Appeals filed via email

Send the fully completed appeal application [DS-3031](#) (including grounds for appeal and supporting documentation in pdf format) to PlanningCommission@sandiego.gov by 4 p.m. on the last day of the appeal period. When received by the City, the appellant will be invoiced for payment of the required appeal fee. Timely payment of this invoice is required to complete the processing of the appeal. Failure to pay the invoice within five business days of invoice issuance will invalidate the appeal application.

2. Appeals filed in person

Place the fully completed appeal application [DS-3031](#) (including grounds for appeal and supporting documentation) in the drop box in the first-floor lobby of the Development Services Center, located at 7650 Mission Valley Road, San Diego, CA 92108-4423 by 4 p.m. on the last day of the appeal period.

- The completed appeal package must be clearly marked on the outside as "Appeal" and must include the required appeal fee per this bulletin in the form of a check payable to the City Treasurer. This drop box is checked daily, and payments are processed the following business day.
- On the memo line of the check, write the project number and the appellant's name exactly as it is stated on the associated form [DS-3031](#).
- Cash payments are only [accepted by appointment](#).

COMMUNICATIONS:

To join using the Zoom platform use this link:
<https://sandiego.zoomgov.com/j/1611914200>

To join by using Telephone:
Dial 1-669-254-5252 or (Toll Free) 1-833-568-8864. When prompted, input Webinar ID: 161 191 4200.

In lieu of in-person attendance, members of the public may submit their comments on agenda items using the public comment [webform](#) found on the Hearing Officer webpage: (<https://www.sandiego.gov/development-services/hearing-officer/agenda-comment-form>). If you have an attachment to your comment, you may send it to HearingOfficer@sandiego.gov and it will be distributed to the Hearing Officer.

The public is encouraged to [subscribe](#) to receive meeting agendas.

If you wish to challenge the City's action on the above proceedings in court, you may be limited to addressing only those issues you or someone else have raised at the public hearing described in this notice or written in correspondence to the City at or before the public hearing. If you have any questions after reviewing this notice, you may contact the Development Project Manager listed above.

REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS:

As required by the Americans with Disabilities Act (ADA), requests for agenda information to be made available in alternative formats, and any requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above. This information will be made available in alternative formats upon request. To request an agenda in an alternative format or to request a sign language or oral interpreter for the meeting, please call Support Services at (619) 321-3208 or via e-mail to hearingofficer@sandiego.gov at least five (5) business days prior to the meeting to ensure availability. Assistive Listening Devices (ALDs) are also available for the meeting upon request.



Development Services Department

Blake Sonuga / PRJ 1141658
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San Diego, California 92101

RETURN SERVICE REQUESTED