



CITY OF MORRO BAY

POLICE DEPARTMENT

850 Morro Bay Boulevard
Morro Bay, CA 93442



October 14, 2025

Morro Bay Cigarettes, Inc.
640 Quintana Rd.
Morro Bay, CA 93442

Dear Morro Bay Cigarettes, Inc.,

This letter is to inform you of my decision regarding the Public Convenience Necessity (PCN) requirement as it relates to your ABC application for the Off-Sale License Type-21 for your business at 640 Quintana Rd., Morro Bay Cigarettes, Inc.

I have reviewed the documents presented to the City Office of Community Development regarding the benefit and need for an Off-Sale Type-21 license. I also made a visit to the business at 640 Quintana Rd. and asked some specific questions to help show the necessity for the sale of alcohol at this location. The following is my determination based on the review and evaluation of all available and relevant information.

At this time, I cannot support the Type-21 license request as I do not find articulable facts that support the PCN in this case. My decision is based on the following factors:

1. The purpose of the sale of alcohol is to increase revenue for the business.
2. No information has been provided as to how the sales of alcohol would benefit the community and/or the public by convenience or necessity.
3. The 600-700 block of Quintana Rd. is a high crime area related to alcohol possession/under the influence, loitering, theft, panhandling, shoplifting, and public disturbances. From September 14, 2024, to September 1, 2025, the police department has responded to 140 calls related to the above-listed activity.
4. The census tract contains a Community Center, Public Library, Charter School, and Church.
5. Neighboring businesses in the 600 block of Quintana Rd. were contacted regarding the Off-sale Type 21 license. Six businesses were consulted with; the result was 50% approved with no concerns and 50% had major concerns about the impact on loitering and other crime activities.
6. A strong objection was given by the San Luis Obispo County Department of Social Services to the off-site alcohol sales over concern for employee safety because of ongoing loitering and crime in the area.

Please feel free to contact my office if you have any questions (805)772-6225.

Sincerely,

Amy Watkins
Chief of Police