

ATKINSON'S PINEHURST MARKET

Ashley Atkinson, Owner/Manager

Pinehurst Market LLC
53830 N Highway 245
Pinehurst, CA 93641

Fresno County Board of Supervisors
2281 Tulare St, Room 301
Fresno, CA 93721

November 17, 2025

Dear Board of Supervisors:

This letter outlines the ways in which my application for a Type 20 ABC license for the Pinehurst Market at 53830 N Highway 245, in the rural community of Pinehurst, meets the criteria required for the Board to make a determination of the public convenience or necessity.

Pinehurst is a small historic milling community located on Highway 245 approximately 52 miles east of downtown Fresno and eight miles from the Big Stump entrance to Sequoia and Kings Canyon National Parks. Its “downtown” is home to a 1930s US Forest Service work station, USFS barracks, several vacation cabins, the 1909 Pinehurst Lodge Bar & Grill, and the former Pinehurst Market (the subject property). CalTrans and CalFire also operate nearby facilities. Homes in the surrounding area are occupied by year-round residents, seasonal residents, and transient visitors to the national parks.

The Pinehurst Market was constructed in 1962 and operated as a market and gas station (see photo below) until the 1990s, when the need to remediate contamination from the underground gas tanks resulted in closure of the business. Although remediation was successfully completed to the required environmental standards, the business never re-opened and the building has remained vacant or in private use for more than 20 years.



I purchased the property in 2021 and since then, have been working towards its revival as a grocery and general store serving the resident community, park and forest service workers, and park visitors. In that time, many area residents have shared with me their memories of patronizing the market in the 1970s-1990s and expressed their desire for the return of a local retail establishment. I look forward to reviving the Pinehurst Market as a focal point for the community.

The “new” Pinehurst Market will provide a convenient, welcoming, and rustic location to purchase coffee beverages; cold drinks; a selection of prepared, refrigerated, and frozen foods; packaged groceries and dry goods; everyday necessities; toiletries and personal items; travel and camping needs; maps and books; souvenirs; and locally-sourced products. In addition to this background, please find below responses to the criteria necessary to make a determination of the public convenience or necessity for alcohol sales.

- 1) The issuance of a license would not tend to create a law enforcement problem and increase the level of crime activity

The Pinehurst Market will operate year-round from approximately 7 AM to 7 PM. Hours may vary seasonally, and alcohol sales will align with operating hours. There is no evidence that issuance of a license in this location would create a law enforcement problem or increase the level of crime activity. Crime statistics for this area are not reported; however, as described above, it is a rural location that largely serves local residents and visitors to the national parks. There have been no police calls for service to this address since 2021 or prior. The sole nearby business, the Pinehurst Lodge Bar & Grill, reports no recent calls for police service. It can be anticipated that the operation of the Pinehurst Market will increase safety and security in the area by creating consistent daily activity and “eyes on the street” at a previously underutilized property. The Pinehurst Market will be equipped with 24-hour security cameras and staff will be fully trained in regulations relating to alcohol sales, as required by ABC.

- 2) The issuance of a license would provide a needed service to the community and that without this use there would be an inconvenience to the community

As described above, the building at 53830 N Highway 245 was constructed in 1962 as the Pinehurst Market and operated as such until the 1990s. Since 1985, Fresno County’s zoning has restricted use of this property to a grocery store, to which alcohol sales are an accessory use per Fresno County’s Division of Public Works and Planning. If approved, alcohol sales from the revived Pinehurst Market will be among sales of other beverages, packaged fresh and dry foods, daily necessities, home goods, and souvenirs.

The nearest retail stores of any kind, including those with off-sale alcohol licenses, are 1) the Valero gas station at Clingan’s Junction (13.6 miles, 28 minutes); 2) the Squaw Valley Trading Center in Yokuts Valley (18.3 miles, 33 minutes); and 3) the Dollar General in Yokuts Valley (18.4 miles, 34 minutes). If the fee is paid to enter the national park, goods including alcohol are available for purchase at Grant Grove Village (10.8 miles, 23 minutes). The inconvenience to residents and unprepared visitors of driving 11-18 miles

and 23-34 minutes to purchase any kind of retail goods, including beer and wine, should be clear. Pinehurst Market LLC is committed to responsibly providing much-requested retail service to the resident community, as well as serving staff and visitors of Sequoia and Kings Canyon National Parks.

- 3) The issuance of a license will have a positive impact on the local economy.

As noted above, Pinehurst is a rural area with few employment opportunities that do not require long commutes by car. Many area jobs are in or related to the National Park Service and US Forest Service, and have been impacted by recent staffing cuts, hiring freezes, and the federal government shutdown. The Pinehurst Market will immediately provide for 3-4 part-time sales clerk positions at a starting rate of \$20 per hour, with hiring targeted to residents of the immediate local area. A manager position may be created in the future. Additional impact on the local economy will be created through the employment of laborers and contractors for the ongoing physical improvement of the business and the property, contingent upon successful operation of the retail business.

I look forward to serving the residents and economy of Pinehurst and Fresno County for years to come, and thank you for your consideration of the public convenience and necessity of beer and wine sales at this location.

Sincerely,

A handwritten signature in black ink that reads "Ashley E. Atkinson". The signature is fluid and cursive, with the first name being the most prominent.

Ashley E. Atkinson, Owner/Manager
Pinehurst Market LLC