

# Alcoholic Beverage Consulting

October 13, 2016

Donna Norris  
City Clerk  
City of Chula Vista  
276 Fourth Ave., Bldg A  
Chula Vista, CA 91910

RE: **Appeal of Denial of Determination of Public Convenience or Necessity for 99 Cent Only Store #443 Located at 1030 Third Avenue, Suite 1, Chula Vista, CA**

Dear Mrs. Norris:

Pursuant to the City of Chula Vista Municipal Code, this letter serves as an appeal to the Planning Commission of the above referenced case.

1. The specific action appealed: Denial of the Determination of Public Convenience or Necessity made by the Police Department on October 5, 2016.
2. Grounds for the appeal:
  - a. Further consideration of the need for 99 Cent Only Stores to sell beer and wine to be competitive in the grocery business;
  - b. Opportunity to further enumerate security measures to protect community from negative impacts;
  - c. Provide more examples of added convenience to 99 Cent Only current customers.
3. Request that the City Council overturn the Police Chief's decision and find that the incidental sale of beer and wine at a grocery store will serve a public convenience or necessity.

Sincerely,



Steven Rawlings

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SER@Rawlingspm.com