



July 16, 2017

City of Chula Vista
Kerry Bigelow
City of Chula Vista
276 Fourth Avenue
Chula Vista, CA 91910

RE: Public Convenience and Necessity Hearing – Findings

7-Eleven Inc. is seeking permission to sell beer and wine for off-site consumption at its proposed location at 4230 & 4232 Bonita Road Ste. A & B. The store has asked the Chula Vista Police Department to find that issuing a license would serve the Public Convenience or Necessity (PCN) and to sign off on a PCN form required by the California Department of Alcoholic Beverage Control (ABC). This form is necessary for the business to obtain an ABC license, pursuant to California Business and Professions Code Section 23958.4(b)(2).

The Department has found that issuing an ABC license to the 7-Eleven at 4230 & 4232 Bonita Road Ste. A & B will not serve the Public Convenience or Necessity. The Department bases this finding on the following, pursuant to Chula Vista Municipal Code Chapter 5.09, Alcoholic Beverage Licenses, and Section 23958.4 of the California Business and Professions Code:

1. Another Alcoholic Beverage Control (ABC) license would cause the area to become further over-concentrated. According to the ABC, the census tract in which the business is located allows for three (3) licenses permitted in that area, and currently six (6) exist.

The following six (6) businesses in the area have off-sale licenses: a) Rite Aid, 4348 Bonita Rd.; b) Bonita Valley Liquor, 4040 Bonita Rd.; c) Vons, 4401 Bonita Rd.; d) Holy Expletive Inc., 417 Milagrosa Cir.; e) Holiday House Liquor, 4206 Bonita Rd.; and f) Bonita Arco, 4498 Bonita Rd.

2. Opinions from the public expressed during the public comment period and at the public hearing were all unanimously opposed to the issuance of the license. Twenty-nine (29) phone calls were and twenty-six (26) letters were received all in opposition to the license. Nine (9) people attended the public hearing. There was



no public support for the license. Members of the public expressed the following concerns.

- a. Over concentration of the alcohol licenses already in existence.
 - b. Transient easy access to alcohol.
 - c. Increase in alcohol related crimes.
 - d. Increase in traffic congestion.
 - e. Decreased quality of life in the area.
3. According to Department data, the Department received 26 alcohol-related calls to include drunk in public and drunk driver between 7/30/16-6/30/17. Transient related call for service during the same period was 17.

Therefore, the department will not sign off on the Public Convenience or Necessity form and the applicant will be notified.

If you have any further questions, you may contact Sergeant Michael Varga at (619) 691-5059.

Sincerely,


Roxana Kennedy
Chief of Police