

Public Convenience or Necessity

CHULA VISTA POLICE DEPARTMENT

Public Convenience or Necessity (PCN) Overview

- California Department of Alcohol Beverage Control (ABC) receives application for an alcohol license and will determine if PCN is required;
 - Over concentration of licenses in the census track.
 - High crime area (based on census track and average of crimes across all census tracks).
- ABC as the sole authority for issuing alcohol licenses, forwards these license requests to the local agency (CVPD).
- This investigation is to determine if the issuance of the license will serve as a Public Convenience or Necessity (PCN).

Public Convenience or Necessity Process

- Applicant applies with ABC and will ascertain if a Public Convenience or Necessity is required.
- ABC 245 form is taken to Chula Vista Police Department Special Investigations Unit with payment fee.
- Once payment is received, the Chula Vista Police Department will schedule a hearing approximately 90 days from the date of payment to allow time for the investigation.
- If PCN is met, the applicant will take the written approval to ABC for processing.
- If PCN is denied by the Chula Vista Police Department, the applicant will have to appeal within 10 days to City Council.

7-Eleven PCN Timeline

- April 20, 2017 - ABC 245 form and payment were received.
- April 24, 2017 - Letters are sent to all businesses and residents within 500 feet of the location.
 - Twenty-nine (29) phone calls were received. All were in opposition to the license.
 - Twenty-six (26) letters were also received. All were in opposition to the license.
 - The closest protest letter was 1835' (0.34 miles) away.
 - The farthest protest letter was 3534' (0.66 miles) away.
- June 20, 2017 – PCN Hearing was scheduled.
 - PCN hearing was held. Nine (9) people were in attendance. Three (4) people were in opposition to the license and five (5) were in support of the license.
- September 12, 2017 – Appeal of denial brought before City Council.

Feedback Letters

Bonita Residents in Protest of proposed 7-11 and beer and wine license application

This letter is in response to your April 24, 2017 Notice to nearby affected residents pertaining to 7-11. Those of us identified within this letter are in protest of a 7-11 leasing the space located at 4230 Bonita Rd in Bonita. Further, and more so, we oppose the application for an off-sale beer and wine license at this location. Working from the premise that the alcohol license application must meet criteria for 'Public Convenience or Necessity,' please consider the following opinions and facts.

Our area already has the convenience of established businesses for purchasing liquor and quick food by means of the following businesses: Holiday House Liquor/4206 Bonita Rd, Bonita Valley Liquor/4040 Bonita Rd, Vons/4404 Bonita Rd, Rite Aid Pharmacy/4348 Bonita Rd, Bonita Farmers Market/5080 Bonita Rd and 7-11/5188 Bonita Rd. There is no 'necessity' for more of the same type of business. An additional 7-11 will potentially harm the already established businesses listed above that are the same or similar. The Alcohol & Beverage Control recommend no more than four businesses selling alcohol within a small area. An additional 7-11 will certainly add to in and out traffic at an intersection that already proves to be dangerous, especially at the 4230 Bonita Rd location with a blind curve, and the newly instituted speed limit increase. Further, since the Dollar Store went into place, our area has had a *noticeable* increase in homeless activity and increased traffic density getting through the Allen School intersection. A 7-11 at the proposed location has a very high probability of making that situation worse. Additionally, it does not make good sense to add a 7-11 down the street from an elementary school.

Given that our area already has established businesses that meet the community's needs, along with high probability of increased and worsening of traffic conditions, we ask that you reject the application.

7-Eleven PCN Investigation

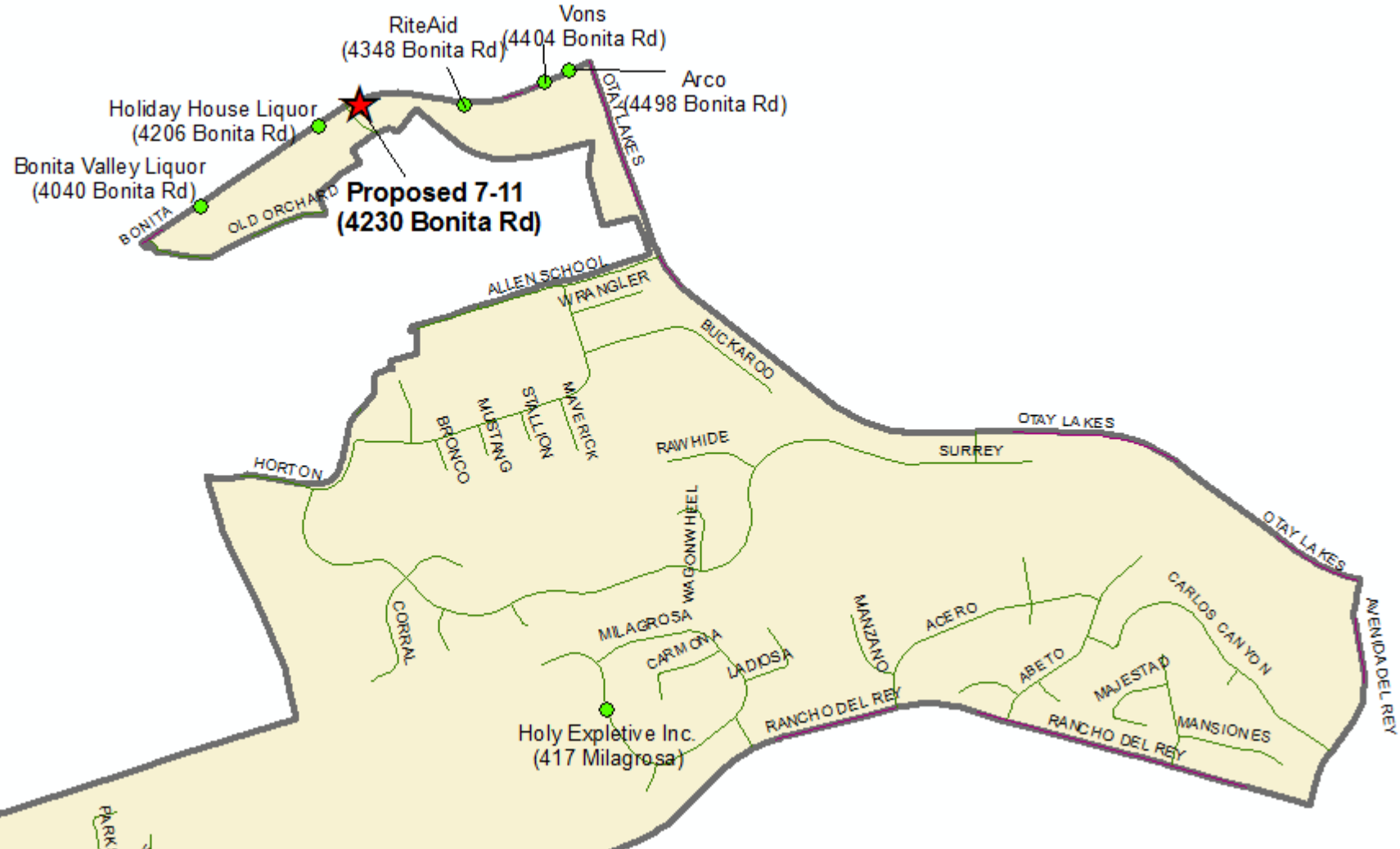
Public Concerns

- Over-concentration of alcohol licenses.
- Proximity to Allen School Elementary (1474 feet/ 0.279 miles away)
- Increase in alcohol related crimes.
- Transient population in the area and easy access to alcohol.
- Traffic congestion and pedestrian safety.
- Decrease in quality of life.

7-Eleven PCN Investigation

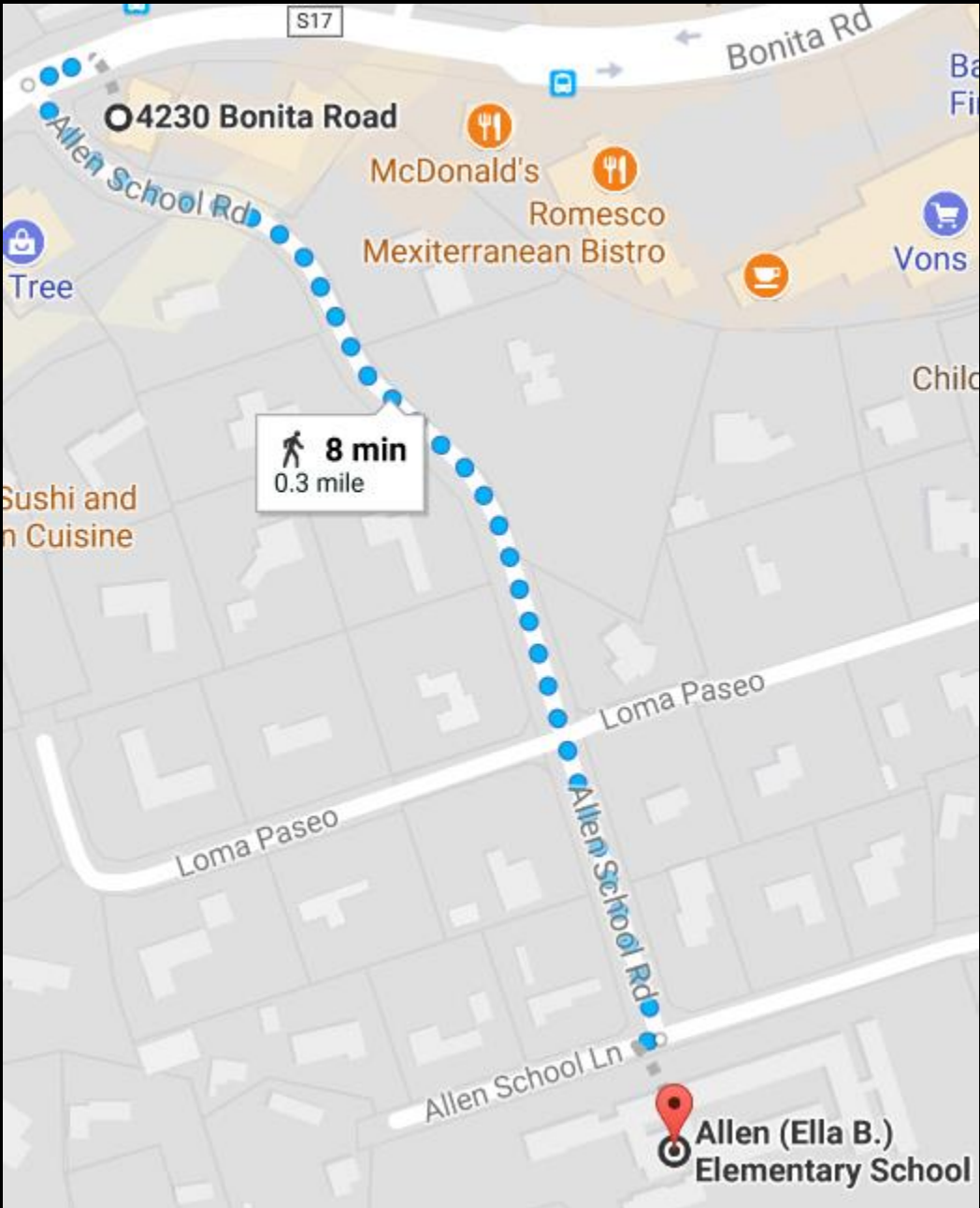
- According to ABC, three (3) off-sale licenses are allowed in the area and currently six (6) exist.
- These are the current off sale licenses in the census tract (134.12):
- Bonita Valley Liquor, 4040 Bonita Rd. (10/17/60)
- Holiday House Liquor, 4206 Bonita Rd. (10/16/73)
- Vons, 4404 Bonita Rd. (4/13/78)
- Arco, 4498 Bonita Rd. (9/8/80)
- Rite Aid, 4348 Bonita Rd. (6/16/88)
- Holy Expletive Inc., 417 Milagrosa Cir. (8/15/11) *Type 17/20 combo

Map of Off-Sale licenses in census tract



Location & map with proximity to School

- 1474 feet or approximately 0.3 miles



7- Eleven PCN Investigation 4000-4400 Bonita Rd.

- Below are alcohol-related calls for service between July through June of each year

Type of Call (Alcohol-related)	7/2014-6/2015	7/2015-6/2016	7/2016-6/2017	Total
Drunk Driver	6	12	8	26
Drunk in Public	26	31	20	77
Underage Drinking	2	0	0	2
Total	32	33	28	206

7- Eleven PCN Investigation 4000-4400 Bonita Rd.

- Below are transient-related calls for service between July through June of each year

	7/2014-6/2015	7/2015-6/2016	7/2016-6/2017	Total
Transient-related calls	40	35	26	101

- Below are traffic collisions and citations between July through June of each year
- 21% of accidents are alcohol and/or drug-related

	7/2014-6/2015	7/2015-6/2016	7/2016-6/2017	Total
Traffic collision	26	19	6	51
Traffic citation	641	183	97	921

7- Eleven PCN Investigation

Nearby 7-Eleven locations

- 5188 Bonita Road, Bonita (1.22 miles)
- 913 Otay Lakes Road, Chula Vista (2.77 miles)
- 2545 Sweetwater Road, National City (3.47 miles)
- 415 Telegraph Canyon Road, Chula Vista (3.59 miles)
- 1999 Sweetwater Road, National City (4.0 miles)
- 275 E Street, Chula Vista (4.41 miles)

CONCLUSION

- Public Convenience or Necessity is not met due to the following:
 - Over-concentration of licenses
 - Location of the business (census track)
 - Public opposition for the license