



701 N. Parkcenter Drive, Santa Ana, CA 92705

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July 6, 2017

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

Re: **Appeal of Denial of Determination of Public Convenience or Necessity for 7-Eleven Store #1039865 Located at 4232 and 4230 A & B Bonita Road, Chula Vista CA 91902**

Dear Ms. Kerry:

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

1. The specific action appealed: Denial of the Determination of Public Convenience or Necessity made by the Police Department on June 27, 2017
2. Grounds for the appeal:
 - a. Further consideration of the need for 7-Eleven convenience store to sell beer and wine to be competitive in the convenience store business;
 - b. Total shelf area for the sale of beer and wine is less than five (5) percent of the entire store's shelf area, and is an incidental use to the primary business – beer and wine sales are an added convenience to 7-Eleven customers.
3. Request that the City Council overturn the Police Chief's decision and find that the incidental sale of beer and wine at the convenience store will serve a public convenience or necessity.

Sincerely,

Mike MacFarland

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2017 JUL -6 A 11:50



Application for Appeal

This form is to be used only for the appeal of a decision or finding made by the Chief of Police following a Public Convenience or Necessity Hearing.

Instructions:

1. This application must be completed in full.
2. This application must be filed with the City Clerk within 10 days after the City Clerk has received notice of the Public Convenience or Necessity Hearing decision from the Chief of Police. Failure to file the appeal within 10 days constitutes grounds for closure of the appeal process.
3. The application may be filed by mail, or in person, at:
The City of Chula Vista
Office of the City Clerk
276 Fourth Avenue
Chula Vista, CA 91910
4. If the appeal application is completed and filed with the City Clerk within the allotted period, the City Clerk shall set the matter for public hearing. You will be notified of the public hearing date and will have the opportunity to argue your case.

Public Convenience or Necessity Finding Appeal

Applicant's Name: TAIT & Associates - Mike MacFarland
Business Name: 7-Eleven Inc.
Business Address: 4232 & 4230 A & B Bonita Rd.,
Chula Vista CA 91902
Business Telephone Number: 714-560-8385

Please explain how this license would serve public convenience or necessity:
Please see attachment for explanation on the following page

