Sara Kassab 18920 Danbury Avenue Hesperia, CA 92307

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Phone: (619) 820-3126

The City of Hesperia City Council The City of Hesperia, CA 9700 Seventh Avenue Hesperia, CA 92345

Cc: Planning Department/Economic Development: Dave Reno and Lisa Lamere,

Via Email: <u>llamere@cityofhesperia.us</u> <u>dreno@cityofhesperia.us</u>

## Dear Respectable Members:

Please accept this as a formal objection letter to the granting of an alcoholic Liquor license (Off Sale -21) to the proposed premises at the  $\pm 17,000$  SF property known as 0398-303-18, on Danbury Avenue, Hesperia, CA.

There is a petition circulating among the residents of Hesperia and will be provided to you shortly to demonstrate the City of Hesperia resident's opposition to the proposed liquor license issuance/convenience liquor store located to be constructed at the property known as 0398-303-18 on Danbury Avenue.

We have an interest in this application that is greater than the general public because we are concerned that the granting of yet another liquor license within this neighbourhood will adversely affect the health and well-being of the community. As you can see from the attached demographics population exhibit, the population within the One Mile radius is 5,087; The population within the TWO Mile radius is 16,970. The construction of the proposed premises will make it the 5th (FIFTH) liquor/convenience store with an alcoholic off-sale 21 license within this TWO (2) mile radius.

We don't have preprinted letters or form letters containing general statements in opposition to this new development/license, we have the residents' voices and we have FACTS!!!

1. Within a TWO-MILE Radius from the subject proposed premises (0398-303-18), there ARE 16,970 POPULATION and already FOUR ESTABLISHMENTS that are licensed with a 21-OFF SALE LIQUOR LICENSE to serve them:

2.

1. <u>Hesperia Mesa Mart Gas and Liquor store (AKA Kwik</u> Serv): 18920 Danbury Avenue, Hesperia, CA 92345

Distance: NEXT DOOR to proposed PREMISES (APN: 0398-303-18). In operation since 2000.

2. <u>Circle K – Gas and Liquor - 8197 I Ave, Hesperia, CA</u>
(760) 948-4080

Distance: 1.8 MILES to proposed PREMISES (APN: 0398-303-18) / 3 Minutes. In operation since 1989.

3. <u>Junny's Market - 8150 I Ave, Hesperia, CA 92345</u> (760) 983-5968

Distance: 1.9 MILES to proposed PREMISES (APN: 0398-303-18) / 4 Minutes. In operation since 2011.

4. <u>Liquor Market in the Shopping Center known as 8125 I</u> <u>Ave, Hesperia, CA 92345</u>

Distance: 1.9 MILES to proposed PREMISES (APN: 0398-303-18) / 4 Minutes. In operation since 2008.

- 3. Please refer to the ESRI demographic information which exhibits the population within a (ONE) 1-mile radius in 2016 centered from the Gas station/liquor store (Hesperia Mesa Mart (AKA Kwik Serv) 18920 Danbury Avenue, Hesperia, CA 92345), which is next door to the proposed premises known as 0398-303-18.
  - 1. As you can see the population within the One Mile radius is 5.087.
  - 2. As you can see the population within the TWO Mile radii is 16.970.
  - 3. If a 5<sup>th</sup> (FIFTH) liquor/convenience store with an alcoholic off-sale 21 license is opened, we will have one store for every 3,394 = OVERSATURATION AND DOES NOT SERVE THE PUBLIC CONVENIENCE.

The proposed premises subject (APN: 0398-303-18) to this application is located next door to an existing gas station/liquor store, and if an alcoholic off-sale 21 license is granted, it will be the 5<sup>th</sup> (FIFTH) liquor/convenience store with an alcoholic off-sale 21 license to serve a population of 19,970 as shown in the population exhibit. This neighbourhood within a 2-mile radii population of 16,970 will definitely be OVER-Concentrated and WILL NOT serve Public Convenience. Quite the contrary; it will encourage and advance misdeeds and criminal misconduct...and will definitely not promote public welfare. If this 5th (FIFTH) liquor/convenience store with an alcoholic off-sale 21 license is opened, we will have one store for every 3,394.

Having the 5th (FIFTH) liquor/convenience store with an alcoholic off-sale 21 license within a two-mile radius and next door directly will undoubtedly present competition for the existing establishment known as Hesperia Mesa Mart (Kwikserv) located at 18920 Danbury Ave, Hesperia, CA 92345. It is not so much the competition that the owners are concerned about; rather, when a market becomes oversaturated, fierce competition will drive prices down to a level that will increase irresponsible alcohol consumption, but also draw customers from other areas seeking low prices. The residents of this neighbourhood all know each other and are used to each other and are comfortable with interacting together. The draw of outsiders frequenting the area seeking lower alcohol and Tobacco prices will only increase the probability and occurrences of Public nuisance and crime.

It is the responsibility of the governing body to manage and ensure the safe and responsible sale, supply and consumption of alcohol; thereby minimizing the harm from excessive and inappropriate drinking, including crime, disorder, public nuisance and negative public health outcomes by LIMITING and CONTROLLING the density (or total number) of licensed premises with off-sale licenses in such a small area; four existing alcoholic Off-Sale 21 licenses in a population of 16,970 within a 2-mile radius! The granting of a 5<sup>th</sup> (FIFTH) liquor/convenience store with an alcoholic off-sale 21 license to serve a population of 16,970 will also be CONTRARY TO AND DIVERGENT FROM the purpose in your intent to enact "Ordinance No. 2015- 04, prohibiting the sale of single-serve alcoholic beverages for off-site consumption and declaring the same a public nuisance" in your pursuit of amenity and good order in the community.

I bring your attention to a study commissioned by the lobby group <u>Alcohol</u> Concern and published by The Guardian US"

(https://www.theguardian.com/society/2011/sep/05/alcohol-concern-off-licences-drinking-problems) in 2011. "The article is Titled: Alcohol Concerns blames too many off-licences for under-age drinking." "Study shows the number of off-licenses locally has impact on young people ending up in hospital for drink-related problems. It suggests that for every two off-licenses per 100,000 population, one under-18 year-old was admitted to hospital for alcohol poisoning or intoxication between 2006 and 2009. The numbers could be higher, say researchers from the University of the West of England, because the cause of a teenage drinker's hospital admission is not always clear. The research also excludes young people who are admitted as a result of an injury – whether a fight, a fall or a car accident – which is drink-related." Please see full publication attached.

I ask that the City Council responsibly assess and weigh the potential harm arising by the existence of excessive off-sale licenses for alcohol licenses, including crime, damage, death, disease, disorderly behavior, illness, or injury, directly or indirectly caused, or directly or indirectly contributed to, by the excessive existence of too many off-sale (21) alcohol licenses; and any harm to society generally or the community, directly or indirectly caused, or directly or indirectly contributed to, by any crime, damage, death, disease, disorderly behavior, illness, or injury of any kind.

I would like to appear before the City Council during the public hearing for this project. Thank you and I look forward to receiving your response. I requested the application reference number from the Planning Department so I can refer to it in this letter, but I have not yet received it. Please call me with any questions.

Respectfully,

Sara Kassab

## **OBJECTION PETITION** Granting of A Fifth (5th) Off-Sale (21) Alcoholic License Establishment on Danbury Avenue APN: 0398-303-18 / ±17,000 SF lot

April 21, 2017

The City of Hesperia City Council 9700 Seventh Avenue Hesperia, CA 92345

Cc: Planning Department/Economic Development: Dave Reno and Lisa Lamere

We, the residents of Hesperia, object to the granting of an Off-Sale (21) alcohol licence to the proposed premises at the 17,000 SF property known as APN: 0398-303-18, located on Danbury Avenue, Hesperia, CA.

We have an interest in this application that is greater than the general public because we are concerned that the granting of yet another liquor license within this neighbourhood will adversely affect the health and well-being of our community. Here are the facts:

- 1. Within a ONE POINT NINE (1.9) -MILE Radius from the subject proposed premises (0398-303-18), there are already FOUR ESTABLISHMENTS that are licensed with a 21-OFF SALE LIQUOR LICENSE:
  - 1. Hesperia Mesa Mart Gas and Liquor store (AKA Kwik Serv): 18920 Danbury Avenue, Hesperia, CA 92345
  - 2. Circle K Gas and Liquor 8197 I Ave, Hesperia, CA
  - 3. Junny's Market 8150 I Ave, Hesperia, CA 92345 (760) 983-5968
  - 4. Liquor Market in the Shopping Center known as 8125 I Ave, Hesperia, CA 92345
- 2. Please refer to the ESRI demographic information which exhibits the population within a (ONE) 1mile radius in 2016 centered from the Gas station/liquor store (Hesperia Mesa Mart (AKA Kwik Serv) 18920 Danbury Avenue, Hesperia, CA 92345), which is next door to the proposed premises known as 0398-303-18.

  - As you can see the population within the One Mile radius is 5,087.
     As you can see the population within the TWO Mile radii is (16 9 70) Pe Police

The proposed premises subject (APN: 0398-303-18) to this application is located next door to an existing gas station/liquor store, and if an alcoholic off-sale 21 license is granted, it will be the 5th (FIFTH)

if 5 stores that is (1 store For 3394 Person

liquor/convenience store with an alcoholic off-sale 21 license to serve a population of as shown in the population exhibit. This neighbourhood within a 2-mile radii population of will definitely be OVER-Concentrated and WILL NOT serve Public Convenience nor Public Well-being of the surrounding neighbourhood and residences. Quite the contrary; it will encourage and advance misdeeds and criminal misconduct...and will definitely not promote public welfare.

It is the responsibility of the governing body to manage and ensure the safe and responsible sale, supply and consumption of alcohol; thereby minimizing the harm from excessive and inappropriate drinking, including crime, disorder, public nuisance and negative public health outcomes in our neighborhoods, for the sake of our families and our children's future.

We object to the application for an alcohol license on grounds that adding a FIFTH (5<sup>th</sup>) off-sale liquor licence in our neighbourhood will cause over-concentration of liquor stores in an area that is a dense in residences, is not a major highway with heavy traffic, filled with families and children. We further ask that the local governing body ESTABLISH for us that there is truly a NEED for a FIFTH (5<sup>th</sup>) off-sale (21) license establishment in our small neighbourhood of 8,000 to serve our PUBLIC CONVENIENCE.

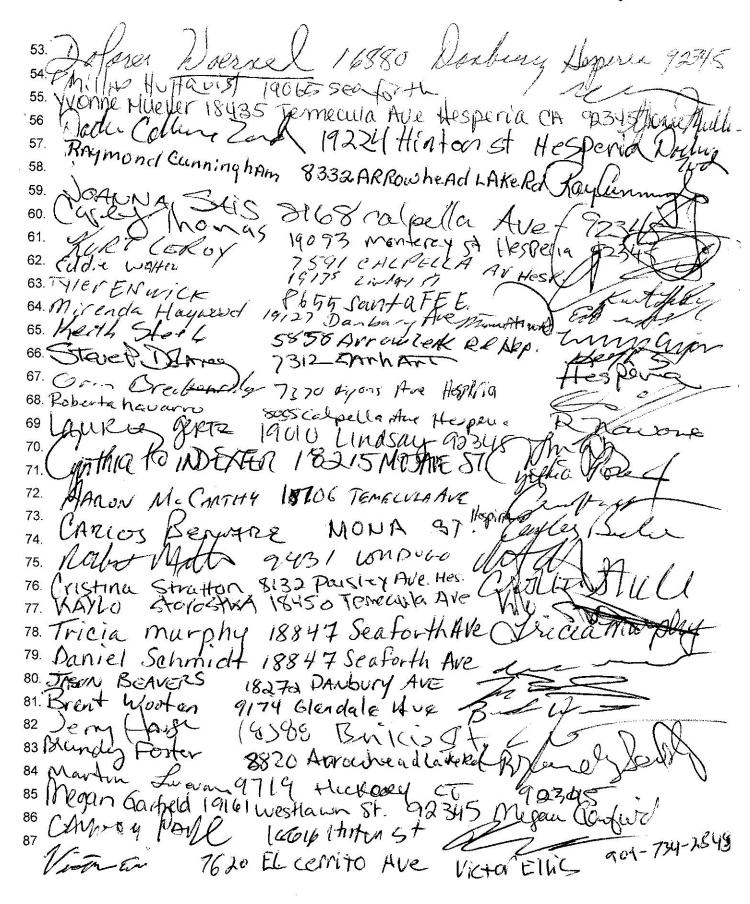
The contact person for this petition is:

Sara Kassab 18920 Danbury Avenue Hesperia, CA 92345 (619) 820-3126

Objectors (please print clearly)

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Sara Kassab 18920 Danbury Avenue Hesperia, CA 92345 (619) 820-3126

## Objectors (please print clearly)

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Name	Address		Signature
1. Sergio	Abrev 18631 Plumas St	Hesperia eA 92345	Sylon
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3. Brent	Ventimistia 17936 H	linton ST. Hes.	92345
4. LARRY B	inge 1884 RANCHERO Rd.	HESPORIA CA.	90385
5. Jacob L.	Block 19198 Monterey St. Hepper	la ca.	
6. ROBER	T HARRIS 18822 WESTERN	HESPERIA LA	92345
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