

FW: On the subject of Case File No. 2020-20 CUP  
Monday, September 20, 2021 10:15:47 AM

**Subject:**

**Date:**

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Good day, sir/madam,

As a member of the public, I would like to voice my opinion in favor of the conditional use permit for alcohol sales being provided to Hero's Cafe in the base of the Bayview Suites building (801 National City Blvd), case file no. 2020-20 CUP, APN 556-471-26 through 29.

I personally believe that allowing alcoholic beverages to be sold will improve business for an already successful and strong business in the building. The Big Ben market, located right behind the Bayview Tower, already sells alcohol, and I don't feel as though it has drastically affected the personalities present in the area, so having another place that sells alcohol so close by should only improve business and liven up the surrounding area.

**Subject:** Planning Comm, Sept 20, Item 4, Hero's CUP  
**Date:** Friday, September 17, 2021 10:36:58 AM

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This CUP should be denied. Here are my reasons.

First of all, there is in fact a public school within 660 feet. Integrity Charter IS a public school. I see mention of some technicality about ratio of dining space to overall floor space, but that is not going to prevent any of the problems of serving alcohol close to the school.

Secondly, did you notice the hours proposed? The applicants claims they will do business starting at 6am every day. Why should I not believe them? As far as I can see, the CUP would allow beer sales then. Oh joy, the bar can get rolling at 6.00am because technically they serve food.

What would be refreshing would be for a so-called restaurant to get open and serve food before they reach for the alcohol profit-center. I will go ahead and be the bad-gal who calls them out and suggests the plan is to sell a couple of tacos or a burger, chased by an unlimited number of beers.

This particular restaurant space has not succeeded in years because the seating area is very tiny. It was a breakfast-and-lunch deli, then gave way to Ethiopian food, then Thai food concept one, then Thai food concept two....and now a plan to open Hero's, whose door sign says there will be an emphasis on Mexican food. All of that has happened since 2017.

Moreover, this area is awash in alcohol and the problems caused by it. Morgan Square Plaza and the Southwestern College campus awaken each morning covered with drunken and drugged transients. Bayview Towers already has so many police calls it should have its own police sub-station. And no mention was made about the on-sale alcohol licenses just a few feet away from Hero's at Napoleone's and the Ramada hotel. And don't forget the 24 hour Seven-Eleven store with full liquor that recently got approved for 110 National City Boulevard.

- Joan Rincon