

Justification Letter

To Whom It May Concern,

This letter is submitted in support of the appeal to remove a planning condition currently prohibiting the sale of beer, wine, and wine coolers in individual containers at REBEL / 890 N Pecos Rd. The condition, imposed under a previous context, no longer reflects the commercial or regulatory landscape of the surrounding area.

Since the original imposition of the condition, there have been substantial changes in the neighborhood, including the development of additional retail establishments that are permitted to sell single alcoholic beverage containers. This has resulted in an uneven playing field where the subject business is disadvantaged by a condition no longer uniformly applied or enforced in the area.

The restriction is now outdated and inconsistent with evolving patterns of retail alcohol sales in the local market. Competitor businesses are actively engaging in the sale of individual containers, and denying this ability to the applicant creates an inequitable regulatory environment. The applicant's store is committed to the responsible sale of alcohol in full compliance with all state and local laws.

In addition to the unfair competitive implications, the condition places an undue economic burden on the business. The inability to offer products commonly available in nearby stores reduces customer traffic and limits revenue opportunities that are otherwise standard in this industry.

The applicant respectfully requests that this condition be removed in order to align with current neighborhood standards, ensure equitable treatment among similar businesses, and maintain commercial viability. This change would not introduce any new operational impacts beyond those already present in the area.

Thank you for your consideration of this request.



Sincerely,

Raaj Amthabhai
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25-0168
04/02/2025