

December 2005

TO: Concerned Citizens  
FROM: North Coastal Prevention Coalition  
**RE: Dollar Tree Stores application for alcohol license at 1838 Marron Rd.**

The Dollar Tree, located at 1838 Marron Rd. in Carlsbad (the old Michael's location near Olive Garden), has applied to transfer an alcohol license to sell beer and wine at this location. This area is not currently over-concentrated with alcohol licenses, but it is in a high crime area according to the Department of Alcoholic Beverage Control. Because the crime rate is 161% higher than the City average, the Carlsbad Police Department has the authority to deny the license transfer and determine that "public convenience and necessity" is not warranted.

Below are statistics and information regarding alcohol availability and alcohol-related problems:

- Over 40% of 11<sup>th</sup> graders in Carlsbad report drinking alcohol in the past month.
- Over 200 juveniles (age 10-17) were admitted to Tri-City Medical Center for alcohol abuse between 2000-2004; nearly 3 times higher than admissions for other drugs.
- Youth are very price-sensitive. Beer and wine for \$1 is likely to appeal to the young and problem drinker populations.
- The number of alcohol-involved traffic collisions has risen 59% in Carlsbad since 2000 (with a total of 140 in 2004).
- The number of businesses licensed to sell alcohol in Carlsbad has increased 34% since 1990. There are currently about 150 businesses with an alcohol license, including grocery stores, restaurants, gas stations and markets.
- 79% of all ABC alcohol-violations have been for sales to minors in the Tri-City area.
- Stores that sell alcohol (including liquor stores, convenience markets and grocery stores) are a common source of alcohol for underage youth. Even if retailers are responsible in checking ID's and not selling to minors, an additional licensed business provides another opportunity where minors can get alcohol by asking adults to purchase it for them, or by stealing it.

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If you would like to join the North Coastal Prevention Coalition in their request to the Carlsbad Police Department that this license application be denied, please sign below and mail your concerns by December 28, 2005 to:

**Detective Jeff Smith, Carlsbad Police Department, 2560 Orion Way, Carlsbad 92008**

***In the interest of the residents and youth of Carlsbad, I request that the Carlsbad Police Department deny the request by Dollar Tree to sell beer and wine. Thank you.***

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

***North Coastal Prevention Coalition***    *Serving the Communities of Carlsbad, Oceanside and Vista*  
*Mailing Address: 1000 Vale Terrace, Vista CA 92084*                      *Phone: (760) 407-1220 Ext. 174*

Website: [www.northcoastalpreventioncoalition.org](http://www.northcoastalpreventioncoalition.org)    Email: [info@northcoastalpreventioncoalition.org](mailto:info@northcoastalpreventioncoalition.org)