



DATE: October 17, 2012

TO: Chairman and Members of the Community Development Commission

FROM: City Manager Office

SUBJECT: **A RESOLUTION DENYING CONDITIONAL USE PERMIT (RCUP12-00005) AND REGULAR COASTAL PERMIT (RRP12-00007) FOR A PAWN SHOP LOCATED AT 222 NORTH COAST HIGHWAY – OCEANSIDE JEWELERS – APPLICANT – CHAD COOGAN**

SYNOPSIS

Staff recommends that the Commission deny Conditional Use Permit and Regular Coastal Permit for a pawn shop located at 222 North Coast Highway. Staff is recommending that the Commission deny the project and adopt the resolution as attached.

BACKGROUND

This item was continued from the October 3, 2012, meeting to the October 17, 2012 meeting.

The subject site is located at 222 North Coast Highway and currently houses Oceanside Jewelers which has been operating at this site since 1989. In 2008, the business was purchased by Chad and Cara Coogan.

The subject site is situated within the North Coast Highway commercial corridor which consists of a mix of retail, offices and restaurants.

Land Use and Zoning: The subject site is located within Subdistrict 1 of the "D" Downtown District. Subdistrict 1 provides a commercial/retail and office complex offering a wide variety of goods and services to both the community at large and to tourists and visitors. Residential Uses are encouraged when and where appropriate.

Regular Coastal Permit: This project is situated within the Coastal Zone and as such requires a Regular Coastal Permit. Under the provisions of the Local Coastal Plan the project site is designated as General Commercial. The General Commercial category allows for a variety of retail, service and office uses.

Project Description: The applicant is requesting approval of a pawn shop located at 222 North Coast Highway. The pawn shop will be housed within the same confines of the existing 736-square-foot Oceanside Jewelers retail store. Currently, Oceanside Jewelers

engages in the buying, selling of and repairing jewelry. The “pawn shop” will allow for limited collateral lending services. These services would be limited to loans (pawn) on items associated with a jewelry store. Such items would include jewelry, watches, diamonds, gold, silver coins and bullion. The applicant has no intention to pawn items such as electronics, televisions, computers, musical instruments, furniture, tools and motorized equipment. The project does not propose any changes to either the exterior or interior of the building nor to the existing signage. In addition, the project does not propose any changes to the business operation. The business will continue to operate under the current time frames of Tuesday through Saturday from 11:00 a.m. to 7:00 p.m. Oceanside Jewelers operates with two full time employees and two part time employees.

Security is provided by a closed circuit camera system 24 hours a day, 365 days a year, with camera data backed up and secured and stored for a minimum of 90 days. In addition, merchandise and identification numbers are stored in a United Laboratories TL-30 vault which is rated against theft and fire.

The operation of the “pawn portion” of the business would include, but not necessarily, all of the following steps:

- . Check customer identification;
- . Log in information on the goods, i.e. description;
- . Take pictures of the goods;
- . Sign a loan contract with customer. The contract includes thumbprint;
- . Give the money to the customer;
- . The contract is valid for 4 months. The contract can be extended an additional 4 months if the customer pays all of the interest on the initial loan;
- . The Police check the goods within 30 days against stolen property.

Regular Coastal Permit: A Regular Coastal Permit is required because the project is situated within the Coastal Zone and the discretionary action of the Conditional Use Permit “triggers” the coastal permit.

Environmental Determination: A Certificate of Exemption has been prepared for the project and in accordance to Article 19 Categorical Exemption; Section 15332 (a through e) of the California Environmental Quality Act (CEQA) the project is considered exempt. Under the provisions of CEQA, the Community Development Commission will consider the exemption during its hearing on the project.

ANALYSIS

Staff's analysis focused on the compatibility of the project with the existing building design and the project's consistency with the underlying Zoning Ordinance and the Local Coastal Program.

General Plan: Section 1.35 of the General Plan states that the City's objective is to promote the long-term viability and rejuvenation of the Downtown District consistent with

the overall policies and improvements of the City. The proposed use is consistent with the objectives of the General Plan in that the use will allow for the increase of economic activity in the downtown area.

Conditional Use Permit: Staff has reviewed the operational characteristics for the pawn shop and believes that the proposed project will not have a negative impact on the surrounding neighborhood. The proposed pawn shop fronts on North Coast Highway and is situated one block north of the intersection of the two major commercial corridors located within the downtown area (Mission Avenue and Coast Highway 101). The proposed use, pawn shop, is consistent with the surrounding area land uses which are mainly retail, office and restaurants.

The Police Department has reviewed the operational characteristics of the proposed pawn shop and has determined that they cannot support the use due to problems of increased crime located within a high crime area. In addition, pawn shops and second hand dealers require a considerable amount of time to research databases and open investigations to determine if an item is stolen property. Current staffing levels do not allow for the assignment of a full-time equivalent to pawn shop investigations. This type of investigation is ancillary in nature and detracts from other investigative functions.

Local Coastal Plan: Staff's review of the project examined the consistency of the development with the underlying zoning regulations and policies of the Local Coastal Program. The subject site is situated toward the middle of the block between Mission Avenue and Pier View Way; therefore, the proposed project will not obstruct or block any existing or proposed public beach access. Staff also evaluated the proposed project and its effect on public coastal views. There are no proposed changes to the building's exterior; therefore, public coastal views will not be compromised.

In conclusion, staff believes that the project does not meet the intent of the Zoning Ordinance and the underlying subdistrict goals, in that the proposed use is incompatible with retail and office uses within this subdistrict.

COMMISSION OR COMMITTEE REPORTS

On September 26, 2012, the project was reviewed by the Downtown Advisory Committee (DAC) and a motion was made to deny staff recommendation and move approval of the pawn shop use permit with a condition that the signage will have no reference to the pawn shop use. The motion was approved on a 4-2 vote.

FISCAL IMPACT

Not applicable.

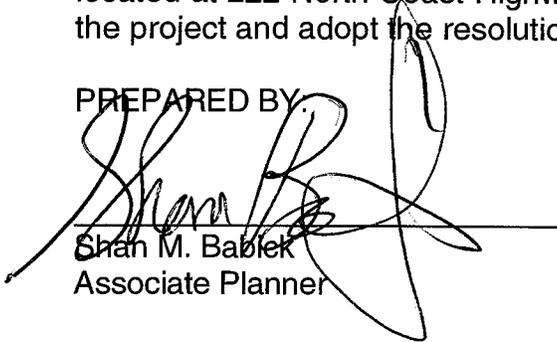
CITY ATTORNEY'S ANALYSIS

Pursuant to Oceanside Zoning Ordinance Article 41, Section 4102, and Public Resources Code 30200 et seq., and the City of Oceanside Local Coastal Program Land Use Plan, the Community Development Commission is authorized to hold a public hearing on this project's applications. Consideration of the project should be based on the evidence presented at the public hearing. After conducting the public hearing, the Commission shall approve, conditionally approve, or disapprove the project. The resolution has been reviewed and approved as to form by the City Attorney.

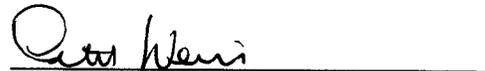
RECOMMENDATION

Staff recommends that the Commission adopt the resolution denying Conditional Use Permit (RCUP12-00005) and Regular Coastal Permit (RRP12-00007) for a pawn shop located at 222 North Coast Highway. Staff is recommending that the Commission deny the project and adopt the resolution as attached.

PREPARED BY:

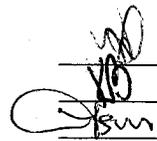

Shan M. Babek
Associate Planner

SUBMITTED BY:


Peter A. Weiss
Executive Director

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager
Kathy Brann, Downtown Development Manager
Frank McCoy, Police Chief



EXHIBITS/ATTACHMENTS

- 1. Resolution
- 2. Floor Plans
- 3. Letters

1 RESOLUTION NO. 12-

2 A RESOLUTION OF THE COMMUNITY DEVELOPMENT
3 COMMISSION OF THE CITY OF OCEANSIDE DENYING
4 CONDITIONAL USE PERMIT AND REGULAR COASTAL
5 PERMIT FOR A PAWN SHOP LOCATED AT 222 NORTH
6 COAST HIGHWAY- OCEANSIDE JEWELRY - APPLICANT:
7 CHAD COOGAN

8 WHEREAS, on October 3, 2012, the Community Development Commission held its
9 duly noticed public hearing, considered an application for a Conditional Use Permit (RCUP12-
10 00005) and Regular Coastal Permit (RRP12-00007) for a pawn shop located at 222 North Coast
11 Highway.

12 WHEREAS, the Downtown Advisory Committee (DAC) of the City of Oceanside, at its
13 September 26, 2012, meeting reviewed Conditional Use Permit (RCUP12-00005), and Regular
14 Coastal Permit (RRP12-00007) and voted to approve the resolution recommending denial;

15 WHEREAS, a Categorical Exemption was prepared by the Resource Officer of the City
16 of Oceanside for this application pursuant to the California Environmental Quality Act (CEQA)
17 1970 and the State Guidelines implementing the Act. Pursuant to Section 15301 (B) of the
18 CEQA guidelines the project is situated in an area that is not environmentally sensitive and
19 therefore will not have a detrimental effect on the environment;

20 WHEREAS, pursuant to Oceanside Zoning Ordinance §4603, this resolution becomes
21 effective upon its adoption.

22 NOW, THEREFORE, the Community Development Commission of the City of
23 Oceanside does resolve as follows:

24 **For the Conditional Use Permit:**

25 1. The project is located within Subdistrict 1 of the Downtown Project Area as
26 identified by Zoning Ordinance 095-006. The specific purpose for the Subdistrict is to provide a
27 commercial/retail and office complex offering a wide variety of goods and services to both the
28 community at large and to tourists and visitors. The proposed pawn shop is inconsistent with the
Zoning Ordinance (Article 12) in that the proposed use may cause blighted conditions with the
potential for an increase of crime and therefore cause a detrimental effect to the surrounding
neighborhood. In addition, the surrounding area is over saturated with pawn shops and secondhand
dealers in that there are 6 of these businesses within a 10-block radius of the subject site.

1 2. The proposed pawn shop is inconsistent with Section 1.35 of the General Plan
2 and the Zoning Ordinance. Section 1.35 of the General Plan states that the City's objective is to
3 promote the long-term viability and rejuvenation of the Downtown District consistent with the
4 overall policies and improvements of the City. The proposed use is inconsistent with the
5 objectives of the General Plan in that the use will not promote the long-term viability and
6 rejuvenation of the Downtown District. In addition, the business operation has the
7 potential to increase crime and therefore the proposed use will constitute a public
8 nuisance and be a detriment to neighboring persons, property, improvements or the
9 general welfare of the City. There is an over saturation of pawn shops and secondhand
10 dealers within the vicinity of the subject site. There are 6 pawn shops and/or second
11 hand dealers within a 10-block radius of the subject site. Studies have indicated that the
12 presence of certain land uses is predictive of crime levels in the surrounding
13 neighborhood. Drug markets tend to prosper at locations near pawn shops where the
14 cash required for drug purchases can be easily obtained from stolen property. The
15 proposed pawn shop is also situated within an area (downtown) of high crime. In
16 addition to the potential for increase of crime, the presence of a pawn shop will have a
17 negative impact on the property values for both the commercial and residential
18 properties located within the surrounding neighborhood. Finally, pawn shops and
19 second hand dealers require constant monitoring from the Police Department which is a
20 drain on their fiscal resources.

21 3. The proposed pawn shop is inconsistent with the provisions of the Zoning
22 Ordinance.

23 **For the Regular Coastal Permit:**

24 1. The granting of the Regular Coastal Permit is not consistent with the policies and
25 objectives act of the California Coastal Act of 1976 in that, the proposed pawn shop is
26 inconsistent with the general retail land use.

27 2. The proposed project is consistent with the policies of the Local Coastal Program
28 as implemented through the City Zoning Ordinance in that the proposed project does not
increase the building size and therefore will not affect any public coastal views.

1 3. The proposed project will not obstruct any existing or planned public beach
2 access; therefore, the project is in conformance with the policies of Chapter 3 of the Coastal
3 Act.

4 SECTION 1. That Conditional Use Permit (RCUP12-00005) and Regular Coastal Permit
5 (RRP12-00007) are hereby denied.

6 PASSED AND ADOPTED by the Oceanside Community Development Commission of
7 the City of Oceanside this ___ day of _____ 2012 by the following vote:

8 AYES:

9 NAYS:

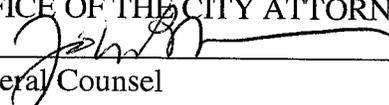
10 ABSENT:

11 ABSTAIN:

12 ATTEST:

Chairman

13 _____
14 Secretary

15 APPROVED AS TO FORM:
16 OFFICE OF THE CITY ATTORNEY
17 by  _____
18 General Counsel

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COAST HWY

220 ←

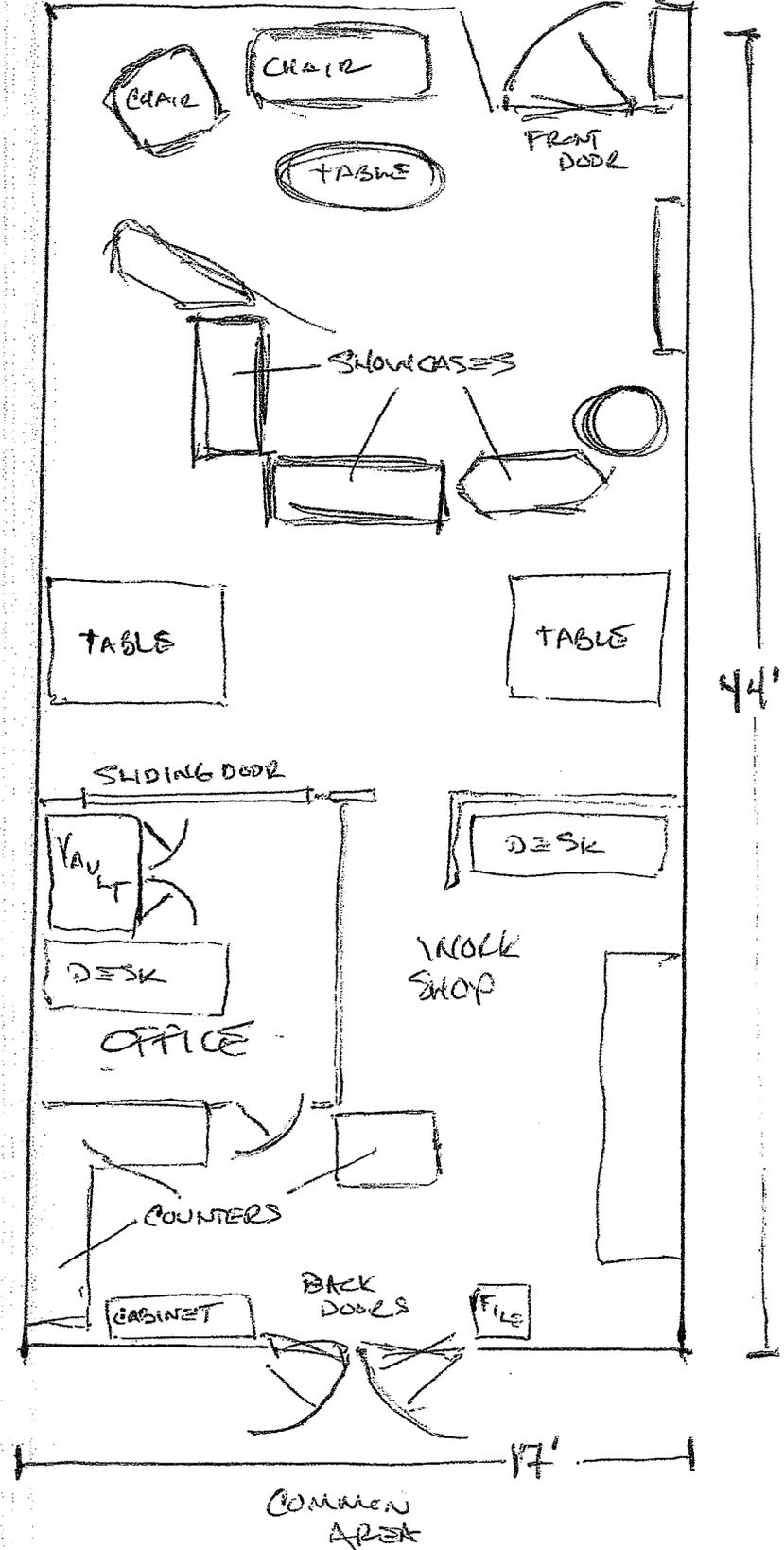
222 COAST HWY:

→ 224

RECEIVED

JUL 05 2012

OCEANSIDE
REDEVELOPMENT



Floor Plan 222 N COAST HWY.



NOTICE OF EXEMPTION

TO: X RECORDER/COUNTY CLERK
COUNTY OF SAN DIEGO
P.O. BOX 1750
SAN DIEGO, CA 92112-4147

PROJECT TITLE AND FILE NUMBER:

CONDITIONAL USE PERMIT (RCUP12-00005) AND REGULAR COASTAL PERMIT (RRP12-00007) FOR A PAWN SHOP LOCATED AT 222 NORTH COAST HIGHWAY – OCEANSIDE JEWELERS – APPLICANT: CHAD COOGAN

PROJECT LOCATION - SPECIFIC:

222 North Coast Highway

PROJECT LOCATION - GENERAL:

Pier View Way and Mission Ave.

CONDITIONAL USE PERMIT (RCUP12-00005)
REGULAR COASTAL PERMIT (RRP12-00007)

DESCRIPTION OF NATURE, PURPOSE AND BENEFICIARIES OF PROJECT:

Pawn Shop located at 222 North Coast Highway.

NAME OF PUBLIC AGENCY APPROVING PROJECT:

City of Oceanside

NAME OF PERSON(S) OR AGENCY CARRYING OUT PROJECT:

Chad Coogan
222 North Coast Hwy.
Oceanside, CA 92054
(760) 722-4950

Exempt Status per the Guidelines to Implement the California Environmental Quality Act (CEQA)
(Public Resources Code Section 21000 et. al.):

 NOT SUBJECT TO CEQA PER THE GENERAL RULE, SECTION 15061(B)(3)

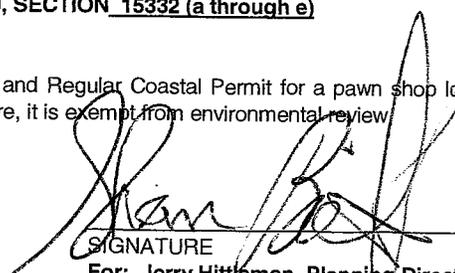
 STATUTORY EXEMPTION PER ARTICLE 18, SECTION(S)

X CATEGORICAL EXEMPTION PER ARTICLE 19, SECTION 15332 (a through e)

REASONS WHY PROJECT IS EXEMPT:

The proposed project is a Conditional Use Permit and Regular Coastal Permit for a pawn shop located at 222 North Coast Hwy. The proposed use is located in an infill area, therefore, it is exempt from environmental review.

Contact Person: Shan Babick, Associate Planner

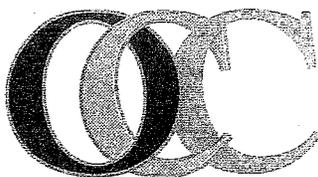

SIGNATURE

July 19, 2012

DATE

For: Jerry Hittleman, Planning Director

CITY HALL, 300 NORTH COAST HIGHWAY, OCEANSIDE CA 92054, TELEPHONE (760) 435-3354, FAX (760) 722-1057



OCEANSIDE
CHAMBER OF
COMMERCE

Chad Elliott
Oceanside Jewelers
222 North Coast Hwy
Oceanside, CA
92054

To Whom It May Concern:

It is the pleasure of the Oceanside Chamber of Commerce Board of Directors to write this letter of support for the Oceanside Jewelers to extend their license to a lending license. The Oceanside Chamber supports the Oceanside Jewelers if they comply with all the City of Oceanside rules and regulations for a lending license.

It is fair for the Oceanside Jewelers to have a lending license in order to contend with their competition especially in down economic times.

Sincerely,

David L. Nydegger
President and C.E.O.
Oceanside Chamber of Commerce

SOMERSET DEVELOPMENT COMPANY

Tammy J. Westbrook, Controller

10872 Meads * Orange, CA 92869

740-360-6225

c/o 404 Rosewood Drive, Marion, OH 43302

June 27, 2012

City of Oceanside
Shan Babick
Economic & Community Development
300 North Coast Highway
Oceanside, CA 92054

Re: Oceanside Jewelers
- CUP application to include pawnbroker/collateral lending

Dear Shan,

As owner of the property located at 222 North Coast Highway, Oceanside, Somerset Development Company would like to acknowledge support of the application being made by our tenant, Chad Elliott Coogan (Oceanside Jewelers) to include collateral lending / pawnbroker in his business description and licensing.

It is our understanding the property owner is required to sign the Conditional Use Permit Application or provide a letter designating the applicant as the agent of the owner to file on the owner's behalf. This letter is to designate Chad Elliott Coogan, the applicant, as an agent to sign the application and file it on behalf of Somerset Development Company and its owners. Somerset's managing partner, Richard Cicoletti has reviewed the application documents.

As we discussed when I was in Oceanside last month – the downtown improvements over the past years have been truly wonderful and in this case we fully support the opportunity for one of our long-time tenants to expand their business and to continue a successful venture for many years to come.

If additional information is required from Somerset in order to support this application, please contact me anytime.

Sincerely,



Tammy Westbrook
Controller / Building Manager
TammyWestbrook@roadrunner.com

NORMAN
GORNBEIN
JEWELRY CONSULTANT

BUYERS & REFINERS OF ALL PRECIOUS METALS

PHONE: (619) 540-7189.....FAX: (858) 391-8526

To the city of Oceanside,

8-3-12

My name is Norman Gornbein I currently operate a private re refining business here in San Diego. I previously owned a multi-million dollar pawn shop in Detroit, Michigan. Having done business with Chad and Oceanside Jewelers for the past 5 years I can say that he would be a true asset to the pawnbroker industry as whole. He operates his business with true honesty and integrity. In my business I see many stores both jewelry and pawn and in my professional opinion Chad runs Oceanside Jewelers in a very organized and accountable manner. I have seen many pawnshops operate with discretion and maintain a quality image and profile in their community. I feel that Oceanside Jewelers would do just that. I will be consulting Chad and Oceanside Jewelers during the initial transition to working as a pawnbroker and will be available to him indefinitely as a consultant may the need arise.

Sincerely



Norman Gornbein

El Cajon Jewelry and Loan Inc.

935 E. Main St. El Cajon, CA 92021 (619) 440-8282

August 14, 2012

Mayor of Oceanside
City Council

To Whom It May Concern:

My name is Gary Feldman and I have been in the jewelry business for 30 years and currently a pawnbroker for over 15 years. I am also the Treasurer of the San Diego Pawnbrokers Association and member of California Pawnbrokers Association. I have known Mr. Chad Elliott of Oceanside Jewelers for five years. If you are considering issuing a pawn license in your city, I would highly recommend Mr. Elliott for several reasons.

First, Mr. Elliott has the education and experience from being in the jewelry business to properly and accurately evaluate jewelry, which is 90% of the merchandise pawnbrokers deal with. Second, Mr. Elliott currently has a Second Hand Dealers License and complies with reporting requirements with the City and Law Enforcement. Third, Mr. Elliott is a member of our Pawnbrokers Association in good standing.

Mr. Elliott has a small jewelry store and will only be dealing with jewelry loans by appointment and selective walk-ins. His target will be middle class fine jewelry collateral loans. I am sure Mr. Elliott will be an excellent Jeweler-Pawnbroker in the City of Oceanside and I strongly support the City should they decide to issue Mr. Elliot a pawnbroker's license.

A handwritten signature in black ink that reads "Gary Feldman". The signature is fluid and cursive, with a long horizontal flourish at the end.

Gary Feldman, President
El Cajon Jewelry and Loan Inc.
Member of CAPA and SDPA

August 3, 2012

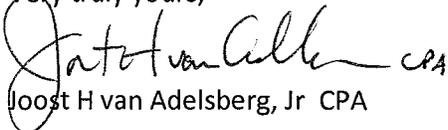
Re Oceanside Jewelers and Mr. Chad E. Coogan

To whom it may concern:

The purpose of this letter is to express my confidence in Oceanside Jewelers and to show support for their application for a license to engage in collateral lending, a Pawnbroker's License. I am a long time resident of North County San Diego and a Certified Public Accountant with over thirty (30) years of experience in public and private practice. I have known Mr. Chad Coogan personally for over nine (9) year. In addition, I have worked closely with Mr. Coogan, aka Oceanside Jewelers, professionally, as independent accountant for over eight (8) years. I have literally watched his business grow since he purchased it. With my financial experience, I can say with confidence that Mr. Coogan has demonstrated a firm understanding of the financial workings of his business and a strong sense of business community. This combined with his over 25 years of experience in the jewelry industry of buying, selling and manufacturing gives me assurance that he is capable of operating with a Pawnbroker's License in the same professional and financially responsible manner. The issuance of this license will allow Oceanside Jewelers to employ additional staff, as well as, allow Oceanside Jewelers the opportunity to increase retail sales which in turn increases sales taxes revenue and general business revenue collected within the city of Oceanside. I also believe that the increase in customer traffic to the Oceanside Jewelers will generate addition sales traffic to the neighboring retail outlets within the area. With my personal knowledge of Mr. Coogan's character and ethical integrity together with how he runs his business and my experience as a CPA, I feel that issuing a Pawnbroker's License can only be beneficial to the city of Oceanside. Therefore, I recommend that the city of Oceanside move forward with the issuance of a Pawnbroker's License for Oceanside Jewelers.

If you have any additional questions or if I may provide further clarification in this regard, please feel free to contact me directly.

Very truly yours,


Joost H van Adelsberg, Jr CPA



Connie Coe
Coldwell Banker Real Estate Services
760-420-9497

To Whom It May Concern:

July 26, 2012

I have know and worked with Chad Elliott for over ten years. I have referred jewelry business to him on multiple occasions with confidence. I have also employed him to do work for myself and a family member. We have always found Chad to be an honorable and professional businessman.

I have visited Oceanside Jewelers on many occasions and watched him grow his business and his reputation in the community of Oceanside over the last decade.

He has been an active member of Business Networking International for as long as I have known him. During this time I have seen many members also use his service with complete confidence.

It is my professional opinion, based on my experience as a realtor with Coldwell Banker for over 30 years and working in the in Oceanside area, that the issuance of a pawnbroker's license to Oceanside Jewelers would enhance their business. I truly believe that Oceanside Jewelers and Chad Elliott would continue to operate in a responsible and compliant manner. I do not feel in any way this would have a negative impact on the community and the surrounding areas.

I am very proud as an Oceanside resident myself, to know and see Chad working so hard in the community to expand his business.

Please feel free to contact me if you have any questions.

Respectfully,

A handwritten signature in cursive script that reads "Connie Coe".

Connie Coe

conniecoe@coldwellbanker.com

760-420-9497

Mayor Jim Wood
City of Oceanside
300 N Coast Hwy
Oceanside, CA 92057

July 31, 2012

Dear Mr. Wood,

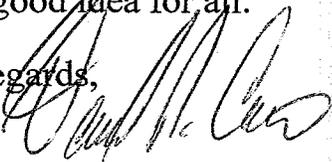
With this letter I wanted you to personally know what a great job I feel that Oceanside Jewelers has been doing in the City of Oceanside since being purchased in 2008 by Chad Elliott Coogan. The store is much more in keeping with the stated goals of improving the downtown look and feel for business and tourism since his acquisition.

My first introduction to Chad was seven years ago when he was working as a Master Jeweler in one of San Diego's finest jewelry stores. Since I was involved with the Chamber of Commerce at the time, Chad inquired about the shop he was looking to purchase at 222 N. Coast Highway in Oceanside. Several of us encouraged Chad to purchase the store as we knew that he would contribute to the revitalization in the downtown area with past experience and his obvious pride of ownership spirit.

It has come to my attention that Chad will be making a request before the City of Oceanside in order to expand his business services to include pawn brokering of jewelry and jewelry related items. Knowing that Chad has been a prudent and successful business owner for the past 5 years, I believe this is a good idea for the City of Oceanside, the down town merchants as well as for Chad and his family.

I know you are very busy and have many issues facing you as Mayor of the wonderful City of Oceanside, so please take the time to carefully review and give strong consideration to approving Oceanside Jewelers' Conditional Use permit, as I think it is a good idea for all.

Regards,



David A. Cain

CC: Chad Elloitt Coogan
Jack Feller
Gary Felien
Esther Sanchez
Jerry Kern



August 6, 2012

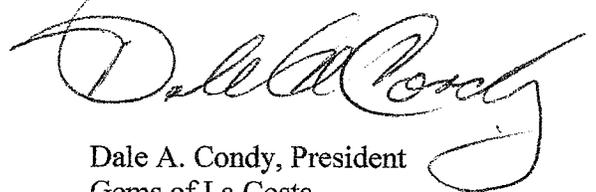
To Mayor Jim Wood and the City Council of Oceanside,

This letter is to express my support for Chad Elliott Coogan and his business, Oceanside Jewelers, in obtaining a Conditional Use Permit to allow Oceanside Jewelers to operate as a pawnbroker/collateral lender.

I have worked with Chad since 2005 and he has always conducted business in a very responsible and professional manner. He continued to operate with the same high ethical standards when he purchased Oceanside Jewelers in 2008. In my view, he has transformed the store into an inviting, trustworthy place to do business in downtown Oceanside.

As a fellow north county jewelry store owner for 23 years, I am very impressed with what Chad has been able to do with his business. I am confident that Chad would continue to operate in the same responsible and professional manner, if Oceanside Jewelers were to be granted a pawnbroker license.

Sincerely,

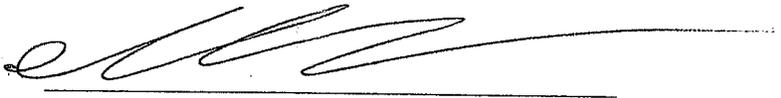


Dale A. Condry, President
Gems of La Costa

Ask the Jeweler
5115 Avenida Encinas Suite H
Carlsbad, CA. 92008
(office) 760 929-0191
(Fax) 760 929-9159

I am and have been engaged in the jewelry business in North County San Diego and Oceanside for 18 years. I have known Chad since 2008 when he purchased what is now Oceanside Jewelers and have always known him to be a very professional and upstanding businessman. Prior to knowing him personally I knew of him within the jewelry business community. His reputation has always been excellent both in the business to business arena and in the public's eye. I have done business with Oceanside Jewelers and would feel comfortable referring my clients to Chad and Oceanside Jewelers should they be granted their pawnbroker's license. I am in full support of Oceanside Jewelers being allowed a pawnbrokers license and would ask that the city council approve his application.

- Anthony Michel

A handwritten signature in black ink, appearing to read 'Anthony Michel', is written over a horizontal line. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Oceanside Jewelers has been a jewelry store at 222 N Coast Hwy since 1989. This is the fifth year under the ownership and operation of Chad Elliott Coogan and his wife Cara who have two small children. Oceanside Jewelers currently employs two full time and two part time employees. In Early 2010 Oceanside Jewelers was denied a change of business description to include pawnbroker by the city of Oceanside. Later in 2010 Coast Jewelry and More (to be located at 205 North Coast Highway) a company with no previous affiliation with the Oceanside community was granted a conditional use permit to allow pawnbroker to be used in their business description and licensing in a vote of 4 to 1.

In order to secure a competitive future and create a "level playing field" for Oceanside Jewelers in this ever changing downtown arena it is absolutely necessary that the city of Oceanside approve their application for a conditional use permit allowing Oceanside Jewelers to include pawnbroker in their business description. According to Shan Babick associate planner (past head of the Downtown Re-Development Department and temporary manager of downtown redevelopment) at the city of Oceanside the application process and fees alone for the conditional use permit are in excess of \$8500. The \$8500 are application and processing fees and do not guarantee a city council approval.

Oceanside Jewelers has an impeccable rapport with the Oceanside Police Department and have aided in the recovery of over \$50,000 worth of stolen jewelry for Oceanside Police and its surrounding departments. Support for our license has been expressed by Det. Ed Lane from the Oceanside Police Department (pawnbroker division) and has been conveyed by him to Srgt. Beckler. Chad Elliott Coogan has meet with both City Council members Jerome Kern and Gary Felien who visited the 222 North Coast Highway location, as well as Council member Ester Sanchez, and after concerns were expressed and numerous questions asked all of the fore mentioned council members expressed their support to continue the application process that Oceanside Jewelers would have the support of the council members throughout the application process.

****Oceanside Jewelers is seeking the formal support of local business owners and residents****

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NAME PR. / Kurt Clayton BUSINESS NAME _____
ADDRESS 1765 WALTON STREET Oceanside
TELEPHONE 619 922 3817 FAX _____ EMAIL kclayton@apibhs.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE PR. / Kurt Clayton DATE 07/11/2012

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NAME Coregg Engels BUSINESS NAME CIGAR GROTTO INC
ADDRESS 220 N. COAST Hwy
TELEPHONE 760 722-1603 FAX 760 7221603 EMAIL Cigargrotto@aol.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

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NAME Sammy Rosales BUSINESS NAME BARBER SHOP
ADDRESS 210 B WORTHEN WAY
TELEPHONE 760 722 3247 FAX _____ EMAIL _____

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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SIGNATURE Sammy Rosales DATE 2/4/3

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NAME Tim Kelly BUSINESS NAME PRUDENTIAL REAL ESTATE
ADDRESS 347 GRANT ST
TELEPHONE 949 356 2147 FAX _____ EMAIL TimKellysells@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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SIGNATURE Tim Kelly DATE 8/20/2012

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NAME MARIO ALVARO BUSINESS NAME OSIDE FLOWERS
ADDRESS 216 N COAST HWY OS CA 92054
TELEPHONE 760 757 1422 FAX 760 757 2412 EMAIL OSIDEFLOWERS216@ATT.NET

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE



DATE

7/3/12

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NAME Jaquelyn Wildes BUSINESS NAME WORDS INK!
ADDRESS 4166 PINDAR Way, OCEANSIDE, 92056
TELEPHONE 760-305-7078 FAX ———— EMAIL WORDSINK@COX.NET

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Chad Hofgren BUSINESS NAME Blue force systems LLC
ADDRESS 169 castle st.
TELEPHONE 612-676-6761 FAX _____ EMAIL Chad Hof @ Gmsi LLC

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME David Walker BUSINESS NAME D Walker Chiropractic
ADDRESS 1012 South Coast Hwy Ste 6
TELEPHONE 760 967 9444 FAX 760 967 7445 EMAIL walkerschiropractic@sbcglobal.net

- Are you willing to contact your city council members in support of this issue? Yes No
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NAME Elizabeth Harwood BUSINESS NAME Oceanside Chamber of Commerce
ADDRESS 5717 Merrymount Ct. Oceanside
TELEPHONE 760 945-1221 FAX 760 945-0772 EMAIL elizabeth@oceansidechamber.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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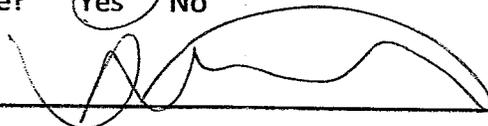
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NAME Loni Pesce BUSINESS NAME Greenroom Financial
ADDRESS 110 N. Dittmar
TELEPHONE 760-390-9058 FAX _____ EMAIL lonipesce@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Taylor Barnes BUSINESS NAME East Village

ADDRESS 401 Wanda 92054

TELEPHONE 760-439-7222 FAX EMAIL Taylorbarnes27@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Karen Roberts BUSINESS NAME Variety Sales
ADDRESS 3700 Hickory Wy, Oceanside 92057
TELEPHONE 760 722 5692 FAX _____ EMAIL KarenRoberts0060@SBC Global - NCR

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME James D. Voaklander BUSINESS NAME Jimmy D's Resale
ADDRESS 683 Thunderbird Oceanside CA 92057
TELEPHONE 760-277-3145 FAX — EMAIL JVoak@pacbell.net

Are you willing to contact your city council members in support of this issue? Yes No

Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No

Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

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NAME BOB SAUNDERS BUSINESS NAME SAUNDERS MAINTENANCE + REMODELING
ADDRESS 1759 HUMMINGBIRD LANE VISTA (337 BROOKS STREET OS.)
TELEPHONE 760-639-0694 FAX (SAME) EMAIL SAUNDERS R@COX-NET

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

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NAME MICHAEL W. TEEZ BUSINESS NAME TAXE SHAPE for Life
ADDRESS 1453 SALEM CT Oceanside CA 92057
TELEPHONE 858-692-0566 FAX _____ EMAIL michael.teez55@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Aela Chocano BUSINESS NAME Real Estate
ADDRESS 1120 Brighton Dr. oceanside ca 92056
TELEPHONE 760-500-856 FAX _____ EMAIL staradella@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Gregg ANDERSON BUSINESS NAME Savvy Strategist
ADDRESS 744 Point Sur, Oceanside, CA 92056
TELEPHONE 760-730-5814 FAX _____ EMAIL gregg@savvystrategist.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Sammi Dulay BUSINESS NAME ONCE UPON A STRING
ADDRESS 609 N. FREEMAN #D, O'Side 92054
TELEPHONE 760.547.4444 FAX _____ EMAIL SAMMI@ONCEUPONASTRING.COM

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Sammi Dulay DATE 7/31/12

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NAME KEVIN KELLY BUSINESS NAME CAROLCARE
ADDRESS 4205 DUSK LN. OCEANSIDE, CA. 92056
TELEPHONE 760 500 0356 FAX _____ EMAIL _____

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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SIGNATURE Kevin Kelly DATE 8-1-12

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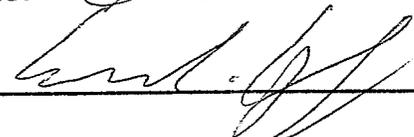
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NAME EDWARD HAMP BUSINESS NAME EDWARD HAMP JEWELERS
ADDRESS ~~3604~~ 3604 HARVARD DR OCEANSIDE CA 92056
TELEPHONE 760-420-3967 FAX _____ EMAIL EDWARD.HAMP1@Yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE  DATE 8-2-10

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NAME Jonathan Sheets BUSINESS NAME Superior Movers
ADDRESS 180 Canyon Dr. Apt # 78
TELEPHONE 619-457-4933 FAX _____ EMAIL jonathan@superiormoversusa.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE [Signature] DATE 8/19/2012

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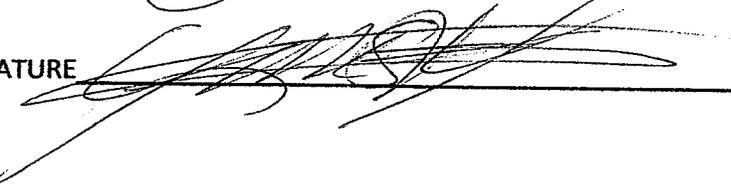
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NAME Leah Sheets BUSINESS NAME Superior Movers
ADDRESS 180 Canyon Dr. 78, Oceanside CA 92054
TELEPHONE 619-518-5059 FAX _____ EMAIL lsheets05@hotmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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SIGNATURE  DATE 08-09-12

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NAME T. Coogan BUSINESS NAME T. Coogan Co.
ADDRESS 1719 So Coast Hwy Ste A Oceanside CA
TELEPHONE 760 310-9827 FAX _____ EMAIL _____

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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SIGNATURE T. Coogan DATE 8/10/12

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****Oceanside Jewelers is seeking the formal support of local business owners and

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NAME Amy Coe BUSINESS NAME _____
ADDRESS 299 Bluff Way, 92054
TELEPHONE 760-390-0287 FAX _____ EMAIL amycoe@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permitted) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE [Signature] DATE 8/14/12

ARMY AND NAVY ACADEMY
AMY COE
Science Department Chair
P.O. Box 3000
2605 Carlsbad Blvd.
Carlsbad, CA 92018-3000
Main Campus (760) 729-2385, x5194
Direct (760) 547-5194
Fax (760) 434-1890
acoec@armyandnavyacademy.org
www.armyandnavyacademy.org



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NAME Forrest Simpson BUSINESS NAME Whale Lutta
ADDRESS 922 S papers St
TELEPHONE 760 722 8915 FAX _____ EMAIL frs@oceanside.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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SIGNATURE [Signature] DATE 8/4/2012

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NAME Michelle Frerbas BUSINESS NAME Quick-Dry Flood Services
ADDRESS ~~220, 1210, Salina~~ Venture St - Escondido
TELEPHONE 760 878-8906 FAX _____ EMAIL Shellfrerbas@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Michelle Frerbas DATE 8/4/12

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NAME Kimberley Lynch BUSINESS NAME Primerica Financial Svcs
ADDRESS 906 Rosemary Ave, Carlsbad, CA 92011
TELEPHONE 760-518-9672 FAX _____ EMAIL Klynch@primerica.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Andy Seery BUSINESS NAME Getaway San Diego
ADDRESS 3715 Coconino Ct, San Diego, CA 92117
TELEPHONE 888 803 1147 FAX 858 240 2242 EMAIL ANDY@GETAWAY-MEDIA.COM

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

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NAME Roger Sokoloff BUSINESS NAME _____
ADDRESS 702 Stanley Street
TELEPHONE 898-347-3071 FAX _____ EMAIL RLSOKOLOFF@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support **in your own words** (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Roger Sokoloff DATE 6 June 2012

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NAME Katie Lofgren BUSINESS NAME _____
ADDRESS 1109 Castle St
TELEPHONE 612 501-1352 FAX _____ EMAIL _____

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE [Signature] DATE 7-3-12

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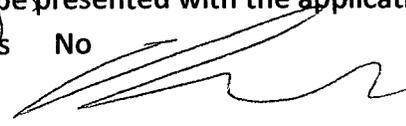
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NAME Brian Hill BUSINESS NAME RESIDENT
ADDRESS 1708 Tulane Ct Oceanside CA 92054
TELEPHONE 760 889 6681 FAX _____ EMAIL Brian.Hill@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Robert Gunn BUSINESS NAME _____
ADDRESS 4739 Rim Rock Road Oside CA 92056
TELEPHONE 760-681-1421 FAX _____ EMAIL re-gunn63@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in **your own words** (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Robert Gunn DATE 6/8/12

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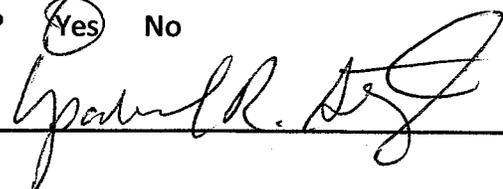
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NAME Ysabel Stangl BUSINESS NAME _____
ADDRESS 2020 S. D. EMAR St Oceanside CA
TELEPHONE 760 231 1818 FAX _____ EMAIL ystangl@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE  DATE 6-12

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NAME Derek Mallow BUSINESS NAME _____
ADDRESS 2702 Via Colima
TELEPHONE 760 845 9175 FAX _____ EMAIL DTmallow@yahoo

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Derek Mallow

DATE 6/8/2012

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NAME Jeanne Lyons BUSINESS NAME _____
ADDRESS 231 Blue Sky Lane, Oceanside, Ca 92056
TELEPHONE 760-672-5686 FAX _____ EMAIL WTWABTJJeannie@AOL.COM

- Are you willing to contact your city council members in support of this issue? No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? No

SIGNATURE Jeanne Lyons DATE 6-6-12

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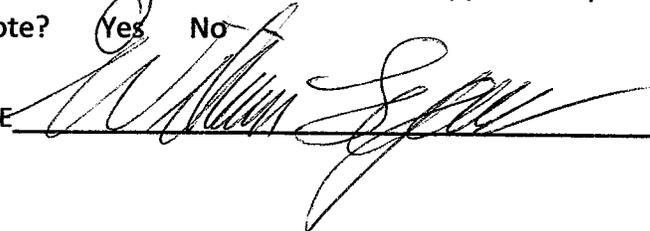
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NAME William Lyons BUSINESS NAME N/A
ADDRESS 231 Blue Sky Ln. Oceanside ca 92056
TELEPHONE 760-758-7998 FAX N/A EMAIL Williemojorising@

- Are you willing to contact your city council members in support of this issue? Yes No not
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Daniel Martinez BUSINESS NAME _____
ADDRESS 5443 Blackberry Way Oceanside CA 92057
TELEPHONE 7608806430 FAX _____ EMAIL DAMARTINEZ@TATTLER.CO

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Clinton Sanders BUSINESS NAME _____
ADDRESS 5776 VIA Mindanao Oceanside CA 92057
TELEPHONE (760) 696-2531 FAX _____ EMAIL cd.sanders.2@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Terrie Kinney BUSINESS NAME _____

ADDRESS 802 Alberta Ave

TELEPHONE 760-754-9495 FAX _____ EMAIL terrie.kinney@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Chelsea Byrne BUSINESS NAME _____
ADDRESS 407 N Nevada Oceanside, ct, 92054
TELEPHONE 760-672-2277 FAX N/A EMAIL donaechelsea@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Judy Hall BUSINESS NAME _____
ADDRESS 4484 Dulin Plc, Oceanside, CA 92057
TELEPHONE 760-722-3448 FAX _____ EMAIL Tobyca18@aol.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME DAN ROSE BUSINESS NAME _____
ADDRESS 735 SECKEL PEAR ST., OCEANSIDE, CA, 92057
TELEPHONE 760-419-5737 FAX _____ EMAIL drose1243@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Brian Jones BUSINESS NAME _____
ADDRESS 215 Canyonside Way # 290
TELEPHONE 760 529-6187 FAX _____ EMAIL _____

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Sylvia Pierce BUSINESS NAME _____
ADDRESS 510 Big Bend way Apt Oceanside
TELEPHONE 760 585 6167 FAX _____ EMAIL _____
585-6167

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME Gabriela Gonzalez BUSINESS NAME _____

ADDRESS 811 N. Ditmar St

TELEPHONE (760) 688-2289 FAX _____ EMAIL gabugonzalez92@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
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NAME Terry Hudak BUSINESS NAME _____
ADDRESS 1412 Calle Marbella, Oceanside, CA 92056
TELEPHONE 760 805-4363 FAX - EMAIL terryhudak@zimmer.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support **in your own words** (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

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NAME ROBYN TURNER BUSINESS NAME _____
ADDRESS 1914 STEWART ST OCEANSIDE CA 92054
TELEPHONE 760-805-5425 FAX N/A EMAIL ROBYN.TURNER@GMAIL.COM

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in **your own words** (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

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NAME Andy Seery BUSINESS NAME GETAWAY San Diego
ADDRESS 3715 COCONINO CT, SAN DIEGO, CA 92117
TELEPHONE 888 803 1147 FAX 858 240 2242 EMAIL ANDY@GETAWAY-MEDIA.COM

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in **your own words** (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

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NAME Kimberley Lynch BUSINESS NAME Primerica Financial Svcs
ADDRESS 906 Rosemary Ave, Carlsbad, CA 92011
TELEPHONE 760-518-9672 FAX _____ EMAIL Klynch@primerica.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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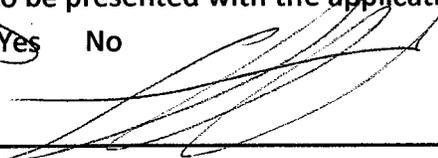
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NAME Bill Datsoulas BUSINESS NAME _____
ADDRESS 1267 Oceanside Blvd
TELEPHONE 760-433-8303 FAX 760-433-8777 EMAIL _____

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in **your own words** (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE  DATE 7/17/12

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NAME David Oppett BUSINESS NAME _____
ADDRESS 258 Laraway St
TELEPHONE 808 554-2747 FAX _____ EMAIL Oppett808@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in **your own words** (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE  DATE July 25, 2012

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NAME Debbi Shine BUSINESS NAME _____
ADDRESS 401 S Dttmar Oceanside CA 92054
TELEPHONE 7025238328 FAX _____ EMAIL _____

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in **your own words** (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Debbi Shine DATE 8/1/12

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NAME Oreguine J. Ceccolo BUSINESS NAME N/A
ADDRESS 4568 Sunrise Ridge Oceanside 92056
TELEPHONE 559 269 562 FAX _____ EMAIL _____

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Oreguine J. Ceccolo DATE 9-25-12

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NAME Ray Juarez BUSINESS NAME _____
ADDRESS 445 Garrison St #C Oceanside Cal 92054
TELEPHONE 760-681-2661 FAX _____ EMAIL _____

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Ray Juarez DATE 9/02/12

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NAME Mallory Miller BUSINESS NAME _____
ADDRESS 3936 Stanford Dr Oceanside 92056
TELEPHONE 760-529-0045 FAX _____ EMAIL MALLORY.MILLER@YAHOO.COM

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Mallory Miller DATE 9/19/12

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NAME Michael O'Neal BUSINESS NAME Cable Solutions
ADDRESS 1161 Avenida Sabrina Oceanside CA.
TELEPHONE (760)580-2945 FAX _____ EMAIL oneald.st@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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NAME JOHN ROTH BUSINESS NAME ADD-POWER
ADDRESS 550 N. TREMONT
TELEPHONE 760 420 0790 FAX _____ EMAIL JOE-ROTH@HOTMAIL.COM

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
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SIGNATURE John Roth DATE 9/19/12

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In order to secure a competitive future and create a "level playing field" for Oceanside Jewelers in this ever changing downtown arena it is absolutely necessary that the city of Oceanside approve their application for a conditional use permit allowing Oceanside Jewelers to include pawnbroker in their business description. According to Shan Babick associate planner (past head of the Downtown Re-Development Department and temporary manager of downtown redevelopment) at the city of Oceanside the application process and fees alone for the conditional use permit are in excess of \$8500. The \$8500 are application and processing fees and do not guarantee a city council approval.

Oceanside Jewelers has an impeccable rapport with the Oceanside Police Department and have aided in the recovery of over \$50,000 worth of stolen jewelry for Oceanside Police and its surrounding departments. Support for our license has been expressed by Det. Ed Lane from the Oceanside Police Department (pawnbroker division) and has been conveyed by him to Srgt. Beckler. Chad Elliott Coogan has meet with both City Council members Jerome Kern and Gary Felien who visited the 222 North Coast Highway location, as well as Council member Ester Sanchez, and after concerns were expressed and numerous questions asked all of the fore mentioned council members expressed their support to continue the application process that Oceanside Jewelers would have the support of the council members throughout the application process.

****Oceanside Jewelers is seeking the formal support of local business owners and residents****

In an effort focus this campaign properly and to time its effectiveness and due to the complexity of the application process and the amount of time it may or may not take for this item to reach the city council agenda Oceanside Jewelers would like to collect some important contact information today.

NAME Jesse Flores BUSINESS NAME _____
ADDRESS 4330 Forest Ranch Way
TELEPHONE _____ FAX _____ EMAIL wolfteam760@yahoo.ca

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Jesse Flores DATE 9-19-12

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NAME Shane Wrobel BUSINESS NAME _____

ADDRESS 328 monte vista way

TELEPHONE 760 421 7838 FAX _____ EMAIL ShaneWrobelPUCS@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE  DATE 9/19/12

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NAME KIMBERLY KNAPIK BUSINESS NAME _____
ADDRESS 2100 CRESTLINE DR.
TELEPHONE 760-533-5011 FAX _____ EMAIL Kimknopik@yahoo.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE Kimberly Knopik DATE 9/19/12

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NAME JAMES McCAY BUSINESS NAME _____
ADDRESS 1544 WHISPERING PALM DR. OCEANSIDE CA. 92056
TELEPHONE 760-805-0510 FAX _____ EMAIL Jmccaywoodworking@gmail.com

- Are you willing to contact your city council members in support of this issue? Yes No
- Provided a form letter would you endorse it and fax copies to the appropriate offices and/or council members? Yes No
- Are you willing to write a letter of support in your own words (on company letter head as permits) to be presented with the application package to city council for their review prior to vote? Yes No

SIGNATURE James McCay DATE 9/27/12