

Orozco, Norma

From: Arias, Fernanda
Sent: Thursday, June 01, 2023 1:41 PM
To: eComment
Subject: FW: 1208 E McFadden Ave - Mariscos Hector

Hello,

Please see comment received for the subject project below.

Thank you,



Fernanda Arias

Assistant Planner I, [Planning Division](#)
City of Santa Ana | Planning and Building Agency (M-20)
20 Civic Center Plaza | P.O. Box 1988 | Santa Ana, CA 92702
(714) 667-2792 | FArias@santa-ana.org | (She/Her)

From: Adolfo Sierra <adolfoSierra2019@gmail.com>
Sent: Thursday, June 1, 2023 11:25 AM
To: Arias, Fernanda <farias@santa-ana.org>
Cc: josejrea@gmail.com; Macedonio, Margarita <MMacedonio@santa-ana.org>; Leonel Flores <mpnacorg@gmail.com>; Sarahí Gutierrez <sgtzluna@gmail.com>; suzie c sandoval <suziecsandoval@gmail.com>
Subject: Re: 1208 E McFadden Ave - Mariscos Hector

Fernanda,

Hope my message find you well. Do you produced the report for Hectors for city council? You know we at GREEN-MPNA, and as NA President we do NOT support Hectors request at all, we oppose it at Main Street and we oppose it at McFadden as well, we do not need any more of these around the neighborhood, it is saturated of liquor and marijuana establishments.

You at city hall must revisit your priorities. Please call me if you have any questions.

Adolfo Sierra
GREEN-MPNA Co-chairman
(714) 662-7491

Sent from my iPhone

On May 10, 2023, at 8:45 AM, Arias, Fernanda <farias@santa-ana.org> wrote:

Good morning Adolfo,

Thank you for getting back to me. I left you a voicemail this morning.
Please feel free to contact me today and we can discuss further.

Thank you,

<image001.png> **Fernanda Arias**
Assistant Planner I, [Planning Division](#)
City of Santa Ana | Planning and Building Agency (M-20)
20 Civic Center Plaza | P.O. Box 1988 | Santa Ana, CA 92702
(714) 667-2792 | FArias@santa-ana.org | (She/Her)

From: Adolfo Sierra <adolfoSierra2019@gmail.com>
Sent: Tuesday, May 9, 2023 5:12 PM
To: Arias, Fernanda <farias@santa-ana.org>
Cc: josejrea@gmail.com; Macedonio, Margarita <MMacedonio@santa-ana.org>; Leonel Flores <mpnacorg@gmail.com>; Sarahí Gutierrez <sgtzluna@gmail.com>; suzie c sandoval <suziecsandoval@gmail.com>
Subject: Re: FW: 1208 E McFadden Ave - Mariscos Hector

Hello Fernanda,

We oppose any request from Hectors, they are a detriment to our communities, you can reach me at (714) 662-7491 if you like to discuss this further.

Adolfo Sierra
GREEN-MPNA Co-chair

On Tue, May 9, 2023 at 2:07 PM Arias, Fernanda <farias@santa-ana.org> wrote:

Good morning Adolfo and Jose,

I am following up on the email below to inform you that the subject project has been scheduled for a second public hearing with the City Council on June 6. Staff's goal is to ensure Mariscos Hector's liquor license upgrade will not negatively affect the surrounding neighborhood.

I tried calling the phone number listed below and provided by my colleagues; however, I got an automated message stating the number had been changed.

Please let me know if you have able to jump on a call today and I can take note of any complaints, concerns, or issues for this project.

Thank you,

<image001.png> **Fernanda Arias**

Assistant Planner I, [Planning Division](#)

City of Santa Ana | Planning and Building Agency (M-20)

20 Civic Center Plaza | P.O. Box 1988 | Santa Ana, CA 92702

(714) 667-2792 | FArias@santa-ana.org | (She/Her)

From: Arias, Fernanda

Sent: Wednesday, March 15, 2023 4:53 PM

To: 'adolfoSierra2019@gmail.com' <adolfoSierra2019@gmail.com>

Subject: 1208 E McFadden Ave - Mariscos Hector

Good afternoon,

My name is Fernanda Arias and I am an Assistant Planner I with the City of Santa Ana's Planning Division. I am reaching out to you, because I am the assigned case planner to an upgrade on a liquor license for Marisco's Hector at 1208 E McFadden Avenue.

I tried to contact you at (714) 497-8335, a phone number that was shared from the Neighborhood Initiatives and Environmental Services team here in Santa Ana. However, I was unable to get through.

Mariscos Hector submitted an application to upgrade the existing ABC liquor license. The upgrade would allow the sale of distilled spirits, in addition to existing beer and wine sales, for on-premises consumption. I am currently doing some research to ensure Mariscos Hector has been a good neighbor.

Please let me know if you can connect over the phone with me tomorrow (3/16/23) or early next week.

I hope to hear from you soon.

Thank you,

<image001.png> **Fernanda Arias**

Assistant Planner I, [Planning Division](#)

City of Santa Ana | Planning and Building Agency (M-20)

20 Civic Center Plaza | P.O. Box 1988 | Santa Ana, CA 92702

(714) 667-2792 | FArias@santa-ana.org | (She/Her)

Orozco, Norma

From: Adolfo Sierra <adolfosierra2019@gmail.com>
Sent: Thursday, June 01, 2023 3:28 PM
To: eComment; Amezcua, Valerie; Penaloza, David
Cc: Jose Rea; Leonel Flores; Health Equity Coordinator; Community Organizer; Sandra Silva; Thai, Minh; Ridge, Kristine; Carvalho, Sonia R.; Arias, Fernanda
Subject: Item # 54. Mariscos Hectors ABC license request

We at GREEN-MPNA oppose any spirits license approval for Mariscos Hectors at McFadden, for the following reasons:

1. The City of Santa Ana allows up to 7 permits in the area and there are 9 already existing.
2. SA Police found crime reporting is within the 20% threshold for high crime but recommended approval, thus disregarding the findings and the detrimental impact on the community.
3. We in the Madison Park area are saturated with such establishments in addition to marijuana dispensaries and we feel how these establishments are negatively affecting our community's health, safety, and welfare.
4. Kennedy Elementary is within 300 feet and the children will be able to feel the negative ramifications of the approval.
5. I personally sent an email and telephone call opposing it to Fernanda Arias, Assistant Planner, last month and that was not reflected on the report for city council review.

We are asking you to NOT allow such establishments to flourish around any disadvantaged neighborhoods. There are other ways to improve the local economy and these requests for liquor license dispensing are detrimental to the health, safety, and welfare of the communities you are serving as elected officials.

Adolfo Sierra

GREEN-MPNA Co-chairman

(714) 662-7491

Orozco, Norma

From: Community Organizer <communityorganizer@mpnagreen.org>
Sent: Monday, June 05, 2023 11:56 AM
To: eComment
Cc: Jose J Rea; Leonel Flores
Subject: Opposition to Mariscos Hector Grill Type 47 License (Agenda #53)
Attachments: Petition - Opposing Marisco's Hector Grill Permit.pdf; Petition - Opposing Marisco's Hector Grill Permit.pdf

My name is Sarahi Gutierrez, I'm a resident of Santa Ana, and I am writing to express my deep concerns and opposition to the approval of a Type 47 license to Mariscos Hector Grill. As a concerned member of our community, I firmly believe that such a decision could have detrimental consequences for the welfare and safety of our neighborhood. Additionally, a petition circulated among the Madison Park neighborhoods and nearby communities, garnering 101 signatures from concerned residents. The petition served as a collective expression of opposition to Mariscos Hector Grill obtaining a type 47 license in Santa Ana, CA, representing the unified voice of the community.

In light of these concerns, I kindly request that you carefully consider the potential negative consequences of granting Mariscos Hector Grill a Type 47 license. Our community's well-being, safety, and tranquility should be the utmost priority, and I implore you to make a decision that aligns with these principles.

I respectfully urge you to deny Mariscos Hector Grill's application for a Type 47 license, in order to safeguard our community's best interests. Together, let us work towards a future where our neighborhoods are a safe haven for families, free from the burdens and risks associated with such licenses. Please reject Conditional Use Permit 2023-09.

Thank you,



Sarahi Gutierrez

Community Organizer | GREEN-MPNA
She/Her/Ella
[p] (657) 210-1009
[e] communityorganizer@mpnagreen.org
[m] [Book with me](#)
<https://linktr.ee/GREENMPNA>

Connect with us!



Lorena

Petition

The purpose of this petition is to oppose the extension of hours requested by Marisco's Hectors on McFadden and Standard. We also opposed the sell of hard liquor at this location.

Thank you for your time and consideration,
The Residents of Madison Park

Resident Name	Resident Signature	Address
Rosa Paredes		12475 Hillcrest
Bianca Hernandez		833 E. Wilshire Ave.
Yanet Macarena		409 S Minnie St
Edith H.		1422 Minnie St
Brenda Torres		433 Minnie St
Leticia Solares		1413 E Wilshire
Maria Valencia		1221 E Wilshire St
Ana Lima		1209 E Wilshire St
RUBEN VALENCIA		1126 IRRIFITH
MARIA OLENIUS		1126 OXFORD
Efraim NUÑO		1115 E. OXFORD ST Santa Ana CA 92707
Maria Vega		1412 Oxford
Enzo Lopez Muro		312 Evergreen St
Ana M Zamora		Santa Ana Ca 92707

Petition

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The Residents of Madison Park

Resident Name	Resident Signature	Address
Maria Torres		1101 S Minnie st #2
Rocio Salas		939 S standard ave apt #12
Espanza Lea		1113 Minnie st Apt 9
Erika Benandes		637 S. Daisy Ave
Norma Zudejas		714-631-55-46
Catalina Escamilla		714-605-14-39
Karla Menjivar		621 S. Broadway st Santa Ana CA. 92701
Mary Chirinos		416 W Mc fadden av. 92702
Maria Castro		902 S Orange av. 92701
Allan Carter		813 S Ross st. 92701

Petition

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The Residents of Madison Park

Resident Name	Resident Signature	Address
Teresa FARIAS		1502 W 21st SA
Anna M Lopez		1126 Minnie St 2 SA
Silvia Mejia		1005 Mianist 1
audelia Lopez		1005 Minnist 1
Lorena Garcia		110 S Minnie St 3
Yuniver Duane		1030 S Minnie St #4
Antelma Alvarez		1029 S Minnest #5
Bianca Alvarez		1079 S Minnie St #1
Irma Bellan		1022 S Minnie #6
Ines Benitez		1009 S Minnie #9
		1113 Minnie #5
Petra Aguilar		1125 S. Minnie St #6
Carmela Mata		1121 S Minnie St #3
Andrea Garcia		1121 S - Minnie St #4

Petition

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The Residents of Madison Park

Resident Name	Resident Signature	Address
Catalina Viveros		1501 S Cedar st.
Odilia Ruiz		
Margarita Ruiz		1433 Minnie St
Cecilia Bautista		
Maria E Galvan		1229 E Wilshire Av. Apt. 3
Alejandro Bermudez		2 1229 E Wilshire Av. Apt. 3
Ana Salgado		1437 Minnie St. #4
Bellory Hernandez		1409 Standard st
XXXXXXXXXXXXXXXXXXXX		
Maria Espinosa		
Rosa Barona		
madia #		1118 S Minnie #4
Lidiana Jimenez		1209 Wilshire #2
Francisco Duran		1421 Minnie St. #5

Petition

The purpose of this petition is to oppose the extension of hours requested by Marisco's Hectors on McFadden and Standard. We also opposed the sell of hard liquor at this location.

Thank you for your time and consideration,
The Residents of Madison Park

Resident Name	Resident Signature	Address
Candelario Perez		1245 Evergreen St Santa Ana CA 92707.
Osvaldo Roman		1030 MINNIE ST APT 3 Santa Ana CA 92701
Nirita Santana		440 E First St #F228 Santa Ana ca 92701
Dianey Pineda		173 Borchard & Kilson
Margarita L. Nuno		115 Oxford St Santa Ana CA 92707
Leo		1002 E Russell
Soledad Valentin		1030 Minnie St #3 ⁹²⁷⁰¹
Marianu		1022-MINNIE ST #3 ⁹²⁷⁰¹
Maria Bautista		927 S Standard Ave #7
Virginia Flores		2239 W. 5th. St Santa Ana CA 92703
Ahi CIA Licorda		1013 WINNIE APT 1
Rosa Rodriguez		509 E. McFadden Ave Santa Ana
Zack Castillo	1260 S. Evergreen Santa Ana CA 92701	

Petition

The purpose of this petition is to oppose the extension of hours requested by Marisco's Hectors on McFadden and Standard. We also opposed the sell of hard liquor at this location.

Thank you for your time and consideration,
The Residents of Madison Park

Resident Name	Resident Signature	Address
Maria Garcia		2001-S Standard
Amelia Vargas		524 E. Westfall
Josefine Cardenas		1413 S. Standard
Cristina Duarte		4120 W-5th
Giovanni Urapo		1413 S Standard
Candelaria Marrojo		1413 S. Minnie St. Apt. #
Pera Namas		15751 Williams St #580 TUSTIN, CA
Ewira Chavez		1817 evergreen st Santa Ana CA 92707
Lourdes G		1345-S-Maple Santa Ana CA
marjcel Hernandez		1425 minnie st Sant.
Eledio Perez		14291 minnie st Santa
Mona Renteria		1205 maple Santa Ana
Teresa Salgado	1106 Sur E-Standard	

Petition

The purpose of this petition is to oppose the extension of hours requested by Marisco's Hectors on McFadden and Standard. We also opposed the sell of hard liquor at this location.

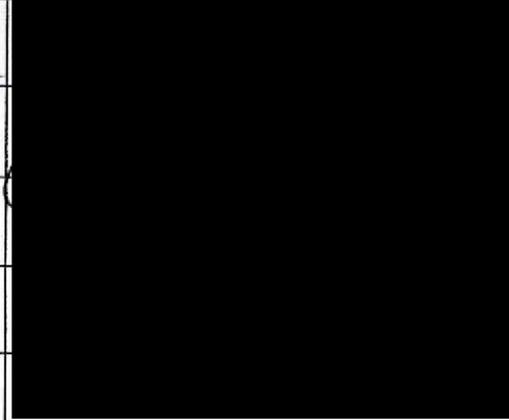
Thank you for your time and consideration,
The Residents of Madison Park

Resident Name	Resident Signature	Address
MARIA Higareda		215. Minnie Apt #3 of Cedar St
Guadalupe Alpin		3814 Albu St. SA
Vivian Hanson		102 S. OAK st SA.
Socorro Salazar		321 S Orange Ave
Pablo Antonio		133. Minnie St Apt.
Yezenio Marrujo		1269 S Wilson Dr
Felipe Arriaga		315 S Standard Ave apt D.
Martin Soria		196 E Wiltshire Ave Santa Ana Ca 9270
Celia Prado		1125 E Wiltshire AVE
Teresa Sanchez		1120 E Wiltshire Ave
Adrian Garcia		1125 Griffith Pl
Ulises Escalona		1745 Evergreen St.
Enequina Perez		

Petition

The purpose of this petition is to oppose the extension of hours requested by Marisco's Hectors on McFadden and Standard. We also opposed the sell of hard liquor at this location.

Thank you for your time and consideration,
The Residents of Madison Park

Resident Name	Resident Signature	Address
Mercedes Moya		1429 Standard
Jose Aparicio		1421 Minnie St
Olivia Quintana		1413 S. Minnie St. Apt. #9
Ada Pimentel		1421 Minnie St. Apt. #7

Orozco, Norma

From: Leonel Flores <leonel.flores40@yahoo.com>
Sent: Monday, June 05, 2023 12:51 PM
To: eComment
Subject: Agenda Item 53

Good Afternoon,

I am reaching out today regarding item #53 for the City Council Meeting Agenda of Tuesday June 6th, 2023. As a resident of the Madison Park Neighborhood, I ask you to protect the public safety of the community and reject the conditional use permit 2023-09 for the following reasons.

1. The establishment is openly and publicly violating their type 41 ABC License. If you look them up on Instagram here: https://instagram.com/hectors_on_mcfadden?igshid=MzRIODBiNWF1ZA==, they are openly promoting their "\$10 Palomas" and "Cantaritos", alcoholic beverages that use Tequila as their base ingredient. The city should revoke their operational permit for disregarding the conditions of their permit.
2. This establishment promotes itself to the city council as a "Family Friendly" restaurant, but if you look them up on maps or google they appear as a "Bar" or "Cantina". Typically bars and cantinas are not for family or children, and if so, will this establishment be inviting in and serving alcohol to minors? We do not want a Culichi town incident in our neighborhood with drunken drivers and intoxicated minors.
3. The restaurant is 300 feet from Kennedy Elementary School, and less than 1,000 feet from Madison Elementary and Century High School. The establishment also shares a wall with a densely populated apartment complex, there are more apartments across the street, and there is a future park planned as well.
4. There is a variety of public safety issues and crime that have not been resolved in this shopping center, and allowing them to operate later and to sell hard licor will only add another burden to our communities. Issues include trash, public urination, loitering, graffiti, and last year there was a large brawl where someone was stabbed in the parking lot outside this restaurant. Last week someone was stabbed in front of Kennedy Elementary demonstrating how present these problems are in our community. It would be unjust for the community to have to live with an additional burden associated with more alcohol consumption.
5. The staff report states this promotes diverse types of commercial businesses in the area, but if approved it will be the 4th business in this shopping mall selling alcohol. 3 of them right next to each other. This looks like an unbalanced promotion of alcohol sales in our community with no regard for public safety.
6. In our October 2022 neighborhood association meeting, we asked Corporal Quijas what could be done about the issues at this shopping mall, and she said if the business owners do not want to file charges, PD can not intervene. It is clear the business owners have not resolved the loitering and the issues associated with it. Now it also appears as though the SAPD has no authority and is powerless to the will of the businesses.
7. A protected bike lane on Standard is in the future for the city, and Main Street is not too far away. We do not need more drunk drivers in our neighborhood or cars flying into barriers,

curbs, apartments, homes, or other businesses. The last thing the city needs is another death similar to the culichi town in Santa Ana.

8. Lastly, staff reported that they spoke to a total of 4 community leaders 4 before the planning commission meeting vote. I am disappointed staff was content moving forward with not even a percentage of the community being included. It is discouraging that staff promotes the goals of the general plan, but they continue to neglect meaningful community engagement, which is an essential component of the General Plan Update and SB 1000. There were almost as many stabbings in this vicinity last year as the number of people they spoke with in the same vicinity.

Now it is the city council's opportunity to decide, and make the responsible choice to protect the public's safety. We hope for your support, and ask for you to reject conditional use permit 2023-09.

Have a great weekend,

Orozco, Norma

From: Orozco, Norma
Sent: Monday, June 05, 2023 4:05 PM
To: eComment
Subject: RE: Mariscos Hectors

Translation:

I support Leonel Flores' petition for the benefit of the Madison community and surrounding neighborhoods. The reasons given are compelling to deny the license that Mariscos Hectors intends to obtain from you. The voice of the residents is louder than that of a growing business. It is evident that the needs of the community are the protection of you from risks of crime, alcoholism, among others. Your responsibility is to deny the request of Mariscos Hectors, otherwise you would be failing the trust of the vote you obtained at the time from your community. We don't need more alcohol outlets! We need recreational centers and programs to develop healthy minds and bodies especially in our youth and children!



Norma Orozco, CPMC, CMC | Senior Deputy City Clerk
City Clerk's Office | 20 Civic Center Plaza | Santa Ana, CA 92701
714-647-6520 | norozco@santa-ana.org

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Download the App:



[Click here](#) to report an issue directly from the City website.

Please visit the online Holiday and Closed Friday Schedule at <https://www.santa-ana.org/holiday-and-closed-friday-schedule>.

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From: Ramona Alvarez <alvarezramona08@yahoo.com>
Sent: Monday, June 05, 2023 3:58 PM
To: eComment <ecomment@santa-ana.org>
Subject: Mariscos Hectors

Apoyo la petición de Leonel Flores en beneficio de la comunidad de Madison y Los vecindarios aledaños. Las razones expuestas son contundentes para negar la licencia que Mariscos Hectors pretenden obtener de ustedes. La voz de los residentes es más fuerte que la de un negocio en expansión. Es evidente que las

necesidades de la comunidad son la protección de ustedes a riesgos de criminalidad, alcoholismo, entre otros. Su responsabilidad es negar la petición de Mariscos Hectors, de lo contrario estarían fallando a la confianza del voto que obtuvieron en su momento de su comunidad. No necesitamos más expendidos de alcohol! Necesitamos centros y programas recreativos para desarrollar mentes y cuerpos sanos especialmente en nuestros jóvenes y niños!

[Sent from Yahoo Mail for iPhone](#)

Orozco, Norma

From: Susie <suzie.csandoval@gmail.com>
Sent: Tuesday, June 06, 2023 9:00 AM
To: eComment
Cc: Irma Jauregui; Leonel Flores; Jose Rea; Adolfo Sierra; Selica; Dora Lopez; Loretta Canett; Tim BHHSscaprops Rush; Lisa Tran; Vivian Martinez
Subject: Support the Community - Reject the conditional use permit 2023-09, Item 54 agenda 6/6/2023

The Santa Ana Healthy Neighborhoods Alliance (SAHNA) requests your support on agenda item 54 to reject conditional use permit 2023-09. A call to action for you to protect the community and public good is at hand. As public servants you have the great privilege and responsibility to protect the safety and health of the community.

On June 2, 2023, Mr. Leonel Flores, Environmental Justice Manager, GREEN-MPNA submitted in writing (via email) to Mayor Amezcua and City Council members the detailed reasons why rejection for the conditional use permit 2023-09 will protect the community and provided screen shots as public evidence that reinforces rejection is the right decision to make.

SAHNA supports the reasons Mr. Flores detailed and eloquently presented for your review. The screenshots are evidence that rejection of conditional use permit 2023-09 will protect the public and prevent increased drunk drivers, violence, public violations regarding health and safety, and also prevent additional burdens and hardships for the SAPD.

We urge you to stand with the community and reject the conditional use permit 2023-09.

Most Respectfully,

Susana C. Sandoval, Irma P. Jauregui
Co-Chairs, Santa Ana Healthy Neighborhoods Alliance
And Residents of Wilshire Square

Orozco, Norma

From: timrush@bhhsprop.com
Sent: Tuesday, June 06, 2023 12:03 PM
To: eComment
Subject: This evenings City Council meeting , Agenda Item No. 53 Hector's Marisco's Restaurant, request for upgrade to existing Beer and Wine License

Dear Honorable Mayor and Council;

On behalf of the board of the G-7 Neighborhood Leaders Alliance in Santa Ana we would like to respectfully request that this request be denied. This restaurant and its ownership and management flagrantly violate the ABC laws concerning the sale of alcoholic beverages. The neighborhood adjacent to this establishment are well on record of not wanting more opportunities for people to become more intoxicated. There are too many restaurants in this location serving liquor, it is very close to a school and this operator is a bad actor. They are already serving hard liquor.....just look at their own advertising on social media. Need we say more?? Say NO to this applicant.

For the safety of the residents, students, families and the drivers who traverse this area please deny this application. If anything they need to have their Beer & Wine License revoked.....not upgraded.

Respectfully,

Tim Rush
Chairman, G-7 Neighborhood Leaders Alliance
% 1225 South Broadway St., Wilshire Square, Santa Ana, CA 92707
C Santa Ana Chamber
G-7 members.
Santa Ana Division Office, ABC

Tim Rush
Chief People Connector
Berkshire Hathaway HomeServices California Properties
The Maple Building, Corporate Offices
16911 South Bellflower Boulevard
Bellflower, CA 90706-5903
(714) 299-4455
17 Branch Sales Offices, Serving 6 Southern California Counties



