

Date: April 27, 2026

To:

Lleyml Martinez
Code Enforcement Officer, Business License Division
City of Oceanside
300 N Coast Highway
Oceanside, CA 92054

Re: Appeal of Suspension of Tobacco Retail Licenses

TRL-1277377 (Hype Haven II)

TRL-1277379 (Hype Haven I)

Dear Ms. Martinez,

I am writing to formally appeal the suspension of the above-referenced Tobacco Retail Licenses issued to Hype Haven I and Hype Haven II. This appeal is submitted within the required 20-day period pursuant to the notice dated April 8, 2026.

We respectfully request that the suspension be stayed pending the outcome of this appeal, in accordance with the applicable provisions of the Oceanside Municipal Code, to avoid immediate and irreparable harm to ongoing business operations.

The grounds for this appeal are as follows:

First, the cited violations do not reflect intentional misconduct or a willful disregard of applicable laws. To the extent any violations occurred, they were the result of isolated employee-level issues rather than a systemic failure of compliance.

Second, upon notice of the alleged violations, we acted immediately and in good faith to review operations and implement corrective measures. These actions include enhanced internal compliance protocols, stricter inventory controls, and reinforced employee training procedures designed to ensure full adherence to all applicable regulations moving forward.

Third, the immediate imposition of a 30-day suspension would result in substantial and disproportionate economic hardship, including disruption to employees, business continuity, and existing obligations. Maintaining operations during the appeal process is essential to prevent unnecessary harm while these matters are being reviewed.

Finally, we are committed to full compliance with all state and local requirements and are prepared to cooperate with the City regarding any reasonable conditions or compliance measures deemed appropriate.

For these reasons, we respectfully request that:

1. The suspension be stayed pending the outcome of this appeal; and
2. The City reconsider and reduce or modify the penalty in light of the circumstances and corrective actions taken.

In addition, we would welcome the opportunity to meet with you and any appropriate members of Code Enforcement, including Ms. Jackie Bickford, prior to the hearing to review the corrective actions we have implemented and ensure full alignment with all compliance expectations moving forward.

Thank you for your time and consideration.

Sincerely,



Omar Turbi
BZBK LLC
Hype Haven I & II

cc:

Jackie Bickford, Code Enforcement
Jill Moya, Financial Services Director
Donna Trevizo, Financial Services Division Manager
Kirk Mundt, Code Enforcement Division Manager
Jennifer Rhoades, Financial Services Management Analyst