

**RECEIVED****JUL 31 2017****DARM - DEVELOPMENT SERVICES  
CITY OF FRESNO**

Site Address  
2885 E Jensen Ave.  
Fresno, Ca

**ABC Conditional Use Permit Application**

The proposed off-premises sale of alcoholic beverages is incidental and appurtenant to a larger retail use and provides for a more complete convenient shopping experience.

The proposed outlet for the off-premises sale of alcoholic beverages would act as a public convenience or necessity to an underserved portion of the community and/or enhance the vitality of an existing commercial area without presenting a significant adverse impact on public health or safety.

This new ground up proposed store is located at the south bound off ramp of HWY 99 and Jensen Ave. The property is almost 1 acre in size. The Johnny Quik Food Store is 3231 sq ft of which 885 sq feet will be a sit down restaurant with 15 tables. There will be 42 total parking spaces (30 store parking spots and 12 gas fueling spaces). The off sale beer and wine sales is incidental and appurtenant to the large retail use.

We had Kalibrate perform a site survey to determine & predict estimated site sales per month. For the 3 product categories we will sell at this location.

Per month sales

Instore Sales	\$114,000
Deli Sales	\$24,000
Gasoline Sales	<u>\$507,000</u>
Total Sales	\$645,000

Projected Alcoholic beverage sales of \$9,300 for a 31 Day month is 1.4% of total site sales. (This was calculated for alcoholic beverages for what is industry standard for a JQFS.)

High traffic freeway locations normally do not sell a lot of alcoholic beverages, but we do attract our normal customers when they get off work and head home.

**The daily traffic count on HWY 99 & Jensen**HWY 99            113,840 per dayJensen            30,000 per day143,000 Total

With over 12,000 cars per day coming off the south bound off ramp from HWY 99 to Jensen.

All the existing stations in this freeway area were built 30 to 40 years ago and do not provide a grassy rest area to walk their dogs nor do they provide ample parking for the traveling public.

This proposed new location is located in census tract 11.00 which allows 2 off sales alcoholic licenses. There are currently 7 alcohol licenses. This census tract has a small population of 3,174 but a high traffic count of 143,000 per day. There are 3 licenses on the east side of HWY 99 on Jensen at the off and on ramp serving the east side. There is existing licenses on the west side of HWY 99 that license is located south of Jensen and on East Ave is more of a truck stop setting with fueling for semi-trucks and a scale for trucks. The rest of the licenses are located on Elm Ave. Many travelers getting off the freeway are not familiar with the area and go to the best curb appeal location Chevron, McDonalds, ect. that the traveler knows the level of service he/she can expect from that business.

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**Attachments**

- 1) Pictures of an existing JQFS/Subway/Chevron proposed for this location
- 2) Kalibrate survey showing estimated sales volume
- 3) Census tract 11.00 showing locations of existing ABC licenses



Jensen Avenue at the CA-99 ramp  
Fresno, CA

Single Site #: 4612  
Lat. / Long: 36.707195  
-119.776391

**GASOLINE / CONVENIENCE STORE / QUICK SERVICE RESTAURANT / DIESEL TACTICS**

CASE	STRATEGY	GASOLINE ('000 gal/mo)		CONVENIENCE STORE (\$,'000/mo)			QUICK SERVICE RESTAURANT (\$,'000/mo)		DIESEL ('000 gal/mo)		PRICING STRATEGY		
		BRAND	PROJ VOL	BRAND	SIZE (sq. ft.)	PROJ VOL	BRAND	PROJ VOL	BRAND	PROJ VOL	Shell +10 cpg	Match Shell	10 cpg cash discount
BASE	New Build	Chevron	118	Johnny Quik	3,001 – 4,000	95	Deli	23	Chevron	12	Y		Y
2	New Build	Chevron	156	Johnny Quik	3,001 – 4,000	114	Deli	24	Chevron	13		Y	Y
3	New Build	Chevron	119	Johnny Quik	3,001 – 4,000	95	Dairy Queen	31	Chevron	12	Y		Y
4	New Build	Chevron	119	Johnny Quik	3,001 – 4,000	95	Dunkin Donut	52	Chevron	12	Y		Y

- BASE CASE:**
- Build a Chevron branded station with 6 pumps / 12 fueling positions of gasoline, sharing space with 3 pumps / 6 fueling positions of diesel
  - Set the fuel prices 10 cents per gallon more than the nearby competitive Shell station, and offer a 10 cent per gallon discount for cash fuel purchases
  - Build a Johnny Quik branded convenience store in a 3,001 – 4,000 sq. ft. building, with 9 dedicated parking spaces and 15 cooler doors
  - In the convenience store, offer a Deli quick service restaurant
  - Set the hours of operation to 19 hours a day, 7 days a week
- CASE 2: Adopt the site characteristics and assumptions of the Base Case, except:**
- Set the price to match the nearby competitive Shell station, and retain the 10 cent per gallon discount for cash fuel purchases
- CASE 3: Adopt the site characteristics and assumptions of the Base Case, except:**
- Brand the quick service restaurant Dairy Queen
- CASE 4: Adopt the site characteristics and assumptions of the Base Case, except:**
- Brand the quick service restaurant Dunkin Donut



### License Query System - Map Query

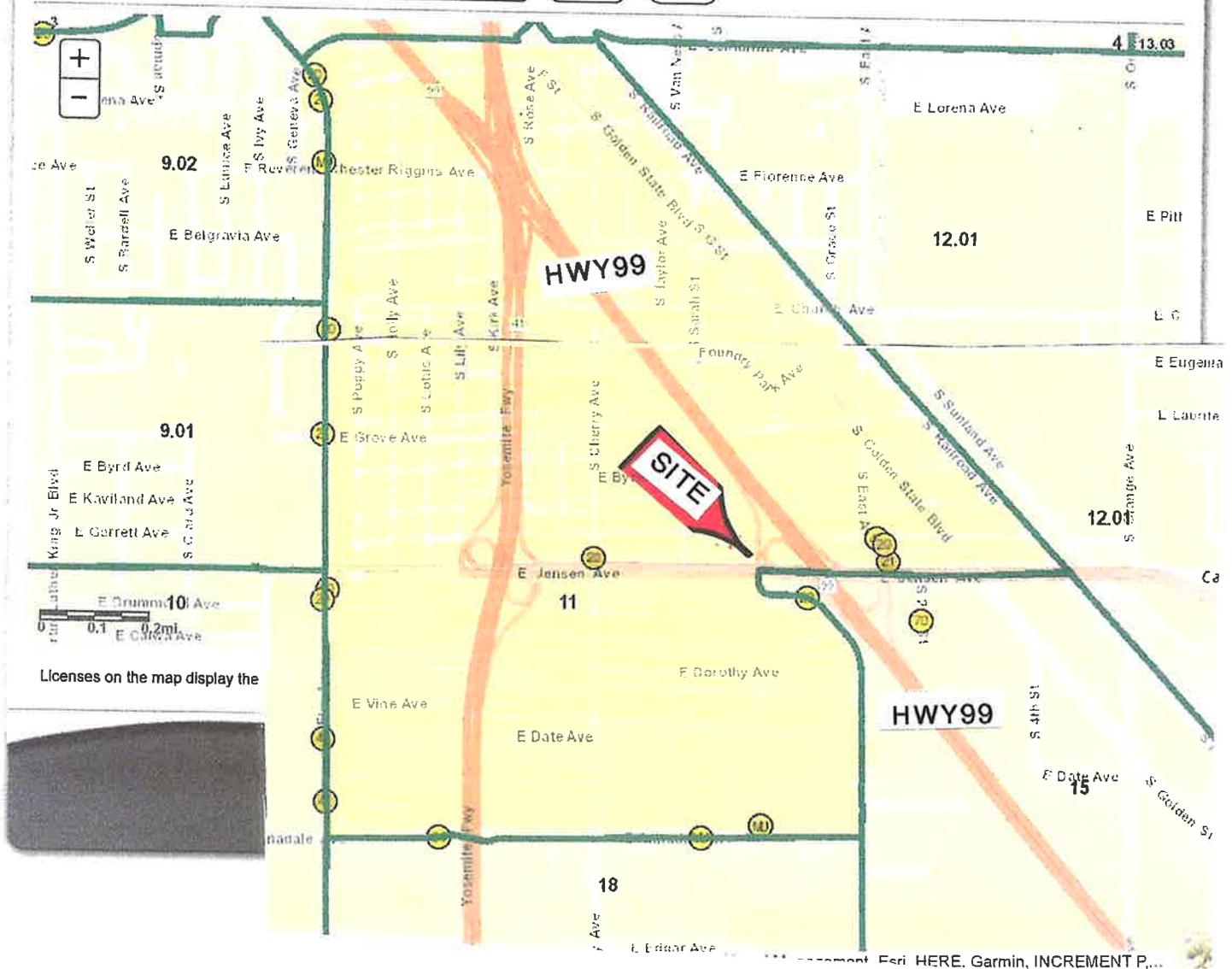
Search for a specific

License Number:

Or, locate a general area by entering:

Address:

Census Tract:  City:



Licenses on the map display the



**California Department of Alcoholic Beverage  
Control**  
**For the County of FRESNO - (Off-Sale Licenses)  
and Census Tract = 11**

Report as of 7/22/2017

License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1) <a href="#">193635</a>	ACTIVE	20	<a href="#">11/4/1986</a>	5/31/2018	CALIFORNIA FRESNO INVESTMENT CO 2585 S EAST AVE FRESNO, CA 93706  Census Tract: 0011.00	CALIFORNIA FRESNO INVESTMENT CO	3242 E GARRETT AVE FRESNO, CA 93706	1005
2) <a href="#">410233</a>	ACTIVE	20	6/14/2004	5/31/2018	BUNNELL & ALMANNS PETROLEUM INC 2590 S CHERRY AVE FRESNO, CA 93706  Census Tract: 0011.00			1005
3) <a href="#">438637</a>	ACTIVE	20	12/31/2008	11/30/2017	ABDULLA, MANSOUR NASR 2419 S ELM FRESNO, CA 93706  Census Tract: 0011.00	LUCKY MARKET		1005
4) <a href="#">507971</a>	ACTIVE	20	4/22/2011 8:05:13 AM	3/31/2018	KAUR, PARAMJIT 2139 S ELM AVE FRESNO, CA <a href="#">93706-4438</a>  Census Tract: 0011.00	VALLEY GAS & MINI MART		1005
5) <a href="#">517514</a>	ACTIVE	20	2/29/2012 11:50:59 AM	1/31/2018	FLYERS ENERGY LLC 2619 S EAST AVE FRESNO, CA <a href="#">93706-5409</a>  Census Tract: 0011.00	JENSEN SHELL	2360 LINDBERGH ST AUBURN, CA <a href="#">95602-9562</a>	1005
6) <a href="#">562767</a>	ACTIVE	21	11/18/2015 1:52:06 PM	1/31/2018	SS KHOSA, INC. 2595 S EAST AVE FRESNO, CA <a href="#">93706-5118</a>  Census Tract: 0011.00	JENSEN SHELL		1005
7) <a href="#">580362</a>	ACTIVE	20	5/18/2017 3:28:40 PM	4/30/2018	DOLLAR KING MARKET INC 2624 S ELM AVE FRESNO, CA <a href="#">93706-5433</a>  Census Tract: 0011.00	DOLLAR KING MARKET	21709 MERRIDY ST CHATSWORTH, CA <a href="#">91311-3713</a>	1005

- - - End of Report - - -

For a definition of codes, view our [glossary](#).



Chevron

Self 6

JOURNEY OUTFIT

McDonald's

785

785



Chevron

JOHNNY'S  
CASA  
MEXICAN RESTAURANT

785

5

6

Salt

WEST SIDE HWY 99 SOUTH OF JENSEN  
TRUCK STOP WITH SMALL STORE



WEST SIDE HWY 99 SOUTH OF JENSEN  
TRUCK STOP WITH SMALL STORE



EAST SIDE OF HWY 99 NORTH OF JENSEN  
SHELL STATION



EAST SIDE OF HWY 99 NORTH OF JENSEN  
UNION 76 TRUCK STOP

