

Vermeltfoort Architects Inc.
Architecture and Planning

APPL. NO. P20-02556	EXHIBIT O (revised)	DATE Oct 27 2020
PLANNING REVIEW BY _____	DATE Oct 27 2020	
TRAFFIC ENG. _____	DATE Oct 27 2020	
APPROVED BY _____	DATE Oct 27 2020	
CITY OF FRESNO DARM DEPT		

Revised 10/21/2020

MEMORANDUM

DATE: July 17, 2020

TO: City of Fresno

FROM: Robert Vermeltfoort

RE: Proposed Starbucks w/ a drive thru & 7-11 Convenience Store with Fueling
1137 N. Chestnut Ave.

PROJECT #: 20003.2

Project Description / Operational Statement

The proposed building and site improvements is located at 1137 N. Chestnut Ave. (the southwest corner of Chestnut Ave. and Olive Ave.), with an APN 454-09-228. We are proposing a 5,151 square foot wood-framed mini-mart (7-11)/drive-thru Coffee shop (Starbucks) with a 6-station fuel island (4,560 square feet) on an existing vacant dirt lot. The current zoning for the area is "CC", existing land use is "V", general plan is "CC – Community Commercial", community plan is "Roosevelt", and the airport land use is "Traffic Pattern Safety Zone 6". The existing parcel was created from the recordation of a final tract/parcel map.

As part of this development, 7-Eleven is a global company that operates neighborhood convenience food stores. The stores provide convenience for everyone in the trade area with a side variety of products and services. 7-Eleven's new format showcases fresh foods (salads, fruits, sandwiches, pastries, and prepared foods) delivered daily. Dairy products are delivered to the store on the day they are packaged ensuring that 7-Eleven dairy products are fresher than even the best grocery stores.

7-Eleven is a pioneer in services, offering prepaid phone and internet cards, gift cards, Green Dot (prepaid debit cards), ATM / wire transfer, and on-location bill pay. In 1962, 7-Eleven was the first retailer to start franchising with a local operator system. The franchise system provides the benefits of a global brand operated by a local businessperson.

7-Elven store are undergoing changes. New and remodeled stores are "green" to the extent possible with building materials and lighting. The electrical systems and HVAC are more efficient. 7-Eleven's RIS (Retailer Information System) documents all purchases, transactions, orders and events

within a store and uploads the data to a server. This up-to-the-minute information provides 7-Eleven with the ability to provide the customer with what it needs that day. 7-Eleven is often first “to the street” with its introduction of new products in the marketplace.

The product assortment with a 7-Eleven store is tailored to the needs of the local community. Detailed studies are completed indicating buying preferences of the local trade area.

7-Eleven’s commitment to responsible retailing is a core business principle and part of what makes 7-Eleven a welcome and respected neighbor. More than 25 years ago, 7-Eleven set the standard for responsible retailing in the convenience industry by being the first retailer to develop and implement a comprehensive training program for the safe and legal sale of age-restricted products.

7-Eleven considers it a privilege to sell age-restricted products, such as beer and wine, and ensure that they are sold in a legal and responsible manner. 7-Eleven’s proprietary Come of Age “awareness and personnel-training program” was originally designed to prevent the sale of alcoholic beverages to minors or intoxicated persons and to prevent on-premises consumption. This U.S. acclaimed initiative was expanded to include all age-restricted products. 7-Eleven has a very rigorous and detailed system for controlling the sale of age-restricted merchandise. 7-Eleven requires an extensive training and orientation program for all employees including:

- “Operation Alert” and “Come of Age Training” begin on the first day of work
- Clerk Affidavit – Franchisees, Managers and Sales Associates acknowledge that they understand the law and their responsibilities (required by law)
- A 7-Eleven Field Consultant:
 - Verifies use of Computer Based Training (CBT) “Come of Age” training (Monitors certification of all employees – corporate and franchisee – and requires re-certification every 12 months; enforced in the 7-Eleven Agreement)
- 7-Eleven stores cash registers automatically prompt sales associates to check identification when an age-restricted product is scanned for sale and will not complete the transaction until identification is presented and age verified through the register.

7-Eleven is recognized in the convenience store industry and by many law enforcement agencies as the first major retailer to institute a formal crime-deterrence program nationwide. Store managers, their staff and franchisees receive extensive training in maintaining store security and deterring potential crimes and violence through a proprietary program called “Operation Alert”. Training includes security procedures, proper store maintenance, violence-avoidance and steps to take in the event of a robbery.

Research indicates that keeping less than \$50 in the cash register deters 80 percent of potential robbers. 7-Eleven stores keep less than \$50 (\$30 at night) in the cash register. Signs in the stores reinforce this policy. All 7-Eleven stores use a time-delay cash-control system, which dispenses cash in small amounts in two-10-minute intervals.

7-Eleven has invested millions of dollars in a high-resolution, surveillance-camera system, including 24-hour, closed-circuit video cameras with audio capabilities; color monitors mounted in view of customers; black-and-white monitors in the back rooms; and alarm systems equipped with fixed and remote activator devices.

The hours of operation for the Convenience store would be 24 hours, 7 days a week. The number of employees per shift would be 3-4. The hours of operation for the drive-thru restaurant would be from 5am-12am, 7 days a week. The number of employees per shift would be 4. Fuel deliveries would be up to 3 times per week, and food deliveries would be up to 5 times per week (via a small delivery truck), during non-peak hours. The expected number of daily visitors would be approximately 100. We are requesting approval for a Type 20 ABC License and thus we are purchasing the Type 21 license from Didier's Liquor (which will be closing as a Liquor store upon our purchase of his license) store located directly next door on Olive and downgrading it to a Type 20 through the ABC. Also, 7-11 will be putting into escrow another Type 20 License into escrow and when the new location is open to the public, will close escrow on that second license and will extinguish it.

Our elevations being proposed were designed to be aesthetically pleasing from all street sides, as well as from the neighboring residential and commercial parcels. Different materials, overhangs, and colors have been proposed to create a welcome appearance. Landscaping has been provided as a buffer between the residential parcel to the west and the building.

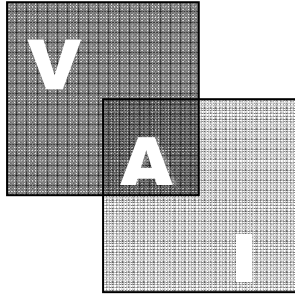
Trees and shrubs will be provided in the landscape frontage shielding vehicles from the public right-of-way, quantity and size designed per city code standard. The trash/recycle bins will be located within a 6-foot tall covered CMU enclosure with metal gates, along with necessary landscaping tall enough to soften the trash enclosure walls.

All items to allow pedestrians safe and easily accessible access to the site have been addressed; including, but not limited to ample bicycle parking areas, pedestrian walkways, sidewalks, lighting, and striping.

Signage is being placed on areas facing the street, to draw vehicles onto the site. The signs being proposed are sized appropriately for the areas of the building in which they are being installed. These signs are back lit, producing a soft glow, and therefore not impacting neighboring properties. Building mounted light fixtures provide accent lighting to the building façade, as well as creating a lit and safe area around the site. Lighting will be shielded, and focused on the building, as to create minimal glare and reflections into open spaces or neighboring properties. Pole-mounted parking lot light fixtures will be proposed at the recommended height of 18 feet.

If you have any questions, please do not hesitate to contact this office.

Thanks,
Robert Vermeltfoort



Vermeltfoort Architects Inc.
Architecture and Planning

APPL. NO. P20-02556 EXHIBIT O-1 DATE 09/02/2020

PLANNING REVIEW BY _____ DATE _____

TRAFFIC ENG. _____ DATE _____

APPROVED BY _____ DATE _____

CITY OF FRESNO DARM DEPT

MEMORANDUM

DATE: July 17, 2020

TO: City of Fresno

FROM: Robert Vermeltfoort

RE: Proposed Mini-Mart/Fuel & Drive-thru Restaurant
1137 N. Chestnut Ave.

PROJECT #: 20003.2

Project Description / Operational Statement

The proposed building and site improvements is located at 1137 N. Chestnut Ave. (the southwest corner of Chestnut Ave. and Olive Ave.), with an APN 454-09-228. We are proposing a 5,151 square foot wood-framed mini-mart/drive-thru restaurant with a 6-station fuel island (4,560 square feet) on an existing vacant dirt lot. The current zoning for the area is “CC”, existing land use is “V”, general plan is “CC – Community Commercial”, community plan is “Roosevelt”, and the airport land use is “Traffic Pattern Safety Zone 6”. The existing parcel was created from the recordation of a final tract/parcel map.

The hours of operation for the mini-mart would be 24 hours per day, 7 days a week. The number of employees per shift would be 4. The hours of operation for the drive-thru restaurant would be from 5am-12am, 7 days a week. The number of employees per shift would be 4. Fuel deliveries would be up to 3 times per week, and food deliveries would be up to 5 times per week (via a small delivery truck), during non-peak hours. The expected number of daily visitors would be approximately 100. We would like to request a “Type 21” ABC license.

Our elevations being proposed were designed to be aesthetically pleasing from all street sides, as well as from the neighboring residential and commercial parcels. Different materials, overhangs, and colors have been proposed to create a welcome appearance. Landscaping has been provided as a buffer between the residential parcel to the west and the building.

Trees and shrubs will be provided in the landscape frontage shielding vehicles from the public right-of-way, quantity and size designed per city code standard. The trash/recycle bins will be located

within a 6-foot tall covered CMU enclosure with metal gates, along with necessary landscaping tall enough to soften the trash enclosure walls.

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If you have any questions, please do not hesitate to contact this office.

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Robert Vermeltfoort

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