

7-ELEVEN INC. Store and Gas Station

NWC W Shaw and N West Avenues

ALCOHOL BEVERAGE CONDITIONAL USE PERMIT

Operations and Security Information

Project Site Address:
2020 West Shaw Ave, Fresno, CA
Assessor's Parcel Number: 415-070-15s
General Plan land use designation: CMX-Corridor-Center Mixed Use

Zone District: Neighborhood Commercial

Existing Use: Vacant, former site of a gas station

Proposed Project: Convenience Retail & Fuel Station

The proposed project will include the construction of a new prototypical 7-Eleven convenience store operating as a 24 hour/day approximately 3,011 square foot market offering numerous products including grocery store items, fresh food, beverages, snacks, pet food and supplies, health and beauty products, bbq supplies, automotive and office supplies, tobacco products, and beer and wine. The project also includes a fuel station with a 60' x 100' canopy and 6 MPD's.

Hours of operation will be 24-hours/day 7 days/week, with 2-3 employees working per 8 hour shift.

Type of Alcohol License to be requested from the State of California:
Type 20 beer and wine for off-site consumption

Percentage of alcohol sales of total sales: <5%

Property Owner **Hinds Investments, Inc. a California limited partnership** is submitting this Alcohol Beverage Conditional Use Permit (ABCUP) application for the approval to acquire a Type 20 (off-sale beer and wine) Alcohol Beverage Control license from the State of California. The business location is the NWC of W Shaw Ave and N West Avenues in a 3011 sf single story new convenience food store with fuel station.

This application is in conjunction a Conditional Use Permit Application P20-02456

SECURITY:

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 "Operations Alert." Training includes security procedures, proper store maintenance, violence-avoidance and steps to take in the event of a robbery.

APPL. NO. P20-02834	EXHIBIT O-1	DATE 08/21/2020
PLANNING REVIEW BY	DATE	
TRAFFIC ENG.	DATE	
APPROVED BY	DATE	
CITY OF FRESNO DARM DEPT		

Research indicates that keeping less than \$50 in the cash register deters 80 percent of potential robberies. 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 to 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.

Surveillance camera will be installed as directed and approved by the Fresno City Police Department in accordance with the project Conditions of Approval.

OPERATIONS:

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 ensures that they are sold in a legal and responsible manner. 7-Eleven's proprietary Come of Age *TM* "awareness and personnel training program" was originally designed to prevent the sale of alcoholic beverages to minor 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).
 - Visits each store twice per week (Business consultants that review and advise Franchisees on operation/training issues and responsibilities).
- 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.

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APPL. NO. P20-02834 EXHIBIT O-2 DATE 08/21/2020

PLANNING REVIEW BY _____ DATE _____

TRAFFIC ENG. _____ DATE _____

APPROVED BY _____ DATE _____

CITY OF FRESNO DARM DEPT