

**7-ELEVEN**  
**4230 & 4232 BONITA RD.**  
**CHULA VISTA**





- 7-Eleven, Inc. applied for an original off-sale beer and wine license (type 20) with the Department of Alcoholic Beverage Control at the above-referenced location, The Department of Alcoholic Beverage Control has determined that the proposed 7-Eleven is located within Census Tract 134.12 Pursuant to §23958.4 of the California Business and Professions Code, the Department determined that Census Tract 134.12 is over concentrated with three (3) allowed and six (60 exist. However, for the proposed 7-Eleven to obtain an off sale ABC Type 20 beer and wine license, the City of Chula Vista police Department must make a finding that the proposed use would be a Public Convenience or Necessity (PCN).
- Chula Vista Police Department determined on June 27, 2017, to deny the Public Convenience or Necessity.
- 7–Eleven is here tonight to appeal the decision made by the Chula Vista PD to deny the Public Convenience or Necessity for the sale of alcohol, and obtain City Council approval of the Public Convenience and Necessity for the sale of alcohol as the sale of alcohol is an ancillary use with a convenience store.

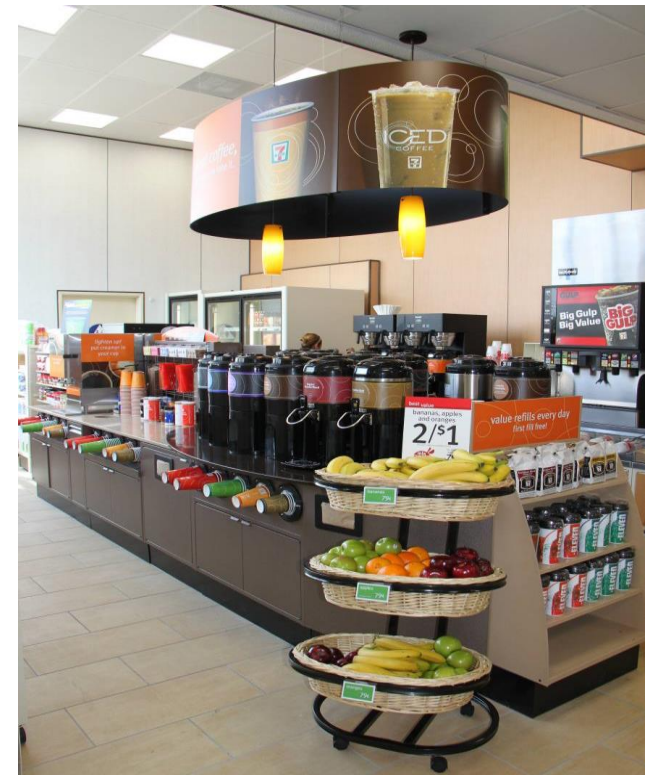


- **April 17, 2017:** 7 – Eleven received approval from the Zoning Administrator for Design Review to improve the building facade. 7 – Eleven will also do ADA improvements to the center.





- 7-Eleven is not a liquor store but a convenience store that provides a large diversity of food and sundry products. 7-Eleven includes over 2,500 perishable and nonperishable goods such as milk to household items, and chips, prepared foods, fresh food, meats, cheeses, and baked goods, nonalcoholic beverages, and beer & wine.





- 7-Eleven is focused on Fresh Food
  - Daily prepared sandwiches & bakery
  - Salads, vegetable & fruit cups
  - Bananas, oranges, apples & lemons
  - Pizza, chicken wings & tenders
- Beer & Wine shelf space is less than 5% of the total shelf space for entire store





## 7-Eleven's Security & Training Programs

- **Operation Alert Program** trains employees on procedures to discourage crime and emphasizes a no-resistance policy.
- **Coming of Age Employee Training**
  - Certification required for all employees before they can work a cash register. This is not only for the sale of beer and wine but also tobacco (related items such as lighters) and lottery tickets. Mandatory annual re-certification.
- 7-Eleven's crime deterrence program trains employees on four primary components
  - visibility in and out of the store
  - maintaining bright interior and exterior lighting
  - cash control with no more than \$50 in the register during the day and \$30 at night
  - ongoing store-personnel training
- All stores have a surveillance system including indoor and outdoor color cameras with audio capabilities and silent alarm system.



## Loitering & Crime Deterrence

- 7-Eleven discourages all loitering, and No Loitering signs will be posted throughout the premises.
- Cooler doors will be locked during the hours when alcohol cannot be sold.
- Train store personnel on how to handle to ask loiterers to leave the premises.
- The office area is available to police officers for enhanced security.
- Engage local police when there is a problem and upon receiving complaints.
- Maintain a clear line of sight into and out of the store front windows and a well-lit and litter-free parking lot and store sidewalk



## 7-Eleven is a Good Neighbor

- This project will create sales tax revenue and jobs for the City of Chula Vista.
- 7-Eleven is active in the local community and participates in several programs:
  - \$3,000,000 raised for the Muscular Dystrophy Association during the past five years
  - Fundraisers for local schools, parks, youth sports programs and area non-profits; matching grant programs, and scholarships
    - “Operation Chill” – award winning youth crime prevention and reward program
    - “High Five Program” – donates coupons to local schools on new incentive programs to benefit local school and keep attendance high.
    - Project A Game – community outreach program to help the store build relationships.





## Approval of PCN for offsite alcohol

- The proposed 7–Eleven will not create significant noise, traffic or other conditions that may be objectionable or detrimental to other allowed uses to the local neighborhood or be adverse to the public convenience safety and welfare, to the neighborhoods adjacent to this site. Additionally, the sale of beer and wine off-site consumption is an ancillary use to the convenience store, and will not create any significant impact on noise, traffic, nor will it have an adverse impact on the public health, safety and welfare, or materially injurious to properties or improvements in the vicinity of the site.
- Approval of the PCN for the sale of alcohol offsite with an allowed convenience store use is consistent with the objectives, policies, and land uses for the City of Chula Vista for this Commercial Zone. The project is consistent with the land use objectives, policies, and programs of City of Chula Vista General Plan.

# Thank you!



***Thank you for your time and 7-Eleven looks forward to another successful store in the City of Chula Vista.***