



SOLOMON SALTSMAN & JAMIESON

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Via online submittal only:

Re: 7-Eleven Store No. 18226 – 675 Paularino Ave., Costa Mesa, CA 92626-3039
Application for Conditional Use Permit for ABC License upgrade from existing Type 20 (Beer and Wine) to Type 21 (Beer, Wine, and Distilled Spirits)

Dear Whomever it may concern,

The Applicant, 7-Eleven, Inc., submits this Conditional Use Permit Application to request approval for the upgrade from a Type 20 ABC License (off-sale, beer and wine) to a Type 21 ABC License (off-sale, beer, wine and distilled spirits) at the 7-Eleven Store located at 675 Paularino Ave., Costa Mesa, CA 92626-3039 in the C1 (Local Business) Zone. The distilled spirits offering will be very limited and kept in a locked, small display cabinet that is approximately 4 ft wide and only accessible to store employees. No construction nor change to the premises or its footprint is proposed. The premises are an existing 7-Eleven store located on the southeast corner of Paularino Avenue and Bristol Street in the City of Costa Mesa and have been operating at this location with a Type 20 ABC license since at least 1988.

Police Outreach:

Prior to applying for a Type 21 ABC license and a CUP application, the Police Department of Costa Mesa was consulted as part of the initial community outreach. The Police Department confirmed that they do not have any opposition or particular concerns with this store seeking to add a small amount of distilled spirits to their current alcohol offerings. Alcohol sales will remain incidental to the overall product mix.

Site Description:

The existing 7-Eleven store has been part of the Costa Mesa community since at least 1988 and has been compatible with the general area. There is no reason to believe that the addition of a small amount of distilled spirit will change this.

The business will continue to operate 24 hours, daily, with alcohol sales limited from 6 a.m. and 2 a.m. There are typically 1-3 employees per shift. The subject property is developed with the existing shopping center with other commercial uses such as a Thai message, a pizza shop, a cannabis store, and a Japanese market; 7-Eleven occupies approximately 2,400 square feet. There are 9 total on-site parking spaces for the use of 7-Eleven patrons. The surrounding uses are commercial in nature and the proposed addition of the added distilled spirits are compatible with the general area. The proposed addition of an incidental amount of distilled spirits will not be materially detrimental to the other surrounding properties because 7-Eleven Inc. is

a nationally recognized brand of convenience stores, operating with adherence to strict corporate policies to ensure the responsible retailing of alcoholic beverages.

7-Eleven has always taken its role as a responsible retailer of alcoholic beverages very seriously. The company has well-established and very detailed procedures in place at all its stores with a high degree of responsibility. To that end, initial and continued training of both management and staff is an important and fundamental element necessary to operate 7-Eleven in a safe and trustworthy manner. To help ensure this result, all employees involved in the sale of alcoholic beverages must first successfully complete in-house training for the responsible sale of alcoholic beverages. The Applicant's responsible beverage service training and operational standards include:

1. Associates must check identification ("ID") of any individual appearing to be 30 years of age or younger.
2. In order to verify customers are of legal age, associates must scan/swipe the customer ID into the point-of-sale system ("POS").
3. If there is any doubt about a customer's age, Associates are trained not to complete the sale.
4. Failure to comply with company policies and all laws regarding the sale of age restricted products will result in disciplinary action and/or termination of employment.
5. Training segments include modules on identifying acceptable forms of ID, identifying altered/ fake IDs, how to politely refuse sales to persons who do not provide ID upon request, deterring second party sales, as well as prohibitions on sales to and identification of intoxicated customers.

This local 7-Eleven Store currently offers a variety of goods and services that customers expect at a full service "one stop shop" convenience market, including basic grocery needs, medicines, household goods, childcare products, and many more everyday household items, enabling customers to efficiently purchase everyday essential grocery items while reducing the number of trips they might otherwise need to make. The subject store and the approval of this CUP to expand upon the products offered will continue to serve the local population. The availability of an incidental amount of a full line of alcoholic beverages at a business that is already offering beer and wine sales will remain a desired amenity for this community.

A Determination of Public Convenience or Necessity is Not Required

Per the policy of the California Department of Alcohol Beverage Control, a determination of Public Convenience or Necessity pursuant to Cal B & P Code Section 23958.4 is not required, when a location upgrades from a Type 20 beer and wine license to a Type 21 full alcohol license if: (1) the business agrees to cancel the existing beer and wine license upon issuance of the liquor licensing (resulting in no increase in concentration); and (2) the subject business is not in a high crime reporting district. In this case, the applicant will agree to cancel the existing beer and wine license if the liquor license is approved. Additionally, the Costa Mesa Police Department does not report crime statistics to the California Department of Alcoholic Beverage Control and thus the ABC does not consider this business to be located in a high crime reporting district.

Should you have any questions or if there is any additional information we can provide, please do not hesitate to call or email our offices. Thank you.

Very truly yours,

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