

April 22, 2020

Honorable Members of the Planning Commission
City of Beaumont
550 E. 6th Street
Beaumont, CA 92223

Re: Project Compliance, Compatibility and Design
Finding of Public Convenience or Necessity (PCN)
Off Sale Beer and Wine Sales (Type 20 ABC License)

Project Information

The proposed project will include a service station, convenience store with alcohol sales, car wash and drive-thru restaurant. These uses are all compliant with the property zoning land use, subject to a Conditional Use Permit. The property is located between the Interstate 10 East bound On Ramp and railroad crossing. This location lends itself to the project being compatible with its surrounding noise, lighting and aesthetics.

Furthermore, the site has been designed to optimize access and parking. The landscape will provide adequate covering and shade. The building elevations and material will be exemplary and consistent with recent projects developed within the City. The car wash bay location is ideal for delivery of material, repairs to the machine and quick service to the customers. There is ample time, just about 6 minutes, for a car to exit the wash safely, while another car is still being washed in the bay. Along with a minimum 4 car length queue prior to entering the bay, there will not be any stacking issues. Additionally, given the lack of any residential uses nearby, there should be no need for further screening of the bay.

The proposed AMPM convenience store will be 3,800 square feet in size. Sales area will be 2,320 square feet. The Floor Plan identifies seventeen refrigerator doors, of which seven will contain cold beer and wine. Room temperature beer in 12, 18 and 24 packs will be displayed on the end caps of the aisles closest to the cold alcoholic beverages.

The store is proposing to operate twenty-four hours per day, but as required by State law, we are proposing to limit the sale of beer and wine only to between 6 AM and 2 AM. To ensure that this restriction is strictly enforced, we are equipping the refrigerator doors that contain beer and wine with locks that operate and lock the doors at 2 AM automatically. Lastly, we are delighted to have the full support of the Beaumont Unified School District, and will closely cooperate with both the local Police and Fire agencies.

Census Tract Information

The site is located in census tract 438.22. Based on population, one off-sale alcohol licenses is permitted and two licenses exist. Therefore, the Department of Alcoholic Beverage Control requires a finding of public convenience or necessity to permit a beer and wine license at our store.

For informational purposes, the Shell gas station at the southwest corner of Beaumont Ave and E 1st St is currently licensed to sell off sale beer and wine.

PCN Findings

To assist the Commission in considering this request, please see the information below:

- Products and offerings provided by AMPM are unique to the area, yet familiar:

The building design, the floor plan layout and the inventory of products will conform to the proprietary AMPM model and plan-o-gram. These unique products, offerings and our commitment to customer safety and service set us apart. At the same time, anyone who has been to an AMPM will find the store design familiar, with consistent and thorough beverage items. This in turn prohibits the need to drive around in order to purchase beer and wine, therefore reducing street traffic and congestion.

- Improvements proposed for the site that will be beneficial to the surrounding community:

The development of the store next to Interstate 10 will be a convenience to transit customers. Local residents and commuters will have direct access to the site from Oak Valley Parkway and will find the 18 covered gas pumps and the store a needed convenience. A landscaped buffer will provide a green buffer zone that separates the gas station canopy and buildings from the adjacent roadways.

- The issuance of a beer and wine license to the AMPM will not contribute to or aggravate any existing crime in the area:

We have significant experience operating gas stations with convenience stores. Similar to our other operations, we intend to directly operate this store along with our experienced and well trained management team. Our operation team is well versed with maintaining great communication with law enforcement, and other agencies meant to combat crime and support safety.

- The sale of beer and wine at the store will increase customer convenience, without jeopardizing public safety, as a result of the precautions discussed below:

State of the Art Cash Registers: AMPM requires its franchisees to utilize cash registers with state of the art technology that calculates and confirms the customer's age as part of every alcohol sales transaction. When a cashier scans an alcoholic beverage, the cash register stops the sale until the cashier requires the customer to swipe their driver's license. Without a valid license, the cash register will not complete the transaction. This technology calculates the customer's age for the cashier and removes the possibility of error, reducing the sale of alcohol to underage customers.

Responsible Alcohol-Sales Training Program: We, as well as the Store Managers, and all employees will be required to attend the Licensee Education on Alcohol and Drugs ("LEAD") program, offered by the ABC, on a regular basis, and keep current regarding California's laws governing the sale of alcoholic beverages.

Security Cameras: We will install 36 HD security cameras with sound and zoom capability, 12 inside and 24 outside the store, in locations that provide the best vantage point for monitoring purposes.

- o Exterior cameras will capture activities under the gasoline canopy, along the building parameter, in the parking area facing the parking stalls and at the entrance and exit.
- o A camera to record the license plate number of every car that enters and exits the site.

o Interior cameras will record every cash register transaction, how the cashier handles it, identify the customer's face and voice, in addition to monitoring inventory.

When we hire an employee, we will advise them of the cameras over the cash registers and will warn them that if they sell alcohol to a minor, they will be terminated. Technology exists today that will allow us and the Store Managers to view footage from every camera in the store in real time from remote locations.

Alcohol Display Location: Locating room temperature beer in the rear of the store discourages and interferes with the "grab and go" theft of beer.

Parking Lot Safety: Parking lot lighting will promote safety on the site and facilitate clear pictures from the exterior cameras. The exterior cameras will be visible to customers outside the store, and together with signage prohibiting loitering; will allow us, the Owners, and the Store Managers to prevent unwanted behavior, if it occurs.

Owner's Volunteered Conditions: We, the Owners, have made it a policy to prohibit the sale of single servings of alcoholic beverages at all of our locations and intend to extend this policy to this location, subject to approval of this request.

This store will be open 24 hours a day, 7 days a week, in 3 8-hour shifts. The 1st shift will be from 6 AM to 2 PM, 2nd shift will be from 2 AM to 10 PM and the 3rd shift will be from 10 PM to 6 AM. The 1st and the 2nd shifts will have a minimum of 4 employees and the 3rd shift will have a minimum of 2 well trained employees.

Educational Activities: On behalf of itself and its Franchisees, AMPM works to educate the public regarding the dangers of alcohol abuse. Royalty fees paid by the Franchises support AMPM in these endeavors.

o By funding Mothers Against Drunk Driving, a group whose mission is to stop drunk driving, support victims of drunk driving, and prevent underage drinking, and,

o By educating students at high schools, colleges and universities regarding the dangers of alcohol abuse.

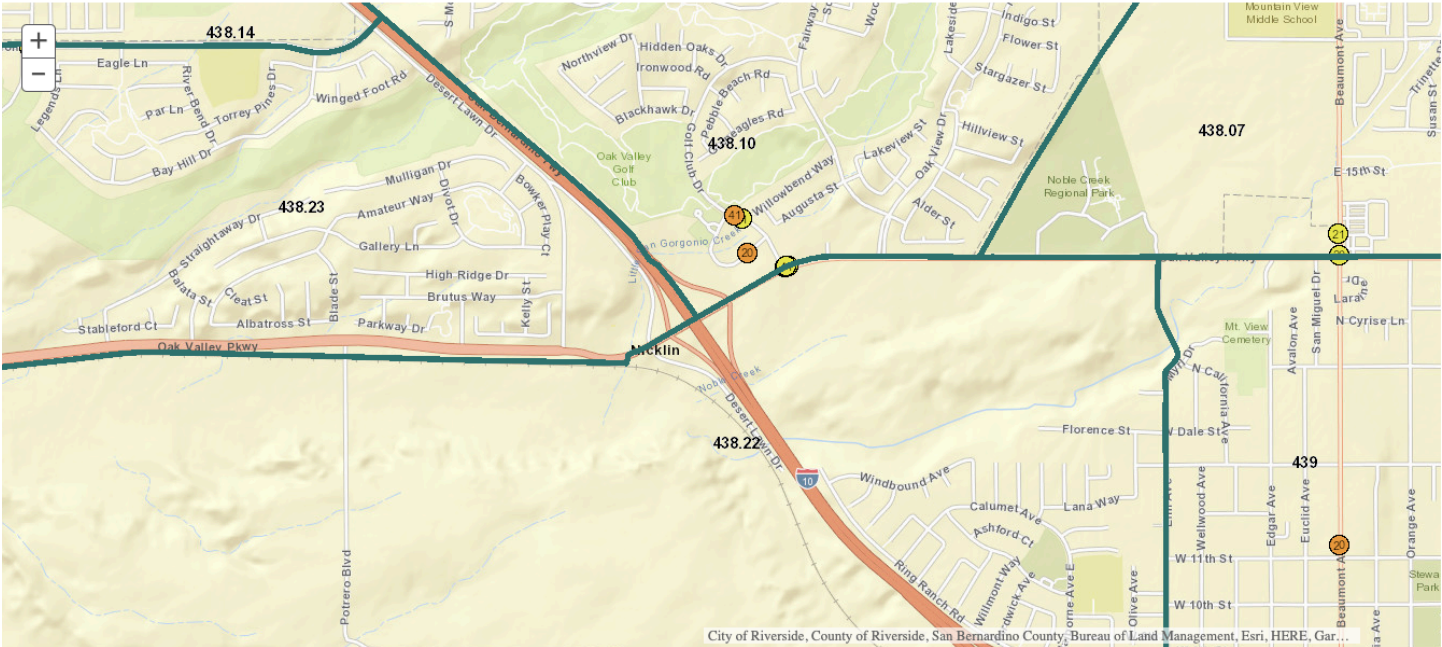
Based on ours and our management group's intent to operate this store with the precautions described above, the sale of beer and wine is not expected to jeopardize public safety in the neighborhood, at this location, or in the City at large. For these reasons, we ask you to approve the PCN finding to permit the sale of beer and wine at this site.

Thank you for your consideration.

Very truly yours,



Oscar Etemadian



DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
 NUMBER OF LICENSES AUTHORIZED BY CENSUS TRACT

August 2019

County Name	County Population	County Ratio On Sale	County Ratio Off Sale	Census Tract #	Census Tract Population	On Sale	Off Sale
RIVERSIDE	2,440,124	1,060	1,759	438.12	5,409	5	3
RIVERSIDE	2,440,124	1,060	1,759	438.13	4,340	4	2
RIVERSIDE	2,440,124	1,060	1,759	438.14	905	0	0
RIVERSIDE	2,440,124	1,060	1,759	438.18	3,832	3	2
RIVERSIDE	2,440,124	1,060	1,759	438.2	3,895	3	2
RIVERSIDE	2,440,124	1,060	1,759	438.21	2,707	2	1
RIVERSIDE	2,440,124	1,060	1,759	438.22	2,689	2	1
RIVERSIDE	2,440,124	1,060	1,759	438.23	7,023	6	3
RIVERSIDE	2,440,124	1,060	1,759	439	6,405	6	3
RIVERSIDE	2,440,124	1,060	1,759	440	2,109	1	1

License Number	Status	License Type	County	Orig. Iss. Date	Expir. Date	Primary Owner	Premises Addr.	Business Name	Geo Code
Results for: License Type: RIVERSIDE County, Census Tract: 438.22, Report Date: Monday, April 06, 2020									

250014	ACTIVE	20	09/17/1990	04/30/2020	HOLIDAY RETREATS INC	32300 SAN TIMOTEO CANYON RD, REDLANDS, CA 92373 Census Tract: 0438.22	FISHERMANS RETREAT	3300
477135	ACTIVE	20	05/06/2011	04/30/2020	BEAUMONT SERVICE STATION INC	97 BEAUMONT AVE, BEAUMONT, CA 92223 Census Tract: 0438.22	BEAUMONT SERVICE STATION INC	3302

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License Number	Status	License Type	Orig. Iss. Date	Expir. Date	Primary Owner	Premises Addr.	Business Name	Geo Code
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Results will be filtered as you type

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License Number: 477135

Status:ACTIVE **License Type:**20 **Orig. Iss. Date:**05/06/2011 **Expir. Date:**04/30/2020

Primary Owner:BEAUMONT SERVICE STATION INC **Premises Addr.:**

97 BEAUMONT AVE,
BEAUMONT, CA 92223

Census Tract: 0438.22 **Business Name:** BEAUMONT SERVICE STATION INC **Geo Code:**3302

License Number: 250014

Status:ACTIVE **License Type:**20 **Orig. Iss. Date:**09/17/1990 **Expir. Date:**04/30/2020

Primary Owner:HOLIDAY RETREATS INC **Premises Addr.:**

32300 SAN TIMOTEO CANYON RD,
REDLANDS, CA 92373

Census Tract: 0438.22

Business Name: FISHERMANS RETREAT **Geo Code:**

3300

