

EXHIBIT A
P12-0556 (CUP) and P12-0557 (Design Review)
DRAFT CONDITIONS OF APPROVAL

SPECIAL CONDITIONS OF APPROVAL

Planning

1. Plans submitted to the Building and Safety Division shall show that the gable roof on the front (south) elevation is pushed back to be similar to the other gable shown on the renderings.
2. The Building Permit Plans shall show the manufacturer and color of the proposed awnings. Awnings shall be constructed of a sun-resistant canvas material and shall not be illuminated. The awning design shall be consistent on all plans. The final design and material of the awning shall be approved by the Director of Community Development
3. Unless otherwise approved by the Director of Community Development, the proposed fuel dispensers shall match the height, color, size and design of the existing fuel dispensers, Any modifications to size, color, portions that are illuminated, etc. shall be expressly noted on elevation drawings submitted with plans to the Building and Safety Division for plan check and are subject to the review and approval of the Director of Community Development.
4. The sale of alcohol is prohibited.
5. No outdoor music is permitted.
6. The Applicant shall post signage around the store which prohibits loitering on the site. Said signage shall be subject to the review and approval by the Director of Community Development prior to installation.
7. All merchandise shall be kept entirely within the convenience market. At no time shall any merchandise or displays be located outside of the building, either in front of the store or within the pump area. The storage of shopping carts or baskets outside of the building is prohibited.
8. Water conservation devices shall be installed as part of the project. The water conservation devices shall be stated on the plans submitted for the issuance of a Building Permit.
9. Energy efficient lighting shall be installed within the retail building. The energy efficient lighting shall be shown on the plans submitted for the issuance of a building permit.

10. The applicant shall install a picket fence along western property line. The location, material, color, and height of this fence shall be shown on plans submitted to the Building and Safety Division for permits. The fence and block wall shall be repainted and the colors shall be noted on the project plans. This fencing and any other walls or fences shall be shown on a fencing plan included in plans submitted to the Building and Safety Division. The fencing plan is subject to the review and approval by the Director of Community Development. All fencing shall meet sight-distance requirements as determined by the City Traffic Engineer.
11. The hours of operation for the convenience store shall be limited to 5:00 am to 11:00 pm except that employees may also work inside the store from 4:00 am to 5:00 am.
12. All delivery and unloading of merchandise and fuel shall take place on the subject property. At no time shall delivery vehicles be parked on public streets or adjacent properties for purposes of unloading merchandise or delivering fuel.
13. Deliveries for the convenience market and service station shall take place between 6:00 a.m. and 9:00 p.m. The business operator/responsible party shall ensure that deliveries occur during off-peak hours and delivery vehicles are parked in parking stalls, to the extent possible, and do not block driveways or circulation around the site. Delivery vehicles shall be turned off and shall not idle while making deliveries.
14. The project developer shall enter into an agreement with the City, approved by the City Attorney, which guarantees that all landscaping included in this project including the landscaping in the City right-of-way between the back of sidewalk and the property line to the east of the convenience market will be maintained at all times in a manner consistent with the approved landscape plan for this development. Said agreement shall run with the land for the duration of the existence of the structures located on the subject property.
15. The business operator/responsible party shall ensure that the site is regularly checked for litter and all litter and debris is removed from the site on a continual basis. The operator/responsible party shall regularly empty all trash cans on the site.
16. The Building Permit Plans shall show that a minimum of one trash receptacle and one recycling receptacle will be placed in front of the store. The Design and location of the receptacle are subject to Director of Community Development approval.
17. No temporary or permanent signage is approved as part of this application. Any signage shall be subject to separate City review and approval.

18. If additional hours of operation, number of employees, or activities beyond what is stated in the applicant's written narrative dated, "Received March 12, 2013" on file in the Planning Division, are desired, prior City review and approval is required. The Director of Community Development may approve the modification or refer the matter to the Planning Commission if judged to be substantial.
19. All exterior lighting including landscape lighting shall be directed downward and designed or shielded so as to not cause glare or shine onto neighboring properties. The project/building developer shall submit a final lighting plan with the plans submitted to the Building and Safety Division for permits, including drawings and/or manufacturer's specification sheets showing the intensity, size, design, and types of light fixtures proposed for the exterior of the buildings and, if applicable, for the site.
20. The Hardiplank siding shall have a smooth finish.
21. The Building Permit Plans shall include elevations and a floor plan for the proposed trash enclosure which shows that the enclosure has been adequately sized to accommodate trash and recycling bins.
22. The phone booth and overhead utility line and pole to the booth on Ray Street shall be removed prior to Final Building Inspection.
23. All mechanical equipment shall be constructed in such a manner that noise emanating from it will not be perceptible beyond the property plane of the subject property in a normal environment for that zoning district.
24. Prior to beginning any site or groundwater remediation, the Applicant shall obtain Design Review approval from the Planning Division.
25. No roof mounted equipment such as blowers, condensing units or HVAC units shall be installed on the building.
26. The Floor Plan submitted to the Building and Safety Division for a Building Permit shall be accurately drawn to reflect the correct dimensions of the convenience store.
27. Plans submitted to the Building and Safety Division shall include a revised landscaping plan that includes evergreen trees and shrubs to be planted in the landscaping areas along the western boundary of the site, subject to the review and approval by the Director of Community Development.
28. A final landscape plan and irrigation plan shall be submitted to and approved by Director of Community Development as part of the plan check plans prior to

issuance of a building permit. Said landscape plan shall be consistent with the approved landscape plan plus any conditions of approval, shall be accurately drawn and depict all proposed species and species to remain, and shall be detailed in terms of species, location, size, quantities, and spacing. Plant species shall be of a drought tolerant nature with an irrigation system that maximizes water conservation throughout the development (e.g. drip system).

29. The project shall comply with the State of California's Model Water Efficient Landscape Ordinance and shall implement Bay Friendly Basics. A licensed landscape architect shall verify the project's compliance with the ordinance: 1) prior to the issuance of a building permit; and 2) prior to final inspection. The verification shall be provided to the Planning Division.
30. The State of California's Green Building Standards Code, "CALGreen", as amended, shall apply to the project, as applicable.
31. The Landscape Plans shall be revised to show that evergreen shrubs which reach a minimum height of 36 inches will be planted in the planter areas along Ray Street and First Street, except that plants near the driveways shall maintain a height of 30 inches subject to the review and approval of the Traffic Engineer (to maintain sight distance). Accent plant materials shall also be planted in this area to promote visual interest of the site.
32. The Landscape Plans shall show that the planter located between the building wall and the sidewalk on First Street will have significantly more evergreen shrubs and groundcover to promote visual interest of the site subject to the approval of the Director of Community Development.
33. All equipment including HVAC, enhanced vapor recovery, and remediation equipment shall be shown on the Landscape Plans. All equipment shall be screened to the satisfaction of the Director of Community Development.
34. The Building Permit Plans shall show that the proposed mechanical equipment shall be relocated a few feet to the west to reduce impacts to the trees.
35. The landscape plans shall show that evergreen vines will be planted and trained up the decorative trellises on the sides and rear of the building.
36. If remediation of the site results in the loss of a parking space or otherwise further compromise the on-site circulation, the Community Development Director may require the Conditional Use Permit to be reviewed by the Planning Commission to determine if modifications are required to the site plan or require a reduction in size of the building to improve circulation and meet the requirements of the Municipal Code.

Traffic Engineering

37. Plans submitted to the Building and Safety Division shall include an elevation drawing of the northwestern-most fuel dispenser to be one-sided such that only its southern face dispenses fuel. The site plan included with plans submitted to the Building and Safety Division shall show the pavement adjacent to the northern side of this fuel dispenser marked to prevent vehicles from blocking the one way circulation on the site.
38. Plans submitted to the Building and Safety Division shall include pavement markings that direct the one-way flow of traffic around the canopy.
39. The applicant or responsible party shall pay any traffic impact fees for the subject use as determined by the City Traffic Engineer. This includes both the Pleasanton Traffic Impact Fee and the Tri-Valley Transportation Fee. These fees shall be paid prior to issuance of a building permit.
40. The developer shall maintain landscaping directly at all project entrance/exits to 30 inches, or lower, to maintain sight distance at the corners. Plant materials outside of this area shall conform to Condition of Approval No. 31 and the area which shall maintain lower plant materials shall be subject to the review and approval of the Traffic Engineer.
41. All new parking spaces shall conform to the City standard parking dimensions. Plans submitted to the Building Division for permits shall have the dimensions clearly noted on the plans.

Engineering

42. The project pervious pavement area shall meet the Alameda County (See C.3 Stormwater Technical Guidance) and State Water Board requirements (see California Regional Water Quality Control Board San Francisco Bay Region Order R2-2009-0074) to be considered pervious pavement.
43. The Applicant is required to provide a sidewalk with a 2% cross slope at the 48' ADA compliant driveway on Ray Street. Prior to the issuance of a Building Permit, the Applicant shall revise the plans to show compliance with current ADA requirements and required right of way and public service easement shall be dedicated to the City.
44. If an existing drainage swale is proposed to be filled it shall have subdrains installed unless otherwise approved by the City Engineer and the developer's soils engineer. All subdrains shall have metal cleanouts installed at the beginning of the pipe and at all angle points. The end of the pipe shall terminate in a storm drain or other storm drain outfall, subject to the approval of

the City Engineer. The applicant's engineer shall submit a final subdrain location map to the City Engineer.

Fire

45. The building covered by this approval shall be equipped with an automatic fire sprinkler system. Plans and specifications for the automatic fire sprinkler system shall be submitted to the City of Pleasanton Permit Center distribution to the Livermore-Pleasanton Fire Department for review and approval prior to installation. The fire alarm system, including water flow and valve tamper, shall have plans and specifications submitted to City of Pleasanton Permit Center for review and approval prior to installation. All required inspections and witnessing of tests shall be completed prior to final inspection and occupancy of the building. The fire alarm system shall be monitored in accordance with the Pleasanton Municipal Ordinance #2015. The fire alarm system shall transmit zone information to a UL listed Central Station as specified in the Ordinance.
46. All requirements of 2010 California Fire Code, Chapter 22 for motor fuel dispensing operations shall be met. All underground storage tank closure/installation plans shall be submitted to the City of Pleasanton Permit Center for distribution to the Livermore-Pleasanton Fire Department, Hazardous Materials Division for review and acceptance.
47. The applicant shall secure permits from the Livermore-Pleasanton Fire Department for the fuel dispensers and underground fuel storage tanks.
48. The gas station shall comply with all requirements of the 2010 California Fire Code, Chapter 22 for motor fuel dispensing operations and specifically with Section 2204.3 for unattended self-service motor fuel dispensing facilities.

Building

49. The Site Plan submitted to the Building and Safety Division for a Building Permit shall show the correct path of travel (i.e. entrance or exit) for all driveways.
50. In accordance with the Fats, Oils and Grease (FOG) Program, all sinks and wash basins in the convenience store (excluding those located inside the restrooms) shall be plumbed to a grease trap. The grease traps shall be installed in an above ground orientation with sufficient clearance above the grease trap for routine maintenance and constructed out of a plastic material for corrosion resistance and ease of replacement.

STANDARD CONDITIONS OF APPROVAL

Community Development Department

51. The applicant or responsible party shall obtain all required City permits for the project scope prior to construction.
52. The project developer shall pay any and all fees to which the property may be subject prior to issuance of permits. The type and amount of the fees shall be those in effect at the time the permit is issued.
53. The project applicant/developer shall submit a refundable cash bond for hazard and erosion control. The amount of this bond will be determined by the Director of Community Development. The cash bond will be retained by the City until all the permanent landscaping is installed for the development, unless otherwise approved by the department.
54. If any prehistoric or historic artifacts, or other indication of cultural resources are found once the project construction is underway, all work must stop within 20 meters (66 feet) of the find. A qualified archaeologist shall be consulted for an immediate evaluation of the find prior to resuming groundbreaking construction activities within 20 meters of the find. If the find is determined to be an important archaeological resource, the resource shall be either avoided, if feasible, or recovered consistent with the requirements of Appendix K of the State CEQA Guidelines. In the event of discovery or recognition of any human remains in any on-site location, there shall be no further excavation or disturbance of the site or any nearby area reasonably suspected to overlie adjacent remains until the County coroner has determined, in accordance with any law concerning investigation of the circumstances, the manner and cause of death and has made recommendations concerning treatment and dispositions of the human remains to the person responsible for the excavation, or to his/her authorized representative. A similar note shall appear on the improvement plans.

Planning

55. The proposed development and use shall conform substantially to the project plans and colors/materials board, Exhibit B, dated "Received, March 13, 2013" and narrative dated "Received, March 13, 2013" on file with the Planning Division, except as modified by the following conditions. Minor changes to the plans may be allowed subject to the approval of the Zoning Administrator if found to be in substantial conformance to the approved exhibits.
56. If the operation of this use results in conflicts pertaining to parking, interior noise, traffic/circulation, or other factors, at the discretion of the Director of

Community Development, this conditional use permit may be submitted to the Planning Commission for their subsequent review at a public hearing.

57. The building permit plan check package will be accepted for submittal only after completion of the 15-day appeal period, measured from the date of the approval letter, unless the project developer submits a signed statement acknowledging that the plan check fees may be forfeited in the event that the approval is overturned on appeal, or that the design is significantly changed as a result of the appeal. In no case will a building permit be issued prior to the expiration of the 15-day time-period.
58. The approved building materials and colors shall be stated on the project plans submitted for issuance of building permits.
59. Prior to issuance of a building permit, the developer shall pay the required commercial development school impact fee as prescribed by state law and as adopted by the Pleasanton Unified School District.
60. The Conditional Use Permit and Design Review approvals will lapse within one (1) year from the date of approval unless a building permit is issued and construction has commenced and is diligently pursued toward completion or the City has approved an extension.
61. All conditions of approval shall be attached to all permit plan sets submitted for review and approval, whether stapled to the plans or located on a separate plan sheet.
62. All demolition and construction activities, inspections, plan checking, material delivery, staff assignment or coordination, etc., shall be limited to the hours of 8:00 a.m. to 5:00 p.m., Monday through Saturday. No construction shall be allowed on State or Federal Holidays or Sundays. The Director of Community Development may allow earlier "start-times" or later "stop-times" for specific construction activities (e.g., concrete pouring, interior construction, etc), if it can be demonstrated to the satisfaction of the Director of Community Development that the construction noise and construction traffic noise will not affect nearby residents or businesses. All construction equipment must meet Department of Motor Vehicles (DMV) noise standards and shall be equipped with muffling devices. Prior to construction, the applicant shall post on the site the allowable hours of construction activity.
63. To the extent permitted by law, the project applicant shall defend (with counsel reasonable acceptable to the City), indemnify and hold harmless the City, its City Council, its officers, boards, commissions, employees and agents from and against any claim (including claims for attorneys fees) , action, or proceeding brought by a third party against the indemnified parties and the applicant to attack, set aside, or void the approval of the project or any permit authorized

hereby for the project, including (without limitation) reimbursing the City its attorneys fees and costs incurred in defense of the litigation. The City may, in its sole discretion, elect to defend any such action with attorneys of its choice.

64. The project developer shall post cash, letter of credit, or other security satisfactory to the Director of Community Development in the amount of \$5,000 for each tree required to be preserved, up to a maximum of \$25,000. This cash bond or security shall be retained for one year following completion of construction and shall be forfeited if the trees are destroyed or substantially damaged. No trees shall be removed other than those specifically designated for removal on the approved plans or tree report.
65. The project developer shall comply with the recommendations of the tree report prepared by HortScience, dated March 29, 2012. No tree trimming or pruning other than that specified in the tree report shall occur. The project developer shall arrange for the horticultural consultant to conduct a field inspection prior to issuance of City permits to ensure that all recommendations have been properly implemented. The consultant shall verify in writing that such recommendations have been followed.

Landscaping

66. The project developer shall enter into an agreement with the City, approved by the City Attorney, which guarantees that all landscaping included in this project will be maintained at all times in a manner consistent with the approved landscape plan for this development. Said agreement shall run with the land for the duration of the existence of the structures located on the subject property.
67. Six-inch vertical concrete curbs shall be installed between all paved and landscaped areas.
68. The project developer shall provide root control barriers and four inch perforated pipes for parking lot trees, street trees, and trees in planting areas less than ten feet in width, as determined necessary by the Director of Community Development at the time of review of the final landscape plans.
69. All trees used in landscaping be a minimum of 15-gallons in size and all shrubs a minimum of five-gallons, unless otherwise shown on the approved landscape plan.
70. The following statements shall be printed on to the site, grading, and landscape plans where applicable to the satisfaction of the Director of Community Development prior to issuance of a building permit:

- a) No existing tree to be saved may be trimmed or pruned without prior approval by the Community Development Director.
 - b) No equipment may be stored within or beneath the driplines of the existing trees to be saved.
 - c) No oil, gasoline, chemicals, or other harmful materials shall be deposited or disposed within the dripline of the trees to be saved or in drainage channels, swales, or areas that may lead to the dripline.
 - d) No stockpiling/storage of fill, etc., shall take place underneath or within five feet of the dripline of the existing trees to be saved.
71. Prior to issuance of a grading or building permit, the project developer shall install a temporary six foot tall chain-link fence (or other fence type acceptable to the Director of Community Development) outside of the existing tree drip lines, unless otherwise approved by the Director of Community Development. The fencing shall remain in place until final landscape inspection of the Community Development Department. Removal of such fencing prior to that time may result in a “stop work order.”

Building

72. Prior to or at the time of issuance of building or demolition permits, the applicant shall submit a waste management plan to the Building and Safety Division. The plan shall include the estimated composition and quantities of waste to be generated and how the project developer intends to recycle at least 75 percent of the total job site construction and demolition waste measured by weight or volume. The proposed plan must be approved by the Building Division prior to any building permit inspections. Proof of compliance shall be provided to the Chief Building Official prior to the issuance of a final building permit. During demolition and construction, the project developer shall mark all trash disposal bins “trash materials only” and all recycling bins “recycling materials only.” The project developer shall contact Pleasanton Garbage Service for the disposal of all waste from the site.
73. At the time of building permit plan submittal, the project developer shall submit a final grading and drainage plan prepared by a licensed civil engineer depicting all final grades and on-site drainage control measures to prevent stormwater runoff onto adjoining properties.

Engineering

74. A “Conditions of Approval” checklist shall be completed and attached to all plan checks submitted for approval indicating that all conditions have been satisfied.

75. The project developer shall grant an easement to the City over those parcels needed for public service easements (P.S.E.) and which are approved by the City Engineer, or other easements, which may be designated by the City Engineer.
76. All existing septic tanks or holding tanks shall be properly abandoned, pursuant to the requirements of the Alameda County Department of Health Services prior to the start of grading operations, unless specifically approved by the City Engineer.
77. The haul route for all materials to and from this development shall be approved by the City Engineer prior to the issuance of a permit.
78. The developer shall submit a comprehensive traffic control plan prior to issuance of a Building Permit for review by the City Traffic Engineer. The plan shall include scheduling of major truck trips and deliveries, to avoid peak travel hours, lane closure procedures such as flagger stations, signage, cones, and other warning devices that will be implemented during construction.
79. All dry utilities (electric power distribution, gas distribution, communication service, Cable television, street lights and any required alarm systems) required to serve existing or new development shall be installed in conduit, underground in a joint utility trench unless otherwise specifically approved by the City Engineer.
80. Any damage to existing street improvements during construction on the subject property shall be repaired to the satisfaction of the City Engineer at full expense to the project developer. This shall include slurry seal, overlay, or street reconstruction if deemed warranted by the City Engineer.
81. This approval does not guarantee the availability of sufficient water and/or sewer capacity to serve the project.
82. There shall be no direct roof leaders connected to the street gutter or storm drain system, unless otherwise approved by the City Engineer.
83. The project developer and/or the project developer's contractor(s) shall obtain an encroachment permit from the City Engineer prior to moving any construction equipment onto the site.
84. Storm drainage swales, gutters, inlets, outfalls, and channels not within the area of a dedicated public street shall be privately maintained by the property owners.
85. All retaining walls along the street shall be placed behind the Public Service Easement (PSE), unless otherwise approved by the City Engineer.

86. A detailed grading and drainage plan prepared by a licensed Civil Engineer including all supporting information and design criteria (including but not limited to any peer review comments), storm drain treatment calculations, hydromodification worksheets, etc., shall be submitted as part of the improvement plans.
87. All utility lines shall be installed in conduit. Only PG&E switch enclosures or capacity banks can be installed above ground provided the units are screened with landscaping to the satisfaction of the Director of Community Development.

Fire

88. Address numbers shall be installed on the front or primary entrance for all buildings. Minimum building address character size shall be 12" high by 1" stroke. If building is located greater than 50 feet from street frontage, character size shall be 16" high by 1 ½" stroke minimum. In all cases address numerals shall be of contrasting background and clearly visible in accordance with the Livermore-Pleasanton Fire Department Premises Identification Standards. This may warrant field verification and adjustments based upon topography, landscaping or other obstructions.
89. The project developer shall keep the site free of fire hazards from the start of lumber construction until the final inspection.
90. Prior to any construction framing, the project developer shall provide adequate fire protection facilities, including, but not limited to a water supply and water flow in conformance to the City's Fire Department Standards able to suppress a major fire.
91. All fire sprinkler system water flow and control valves shall be complete and serviceable prior to final inspection. Prior to the occupancy of a building having a fire alarm system, the Fire Department shall test and witness the operation of the fire alarm system.
92. All commercial, industrial, and multi-family residential occupancies shall have valve tamper and water flow connected to an Underwriters Laboratory (UL) listed Central Station Service. Fire Department plan check includes specifications, monitoring certificate(s), installation certificate and alarm company U.L. certificate. Fire alarm control panel and remote annunciation shall be at location(s) approved by the Fire Prevention Bureau. All systems shall be point identified by individual device and annunciated by device type and point.
93. A Hazardous Materials Declaration shall be provided for this tenant and/or use. The form shall be signed by the owner/manager of the company occupying the

suite/space/building. No building permit will be issued until the Hazardous Materials Declaration is provided. The form is available through the permit center or from the LPPD Fire Prevention Bureau.

94. Should any operation or business activity involve the use, storage or handling of hazardous materials, the firm shall be responsible for contacting the LPPD prior to commencing operations. Please contact the Hazardous Materials Coordinator at 925/454-2361.
95. The proposed building(s) may have additional Fire Department requirements that can only be addressed by knowing the details of occupancy. These occupancy details shall be submitted to the Fire Department prior to submittal of construction plans to the Building Department. Details shall include but not be limited to the following:
 - a. Type of storage
 - b. Height of storage
 - c. Aisle spacing
 - d. Rack of bulk storage
 - e. Palletized storage
 - f. Type of occupancies within areas of the building(s)

Based on the information received, there may be additional requirements such as: smoke and heat venting, in-rack sprinklers, increases in sprinkler design criteria, draft curtains, etc.

96. Electrical conduit shall be provided to each fire protection system control valve including all valve(s) at the water connections. The Livermore-Pleasanton Fire Department requires electronic supervision of all valves for automatic sprinkler systems and fire protection systems.

CODE REQUIREMENTS

Building

(Applicants/Developers are responsible for complying with all applicable Federal, State and City codes and regulations regardless of whether or not the requirements are part of this list. The following items are provided for the purpose of highlighting key requirements.)

97. The building(s) covered by this approval shall be designed and constructed to the Title 24 Building Standards, including Building, Electrical, Mechanical, Plumbing, Energy, Fire, Green Building and both State and Federal accessibility requirements in effect and as amended by the City of Pleasanton at the time of Building Permit submittal.

98. All building and/or structural plans must comply with all codes and ordinances in effect before the Building and Safety Division will issue permits.
99. All Building and Fire permit plans, including demolition, on-site, building shell and tenant improvements shall be submitted to the Building and Safety Division for review and approval.

Fire

(Applicants/Developers are responsible for complying with all applicable Federal, State and City codes and regulations regardless of whether or not the requirements are part of this list. The following items are provided for the purpose of highlighting key requirements.)

100. All construction shall conform to the requirements of the California Fire Code currently in effect, City of Pleasanton Building and Safety Division and City of Pleasanton Ordinance 2015. All required permits shall be obtained.
101. Automatic fire sprinklers shall be installed in all occupancies in accordance with City of Pleasanton Ordinance 2015. Installations shall conform to NFPA Pamphlet 13 for commercial occupancies NFPA 13D for residential occupancies and NFPA 13R for multifamily residential occupancies.
102. Fire alarm system shall be provided and installed in accordance with the CFC currently in effect, the City of Pleasanton Ordinance 2015 and 2002 NFPA 72 - National Fire Alarm Code. Notification appliances and manual fire alarm boxes shall be provided in all areas consistent with the definition of a notification zone (notification zones coincide with the smoke and fire zones of a building). Shop drawings shall be submitted for permit issuance in compliance with the CFC currently in effect.
103. City of Pleasanton Ordinance 2015 requires that all new and existing occupancies be provided with an approved key box from the Knox Company as specified by the Fire Department. The applicant is responsible for obtaining approval for location and the number of boxes from the Fire Prevention Bureau. Information and application for Knox is available through their website or the Fire Prevention Bureau. Occupant shall be responsible for providing tenant space building access keys for insertion into the Knox Box prior to final inspection by the Fire Department. Keys shall have permanent marked tags identifying address and/or specific doors/areas accessible with said key.
104. Portable fire extinguisher(s) shall be provided and installed in accordance with the California Fire Code currently in effect and Fire Code Standard #10-1. Minimum approved size for all portable fire extinguishers shall be 2A 10B:C.

105. All buildings undergoing construction, alteration or demolition shall comply with Chapter 14 (California Fire Code currently in effect) pertaining to the use of any hazardous materials, flame-producing devices, asphalt/tar kettles, etc.

URBAN STORMWATER CONDITIONS OF APPROVAL

106. The project shall comply with the “Alameda Countywide NPDES Permit #CAS612008 dated October 14, 2009 (Revised on November 28, 2011) and amendments to this permit” issued by California Regional Water Quality Control Board, San Francisco Bay Region, a copy of which is available at the Community Development Department, Public Works/Engineering section at City offices, Alameda County Clean Water Program and at State Water Board.

The project shall also comply with the “Construction General Permit” by the California Regional Water Quality Control Board, San Francisco Bay Region.

107. Design Requirements

- A. The Permit design requirements include, but are not limited to, the following:
- a. Source control, sight design measures, and design and implementation of stormwater treatment measures are required.
 - b. The Permit requires a proactive Diazinon pollutant reduction plan (aka Pesticide Plan) to reduce or substitute pesticide use with less toxic alternatives.
 - c. The Permit requires complying with the Copper Pollutant Reduction Plan and the Mercury Pollutant Reduction Plan.
 - d. Fuel dispensing areas shall be covered with canopies; canopy downspouts shall be routed to prevent drainage flow across the fuel dispensing area. Fuel dispensing areas shall be located on concrete surfaces. The surface must be graded and constructed to prevent drainage flow across the fueling area. The fuel dispensing area shall be graded to drain accidental spills into a containment area.
- B. The following requirements shall be incorporated into the project:
- a. The project developer shall submit a final grading and drainage plan prepared by a licensed civil engineer depicting all final grades and on-site drainage control measures including bio-swales. Irrigated bio-swales shall be redesigned as needed to the satisfaction of the City Engineer to optimize the amount of the stormwater running off the paved surface that enters the bio-swale at its most upstream end. This plan shall be subject to the review and approval of the City Engineer prior to the issuance of any building permits.

- b. In addition to natural controls the project developer may be required to install a structural control, such as an oil/water separator, sand filter, or approved equal (in the parking lot) (on the site) to intercept and pre-treat stormwater prior to reaching the storm drain. The design, locations, and a schedule for maintaining the separator shall be submitted to the City Engineer/Chief Building Official for review and approval prior to issuance of building permits. The structural control shall be cleaned at least twice a year: once immediately prior to October 15 and once in January.
- c. The project developer shall submit sizing design criteria to treat stormwater runoff at the time of Improvement plan submittal and an updated detailed copy of calculations with subsequent submittals.
- d. Landscaping shall be designed to minimize irrigation and runoff, promote surface infiltration where appropriate and acceptable to the project soils engineer, and minimize the use of fertilizers and pesticides that can contribute to stormwater pollution.
- Structures shall be designed to prohibit the occurrence and entry of pests into buildings, thus minimizing the need for pesticides.
 - Where feasible, landscaping shall be designed and operated to treat stormwater runoff. In areas that provide detention of water, plants that are tolerant of saturated soil conditions and prolonged exposure to water shall be specified. Soil shall be amended as required. (See planting guide line by Alameda County Clean Water Program.)
 - Plant materials selected shall be appropriate to site specific characteristics such as soil type, topography, climate, amount and timing of sunlight, prevailing winds, rainfall, air movement, patterns of land use, ecological consistency and plant interactions to ensure successful establishment.
 - Landscaping shall also comply with City of Pleasanton ordinances and policies regarding water conservation.
- e. Trash areas, dumpsters and recycling containers shall be enclosed and roofed to prevent water run-on to the area and runoff from the area and to contain litter and trash, so that it is not dispersed by the wind or runoff during waste removal. These areas shall not drain to the storm drain system, but to the sanitary sewer system and an area drain shall be installed in the enclosure area, providing a structural control such as an oil/water separator or sand filter. No other area shall drain into the trash enclosure; a ridge or a berm shall be constructed to prevent such drainage if found necessary by the City Engineer/Chief Building Official. A sign shall be posted prohibiting the dumping of hazardous materials into the sanitary sewer. The project developer shall notify the Dublin-San Ramon Services District (DSRSD) upon installation of the sanitary

connection; a copy of this notification shall be provided to the Planning Department.

- f. All paved outdoor storage areas shall be designed to minimize pollutant runoff. Bulk materials stored outdoors that may contribute to the pollution of stormwater runoff must be covered as deemed appropriate by the City Engineer/Chief Building Official and as required by the State Water Board.
- g. All metal roofs, if used, shall be finished with rust-inhibitive paint.
- h. Roof drains shall discharge and drain away from the building foundation. Ten percent of the stormwater flow shall drain to landscaped area or to an unpaved area wherever practicable.

108. Construction Requirements

The Construction General Permit's construction requirements include, but are not limited to, the following:

Construction activities (including other land-disturbing activities) that disturb one acre or more (including smaller sites that are part of a larger common plan of development) are regulated under the NPDES stormwater program. Operators of regulated construction sites are required to develop and implement stormwater pollution prevention plans and to obtain a construction general permit (NOI) from the State Water Resources Control Board to discharge stormwater.

Stormwater

- a. The project developer shall submit a Stormwater Pollution Prevention Plan (SWPPP) for review by the City Engineer/Chief Building Official prior to issuance of building or engineering permits. A reviewed copy of the SWPPP shall be available at the project site until engineering and building permits have been signed off by the inspection departments and all work is complete. A site specific SWPPP must be combined with proper and timely installation of the BMPs, thorough and frequent inspections, maintenance, and documentation. Failure to comply with the reviewed construction SWPPP may result in the issuance of correction notices, citations or stop work orders.
- b. The amendments to the SWPPP and all the inspection forms shall be completed and available at the site for inspection by the city, county or state staff.
- c. The project developer is responsible for implementing the following Best Management Practices (BMPs). These, as well as any other applicable measure, shall be included in the SWPPP and implemented as approved by the City.

- i. The project developer shall include erosion control/stormwater quality measures on the final grading plan which shall specifically address measures to prevent soil, dirt, and debris from entering the storm drain system. Such measures may include, but are not limited to, hydroseeding, hay bales, sandbags, and siltation fences and are subject to the review and approval of the City Engineer/Chief Building Official. If no grading plan is required, necessary erosion control/stormwater quality measures shall be shown on the site plan submitted for an on-site permit, subject to the review and approval of the Building and Safety Division. The project developer is responsible for ensuring that the contractor is aware of and implements such measures.
- ii. All cut and fill slopes shall be revegetated and stabilized after completion of grading, but in no case later than October 15. Hydroseeding shall be accomplished before September 15 and irrigated with a temporary irrigation system to ensure that the grasses are established before October 15. No grading shall occur between October 15 and April 15 unless approved erosion control/stormwater quality measures are in place, subject to the approval of City Engineer/Chief Building Official. Such measures shall be maintained until such time as permanent landscaping is in place.
- iii. Gather all sorted construction debris on a regular basis and place it in the appropriate container for recycling; to be emptied at least on a weekly basis. When appropriate, use tarps on the ground to collect fallen debris or splatters that could contribute to stormwater runoff pollution.
- iv. Remove all dirt, gravel, rubbish, refuse, and green waste from the street pavement and storm drains adjoining the site. Limit construction access routes onto the site and place gravel on them. Do not drive vehicles and equipment off paved or graveled areas during wet weather. Broom sweep the street pavement adjoining the project site on a daily basis. Scrape caked-on mud and dirt from these areas before sweeping.
- v. Install filter materials (such as sandbags, filter fabric, etc.) at the storm drain inlet nearest the downstream side of the project site in order to retain any debris or dirt flowing in the storm drain system. Maintain and/or replace filter materials to ensure effectiveness and to prevent street flooding.
- vi. Create a contained and covered area on the site for the storage of cement, paints, oils, fertilizers, pesticides, or other materials used on

the site that have the potential of being discharged into the storm drain system through being windblown or in the event of a material spill.

- vii. Never clean machinery, equipment, tools, brushes, or rinse containers into a street, gutter, or storm drain.
- viii. Ensure that concrete/gunite supply trucks or concrete/plaster operations do not discharge wash water into street, gutters, or storm drains.
- ix. Equipment fueling area: Use off-site fueling stations as much as possible. Where on-site fueling occurs, use designated areas away from the storm drainage facility, use secondary containment and spill rags when fueling, discourage “topping off” of fuel tanks, place a stockpile of absorbent material where it will be readily accessible, and check vehicles and equipment regularly for leaking oils and fuels. Dispose rags and absorbent materials promptly and properly.
- x. Concrete wash area: Locate wash out areas away from the storm drains and open ditches, construct a temporary pit large enough to store the liquid and solid waste, clean pit by allowing concrete to set, breaking up the concrete, then recycling or disposing of properly.
- xi. Equipment and vehicle maintenance area: Use off-site repair shop as much as possible. For on-site maintenance, use designated areas away from the storm drainage facility. Always use secondary containment and keep stockpile of cleanup materials nearby. Regularly inspect vehicles and equipment for leaks and repair quickly or remove from the project site. Train employees on spill cleanup procedures.

109. Operation Requirements

The Permit’s operation and maintenance requirements include but are not limited to the following: The operation and maintenance of treatment measures including but not limited to bio-swales, lawns, landscaped areas with deep-rooted plants, oil/water separator, filterra units, etc., requires completing, signing and recording an agreement with Alameda County recorder’s office in a format approved by the State and Alameda County.

1. All projects, unless otherwise determined by the City Engineer or Chief Building Official, shall enter into a recorded Stormwater Treatment Measures Inspection and Maintenance Agreement for ongoing maintenance and reporting of required stormwater measures. These measures may include, but are not limited to:

- a. On-site storm drain inlets clearly marked and maintained with the words "No Dumping – Drains to Bay."
- b. Proper maintenance of landscaping, with minimal pesticide and fertilizer use.
- c. Ensure wastewater from vehicle and equipment washing operations is not discharged to the storm drain system.
- d. Ensure that no person shall dispose of, nor permit the disposal, directly or indirectly, of vehicle fluids, hazardous materials or rinse water from cleaning tools, equipment or parts into storm drains.
- e. Clean all on-site storm drains at least twice a year with one cleaning immediately prior to the rainy season. The City may require additional cleanings.
- f. Regularly but not less than once a month, sweep driveways, sidewalks and paved areas to minimize the accumulation of litter and debris. Corners and hard to reach areas shall be swept manually. Debris from pressure washing shall be trapped and collected to prevent entry into the storm drain system. Wastewater containing any soap, cleaning agent or degreaser shall not be discharged into the storm drain.
- g. Vegetated swales with grasses shall be mowed and clippings removed on a regular basis.
- h. The fuel dispensing area shall be dry-swept routinely, and dispensing equipment shall be inspected routinely for proper functioning and leak prevention. The facility shall have a spill clean-up plan approved by the Fire Department.

From: Shweta Bonn
Sent: Friday, December 14, 2012 2:21 PM
To: Tracy Quijada
Subject: RE: No 7-11

Tracy,

To answer your question, the applicant requested for the project to be continued to a future (not yet determined) Planning Commission hearing.

The minutes have yet to be drafted by the person that completes them, and would be subject to the review and approval by the Planning Commission before being finalized. They will be in draft form, at the earliest, on Friday, January 4, 2013 (they are usually posted on the City's website the Friday before the next Planning Commission meeting, which will be January 9, 2013).

In the meantime, you can listen to an audio file for the meeting by clicking on the following link:
<ftp://ftp.ci.pleasanton.ca.us/Planning/2012/December%2012,%202012.MP3>

Best regards,
Shweta Bonn
Associate Planner
City of Pleasanton
200 Old Bernal Avenue
P.O. Box 520
Pleasanton, California 94566
P: (925) 931-5611
F: (925) 931-5483
E: sbonn@cityofpleasantonca.gov

From: Tracy Quijada
Sent: Friday, December 14, 2012 2:11 PM
To: Shweta Bonn
Cc: Robin Eric Ryan Daniel Cruz
Subject: Re: No 7-11

Hello Shweta.

I was unable to attend the second half of this week's meeting. Can you please tell me where I can find the minutes? I would like to find what happened after the commission's 9:00PM break.

Thank you.
Tracy

From: Shweta Bonn
Sent: Monday, December 17, 2012 7:59 AM
To: robert cortez
Subject: RE: Preposed First Street 7-Eleven Convenience Store

Thank you for your email, Robert.
For your information, during the December 12, 2012 Planning Commission meeting, the applicant requested for the project to be continued to a future (not yet determined) Planning Commission hearing. In the event you are interested, you can listen to an audio file for the meeting by clicking on the following link:
<ftp://ftp.ci.pleasanton.ca.us/Planning/2012/December%2012,%202012.MP3>

From: robert cortez
Sent: Saturday, December 15, 2012 3:47 PM
To: Shweta Bonn
Subject: Preposed First Street 7-Eleven Convenience Store

Ms Shweta Bonn, Associated Planner
City of Pleasanton

This is Robert Cortez, I am a long term property owner on
. I wish to register my serious concern and opposition to the planned First Street 24-hour 7-Eleven convenience store. As you know, we currently have in the immediate area a well established locally owned non-franchise market and in the block adjacent, a locally-owned liquor outlet. Once established, common sense dictates, for the 7-Eleven, selling liquor would become the next step in expanding their business. Another concern, the intersection of First and Vineyard is a high traffic point, both for vehicle and pedestrians, especially during hours of school and people going to and returning from their place of work. The addition of a 7-Eleven outlet would only exacerbate traffic and in particular, safety concerns for the City. Why place a nationwide franchise in competition with our locally-owned businesses? It is a disservice and an additional burden on the City services, and a step toward destroying the unique down-town atmosphere we all share.

Thank you,

Robert Cortez

From: Shweta Bonn
Sent: Monday, December 17, 2012 1:12 PM
To: Art Gwerder
Subject: RE: P12-0556, P12-0557, and P12-1790 Terry Grayson/Ironhorse Development

Thank you for your email.

For your information, during the December 12, 2012 Planning Commission meeting, the applicant requested for the project to be continued to a future (not yet determined) Planning Commission hearing. In the event you are interested, you can listen to an audio file for the December 12th meeting by clicking on the following link:

<ftp://ftp.ci.pleasanton.ca.us/Planning/2012/December%2012,%202012.MP3>

Also for your information, the link for the December 12, 2012 Planning Commission Meeting Agenda is as follows: <http://www.cityofpleasantonca.gov/pdf/Agenda-12-12-2012.pdf>; the staff report and associated attachments can be downloaded from the links within the agenda.

From: Art Gwerder
Sent: Monday, December 17, 2012 11:57 AM
To: Shweta Bonn
Subject: P12-0556, P12-0557, and P12-1790 Terry Grayson/Ironhorse Development

Dear Ms Bonn,

I'm hopeful it's not too late to voice my opinion. We are the owners of _____ in Pleasanton, a neighbor to the proposed 7/11 project on First and Ray Street. **We are vehemently**

opposed to this proposal as it is not harmoniously consistent with the small town feel neighborhood. Will fast food be next to our dear downtown? The current Conoco 76 station provides a service, selling gas and a few emergency items up until 10pm, that is fine. Since we are asleep in the early evening just a few hundred feet away as the crow flies, I cannot imagine the noise that will be generated by this 24 hour store. As it is, we hear the audible crosswalk beeping for First Street. Please, please, do not allow this 7/11 project to be approved.

Thank you.

Art Gwerder
Susan Gwerder

From: Shweta Bonn
Sent: Thursday, December 20, 2012 7:46 AM
To: Tracy Dunne
Subject: RE: 7-Eleven??

Tracy,

Notices are sent to residents within a 1,000-foot radius around the subject site. The notices are sent at the latest "two Fridays" before a Planning Commission hearing. For example, for the January 9, 2013 Planning Commission meeting, they would be mailed out at the latest on Friday, December 28, 2012. A notice is also posted in the newspaper (The Valley Times) at least 10 days in advance of a Planning Commission meeting. Please note that any project at 4191 First Street is not scheduled for the January 9, 2013 meeting; this is just an example.

The Planning Commission typically meets twice a month, every second and fourth Wednesday in the Council Chambers, 200 Old Bernal Avenue. Sometimes meetings are canceled due to holidays or other reasons – December only had the one meeting, on December 12th. You can also refer to the community calendar on the City's website – just be sure you have clicked on "City Meetings" on the left: <http://www.ci.pleasanton.ca.us/community/calendar/>

I hope this is helpful.
Shweta.

From: Tracy Dunne
Sent: Wednesday, December 19, 2012 4:44 PM
To: Shweta Bonn
Subject: Re: 7-Eleven??

Thank you for the prompt response. By the way, how does the city determine which residents receive which public notices? And how far in advance is the notice sent.

Tracy

On Dec 19, 2012, at 4:29 PM, Shweta Bonn <sbonn@cityofpleasantonca.gov> wrote:

From: Shweta Bonn
Sent: Wednesday, December 19, 2012 4:29 PM
To: Tracy Dunne
Cc: David Nagler
Subject: RE: 7-Eleven??

Tracy,

The applicant indicated that he wanted to consider other options for development on the site, but has not yet submitted anything to the City (or indicated that he would be doing to so on January 7, 2013). If another public hearing is scheduled, you would receive a notice informing you of the hearing.

Best,
Shweta Bonn

Associate Planner
City of Pleasanton
200 Old Bernal Avenue
P.O. Box 520
Pleasanton, California 94566
P: (925) 931-5611
F: (925) 931-5483
E: sbonn@cityofpleasantonca.gov

-----Original Message-----

From: Tracy Dunne
Sent: Wednesday, December 19, 2012 4:23 PM
To: Shweta Bonn
Cc: David Nagler
Subject: 7-Eleven??

Ms. Bonn,

I just heard from a neighbor that the 7-Eleven application for first and Ray is being re-submitted for January 7, 2013? I just wanted to check to see

- a) if this was true;
- b) if there were any changes to the application;
- c) what the public notification process is.

Thank you very much.

Tracy Dunne

From: Shweta Bonn
Sent: Thursday, December 27, 2012 8:47 AM
To: Eric Everson
Subject: RE: 7-11

Thank you for your email.

For your information, during the December 12, 2012 Planning Commission meeting, the applicant requested for the project to be continued to a future (not yet determined) Planning Commission hearing. In the event you are interested, you can listen to an audio file for the December 12th meeting by clicking on the following link:

<ftp://ftp.ci.pleasanton.ca.us/Planning/2012/December%2012,%202012.MP3>

Also for your information, the link for the December 12, 2012 Planning Commission Meeting Agenda is as follows: <http://www.cityofpleasantonca.gov/pdf/Agenda-12-12-2012.pdf>; the staff report and associated attachments can be downloaded from the links within the agenda.

From: Eric Everson
Sent: Thursday, December 27, 2012 7:16 AM
To: Shweta Bonn
Subject: 7-11

I live off Vineyard and sure hope that you do not approve the 7-11. No need for an all night store like that in the area especially with Coles Market so close.

Please let me know if you need anything else from me to express my concern about this being approved.

Thanks,

Eric E. Everson

-----Original Message-----
From: Tracy Dunne [mailto:tracydunne@mac.com]
Sent: Tuesday, February 05, 2013 9:06 PM
To: Shweta Bonn
Cc: David Nagler; Robin Cruz
Subject: Union 76 Community Outreach Efforts

Ms. Bonn,

I am passing along the attached flyer, which I found posted just today on the NOT A THROUGH STREET sign at the corner of our=street, Ray and Walnut. I do not know the extent to which these flyers are=being distributed. I only saw one flyer, in addition to the one taped on the sign, on one porch on Walnut Drive, but I thought you should have it. I do hope the community outreach efforts are comprehensive enough so as to be effective at engaging the neighbors.

Phone call with Carla Graci on March 18, 2013 – Carla expressed concerns regarding the proposed project and indicated that she was against the project before and she is against the revised proposal. She also expressed concerns that there are a number of convenience markets in the immediate vicinity and doesn't feel that there should be another one.

Thank you Erica, that's great news!

From: Erica Fraser <efraser@cityofpleasantonca.gov>
To: Briana Scherer <brisch@pacbell.net>
Sent: Mon, March 18, 2013 11:13:20 AM
Subject: RE: Proposed 7-11 Convenience Store on First Street

Tom and Briana -

Thank you for your email regarding this project. A copy of your email will be given to the Planning Commission.

The project has been modified since it was reviewed by the Planning Commission on December 12, 2012.

The new proposal is for a convenience store, but it is not for a 7-11 store. The hours have been reduced (no longer 24 hours) and the applicant is requesting that they be allowed to operate from 4:00 am until 11:00 pm. Alcohol sales would be prohibited at this location.

The Staff Report for the project will be available on the City's website prior to the meeting if you would like to take a look at it.

Please let me know if you have any questions or other comments.

Erica Fraser, AICP
925-931-5621

From: Shweta Bonn
Sent: Monday, March 18, 2013 10:54 AM
To: Briana Scherer
Cc: Erica Fraser
Subject: RE: Proposed 7-11 Convenience Store on First Street

Thank you for your email. I am copying Erica Fraser, Associate Planner on this email so that she is aware of your comments and can provide them to the Planning Commission.

From: Briana Scherer [mailto:brisch@pacbell.net]
Sent: Saturday, March 16, 2013 12:20 PM
To: Shweta Bonn
Subject: Fw: Proposed 7-11 Convenience Store on First Street

To the Pleasanton Planning Commission,

We just received notice today of a public hearing regarding the proposed 7-11 convenience store at 4191 First Street.

Our concerns are listed in our email sent 12/4/12. We are **strongly against** this type of store at this location.

Why build this type of store located in a residential area and an area so close to downtown? We already have Coles Market which is open from 7am - 10pm (which would suffer financially from this proposed store).

What could we expect from a store that would be open 24 hours.... **crime, accidents, loitering, noise, parking and traffic overflow into the residential areas near this store, and depreciation of home values.**

Many families with children live in this neighborhood. Why would we want to have this unsafe environment that could potentially come from a store like this around our children who live in this area?

Doesn't Pleasanton have enough to deal with due to the increase in crime and robberies since the opening of the Stoneridge Bart station? This type of business will potentially draw more of this to our City and so close to the residential and downtown area.

As one person stated in a Yelp about the 7-11 located on 3rd Street in San Mateo:

"Rough area. There are illegal day laborers and thugs standing outside of this place at all times of the day and night. If you're a female, expect to be cat called, whistled at, and stared down.

The parking lot is extremely small and almost always completely full. It makes you nervous, because all the illegals and thugs drove there and NONE of them have insurance or a license. So if your car is hit, expect them to run.

Inside, it is a standard 7-11. The staff deserves 5 stars for being super friendly and always helpful even though they always have dirt bags in the place.

Outside, it feels like you're gonna get robbed or your car will get stolen while you're inside the store.

I'd feel just as safe as standing at a 7-11... on a corner... in Oakland..."

Again, we are requesting that the Planning Commission reconsider building this type of store in our neighborhood.

Thank you,

Tom and Briana Scherer

----- Forwarded Message -----

From: Briana Scherer <brisch@pacbell.net>
To: Shweta Bonn <sbonn@cityofpleasantonca.gov>
Sent: Tue, December 4, 2012 2:22:05 PM
Subject: RE: Proposed 7-11 Convenience Store on First Street

In addition to our concerns, I also found the following City of Pleasanton ordinance that apply to this type of business in a residential area, all of which apply. It seems that this type of business will be taxing not only on the residential community, but on the Owners of the business.

9.04.035 Noise limits—Commercial or industrial use adjacent to residential zone.

Any *business* establishment which is located within 300 feet from any residential zone and which remains open for *business* at any time between the *hours* of 10:00 p.m. and 6:00 a.m. shall adhere to the following standards of performance:

A. The noise level produced on the *business* premises between the *hours* of 10:00 p.m. and 6:00 a.m. shall not exceed the residential noise standard at the property plane between the residential zoning district and the commercial zoning district.

B. In the case of a *business* establishment which: (1) serves alcohol, (2) is located within 300 feet from a residential zoning district, and (3) is open for *business* between the *hours* of 10:00 p.m. and 6:00 a.m., the *business* owner and/or agent in charge shall arrange for responsible agents to patrol the parking lot and take reasonable actions necessary to inhibit loitering, shouting, fighting, revving of vehicle engines, the rapid acceleration of vehicles and other activities which would disturb the peace of a residential neighborhood.

C. No trash shall be dumped outside of the enclosed building area between the *hours* of 10:00 p.m. and 6:00 a.m. In the alternative, a *business* which finds it necessary or convenient to dump trash between 10:00 p.m. and 6:00 a.m. may demonstrate pursuant to Section 9.04.110 of this chapter that sound levels from dumping trash are insignificant or have been adequately mitigated. This subsection does not prohibit regularly scheduled pick up of trash by commercial garbage companies.

D. The person in charge of a *business* premises, whether that person is an owner, employee, agent or contractor, shall be responsible to assure compliance with subsections A through C of this section.

E. The owner of each *business* subject to this section shall be responsible to inform his or her managers, employees, agents and contractors of the requirements of this section. (Ord. 1341 § 1, 1987)

--- On Tue, 12/4/12, Shweta Bonn <sbonn@cityofpleasantonca.gov> wrote:

From: Shweta Bonn <sbonn@cityofpleasantonca.gov>
Subject: RE: Proposed 7-11 Convenience Store on First Street
To: "Briana Scherer" <brisch@pacbell.net>
Date: Tuesday, December 4, 2012, 1:59 PM

Thank you for your email. A copy of your correspondence will be provided to members of the

Planning Commission for their consideration.

From: Briana Scherer [<mailto:brisch@pacbell.net>]
Sent: Tuesday, December 04, 2012 1:57 PM
To: Shweta Bonn
Subject: Proposed 7-11 Convenience Store on First Street

To the Pleasanton Planning Commission:

We are strongly opposed to the proposed building of a 7-11 market on First Street. This type of 24-7 convenience store could potentially cause the following to our neighborhood:

1. Traffic / Accidents. First Street draws a lot of traffic, especially during commute hours. The majority of the traffic during peak commute hours are commuters cutting through Pleasanton to avoid clogged 580. Motorists getting in and out of this store would cause major slow-downs, back-ups, etc. on First Street. The cigarette store already has customers making "quick pull-overs" to the store on First Street, causing motorists to slam on their brakes to avoid an accident. If motorists get frustrated about getting out of that corner and depending on the outlets in/out of this store location, you do, in theory, invite the possibility of customers bleeding into neighborhood streets to avoid this corner. Kottinger Drive would be one of those streets where traffic could potentially increase. We have already seen an increase in cross-through traffic on our street (and speeders), and we are strongly concerned about this potential increase of traffic/speeders and the danger/risks it may cause to the amount of children and elderly that live on this street.
2. Crime / Noise. Since this will be a 24-7 convenient store, it will draw loiters and possible increase in crime at all hours of the night. We have enough businesses on First Street (i.e., massage parlor(s), cigarette stores) that draw "shady" customers. We also do not need the added noise and trash that this store can potentially bring to our neighborhood.
3. Location. This store would be located on a street that is in close proximity to downtown Main Street, tree-line streets and historical houses. This store will stand out like a sore thumb and will not make a good impression to people who are visiting the downtown area.

We are requesting that the Planning Commission reconsider building this type of store in our neighborhood.

Thank you,

Tom and Briana Scherer

Pleasanton

From: Robert [mailto:robert_huber@sbcglobal.net]
Sent: Monday, March 18, 2013 7:52 PM

To: Shweta Bonn

Subject: P12-0556 and P12-0557

I am opposed to the plan for property at 4191 First Street. This is very similar to the previous plan that was thankfully rejected, and I fear the proposed "convenience market" would lead to a decrease in the value of my property on Colby Court which is located almost directly behind this property. Such "convenience markets" are often accompanied by high crime and other undesirable traits that would make my neighborhood less safe and therefore less desirable a place to live. There would also be a likely negative impact the nearby market which would also adversely affect the area. Risking decreasing property values of many homes for the desire of a single property owner seems a poor trade-off for the city.

Thank you.
Robert Huber

From: cagraci@comcast.net [<mailto:cagraci@comcast.net>]

Sent: Tuesday, March 19, 2013 11:13 AM

To: Shweta Bonn

Cc: Russ Davis

Subject: 76 gas station modifications

Dear Ms. Bonn,

I am writing to oppose the proposed changes to the existing 76 gas station at 5191 First Street. I am all for property improvements, I mean, have you seen the condition of the current property? Only the fence posts of what was once a fence are standing, and yesterday I noticed one of the posts is laying in the field adjacent to the gas station; the landscaping leaves little to be desired. There is a fallen tree that has been there for years, and they have made no attempt to remove it.

Teenagers and young adults use the adjacent county land as a pass-through, and the amount of trash I pick up on a regular basis is appalling. Adding a convenience market, that is open from 4:00 AM to 11:00 PM, would only exasperate this problem. Also, with Cole's Market across the street, a liquor store one block away, and a convenience market at the gas station about a 1/2 mile down on Stanley Blvd, why on Earth would we need another market?

I have observed loitering at other so-called convenience markets, and I know this is not the kind of environment citizens of Pleasanton want to create, especially when it is so close to an elementary school and residential neighborhood.

Thank you for your consideration.

Sincerely,
Carla Graci

From: Michael Gould [<mailto:mgould@logitech.com>]
Sent: Wednesday, March 20, 2013 11:20 PM
To: Shweta Bonn
Subject: Re: P12-0556 and P12-0557 development

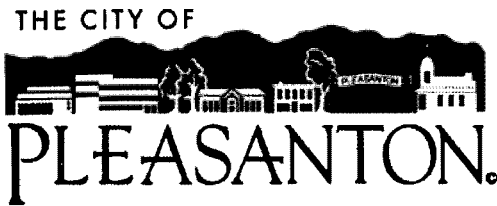
We can't stress enough that the proposed changes will adversely effect our neighborhood. There is evidence of this not far from the proposed site at the 7/11 in Livermore. At any given point in the day and night, one can observe that there are people milling around the store front and at the rear of the store also.

Because of the old train trestle there is already foot traffic from kids through our neighborhood. If these projects are allowed to go forward, we fear the unwanted foot traffic and crime will increase.

In addition, there is considerable automotive traffic already at this intersection and it would only increase the dangers to the kids walking home from school.

Please deny the request for permits for the 24 hour operation and the modifications to the sites in question.

Michael Gould
Logitech, Inc.
510-713-4065
Skype - logimg



**Planning Commission
Staff Report**

December 12, 2012
Item 6.b.

SUBJECT: P12-0556, P12-0557, and P12-1790

APPLICANT: IronHorse Development / Terry Grayson

PROPERTY OWNER: Delong Liu

PURPOSE: Applications for: 1) Conditional Use Permit and Design Review approvals to demolish the existing 76 Conoco Phillips service station sales and restroom building, modify the location of fuel dispensers, construct an approximately 2,250-square-foot, 24-hour 7-Eleven convenience market, and install related improvements; and 2) a Variance from the Municipal Code to locate parking spaces within setback areas.

GENERAL PLAN: Retail/Highway/Service Commercial/Business and Professional Offices

ZONING: Service Commercial (C-S), Downtown Core Area Overlay District

DOWNTOWN SPECIFIC PLAN LAND USE DESIGNATION: Downtown Commercial

LOCATION: 4191 First Street

EXHIBITS:

- A: Public Comments
- B: Project Plans, Narrative, Photo Simulations, & 7-Eleven Community Outreach Program Information
- C: Arborist Report, dated April 4, 2012
- D: Police Service Calls
- E: Location Map and Noticing Map

BACKGROUND

Mr. Terry Grayson of IronHorse Development, on behalf of the property owner Delong Liu, has submitted a proposal to construct an approximately 2,250-square-foot 7-Eleven convenience market, modify the location of fuel dispensers for a total of six dispensers, construct a trash enclosure, and related site improvements at the existing 76 Conoco

Phillips service station at 4191 First Street. The existing sales/restroom building and two existing fuel dispensers would be demolished.

The subject property is zoned Service-Commercial (C-S) and a service station with a convenience market excluding the sale of alcoholic beverages is conditionally permitted in the C-S zoning district. The Pleasanton Municipal Code (P.M.C.) limits convenience markets to 2,500 square feet.

SITE DESCRIPTION

The subject site is approximately 22,359-square-foot in size and is northwest of the intersection of Ray and First Streets. Figure 1 shows a vicinity map; the subject property is identified with a red outline.



FIGURE 1: Vicinity Map

The site is bounded by office uses to the north, residential uses across First Street to the east, Pleasant Plaza to the south, and residential and office uses across the Alameda County Transportation Corridor (A.C.T.C.) to the west.

The existing 76 Conoco Phillips service station has a total of six fuel dispensers (three on either side of a sales/restroom building). Figure 2 shows photographs of the subject site and the uses directly to the west and north. Access to the site is presently provided by four driveways, three from First Street and another from Ray Street. The site is generally flat.

Eleven trees (8 California sycamores, 1 Mexican fan palm, 2 purple-leaf plums) are located on the property. A sidewalk currently exists along the property's street frontages.



FIGURE 2: Bird's Eye Aerial and Photographs

PROJECT DESCRIPTION

The project proposal consists of the following components:

- ◆ Demolition of the existing approximately 264-square-foot sales and restroom kiosk building located in the center of the service station;
- ◆ Demolition of two fuel dispensers currently located outside the canopy;
- ◆ Addition of two fuel dispensers underneath the canopy in the location of the existing sales and restroom building;
- ◆ Removal of existing underground fuel storage tanks and placement of underground fuel storage tanks in another location;
- ◆ Construction of an approximately 2,250-square-foot 7-Eleven convenience market with 24-hour operation;
- ◆ Removal of the three driveways from First Street and one driveway from Ray Street and the construction of a single driveway from Ray Street and First Streets;
- ◆ Construction of a trash enclosure, additional landscaping, and other site improvements;
- ◆ Removal of a storage shed located near the northwestern corner of the property;
- ◆ Removal of 4 of the 11 trees on the property;
- ◆ Addition of brick veneer to the columns of the existing canopy to match the brick veneer proposed on the convenience building;
- ◆ Installation of a total of 16 surface parking spaces, 1 of which is located in the setback area along First Street, and 4 of which are located within the front setback area along Ray Street (requiring a Variance). Seven of the 16 spaces are parallel parking spaces located along the western property line;
- ◆ Construction of a decorative trellis over the ground-mounted mechanical equipment.

Figure 3 shows the site plan. On the site plan, the red dashed line represents the 10-foot setback line, the blue rectangles represent standard parking stalls, and the purple rectangles represent compact parking stalls. The proposed convenience market and trash enclosure is shown with an orange and yellow outline, respectively. The existing canopy over the fuel dispensers is shown as an orange dotted line. A total of 2 driveways, one each from First and Ray Streets are also noted.

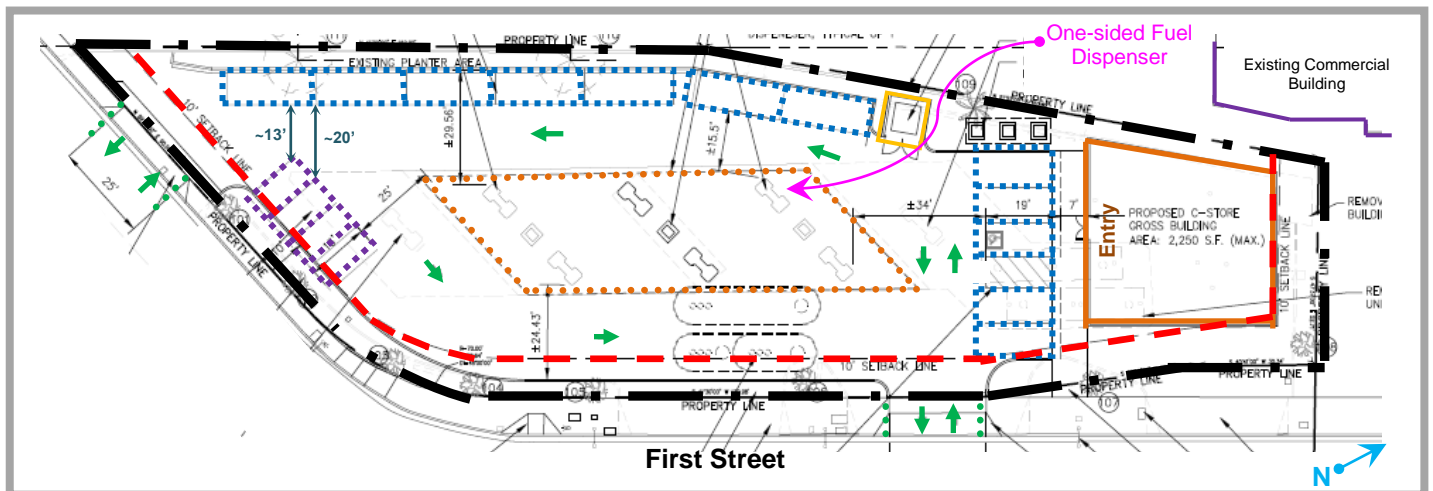


FIGURE 3: Site Plan

As shown in Figure 4, the floor plan of the convenience market includes a sales area, merchandise display, coolers, a back area for storage, and restrooms.

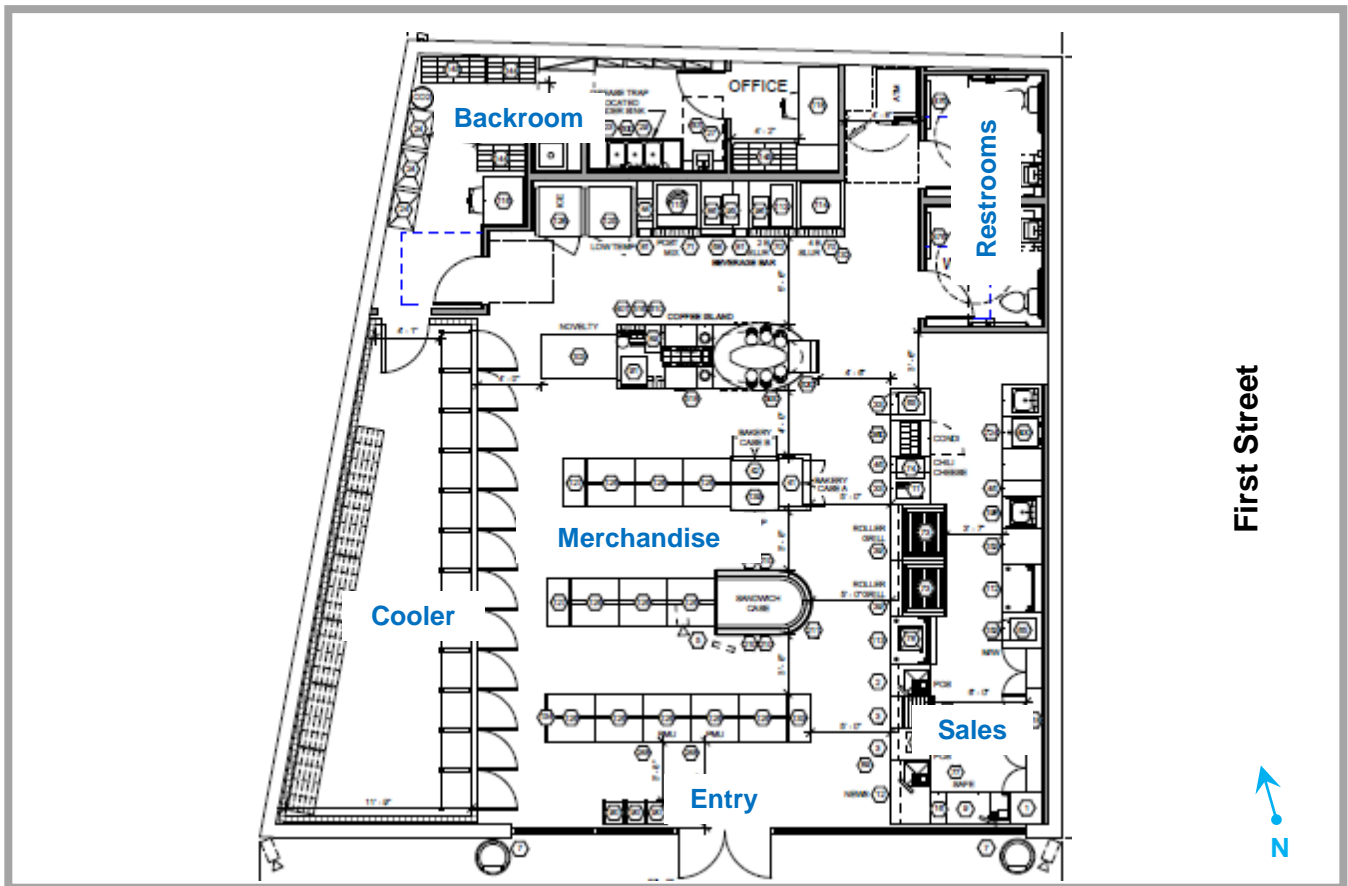


FIGURE 4: Floor Plan

Figure 5 shows elevation drawings for the proposed convenience market. The single-story building would be situated in the northern area of the site (10-feet from the property line along First Street, 5-feet from the western property line, and 10-feet from the northern property line) and would be approximately 22-feet-3-inches in height at its peak. The roof of the building would be hipped and gabled. The elevations show a portion of a gable on the front (southern) façade extending beyond the proposed awning. Figure 6 shows a three-dimensional digital perspective drawing with this portion of the roof modified such that it is pushed back to be similar to the other gables. This view and others, in addition to colored elevations, are part of Exhibit B (however please note that only “View 1” has been revised to show the modification to the roof).

The convenience market’s exterior finishes include faux grained Hardieplank® lap siding, brick veneer wainscoting, and corbels. Three sides of the building (with the exception of the front) will have wall-mounted metal trellises. The areas along the perimeter of the site would be landscaped. Pervious pavement is proposed for the five parking spaces and walkway in front of the building entrance. The canopy over the service station would remain unchanged, except that brick veneer would be added to the existing columns to match the wainscoting on the convenience market. Please note that the elevations

drawings do not show the canopy's gable ends with a low-pitched standing-seam metal roof, and incorrectly show the "76" logo sign on the First Street side when it is located on the Ray Street side of the canopy.

Samples of colors and materials will be available at the hearing for the Planning Commission's review.

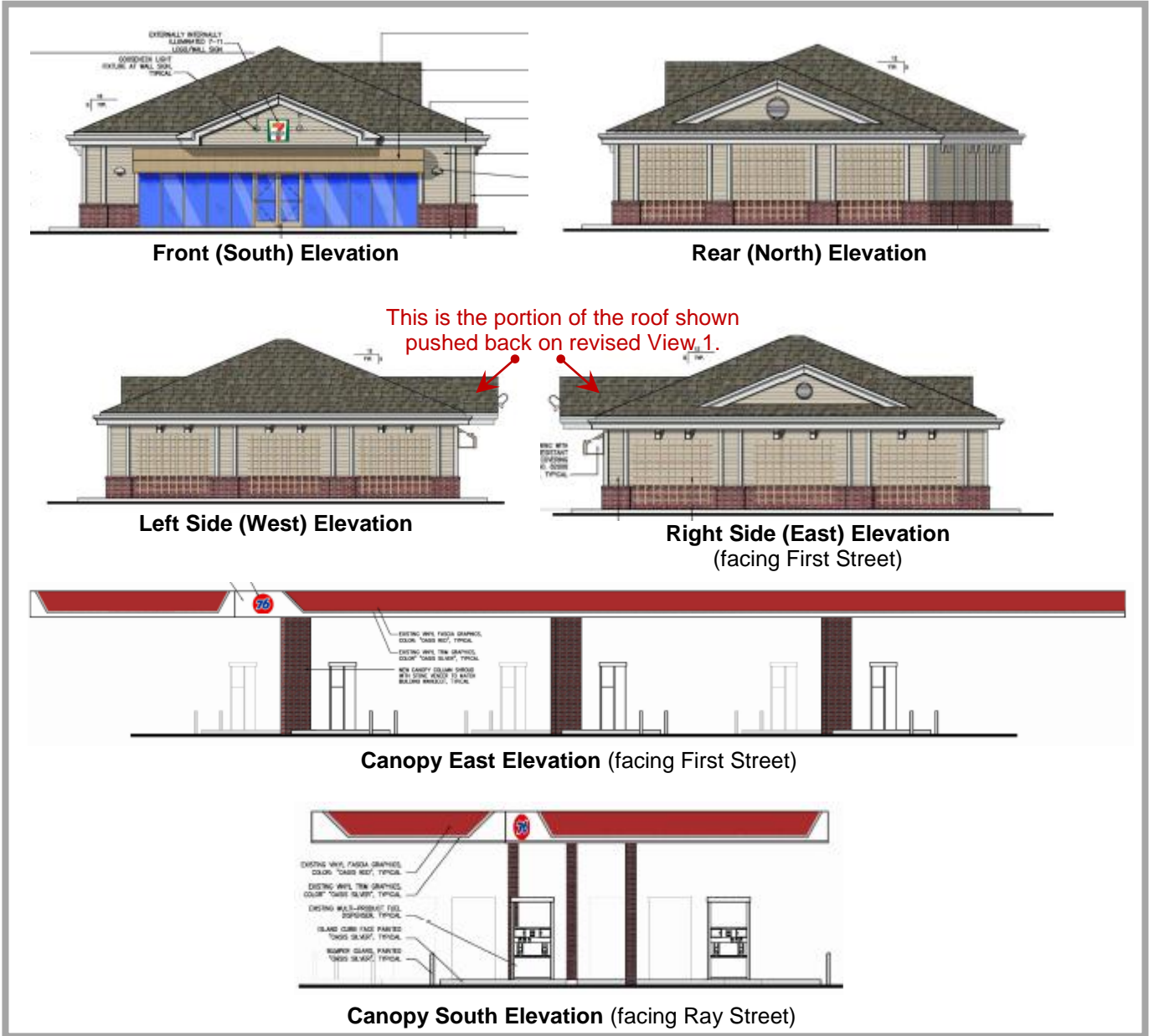


FIGURE 5: Elevations for Convenience Market and Service Station Canopy



Existing



Proposed

Conoco Phillips

Looking North from 1st Street

FIGURE 6: Digital Perspective Drawing Looking North from First Street (with modification to roof on south facade)

Both the service station and convenience market will be operated on a 24-hour basis and, although not indicated in the narrative, the applicant has stated that no alcohol sales are proposed as required by the P.M.C. No employees are dedicated to the service station and one full-time and one part-time employee are proposed to staff the convenience market. Deliveries for the convenience market would take place between 6:00 a.m. and 10:00 p.m. every three days and fuel deliveries for the service station would take place at 6:00 a.m. at a frequency of twice a week. The unloading process for convenience store merchandise typically takes approximately 1 to 2 hours. As proposed, the trucks are not left idling while merchandise is unloaded due to safety and environmental reasons. No music is proposed outside the building.

ANALYSIS

Conditional uses are those uses which, by their nature require special consideration so that they may be located properly with respect to the objectives of the Municipal Code and with respect to their effects on surrounding properties. In order to achieve these purposes, the Planning Commission is empowered to approve, conditionally approve, or deny applications for use permits. The following sections serve to evaluate the proposed project with respect to land use, development standards, and other considerations such as parking, operations, and architectural design.

Staff recommends denial of this request for a Conditional Use Permit, Design Review and a Variance necessary to modify the existing service station and construct the convenience market. Staff recognizes that the applicant has worked over several months to revise the proposal and gain City support. However, City staff continues to have reservations about the proposal, including:

- ◆ The compatibility of a 24-hour use and the resultant potential for increased noise, traffic and other disturbances on a site that is located across the street and/or near to existing residences;
- ◆ The consistency of the project with the desired character of Downtown;
- ◆ The site layout that includes a one-way circulation system and parking spaces that require a variance to the P.M.C.; and
- ◆ The overall intensity of the use relative to the site's size and shape.

More details on the reasons staff is recommending denial of the project are provided on the following pages of this staff report.

Land Use

General Plan Consistency

The subject parcel is designated *Retail/Highway/Service Commercial/Business and Professional Offices* by the Land Use map in the General Plan. This land use designation allows for commercial uses. Commercial uses adjacent to residential uses (in this case, residential development is located on the other side of First Street and the other side of the A.C.T.C.) would be subject to the following:

- Program 15.4: Require non-residential projects to provide a landscape buffer between new non-residential development and areas designated for residential use.

Although the service station and convenience store are set back at least 10 feet from the property line and the setback area is landscaped, staff believes this may not be a sufficient buffer between the proposed use and the adjacent residential area, given that the use proposed is a 24-hour convenience store. Additionally, the area in the A.C.T.C. is not landscaped and thus does not meet the objectives of this General Plan program.

Downtown Specific Plan and Downtown Design Guidelines

The Downtown Specific Plan is intended to serve as the primary regulatory guide for development within the Downtown and contains several objectives, policies, and programs related to preserving the unique character of the Downtown. The Downtown Design Guidelines are intended to provide guidance for remodeling and new construction of buildings within the Downtown area to ensure that they are of high quality and complement the existing built environment.

Downtown Specific Plan

- ♦ Downtown Specific Plan: Land Use Objective #1, page 25 – *Retain the small-town scale and physical character of the Downtown through the implementation of appropriate land use and development standards.*

Although the proposed convenience market is single-story and proposed to be constructed of materials commonly found in the Downtown such as horizontal siding and brick veneer, the intensity of development is likely to generate a level of activity incompatible with the small-town character of the Downtown.

Downtown Design Guidelines

- ♦ Transition Areas, West side of First Street, page 28
 - *Buildings should generally have a 3-foot to 5-foot landscaped area between the sidewalk and the façade wall;*
 - *Locate parking behind the building and screen from view;*
 - *New buildings should have residential style roof forms with projecting eaves or trellises, and should use residential materials such as wood siding, shingles, and stucco;*
 - *Avoid long expanses of wall; articulate with projecting or recessed architectural elements, window rhythms, banding, architectural accents, or changes in material, especially at pedestrian level;*
 - *Maintain existing trees. Replace diseased or dying trees;*
 - *Exterior lighting should be shielded, and fixtures should be compatible with residential surroundings.*

Although the convenience market will have a landscaped area meeting the above requirements, and an appropriately designed roof, the building lacks windows on the street side, and does not include architectural detail or accents at the pedestrian level, and does not screen parking from view.

C-S (Service Commercial) Zoning

One of the stated purposes of the C-S District (PMC 18.44.050.B) is:

- ♦ *To provide sites for businesses that typically are not found in shopping centers, that usually have relatively large sites providing off-street parking, and that attract little or no pedestrian traffic.*

Although the existing gas station use would be consistent with this purpose of the district, the proposal for a 2,250 square foot convenience market is likely to generate pedestrian traffic and therefore would be inconsistent with this purpose.

24-Hour Operation

There are potential adverse impacts which could occur as a result of locating a convenience market with 24-hour operation adjacent to residential uses. The subject site is located on a corner property and is adjacent to other residential and commercial uses. Locating a convenience market with 24-hour business operation in close proximity to residences could create potential impacts to those residents in terms of noise, traffic, and parking. Staff feels that the 24-hour operation is not appropriate for the subject site.

Site Plan

The site plan for the proposed project is provided on Sheet A-1 of the project plans, attached to this report as Exhibit B (another sheet labeled as A-1 is a circulation diagram that shows how both large vehicles and fueling trucks will fit and maneuver the vehicle on the site). The location of the proposed convenience market would be near the northern area of the site, approximately 10-feet from the property line along First Street, 5-feet from the western property line, and 10-feet from the northern property line. The overall number of driveways to the site would be reduced from 4 to 2 since First Street would have only 1 driveway instead of 3, which is an overall improvement to the site circulation. Of the 11 existing trees on the property, 4 would be removed (2 heritage-sized California sycamores and 2 non-heritage sized Purple Leaf Plum trees). Additional landscaping consisting of shrubs and groundcover would be planted in planter areas and Sand Cherry trees will be planted in the existing planter located along the western property line.

The parking requirement for the convenience market is based on its size. As proposed, the convenience market would be 2,250-square-feet in size and at a parking demand of 1 space for each 150 square feet of floor area, would require 15 parking spaces. The service station requires 1 parking space plus an additional parking space for the number of employees on the maximum shift. The applicant has indicated that no employees will be dedicated to the service station, thus resulting in a parking requirement of 16 spaces on the property. Given the location of the existing 76 Conoco Phillips service station, the proposed convenience market, and the site configuration, the parking spaces on the site would be located within setback areas along Ray and First Streets and parallel parking spaces would be located along the western property line. In order to allow for more space on the site for parking, ingress, egress, and circulation, staff has asked the applicant to reduce the size of the convenience market since this directly results in fewer required parking spaces. The applicant has indicated that the 7-Eleven franchise will not support a smaller convenience market than 2,250-square-feet, particularly since no alcohol sales will take place at the subject location.

As mentioned previously in this report, the location of parking spaces is important for acceptable site circulation. Overall, staff finds that the site plan is not acceptable, particularly given the required number of parking spaces based on the size of the convenience market and the proposed site circulation. Additional discussion regarding this topic is in the “Traffic, Parking, and Circulation” section of this report.

Demolition

The proposed project scope would entail the removal of the sales/restroom kiosk building, two fuel dispensers that are currently outside of the canopy, and a storage shed located near the northwestern corner of the property.

Development Standards

The following sections describe the proposed floor-area-ratio, building height, and setbacks for the proposed project and how the proposal compares to the standards outlined in the C-S district of the P.M.C.

Floor-Area-Ratio

The proposed building is approximately 2,250-square-feet. The site is approximately 22,359-square feet, resulting in a proposed floor-area-ratio (F.A.R.) of 10%, which would be within the 100% maximum permitted in the C-S district.

Building Height

The peak of the roof is 22-feet 3-inches, which would be within the 40-foot maximum permitted in the C-S district.

Setbacks

Table 1 shows the required setbacks in the C-S district and the proposed setbacks for the proposed convenience market. The proposed project meets the minimum setback requirements of the C-S district.

TABLE 1: Setback Chart

	SETBACK REQUIREMENT IN C-S DISTRICT PER P.M.C.	PROPOSED CONVENIENCE MARKET
Front (South)	10-feet	Approximately 191-feet
Rear (North)	10-feet	10-feet
Left Side (West)	None	5-feet
Right Side (East)	10-feet	10-feet

Landscaping, Tree Removal, and Tree Mitigation

An arborist report prepared by HortScience and dated March 29, 2012 (attached to this staff report as Exhibit C) identifies a total of 11 trees on the subject property, including 8 California sycamores, 1 Mexican fan palm, and 2 purple leaf plums. The existing trees to remain include 6 of the 8 California sycamore trees and a Mexican fan palm located along the western property line near the proposed mechanical equipment. The plans note that 1 California sycamore tree and 2 purple leaf plum trees would be removed. The arborist report also recommends removal of a second California sycamore (#107) due to

construction impacts. Sheet L-1 provides a plan for the proposed landscaping on the site, and shows 15-gallon Sand Cherry (deciduous) shrubs trained to grow into multi-trunk trees in the planter area along the western property line. Shrubs and groundcover in these planter areas include Blue Fescue, Red Leaf Japanese Barberry, Lily-of-the-Nile, Red Fountain Grass, Dwarf Coyote Brush, and rock mulch.



FIGURE 7: Planter area along western property line

The planter areas on the site, particularly along the western property line as shown in Figure 7, would benefit from additional landscaping. The Sand Cherry trees proposed along this planter would add to the landscaping, but are deciduous and would not provide year-round screening. Taller-growing evergreen shrubs should also be used.

The arborist report indicates that the California sycamore tree to be removed (identified as tree number 106) is valued at \$3,400, the other California sycamore tree to be removed (identified as tree number 107) is valued at \$3,550 and the two purple leaf plum trees (identified as tree numbers 110 and 111), are valued at \$50, and \$200, respectively.

Fencing

The site is not currently fenced and the site plan does not indicate any new fencing. As shown in Figure 7, fence posts currently exist along the western property line. However, the three-dimensional renderings of the proposed convenience market show a new picket-style fence in this area.

Design and Architecture

Architecture, Colors and Materials

Colors and materials for the project are depicted on color renderings provided by the applicant (please refer to Figure 5 and Sheets A-2 and A-3 of the project plans) and samples of the colors and materials will be available at the Planning Commission hearing.

The exterior of the proposed building would consist of mainly earth-tone colors. The color of the siding would be James Hardie “#JH40-10 – Cobblestone,” the cornice and corner trim boards would be Sherwin Williams “Stone White,” the awning over the building

entrance would be “Sand” and the roof would be Certainteed Presidential Shake “Country Grey.” Pervious pavers in the color “Waterwheel” (a light gray color) would be proposed for the area consisting of the five parking spaces and walkway directly in front of the convenience market entrance.

Lighting

Exterior building lighting is shown on the elevation drawings and consists of two wall sconces on the front (southern) façade and two goose-neck style lights for a future 7-Eleven sign. No other new lighting is shown for the site (there are existing pole-mounted, bollard-style, and under canopy lights).

Parking, Traffic, and Circulation

As mentioned previously, the total number of parking spaces proposed on the site is 16, inclusive of 1 ADA-compliant space near the entry of the convenience market. The applicant has indicated that no employees will be dedicated to the service station. One full-time and one-part time employee is proposed to staff the convenience market.

P.M.C. section 18.88.030(C) requires service stations to have one parking space and an additional parking space for each employee on the maximum shift. Convenience markets are required to have one parking space for each 150 square feet of gross floor area. Based on “zero” employees for the service station and a convenience market proposed at 2,250-square-feet, a total of 16 parking spaces are required (1 for the service station and 15 for the convenience market). A total of 16 parking spaces are proposed and thus the proposal would meet the minimum parking spaces required by the P.M.C.

However, staff, including the City Traffic Engineer, has concerns regarding the compact parking space closest to the driveway from Ray Street. This space in its current location blocks incoming traffic since the total aisle dimension is only 13-feet between the parking spaces, and two-way travel requires a minimum of 20-feet. The applicant is willing to move this space to the other end of the parking spaces, which would result in a distance of approximately 20-feet between the end of the western-most compact space and the parallel parking space along the western property line. However, moving this parking space would require a Variance to locate it in the setback area. A Variance would also be required since all four compact spaces have a 2-foot overhang into the front yard setback area along Ray Street, and the eastern-most standard space in front of the convenience market encroaches into the setback area along First Street. As discussed in this staff report, findings for the Variance cannot be made.

Even if this space were to be moved, staff believes the parking spaces adjacent to Ray Street would be underutilized due to the fact that they are on the other side of the site from the convenience market. Additionally, staff believes the parallel parking spaces located along the western property line would underutilized since they are difficult to maneuver into and out of. Thus, many people will likely park in the area along First Street instead of these designated parking stalls. Additionally, vehicles pulling into or leaving the spaces in front of the convenience market will conflict with the vehicular traffic coming in and leaving the driveway off of First Street.

In order to improve the on-site circulation, the applicant is willing to make the fuel dispenser that is furthest northwest one-sided (labeled as “one-sided fuel dispenser” in Figure 3) so that a vehicle parked in the parallel parking space closest to the trash enclosure can maneuver out of the space. Modifying this fuel pump allows the drive-aisle adjacent to this space to be 15-feet-6-inches wide to allow one-way traffic to travel between the areas in front of the convenience market and the driveway leading to Ray Street. However, a customer may still park his/her vehicle at the one-sided fuel pump if all of the spaces directly in front of the convenience market are taken, resulting in this drive aisle being partially or completely blocked. Furthermore, even with markings on the pavement, drivers may not comply with the one-way circulation system, creating the potential for additional circulation conflicts.

The proposed site plan would meet the minimum number of required parking spaces, but results in poor circulation and locating parking spaces within setback areas and far from the use they serve. For these reasons, staff does not support the parking and circulation.

Noise

The subject site is located adjacent to and across the street from other commercial and office uses. Residential uses are located across First Street to the east and across the A.C.T.C. to the west. Residential noise impacts could be generated if patrons were loitering, fighting, slamming car doors, etc. in the parking area. Additional noise impacts could be attributed to customers shouting, fighting, vehicles, etc. Further, noise from deliveries could impact adjacent residences as well, since delivery trucks may have beeping noises when backing up. Staff finds that the proposed use, particularly if operated on a 24-hour basis will result in negative noise impacts to surrounding residents.

Enhanced Vapor Recovery and Soil Vapor Extraction Systems

The photograph in Figure 8 shows the existing state-required Enhanced Vapor Recovery (E.V.R.) canister, tank, and vent lines (behind a black chain-link fence).



FIGURE 8: Photograph of Existing E.V.R. System

A soil vapor extraction system for a fuel leak is planned to be located on the site in the future near the northwestern corner of the site. The property owner and the Conoco Phillips Company are working with the Alameda County Health Care Services Agency and San Francisco Bay Regional Water Quality Control Board to continue to investigate and determine the best course of action to remediate the soil on the site and the A.C.T.C. property. The soil vapor extraction system would be subject to staff-level Design Review and would be located adjacent to the proposed trash enclosure and E.V.R. system along the western property line. Placement of the soil vapor extraction system may reduce the amount of landscaping in this area. No information is available at this time regarding whether or not the existing E.V.R. system would remain or be relocated with the installation of the soil vapor extraction system.

Grading and Drainage

A preliminary grading plan is provided as part of the plan set on Sheet C-1. The plan indicates that the site is relatively flat, ranging from approximately 371.24 feet at the back of sidewalk on Ray Street to approximately 370.71 at the back of sidewalk on First Street. The proposed project would not substantially change the existing topography.

Another sheet (not numbered or labeled with a letter) shows the impervious areas (existing and proposed). This plan also indicates that pervious surfacing would be used in the parking areas and walkway directly in front of the convenience market. Since the aggregate of the “removed and replaced” and “new” impervious surfacing is totaled as 4,764-square-feet on project application materials, the subject project is not a regulated project as per the current Municipal Regional Stormwater NPDES Permit, but would still have to comply with certain design measures, such as directing runoff onto vegetated areas.

Signage

A 7-Eleven sign is shown on the south elevation for general reference, but is not part of the subject application. The site has two existing service station price signs and at this time the plans do not indicate any modifications to these signs.

PUBLIC NOTICE

Notices regarding the proposed applications and related public hearing were mailed to the surrounding property owners and tenants within a 1,000-foot radius of the project site. A map showing the noticing area is attached to this report. The public notice was also published in *The Valley Times*.

Staff has received a substantial number of emails, phone calls, in-person visits, and letters from members of the public that are concerned about and in opposition to the project. The full text of the written correspondence is attached to this staff report as Exhibit A. Most of the emails and all of the people who provided verbal comments indicated concerns regarding the convenience market’s proposed 24-hour operation, potential traffic impacts, potential crime, the fact that there are other stores that offer groceries or other goods in close vicinity to the subject site (such as Meadowlark Dairy and Cole’s Market), that the convenience market will not add value to the neighborhood or the Downtown, and the

proposed development is not appropriate for the downtown area. One email from a small business owner and nearby resident indicates that he “opposes the neighbors’ opposition” to the project, and that the proposed business should be treated equally and judged against the legal requirements by which it is obligated.

In response to the comments from concerned members of the public, the applicant has indicated that many community members have a negative image of 7-Eleven based its previous image. The applicant also indicates that the new 7-Eleven image is “safe, clean and community friendly,” and has provided a portion of 7-Eleven’s Community Outreach Program. This document is a part of Exhibit B to this staff report. The applicant has also indicated that he has obtained many signatures in support of the proposed project.

Many of the people who commented had concerns regarding crime at 7-Eleven convenience markets. Table 2 summarizes the total police calls for service, including officer initiated activity, between January 2007 and November 2012 at each of the two existing 7-Eleven locations in Pleasanton. This data has been compiled using the store address as the reporting location and does not include vehicle traffic stops. Staff notes that without evaluating every call for service, it is not possible to determine if the call for service was a product of the business activity, or coincidentally occurred at the business. A detailed list of all calls for service at both 7-Eleven stores between January of 2007 through November 2012 can be found in Exhibit D. As noted in Table 2, the annual police service calls between this time span range between 9 and 21 for the 7-Eleven located at 4307 Valley Avenue and 30 to 83 at the 7-Eleven located at 3670 Hopyard Road.

TABLE 2: Police Service Calls at Existing 7-Eleven Locations in Pleasanton

Year	7-Eleven at 4307 Valley Avenue	7-Eleven at 3670 Hopyard Road
2007	19	30
2008	13	37
2009	21	58
2010	21	45
2011	9	83
2012	12	43

Table 3 provides this information for January of 2011 through November of 2012 regarding the subject site (4191 First Street), Cole’s Market located across Ray Street at 4277 First Street, and the Shell service station located at 4212 First Street (please note that the data

for Cole’s Market is specific to the market itself, not the entire Pleasant Plaza shopping center).

TABLE 3: Police Service Calls to Subject Site and Others in Vicinity

Year	Subject Site 76 Service Station 4191 First Street	Cole’s Market 4277 First Street	Shell Service Station 4212 First Street
2011	4	33	5
2012	6	22	6

As noted in Table 3, the subject site has had 4 service calls in 2011 (consisting of 1 robbery, 1 grand theft, 1 incident, and 1 pedestrian stop) and 6 service calls in 2012 (consisting of 1 grand theft, 2 incidents, 2 pedestrian stops, and 1 suspicious vehicle). A detailed list of calls of this information is included as part of Exhibit D.

CONDITIONAL USE PERMIT FINDINGS

The Planning Commission must make the following findings prior to granting the use permit:

- A. That the proposed location of the conditional use is in accordance with the objectives of the zoning ordinances and the purpose of the district in which the site is located.**

The objectives of the Zoning Ordinance include fostering a harmonious, convenient, workable relationship among land uses, protecting land uses from inharmonious influences and harmful intrusions, promoting a safe, effective traffic circulation system, and ensuring that public and private lands ultimately are used for the purposes which are most appropriate and beneficial to the City as a whole. The subject site is zoned C-S. One of the purposes of Commercial Districts is to provide appropriately located areas for retail stores, offering commodities and services required by residents of the city and its surrounding market area. A purpose specific to the C-S District is to provide appropriately located areas for commercial uses having features that are incompatible with the purposes of the other commercial districts.

The goods and services offered by the proposed use are currently available from businesses within the immediate area. Although no nearby businesses are open 24 hours, two other 7-Eleven stores in Pleasanton and the Safeway grocery store at Valley Avenue and Santa Rita are open 24-hours. Additionally, as previously noted, the generation of pedestrian traffic by the use is not consistent with the purpose of the C-S District. The proposed use is inharmonious with adjacent residential land uses and the on-site circulation is not safe and effective. Staff does not believe this finding can be made.

- B. That the proposed location of the conditional use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety, or welfare, or materially injurious to the properties or improvements in the vicinity.**

Although a service station and convenience market is allowed as a Conditional Use in the C-S district, this finding requires the Planning Commission to consider the specific location of the use. Significantly increasing activity on this site and creating the potential for noise and other disturbance during the night-time hours would be detrimental to the public health, safety and welfare of the nearby community. Staff does not believe this finding can be made.

- C. That the proposed conditional use will comply with each of the applicable provisions of the Municipal Code which apply to Conditional Uses.**

The proposal would require a variance from the Pleasanton Municipal Code in order to locate several parking spaces within the setback area. As noted below, staff believes that the size, shape, topography, location or surroundings do not merit a variance from the strict application of the development regulations related to setbacks and therefore, the project would be deficient by 5 parking spaces. The project would not therefore comply with all the applicable provisions of the Municipal Code if the Variance was not granted. Staff does not believe this finding can be made.

VARIANCE FINDINGS

The Planning Commission must make the following findings prior to granting the Variance:

- A. That because of special circumstances applicable to the property, including size, shape, topography, location or surroundings, the strict application of the provisions of this chapter deprives such property of privileges enjoyed by other properties in the vicinity and under identical zoning classification;**

The property is zoned C-S and is improved with a small sales and restroom building and service station with 6 fuel dispensers. The site exceeds the 10,000-square foot minimum lot size and meets the minimum lot width of 80-feet and lot depth of 100-feet for properties in the C-S district, has a flat topography and is not in an unusual location or have unusual surroundings. The intensification of the convenience market use on the same site as the service station is driving the need for the parking setback variances. Staff does not believe this finding can be made.

B. That the granting of the variance will not constitute a grant of special privilege inconsistent with the limitation on other properties classified in the same zoning district;

The granting of a variance would constitute a special privilege since the property is not unique and other properties in the same zoning district are not permitted to place parking spaces within setback areas, and thus granting such a variance would constitute a special privilege. Additionally, the project is not consistent with the desired character of the downtown as outlined in the Downtown Specific Plan and the Downtown Design Guidelines. Staff does not believe this finding can be made.

C. That the granting of the variance will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.

The granting of the variance would not be in keeping with requirements of the Pleasanton Municipal Code. The site circulation does not allow for adequate aisle widths and back-up space for vehicular traffic and also does not allow parking to be located outside setback areas. Staff does not believe this finding can be made.

ENVIRONMENTAL ASSESSMENT

This project is categorically exempt from environmental review pursuant to California Environmental Quality Act Guidelines, Sections 15301, Existing Facilities, Class 1, and 15303, New Construction, Class 3. Therefore, no environmental document accompanies this report.

CONCLUSION

As discussed in this report, staff has concerns regarding this proposal and recommends the denial of the subject Conditional Use Permit, Design Review, and Variance applications. The 24-hour operation of the convenience market would impact adjoining land uses, including residential uses, negatively by increased noise and traffic. The project is not consistent with the character of the Downtown, and the parking is not compliant with setback requirements, and the site circulation is not acceptable.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission deny Cases P12-0556, P12-0557, and P12-1790.

Staff Planner: *Shweta Bonn*; (925) 931-5611, sbonn@cityofpleasantonca.gov

-----Original Message-----

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:59 PM
To: Bonnie Smith
Subject: RE: New 24 hr. 7-11

EXHIBIT A

Please note that the gas station will remain. The convenience market is proposed on the same property and will be located near the northern area of the property.

-----Original Message-----

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:44 PM
To: Bonnie Smith
Subject: RE: New 24 hr. 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Bonnie Smith
Sent: Thursday, December 06, 2012 7:41 PM
To: Shweta Bonn
Subject: New 24 hr. 7-11

As a 43 yr. Pleasanton resident I do not want to see the 76 gas station removed and replaced by a 24 hr . Convenience store. Pleasanton already has two 7-11's and the location of another at Ray and First st. Will only serve to depreciate another long term Pleasanton business, Coles Market. If you think that you are helping Pleasanton schools with Lotto ticket sales, that is not the case. 7-11 stores do not sell lotto tickets. Do not let this project proceed.

Dave & Bonnie Smith

Sent from my iPad

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:44 PM
To: robin keyworth
Subject: RE: 7-Eleven Issues

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: robin keyworth
Sent: Thursday, December 06, 2012 6:02 PM
To: Shweta Bonn
Subject: 7-Eleven Issues

We are extremely concerned about the negative impact a 24 hour convenience store will have not only on our neighborhoods, but on our community overall.

Research indicates that there is a rise in violent crime around 24 hour stores.

Our other concerns are:

Increased noise

Increased traffic hazards, especially to pedestrians.

Litter

Gang violence

Adding a another business that will sell liquor, three within 500 yards of each other.

As residents of the of Town Square HOA, we feel the needs of our neighborhood are being met by Cole's Market and the other small businesses that are between First St. and Main St. We want to continue to support the small business owners in our community.

We feel that a 24 business is most suitable for freeway on and off ramps and not a residential area.

Let's endeavor to keep the character of our community intact.

Anthony and Robin Piazza

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:44 PM
To: Suzie Cortez
Subject: RE: 24 HOUR 7-ELEVEN

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Suzie Cortez
Sent: Thursday, December 06, 2012 5:47 PM
To: Shweta Bonn
Subject: RE: 24 HOUR 7-ELEVEN

Dear Ms Bonn,

I live at _____ in Pleasanton Calif 94566 and I am **against** having a 24hr 7-Eleven being built at 4191 First street.

I do not feel this will add anything positive to our neighborhood. We already have Coles Market, a family business across from the proposed site and a liquor store a little further down the street. A 7-eleven is not needed. I feel it will draw crime and attract the wrong element of people and it's not pleasant to see a 7-Eleven store when your entering the downtown area. I do not feel this is the image the people of Pleasanton want. I also do not want my home value to decline because of an eye sore and a business that is known to attract crime right up the street. I want to keep our families in the area of 4191 First St. safe and crime free. I will again state for the record that I am **against** A 7-Eleven convenience market being built at 4191 First St.

Sincerely,

Suzanne E Cortez

-----Original Message-----

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:43 PM
To: Laurie
Subject: RE: 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Laurie
Sent: Thursday, December 06, 2012 5:40 PM
To: Shweta Bonn
Subject: 7-11

To whom it may concern,

I am a Pleasanton resident and am very concerned about putting in a 7-11 by the shell station on Vineyard. As a parent of two girls it worries me that there will be another liquor store type of a store in the walking path to downtown as well as Valley View Elementary. I would really hope our city planners look at this very closely before putting in a 7-12 to keep our neighbors as safe as possible for all of our residents especially the young children of our community. Thank you for taking the time to read my letter and considering not putting in a 7-11 in that location Laurie Riddle

Sent from my iPhone

-----Original Message-----

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:43 PM
To: Alma-Ruth Avalos
Subject: RE: 7 eleven on Vineyard

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Alma-Ruth Avalos
Sent: Thursday, December 06, 2012 5:22 PM
To: Shweta Bonn
Subject: 7 eleven on Vineyard

Dear Council member,

I just heard that you are considering having a 7 eleven on Vineyard. I disagree with this decision because The area of Vineyard avenue is highly populated with low income youth very much at risk to fall into gang trouble, crime is growing in the city, the youth hanging out at Bob Giant Burgers can be questionable as the teens hanging out at the levy located behind the 76 Gas Station. So why put a liquor station on their path way our youth uses to go to/from walk to school? Last summer even a police man was a victim of a hit and run accident over Stanley Blvd stretch towards Livermore and one day I witnessed gun activity just driving by as our city ends and Livermore begins by the gas station on Livermore.

This area is just a block from downtown should be an extension of what our wonderful downtown is, local businesses that care and support the members of the community. There are plenty of stores selling alcohol with in walking distance already and we do not see the need more. By continuing to provide an environment such as in Main Street, we can keep our children safer in our city.

Best Regards,

Alma-Ruth Avalos
Sent from my iPhone

From: Shweta Bonn
Sent: Thursday, December 06, 2012 3:25 PM
To: Christine Cardullo
Subject: RE: 7 Eleven Store First and Ray Streets Downtown Pleasanton

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Christine Cardullo
Sent: Thursday, December 06, 2012 12:47 PM
To: Shweta Bonn
Subject: 7 Eleven Store First and Ray Streets Downtown Pleasanton

Dear Shweta,

It was a pleasure talking to you this morning regarding the possibility of a new 7-Eleven on First and Ray Street.

As a resident of _____ for over 20 years, my concerns below are the follow up to our phone conversation.

- Increase in traffic; there is already a bottle neck on this small block and back up on First Street.
- The gas station as it stands is fine, no need to have another convenience store. We already have one at the Arco Station
- If in need of a 24 hour convenient store we have Safeway on Santa Rita Road.
- What about the local merchants who supported the town of Pleasanton i.e. Cole's Market, Bob's Giant Burgers among many others in downtown. What message is Pleasanton sending them! Will this mean Mom and Pop stores are not the way to go. Just let the out of area franchise come in and take away their business. Wrong message to send.
- Bringing a 2nd BART station to Stoneridge Mall have brought in increased crime. Do we really need a 24 hours convenience store in our back yard so we can hear the sirens of police cars and paramedics more than we already hear.

Thank you for giving me the opportunity to express my concerns.

Best regards,

Christine Cardullo

-----Original Message-----

From: Shweta Bonn
Sent: Thursday, December 06, 2012 3:24 PM
To: Sandra Hansen
Subject: RE: No to 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Sandra Hansen [mailto:saphansen@gmail.com]
Sent: Thursday, December 06, 2012 9:35 AM
To: Shweta Bonn
Subject: No to 7-11

I am a resident on . I strongly feel that a 7-11 would be less benefit than good. It would bring extra traffic to our neighborhood. We already have great local markets (cole and meadow lark dairy) and this would hurt their business. Pleasanton has always been a huge supporter of small family owned business. A 7-11 would be a detriment to both the local business and residents. Please do not allow!

Sandra Hansen

From: Shweta Bonn
Sent: Thursday, December 06, 2012 3:25 PM
To: Liz Kerton
Subject: RE: 7-eleven store opinion

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Liz Kerton
Sent: Thursday, December 06, 2012 11:48 AM
To: Shweta Bonn
Subject: 7-eleven store opinion

Schweta,

As a Pleasanton resident, business owner, and employer, I think adding a 24-hour convenience store to a low-income area of Pleasanton is a recipe for trouble. The area proposed for this new 7-11 actually needs fewer places to buy liquor not more; and it needs to move towards fitting in with the pride of Pleasanton, it's downtown core, not scare people away from downtown. That intersection is already one of the ugliest, with the most delinquents, and the most crime, and it is the first impression our of downtown to much of our traffic from Livermore.

/Liz

* * *

Elizabeth Kerton
Managing Director, The Kerton Group

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:52 AM
To: davidnlourdes
Subject: RE: Proposed 7-Eleven

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: davidnlourdes
Sent: Thursday, December 06, 2012 6:59 AM
To: Shweta Bonn
Subject: Proposed 7-Eleven

I am a 22 year resident I agree with this writer, we do not need anything that might bring the city down or put a negative impact on our youth or city.

Every 7-eleven I have visited has people either begging for money or kids asking you to buy liquor for them.

A new 7-Eleven wants to move in on the Shell site and the city is looking for approval or disapproval from the residents.

In a nut shell I disagree with it because the area is changing a lot as it turns into a bigger city and the problems that come with it. The area of Vineyard avenue is highly populated with low income youth very much at risk to fall into gang trouble, crime is growing in the city, the youth hanging out at Bob Giant Burgers can be questionable as the teens hanging out at the levy located behind the 76 Gas Station. So why put a liquor station on their path way our youth uses to go to/from walk to school?

Last summer even a police man was a victim of a hit and run accident over Stanley Blvd stretch towards Livermore and one day I witnessed gun activity just driving by as our city ends and Livermore begins by the gas station on Livermore.

This area is just a block from downtown should be an extension of what our wonderful downtown is, local businesses that care and support the members of the community. There are plenty of stores selling alcohol with in walking distance already and we do not see the need more. By continuing to provide an environment such as in Main Street, we can keep our children safer in our city.

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:52 AM
To: Audrey Gould
Subject: RE: Proposed Plan to Build a 24 Hr 7-Eleven on Ray Street and First Street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Audrey Gould
Sent: Wednesday, December 05, 2012 10:56 PM
To: Shweta Bonn
Subject: Proposed Plan to Build a 24 Hr 7-Eleven on Ray Street and First Street

To Shweta Bonn,

I was recently informed of the plan to build a 7-Eleven on Ray Street and First Street.

As a concerned resident residing directly behind the existing 76 Gas station, I prefer not to have a 24 hour convenience store rebuilt in this neighborhood.

Not only will this impact the small business owners (e.g. Cole's Market and Don Memo's market), it may result in a higher crime rate in this area.

In addition, a 7-Eleven store does not have the same aesthetics that fit into the downtown area.

I hope this message is taken into consideration prior to making the final decision to build a 7-Eleven in this area.
Best Regards,

Audrey Gould

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:51 AM
To: gary cortez
Subject: RE: A police officer's view of a convenience store

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: gary cortez
Sent: Wednesday, December 05, 2012 10:20 PM
To: Shweta Bonn
Subject: A police officer's view of a convenience store

Hi Mrs. Bonn,

My name is Gary Cortez and I am a resident of the City of Pleasanton and live in the newer home development off _____ behind the current 76 gas station and the proposed site of a future 7-Eleven. I have several concerns I'd like to address regarding this proposed development.

First and foremost are **safety concerns** that plague convenience stores, 7-Eleven's in particular; armed and strong-arm robberies, increase in DUI related traffic collisions, and a general increase in other crimes (vandalism, auto burglaries, stolen vehicles, drug use, etc). I have been a police officer in the bay area for over 10 years and *can attest firsthand that these dangers are real and prevelant in and around 7-Eleven establishments.*

Secondly, I have a concern with the **increase of littering and loitering** associated to such a business. In particular, there is a "Alameda County Transportation Corridor" (an open and undeveloped area where the old train tracks ran) in between the site and my residential neighborhood that almost invites such nuisances as it is not well lit, it's secluded (especially under the tracks where the fencing has been cut and there are well-worn foot paths), and it's not maintained and/or supervised by authorities. It's difficult to have Pleasanton PD respond to issues here as it is under the jurisdiction of the Sheriff's Office and it is difficult to have the Sheriff's Office respond because it is a miniscual island property within incorporated Pleasanton.

Thirdly, I feel having a 24-hour franchise will take away business from the non-franchise "Mom-and-Pop" type convenience stores that are already operating (Cole's Market, Meadowlark Dairy...). These smaller businesses in the downtown area have helped create and **maintain a sense of community in Pleasanton**. This sense of community is what drew me and my family to move here from Fremont. The Cabrillo district in Fremont once had this feeling when I grew up there as a child but it slowly evolved into a place of disconnectedness. I fear that allowing a 7-Eleven or similar type of business to operate in close proximity to the downtown area is one step toward regression.

Please take these concerns into consideration and thank you for your time.

Respectfully,

Gary Cortez

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:51 AM
To: Christian Klein
Subject: RE: Fwd: PLEASE READ: Potential 7-11 (open 24 hours) to be built on the corner of First St. and Vineyard

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Christian Klein
Sent: Wednesday, December 05, 2012 8:20 PM
To: Shweta Bonn
Subject: Re: Fwd: PLEASE READ: Potential 7-11 (open 24 hours) to be built on the corner of First St. and Vineyard

My name is Christian Klein. I live off of _____ in Pleasanton CA, which is a few blocks away from the possible build site of the 7-11. I am concerned that the building may bring crime and a loss of business to my work. I work at the Meadowlark Dairy downtown Pleasanton. I am voicing my concern in hopes that the 7-11 is not put in.

Thank you,
Christian Klein

From: Laura
To: Christian Klein
Sent: Monday, December 3, 2012 4:07 PM
Subject: Fwd: PLEASE READ: Potential 7-11 (open 24 hours) to be built on the corner of First St. and Vineyard

Sent from my iPhone

Begin forwarded message:

From: Carolyn Crosby
Date: December 3, 2012 2:55:39 PM PST
To: KC Nissen , Ron Taylor , Laura Constantine , Dean Combs , Linda DeMello , George Reid , Herb Wong , Bob Probert , Vincent Arrigali , Barbara Miller , Dick Eldredge , Hans Hansen, Carlos Nissen, Susan Reid, "Sanjay & Sonia Kaul", Brian Crosby
Subject: Fwd: PLEASE READ: Potential 7-11 (open 24 hours) to be built on the corner of First St. and Vineyard

Hello neighbors,

I received this email from a friend who lives on _____. Whether you support or oppose building the 7-11, I think it's good for people to have the opportunity to voice their opinions and stay informed.

Thanks for reading,
Carolyn Crosby

----- Forwarded message -----

From: **Dawn Chatham**

Date: Mon, Dec 3, 2012 at 1:43 PM

Subject: PLEASE READ: Potential 7-11 (open 24 hours) to be built on the corner of First St. and Vineyard

Hi "Neighbors",

I wanted to let you know that all residences within 1000 feet of corner of First St and Vineyard received notification on Friday that the city is considering the building of a 7-11 (open 24 hours) on that site. Many residents on Walnut Drive are worried about this and are hoping we can ask for your help in expressing concern for its creation.

Can you please take a few moments to send an email to the planning commission: sbonn@cityofpleasantonca.gov? State your name, as well as where you live in relation to the building site AND why you oppose the 7-11 being built. Some possible concerns to mention: increase in traffic, potential increase in crime, detriment to local businesses such as Cole Market and Meadowlark Dairy who both sell convenience items, potential increase in noise/loitering, increase in littering.

There is a deadline for correspondence of end of business day Wednesday, December 5th. Also, if you can please forward this email on to any other neighbors who might be willing to also voice their concern, I would greatly appreciate it.

We hope to count on your support in keeping our neighborhood safe and clean.

Many thanks,
Dawn Chatham

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:49 AM
To: Shirley Hack
Subject: RE: 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Shirley Hack
Sent: Wednesday, December 05, 2012 8:03 PM
To: Shweta Bonn
Subject: 7-11

My fear is that this will open this area to loitering, crime, and everything else that usually follows 7-11's everywhere. Everything any of those in the area need can be purchased right across the street, at Coles. Please keep our quiet little neighborhood the way it was intended. SAFE!!

Thank You

Shirley Hack

-----Original Message-----

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:49 AM
To: Kimberly Barker
Subject: RE: Disapprove of 7-11 proposal

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Kimberly Barker
Sent: Wednesday, December 05, 2012 7:32 PM
To: Shweta Bonn
Subject: Disapprove of 7-11 proposal

Sharon,

I feel strongly that a 7-11 in the Vineyard area would not be good planning choice for that area. We already have a 7-11 type store on in the area and we don't need the traffic near the school or the housing.

Please decline their permit in favor of keeping the neighborhood safe for the kids and residents.

Kim Barker

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:48 AM
To: Denise Gauthier
Subject: RE: Opposition to new 7-11 store in Pleasanton

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Denise Gauthier
Sent: Wednesday, December 05, 2012 7:16 PM
To: Shweta Bonn
Subject: Opposition to new 7-11 store in Pleasanton

Dear City of Pleasanton planners,

I am very disappointed to hear that a 7-11 is being considered near downtown Pleasanton.

I think that such an addition would be a detriment to the neighborhood and our city. It would be a magnet for late night crime and teens looking to buy alcohol and drugs. This activity would put an additional strain on our hard-working police force and decrease the safety and quality of life for downtown neighborhoods.

In addition to these problems, Pleasanton already has two 7-11 stores and several convenience stores in this general area. People already have walking access to Cole's market and a few other liquor stores downtown. I feel that Pleasanton residents enjoy supporting these existing locally owned and operated businesses.

Please do not consider the addition of this 7-11 in our city.

Thanks,

Denise Gauthier

From: Shweta Bonn
Sent: Thursday, December 06, 2012 7:53 AM
To: Kira Eggers
Subject: RE: Oppose 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Kira Eggers
Sent: Thursday, December 06, 2012 7:27 AM
To: Shweta Bonn; Janice Stern
Cc: ROCIO ARANGO; Derek Eggers
Subject: Oppose 7-11

Dear Schweta Bonn,

My husband and I are 12 year residents of Pleasanton. I am self employed and my husband is a business owner. We have two elementary school children. We oppose the installment of a 7-11 at the corner of Vineyard and Stanley for many reasons, but mainly it is not needed and it will detract from the quality of living that Pleasanton is known for.

As you know, that corner has a medium size (Cole's) grocery and sundries, small mini marts at each gas station and various other small businesses. A 7-11 is a chain store that will take drink, snack and tobacco sales from those businesses that already struggle to sustain.

I also agree with Rocio Arango, a home owner adjacent to the proposed 7-11 location, in that another store selling alcohol, tobacco, caffeinated drinks, objectionable magazines, and junk food is NOT what Pleasanton needs or wants.

Please hear our opinions and consider them deeply. We are hard working mothers and fathers, supporting our children in a difficult world full of violence, drugs, media influenced marketing, and unsettling differences. The business in question here would add fuel to the fire and poison our youth and adults even further.

Have you considered a carpool lot with paid permit spaces or meters like near corner of Stoneridge and 680? Stanley is very highly traveled by business folks and a clean safe lot could encourage carpooling. Another necessity could be semi-quick food for families coming home from work. Dry cleaning and other useful services would also be a better solution to the vacancy.

Thank you for your service to our city.

Sincerely,

Kira Eggers
Pleasanton Resident

-----Original Message-----

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 6:11 PM
To: Cindy Pereira
Subject: RE: No 7 eleven on Stanley

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Cindy Pereira
Sent: Wednesday, December 05, 2012 5:40 PM
To: Shweta Bonn
Subject: No 7 eleven on Stanley

As a resident of this area I am shocked and appalled that this is even being considered. The last thing this area needs is another place for hoodlums to hang out.

Please considered this somewhere else!!

Sincerely,

Concerned mother of three

Sent from my iPhone

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 6:11 PM
To: George Reid
Subject: RE: No on 7-11 Location in Pleasanton

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: George Reid
Sent: Wednesday, December 05, 2012 5:15 PM
To: Shweta Bonn; George Reid
Subject: No on 7-11 Location in Pleasanton

Hi-

My name is George Reid and our family lives in the Vintage Heights neighborhood off Vineyard/Mavis. I hope that the suggestion of a 7-11 store at Vineyard and First Street is not seriously considered due to the many negatives at this site. I believe that the Pleasanton Downtown Association and Chamber of Commerce would not support a global mega-corporation (with its minimum-wage jobs) coming in and impacting local businesses (Coles Market, the pharmacy, etc.) in this area. Other negative impacts would be more traffic, probably more crime, litter/noise issues, etc. We have been going to Cole's Market for 27+ years and would hate to see this family operation go out of business. Forget 7-11 at this location.

George Reid
Gerard Ct., Pleasanton

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 6:11 PM
To: Terra Sotelo
Subject: RE: opposed to a 7/11 on Ray/Vineyard and 1st/Stanley

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Terra Sotelo
Sent: Wednesday, December 05, 2012 5:04 PM
To: Shweta Bonn
Subject: opposed to a 7/11 on Ray/Vineyard and 1st/Stanley

I am so opposed to having a 7/11 at the corner of our neighborhood. I'm about 12 houses down from that corner and sometimes when I leave my home in the morning, I have to sit through a couple of traffic light cycles as it is just to get off my street. Not to mention the backup on 1st. The traffic is already horrendous for a little neighborhood area. Besides the potential added traffic issue, the Shell and 76 stations already sell some limited grocery items, and people only need to walk across the street to Coles Market if they have need for a more extensive supply of groceries. We also have that wonderful little Hispanic market (Karens) right across the street from Coles Market on Spring St. We don't need another grocery or gas station presence. We are already over-served in all these areas!

The Pleasanon PD already has trouble with the Kottinger park area, and I believe having a 7/11 at Stanley/1sts Street will encourage people passing through that main street to stop. Also, loiters find 7/11's to be great places to hang out and smoke and panhandle. I am so opposed and hope this appeal along with others in our neighborhood are considered in your decision to NOT let a 7/11 move into our lovely neighborhood.

Thank you for your consideration in this matter.

Terra Sotelo

Sr. Mortgage Advisor
MLO 222783

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 6:10 PM
To: Jim Clennon
Subject: RE: 7-!! @ First & Vineyard

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Jim Clennon
Sent: Wednesday, December 05, 2012 4:49 PM
To: Shweta Bonn
Cc: Robin Cruz
Subject: 7-!! @ First & Vineyard

Dear Ms. Bonn

I am writing you to voice my concerns regarding the proposed 7-11 store at First and Vineyard.

As a concerned neighbor I am absolutely against the approval of this permit.

This location is too close to many quiet family homes. It is a well used path by students on foot to Amador and Village High Schools. This property would become a magnet for idle youths, some of whom would no doubt be looking for trouble. The location and surrounding area, specifically the commercial parking next door and across Ray Street would attract hangers on and loiterers and add another burden to law enforcement.

The gas station at this location has been the victim of numerous armed robberies, a 7-11 would be an even more attractive target to these nefarious types and someone will eventually get injured or worse. The 7-11 on Hopyard has not been immune to these problems and it is set apart from residences.

We have enough local business in this area serving the needs during reasonable hours and the neighborhood as a whole would not benefit from this 24 hour a day nuisance.

Other neighbors have written with their concerns, I only wish that the planning commission listen to the residents and deny the request from 7-11.

Sincerely

Jim Clennon

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 4:44 PM
To: Robin Cruz
Subject: RE: P12-0556, P12-0557, P12-1790 Terry Grayson/Ironhorse Dev (24 hr 7-Eleven at 4191 First St)

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Robin Cruz
Sent: Wednesday, December 05, 2012 4:42 PM
To: Shweta Bonn
Subject: P12-0556, P12-0557, P12-1790 Terry Grayson/Ironhorse Dev (24 hr 7-Eleven at 4191 First St)

Dear Shweta Boon,

I am writing in opposition to the proposed 24 hour 7-11 on the corner of Ray/Vineyard and First Street in Downtown Pleasanton.

I am a resident of _____ and this business will be very close to my home.

I feel that a large (it will be 2 times bigger than my house!) 24 hour convenience store does not belong on that corner. It is too close to the residential areas. There are already 2 large Safeway stores open 24 hours very near to us. There is also an AM/PM store right down the street.

I feel that Ray/1st is another "gateway" to our beautiful downtown/historic area. Building a 7-11 right at that gateway does not add any charm or beauty to the area. The Pleasant Plaza shopping center was recently remodeled and it kept it's small town/retro charm. A 7-11 does not fit into that overall look.

Coles Market carries all the same items of convenience and a 7-11 would probably put them out of business. The Meadowlark Dairy is very convenient and a local business that I believe would be negatively impacted by a 7-11. There are quite a few other locally-owned, small business establishments that will be negatively impacted. (Mexican market, pharmacy, etc)

I **do not** want a convenience store that is open 24 hours so close to my house. It will result in more traffic and people in my neighborhood after hours.

It is my understanding that alcohol will not be sold at this location. I do not know of any 7-11 establishments that do not sell alcohol. I called both of the other locations in Pleasanton and they both sell wine and beer. It's only a matter of time until a variance is requested and this location will be selling alcohol until 2am. We absolutely do not need another place to buy alcohol so close to my house.

As a mother of two young children, adding a 24 hour convenience store near my street just doesn't feel safe or positive. I recently read the Yelp reviews for the two local 7-11 stores. Most of the reviews are negative and allude to "undesireables" hanging around and in the parking lots. There are many children and students who walk to and from school along Ray/Vineyard Avenue. I would like to keep them as safe a possible. It is a known fact that sex offenders find new prey by **hanging out** in areas where children gather together. Look at the 7-11 by Harvest Park at 3:30 pm. I don't want a "hang out joint" near my home.

Crime is up in Pleasanton. As the block captain of our street, I receive the monthly updates from the Police Department. This particular corner is a "hot spot" for trouble. There is already a lot of loitering and incidents in the area. Just this Saturday morning (12/1/12) I headed out on an errand and 4 (yes, 4!) police cars had a car pulled over, the driver on the sidewalk, and an officer searching his car. This is NOT a one time incident. I see this type of "activity" all the time.

There have been numerous robberies at gunpoint at this corner. There was a robbery and sexual assault in Aug http://www.pleasantonweekly.com/news/show_story.php?id=9954
24 hour convenience stores are associated with higher crime rates.

Please note my opposition to the proposal. I will also be attending the meeting next Wednesday evening, December 12th.

Thank You,
Robin Cruz

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 4:38 PM
To: ROCIO ARANGO
Cc: Matt and Maria Tracy
Subject: RE: 7-Eleven

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: ROCIO ARANGO
Sent: Wednesday, December 05, 2012 4:33 PM
To: Shweta Bonn
Subject: 7-Eleven

In response to the notice sent to my home seeking approval for a 7-Eleven near my home, I strongly opposed it. This area is in the edge of taking a huge change, we already call the police non-emergency line for teenagers hanging out on the levy area being up to no good and a store like this will increase the traffic of people in the area with the possibility to increase crime and game related activities. Bob Giants Burgers already has questionable crowd hanging around with a high level of noise.

Over Vineyard Ave. there are apartment complexes with high population on them - with an increasing community at risk due to low income disadvantages, we definitively do not need a store at such late hours. Recently crime has increase in the area and last summer even a police man was a victim of a hit and run accident over Stanley Blvd.

This area is just a block from downtown should be an extension of what our wonderful downtown is, local businesses. There are plenty of stores selling liquor in the area already and we do not need more. By continuing to provide an environment such as in Main Street, we can keep our children safer in our city.

Thank you for your time. I look forward to discuss above mentioned items in the meeting next week.

Rocio Arango

-----Original Message-----

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 4:30 PM
To: Kristina Young
Subject: RE: Potential 7-11 store

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Kristina Young
Sent: Wednesday, December 05, 2012 4:11 PM
To: Shweta Bonn
Cc: Kristina Young
Subject: Potential 7-11 store

Hello,

I writing to express my concern about a 7-11 store opening at 1st and Ray/Vineyard Ave. My family lives at . I have concerns about a 24 hr store operating this close to out home, due to potential crime increase. It also has the potential to impact businesses like Cole Market and Meadowlark Dairy which are both businesses we frequent and value in our neighborhood.

We would prefer to not have a store where there may be possible loitering all night.

If you have any questions,

I can be contacted at 925-XXX-XXXX.

Thank you ,

Kristina Young

-----Original Message-----

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 4:30 PM
To: Cheri
Subject: RE: 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Cheri
Sent: Wednesday, December 05, 2012 3:41 PM
To: Shweta Bonn
Subject: 7-11

We would like to go on record as objecting to a 7-11 opening on Vineyard avenue and First st. They create noise, litter and loitering.

Pleasanton needs many things but another 7-11 in the middle of our downtown area is not one of them.

We live in Birdland and already have the 7-11 on Hopyard and Santa Rita so this is not a Nimby objection.

Thank you, Nick and Cheri Martin

Cheri Martin

-----Original Message-----

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 4:29 PM
To: Nicole Burleson
Subject: RE: Proposed 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Nicole Burleson
Sent: Wednesday, December 05, 2012 3:24 PM
To: Shweta Bonn
Subject: Proposed 7-11

My husband and I purchased our home on _____ 11 years ago because it seemed to be a safe, happy place to raise children. I am very opposed to a 7-11 being built so close to a residential area. We have already seen a huge spike in door to door salesmen and crime in our neighborhood, it scares me to think of what having a 7-11 so close to our front door would do. Please consider that we already have 2 liquor/convenience stores nearby. Please think of how scary it is to be home alone at night with a small child and multiple door to door salesmen bang on your door and refuse to leave even after you say you will call the police. Or how scary it is to have 20 plus young kids living on this street with cars speeding down it to avoid First Street.

Please, let's think about what is important more revenue or the safety of your neighbors.

Thank you,
Nicole and Ryan Billante

Sent from my iPhone

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 4:29 PM
To: Bruce Takens
Subject: RE: No mini mart on first street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Bruce Takens
Sent: Wednesday, December 05, 2012 3:21 PM
To: Shweta Bonn
Subject: No mini mart on first street

S. Bonn, no to any 7/11 on first street, no to big corporate box in downtown district. No matter what.....just so you know No new gas stations downtown in downtown district, we need parking on Ray street call center uses all the street parking. Neighbors are coming to your office next get ready.
No mini mart on first street
concerned citizen of Pleasanton,
Bruce Takens

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 4:27 PM
To: Kathy Temple
Subject: RE: building of the new 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Kathy Temple
Sent: Wednesday, December 05, 2012 2:44 PM
To: Shweta Bonn
Subject: Fwd: building of the new 7-11

-Subject: building of the new 7-11
To: "sbonn@cityofpleasanton.gov" <sbonn@cityofpleasanton.gov>

Dear Shweta,

My name is Kathleen Temple and I live at Pleasanton. I am opposed to the building of the new 7-11 store because of the following reasons:

1. I live just at the corner of Tessa and Ray in a small community called Town Square.

I believe there will be

- a. Increase in traffic
- b. Potential increase in noise and crime as what we have seen in other 7-11 stores in the Bay Area
- c. Increase in littering, and loitering.
- d. We already have 2 convenience markets nearby namely Meadowlark Dairy and The Cole Market- the 7-11 will take business away from these stores.

Why does Pleasanton need another convenience market?

Warm regards,

Kathleen Temple

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 4:27 PM
To: 白 Catherine
Subject: RE: Regarding 24- hour 7-ELEVEN application

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: 白 Catherine
Sent: Wednesday, December 05, 2012 2:29 PM
To: Shweta Bonn
Subject: Regarding 24- hour 7-ELEVEN application

Hi Shweta Bonn,

I live in the neighborhood right next to the 76 gas station.
My husband and I are objective to the application of 24 hour 7-Eleven.
Reasons are: crime rate might increase, noise will be brought into these quiet neighborhoods,
local business, like Cole Market and Meadowlark may lose business and etc.....

Downtown Pleasanton is a unique beautiful and historical place which is just blocks away.
We want to keep our neighborhoods safe and clean.

Thanks.

Hsiao-hsuan Pai
Tzong-yih Ku

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 4:26 PM
To: Brian Cuda
Subject: RE: Potential 7-11 (open 24 hours) to be built on the corner of First St. and Vineyard

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Brian Cuda
Sent: Wednesday, December 05, 2012 2:20 PM
To: Shweta Bonn
Subject: Potential 7-11 (open 24 hours) to be built on the corner of First St. and Vineyard

As a long-time resident of the downtown Pleasanton area I cannot tell you how much I vehemently oppose the opening of a 7-11 in my neighborhood. Downtown Pleasanton is a "local" niche of Pleasanton where local businesses thrive. Other than Quizno's, and Banks, this is fundamentally an community of community businesses. I am gravely concerned about the increase in traffic, potential increase in crime, detriment to local businesses such as Cole's Market and Meadowlark Dairy who both sell similar convenience items, potential increase in noise/loitering, and increase in littering. Please work with your community and keep 7-11 out of this part of the Pleasanton community. I have all the "convenience" store options I need already...and it is provided by local businesses. If I want to go to 7-11, I can go 2 miles down Hopyard and patronize their business.

Thanks, all the best, and I appreciate your consideration.

Brian Cuda

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 11:46 AM
To: Sean McFarlane
Subject: RE: Proposed 7-11 at corner of Ray & 2nd St.

Sean,

I received your voice message from earlier this morning as well. Thank you for your email below. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.
Shweta.

From: Sean McFarlane
Sent: Wednesday, December 05, 2012 11:11 AM
To: Shweta Bonn
Cc: Andrea McFarlane
Subject: Proposed 7-11 at corner of Ray & 2nd St.

Hi Sweta,

A voice message was left earlier for you on the referenced proposal. We are homeowners living at _____, Pleasanton CA 94566 and would like to voice our unwavering concern for this proposal and strongly object to the project. In short, a 7-11 at this corner location would increase the traffic congestion, noise and criminal activities to the neighborhood. My home is a "stone's throw" from the site and as a father of three children, I vehemently object to the City of Pleasanton approving this type of business in my backyard. Any potential increase to traffic, noise and crime to the neighborhood will significantly lessen the value of our home and as such members of the Council and Commission should not even consider businesses that erode investments in an already weakened home property tax base.

Lastly, the environmental integrity of the land was compromised with petroleum contamination to the groundwater and soil by users of the referenced corner parcel. Property values were/are degraded as informed buyers heed purchase in these type neighborhoods due to proximity to environmentally impacted areas. Note: Continued monitoring exist and cleanup of the impacted off site properties will be ongoing for some time. This already long term property impact in itself should bring pause to the commission to reconsider further degradation and impact to the homeowners in the adjacent neighborhood.

Sincerely,

Sean & Andrea McFarlane

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 11:45 AM
To: Ott, Thomas C
Subject: RE: No on 7-11 store in

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Ott, Thomas C
Sent: Wednesday, December 05, 2012 11:10 AM
To: Shweta Bonn
Subject: No on 7-11 store in

My name is Thomas Ott, we have lived in Pleasanton for over 25 years.
Currently on

We are very much opposed to the 7-11 on the corner of 1st and Ray. it will not fit the personality of downtown Pleasanton. Also it's too close to homes and long time small businesses that will be hurt financially.

Thank you

Thomas Ott

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 8:03 AM
To: Susan Reid
Subject: RE: 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Susan Reid
Sent: Wednesday, December 05, 2012 7:32 AM
To: Shweta Bonn
Subject: 7-11

My name is Susan Reid and I have lived at _____ in Pleasanton for 27 years. Ct is just off of Vineyard and behind Valley View School. Pleasanton had always home to us and our children. I have heard that there are plans to possibly build a Seven-Eleven convenience store on the corner of Vineyard and First Street. In this vicinity there is already Koll's Market, Karen's Mercado, the pharmacy and Meadowlark Dairy. Any of these establishments carry items that are easily obtained conveniently. Anything that 7-11 would offer, these small businesses already have. This would seriously affect the revenue of these local stores. There are also two gas stations on the adjacent corners. Seven-eleven has nothing positive to offer this area. Traffic will increase and there is a retirement community with elderly citizens that need to use the crosswalks in the area. The 24-hour store would draw customers to the area because of the availability of alcohol even after the local bars are closed. Loitering late at night coupled with alcohol creates a mix for crime and littering in the area. We do not need another Seven-Eleven. There is one at Santa Rita and Valley.

-----Original Message-----

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 8:02 AM
To: Chris Ouellette
Subject: RE: Proposed 7-Eleven: Opponent

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Chris Ouellette
Sent: Wednesday, December 05, 2012 6:28 AM
To: Shweta Bonn
Subject: Proposed 7-Eleven: Opponent

Hello Shweta,
We got the flyer about the propose 7-Eleven and are quite concerned about the effect it will have on this neighborhood. We live at _____ and appreciate you sending the notice. We feel strongly that this will ultimately have many negative affects on the surrounding neighborhood's families and businesses and we oppose the proposal.

Thank you,
Chris Ouellette

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 8:02 AM
To: Rene Zhu
Subject: RE: No to 24-hour 7-eleven store

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Rene Zhu
Sent: Tuesday, December 04, 2012 10:26 PM
To: Shweta Bonn
Subject: No to 24-hour 7-eleven store

Dear Shweta,

My name is Rene Zhu and I am a resident at Pleasanton. Recently we received the note about constructing a 24 hour 7-Eleven store at the nearby 76 gas station. As a resident of the community close by, we are strongly object to this plan as we feel our safety will be a major concern with such a 24 hour store in the walking distance. The community safety outweighs the so called "convenience" by orders of magnitude. Most the families finish their grocery shopping during the regular business hours and we do NOT need such "convenience" to increase any chances of a crime near our community. Please stop the plan!

Sincerely,
Rene Zhu

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 8:02 AM
To: Mike Duret
Subject: RE: We oppose the proposed 7-11 Store

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Mike Duret
Sent: Tuesday, December 04, 2012 10:01 PM
To: Shweta Bonn
Cc: Becky Duret
Subject: We oppose the proposed 7-11 Store

Hello Shweta;

We are Mike & Becky Duret and we have lived in our home at _____ since 1989. We oppose a 7--11 Store at the proposed location and any location in the downtown area.

Our reason is simple; it does not belong in our historic downtown area. Our city has made a great and justified effort to promote shopping in the downtown. We support local businesses by spending our money at Main St Meat Company, Town Center Books, Meadowlark Diary, the bicycle shops and the restaurants. We shop weekly at Cole's and Karen's Markets which would be in plain view of the proposed 7-11 Store.

It's getting harder to find ways to spend money in the downtown as the diversity of available business continue to shrink. Now the city has a chance to support us and others like us by denying this application so we can continue to shop at local Pleasanton businesses. Another 7-11 Store provides no new products or services and detracts from the downtown area Pleasanton is committed to preserving.

Respectfully submitted,

Mike & Becky Duret

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 8:02 AM
To: Lisa Ager
Subject: RE: Concern

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Lisa Ager
Sent: Tuesday, December 04, 2012 9:27 PM
To: Shweta Bonn
Subject: Concern

Hello-

My name is Lisa Ager and I live approximately 1 ½ miles from the proposed site of a new 7-11 that is being proposed on First Street at Vineyard in Pleasanton, CA.

That area of our town already has a higher crime rate and having this store open all hours of the night will only increase that. In addition to the increased traffic concerns in that already congested area (have you ever traveled First Street between 6-9:30 in the morning and 3-6 in the evening?....VERY congested!) the noise and littering will be an issue.

There are already two established businesses in the area, the Meadowlark dairy and the Cole Market that sell convenience items. Please consider their businesses before allowing this to occur. I do not think that adding a 7-11 to Pleasanton...anywhere...will add anything to our great city.

Thank you for your time.

Lisa Ager

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 8:02 AM
To: Michael Gould
Subject: RE: Regarding P12-0556, P12-1790, and P12-0557 Terry Grayson/IronHorse development

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Michael Gould
Sent: Tuesday, December 04, 2012 9:14 PM
To: Shweta Bonn
Subject: Regarding P12-0556, P12-1790, and P12-0557 Terry Grayson/IronHorse development

Dear Shweta Bonn,

Please consider the larger issues to this proposed project and reject part or all of these projects. Adding a 24 hour market near residential areas leads to increases in crime, loitering and general traffic problems. We are a family area and many children travel the area by foot, adding a development that is proposed will undoubtedly change the makeup of our neighborhood. In addition there are other businesses in the area that will be negatively affected through the loss of revenue and patrons.

Sincerely,

Michael Gould
Logitech, Inc.

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 8:01 AM
To: The Matsune Family
Subject: RE: OPPOSITION TO 7-11 on Vineyard and First Street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: The Matsune Family
Sent: Tuesday, December 04, 2012 7:28 PM
To: Shweta Bonn
Subject: OPPOSITION TO 7-11 on Vineyard and First Street

TO WHOM THIS MAY CONCERN at the PLANNING COMMISSION,

I, Karol Matsune and family, wish to voice our opposition to the potential 7-11 building being considered near the corner of Vineyard and First Street. I walk and run along this route frequently, and it is not uncommon to see arrests at all hours of the day. I also hear from the kids that drugs are sold out of the parking lot near Bob's Giant Burgers. The traffic congestion at this intersection is already strained, especially during busy hours such as school drop off and pick up, rush hour traffic, etc. It is not uncommon to see cars blocking the intersection at a red light. I live less than one mile away, and would be extremely unhappy if this establishment were built there. That type of establishment would be better suited near Amador Valley High School, on or near the corner of Stanley and Santa Rita Road in the open lot. We already have Coles Market and Meadowlark Dairy to purchase similar items to 7-11. Don't get me wrong. I love the Slurpees and convenience of 7-11. I just feel that the proposed location is wrong, and should not be considered.

Thank you for making my opinion matter.

Karol Matsune and family

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 8:01 AM
To: SUSAN ULATOSKI
Subject: RE: opposition to 7-11 on Ray and First

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: SUSAN ULATOSKI
Sent: Tuesday, December 04, 2012 6:38 PM
To: Shweta Bonn
Subject: opposition to 7-11 on Ray and First

We are a neighborhood and the reasons for opposition (increase in traffic, potential increase in crime, detriment to local businesses such as Cole Market and Meadowlark Dairy who both sell convenience items, potential increase in noise/loitering). It does not fit our neighborhood profile.

Sincerely, Julie Koopmann

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 8:01 AM
To: Robert
Subject: RE: Opposed To 7-Eleven At First and Ray

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Robert
Sent: Tuesday, December 04, 2012 6:09 PM
To: Shweta Bonn
Subject: Opposed To 7-Eleven At First and Ray

I am contacting you to voice my opposition to the request to build a 7-Eleven at the current Conoco Phillips site. I live at _____, VERY near the property in question. I can see only disadvantages associated with this project. Such a large building will totally change the character of this corner lot, and not for the better. I fear that this will be a target for crime, as are many 24-hour convenience stores. I fear my property value will drop as I cannot imagine anyone actually wanting to live near a large 24-hour convenience store. If a store at that location were to attract many more customers than the current establishment, traffic near my house will certainly get worse. The traffic at certain times of day is already quite heavy at the intersection of Ray and First, and an increase would negatively affect the residents of my community even worse than now. At times, it is already difficult to make a left turn from our community onto Ray Street. Even if I did not live in this vicinity, as a Pleasanton resident, I would oppose this project. There must be other places where this project could be placed without negatively impacting a residential area. What about near Stanley and Bernal/Valley, near the fast food stores? I have many other reasons to oppose this project and would be happy to relate more of these to you, but don't wish to take up too much of your time at this moment.

Thank you.

Robert Huber

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 4:14 PM
To: Tracy Quijada
Subject: RE: No 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Tracy Quijada
Sent: Tuesday, December 04, 2012 4:08 PM
To: Shweta Bonn
Subject: No 7-11

Please do not build a 7-11 at First and Ray. As a homeowner on _____, I fear:

- increased crime
- increased trash
- increased traffic

While the corner isn't lovely to look at, it still has an old-time feel. Putting in a 7-11 would totally change the look and feel of this corner so close to downtown, so close to homes with young children.

Also, I support our local businesses. I would hate (and be angry) to see Cole's Market go under because of a huge chain. Cole's is part of our history. Cole's offers what I need. I haven't been to a 7-11 in over 10 years.

And finally, while the corner may not currently be zoned for alcohol purchase, that can change anytime. Again, please support our small local businesses. We already have two businesses on First Street within a block of each other that sell alcohol. We don't need three in three blocks.

Thank you,
Tracy Quijada

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 3:04 PM
To: Del Docena
Subject: RE: building of the new 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Del Docena
Sent: Tuesday, December 04, 2012 3:01 PM
To: Shweta Bonn
Cc: rbkannapell
Subject: building of the new 7-11

Dear Shweta,

My name is Fidela Docena-Kannapell and my husband's name is Ricahrd kannapell. We live at Pleasanton. We are opposing to the building of the new 7-11 store because of the following reasons:

1. We live just at the corner of Tessa and Ray in a small community called Town Square.
We believe there will be
 - a. Increase in traffic
 - b. Potential increase in noise and crime as what we have seen in other 7-11 stores in the Bay Area
 - c. Increase in littering, and loitering.
 - d. We already have 2 convenience markets nearby namely Meadowlark Dairy and The Cole Market- the 7-11 will take business away from these stores.

Why does Pleasanton need another convenience market?

Warm regards,

I provide excellent service and I am always thankful of your referrals!

Sincerely,

Del Docena-Kannapell CADRE License #00869390
Realtor/Broker Associate
Excel Realty & Mortgage

From: Shweta Bonn
Sent: Monday, December 03, 2012 5:23 PM
To: joanie fields
Subject: RE: 7-11 Store on Ray and First St.

Thank you for your email, Jim and Joanie. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: joanie fields
Sent: Monday, December 03, 2012 2:08 PM
To: Shweta Bonn
Subject: 7-11 Store on Ray and First St.

As a resident of _____ off Ray my husband and I are against the building of another convenience store. This is a high traffic area already. The Vineyard area has a concentrated population that seems to have the police dept. quite busy. I believe that this will only increase their calls. The other fact is that young people will be gathering there. That doesn't seem to be a positive either. We already have Cole's and the Meadowlark Dairy that have convenience items for sale.

I would hope that the planning dept. would look at all aspects of this development. Traffic, loitering, duplication of like items for sale by close businesses and crime.

Jim and Joanie Fields

From: Shweta Bonn
Sent: Monday, December 03, 2012 5:13 PM
To: Tom Gill, C.P.A.
Subject: RE: Proposed development at 4191 First St

Thank you for your email, Tom. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.
As a matter of clarification, alcohol sales are not permitted at the subject convenience market.

From: Tom Gill, C.P.A.
Sent: Monday, December 03, 2012 1:13 PM
To: Shweta Bonn
Subject: FW: Proposed development at 4191 First St

From: Tom Gill, C.P.A.
Sent: Monday, December 03, 2012 11:28 AM
To: 'sbonn@cityofpleasanton.ca.gov'
Subject: Proposed development at 4191 First St

Dear Ms Bonn:

I received a yellow card in the mail announcing an application to replace the 76 station at the above address with a 24 hour 7 Eleven.

I have serious concerns about any kind of 24 hour business at this location. It will bring traffic, noise, litter, and loitering. This is a residential area. The additional traffic and noise will disturb people trying to sleep. If alcohol is sold at this location, it will be even worse.

The current owners of the property have not shown diligence in maintaining their property. I would not reward them by permitting the 7 Eleven to be built. I am referring to the dilapidated fence at the rear of the property. It has been in this condition for years. There is a fallen tree across a portion of the fence (this is not the only damaged section) which has been there for years.

Any business at that location should close at 9 or 10PM. The owners should be required to keep the property well maintained and clean. This includes fences, landscaping, graffiti, and litter. Many businesses on First Street completely ignore litter on their property. In my opinion, this negatively impacts the quality of life we expect in Pleasanton.

Tom Gill

-----Original Message-----

From: Shweta Bonn

Sent: Tuesday, December 04, 2012 2:48 PM

To: Christine Bourg

Subject: RE: Proposed 7/11 on First St.

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Christine Bourg

Sent: Tuesday, December 04, 2012 2:42 PM

To: Shweta Bonn

Subject: Proposed 7/11 on First St.

To: Pleasanton Planning Commissioners

We are opposed to adding a convenience store to the existing gas station property at First and Ray Streets.

Traffic is horrible now at that intersection with local resident usage and the volume of cut through drivers avoiding the 580/680 interchange. Pedestrians are in danger trying to cross those streets now. More traffic would certainly lead to the potential of more accidents.

Nearby Cole's Market serves the same population that would use this proposed facility. Additionally, a new market has been approved for the Vintage Hills shopping center. Avoiding competition for these two businesses would be good planning.

Christine and Brian Bourg

Sent from my iPad

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 2:27 PM
To: Sharon Massingham
Subject: RE: Possible 7-11 at Vineyard and First Street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Sharon Massingham
Sent: Tuesday, December 04, 2012 2:25 PM
To: Shweta Bonn
Subject: Possible 7-11 at Vineyard and First Street

Attn: Planning Commission

I'm writing to state my concerns regarding the possibility of allowing a 7-11 to open at the corner of Vineyard/Ray St. and First Street. I live in the neighborhood at the corner of
and

My concerns include the possibility that a convenience store open 24-hours will attract an undesirable element to our quiet neighborhood. I lived near a 7-11 type store in Fremont, and there were always gangs hanging out there, drunks and underage alcohol purchasers & drinkers arrested in the parking lot, noise from un-muffled cars and motorcycles, and unsavory looking loiterers that made you feel creepy to walk by.

I'm also concerned for the existing local stores such as Cole's, which my family frequents almost daily. There just doesn't seem to be a real need for an additional store that sells the same sort of merchandise. I understand that cities need the revenues that such stores bring, but since we already have Cole's and two gas stations that sell the same goods as a 7-11, there must be a better use for whatever space is up for sale or rent.

I encourage the Planning Commission to reject this application, and to seek businesses more conducive to a peaceful residential neighborhood atmosphere.

Sharon Massingham
Founder
Massingham & Associates
www.massingham.com

From: Briana Scherer
Sent: Tuesday, December 04, 2012 2:22 PM
To: Shweta Bonn
Subject: RE: Proposed 7-11 Convenience Store on First Street

In addition to our concerns, I also found the following City of Pleasanton ordinance that apply to this type of business in a residential area, all of which apply. It seems that this type of business will be taxing not only on the residential community, but on the Owners of the business.

9.04.035 Noise limits—Commercial or industrial use adjacent to residential zone.

Any *business* establishment which is located within 300 feet from any residential zone and which remains open for *business* at any time between the *hours* of 10:00 p.m. and 6:00 a.m. shall adhere to the following standards of performance:

A. The noise level produced on the *business* premises between the *hours* of 10:00 p.m. and 6:00 a.m. shall not exceed the residential noise standard at the property plane between the residential zoning district and the commercial zoning district.

B. In the case of a *business* establishment which: (1) serves alcohol, (2) is located within 300 feet from a residential zoning district, and (3) is open for *business* between the *hours* of 10:00 p.m. and 6:00 a.m., the *business* owner and/or agent in charge shall arrange for responsible agents to patrol the parking lot and take reasonable actions necessary to inhibit loitering, shouting, fighting, revving of vehicle engines, the rapid acceleration of vehicles and other activities which would disturb the peace of a residential neighborhood.

C. No trash shall be dumped outside of the enclosed building area between the *hours* of 10:00 p.m. and 6:00 a.m. In the alternative, a *business* which finds it necessary or convenient to dump trash between 10:00 p.m. and 6:00 a.m. may demonstrate pursuant to Section 9.04.110 of this chapter that sound levels from dumping trash are insignificant or have been adequately mitigated. This subsection does not prohibit regularly scheduled pick up of trash by commercial garbage companies.

D. The person in charge of a *business* premises, whether that person is an owner, employee, agent or contractor, shall be responsible to assure compliance with subsections A through C of this section.

E. The owner of each *business* subject to this section shall be responsible to inform his or her managers, employees, agents and contractors of the requirements of this section. (Ord. 1341 § 1, 1987)

--- On Tue, 12/4/12, Shweta Bonn <sbonn@cityofpleasantonca.gov> wrote:

From: Shweta Bonn <sbonn@cityofpleasantonca.gov>

Subject: RE: Proposed 7-11 Convenience Store on First Street
To: "Briana Scherer"
Date: Tuesday, December 4, 2012, 1:59 PM

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Briana Scherer
Sent: Tuesday, December 04, 2012 1:57 PM
To: Shweta Bonn
Subject: Proposed 7-11 Convenience Store on First Street

To the Pleasanton Planning Commission:

We are strongly opposed to the proposed building of a 7-11 market on First Street. This type of 24-7 convenience store could potentially cause the following to our neighborhood:

1. **Traffic / Accidents.** First Street draws a lot of traffic, especially during commute hours. The majority of the traffic during peak commute hours are commuters cutting through Pleasanton to avoid clogged 580. Motorists getting in and out of this store would cause major slow-downs, back-ups, etc. on First Street. The cigarette store already has customers making "quick pull-overs" to the store on First Street, causing motorists to slam on their brakes to avoid an accident. If motorists get frustrated about getting out of that corner and depending on the outlets in/out of this store location, you do, in theory, invite the possibility of customers bleeding into neighborhood streets to avoid this corner. Kottinger Drive would be one of those streets where traffic could potentially increase. We have already seen an increase in cross-through traffic on our street (and speeders), and we are strongly concerned about this potential increase of traffic/speeders and the danger/risks it may cause to the amount of children and elderly that live on this street.

2. **Crime / Noise.** Since this will be a 24-7 convenient store, it will draw loiters and possible increase in crime at all hours of the night. We have enough businesses on First Street (i.e., massage parlor(s), cigarette stores) that draw "shady" customers. We also do not need the added

noise and trash that this store can potentially bring to our neighborhood.

3. Location. This store would be located on a street that is in close proximity to downtown Main Street, tree-line streets and historical houses. This store will stand out like a sore thumb and will not make a good impression to people who are visiting the downtown area.

We are requesting that the Planning Commission reconsider building this type of store in our neighborhood.

Thank you,

Tom and Briana Scherer

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:55 PM
To: Caroline Barnes
Subject: RE: 7-11 Project

Caroline,

You are welcome to attend if you would like to verbally communicate your comments or add to them, as the December 12th Planning Commission meeting is a public hearing. Your written comments will be provided to the Planning Commission.
Shweta.

From: Caroline Barnes
Sent: Tuesday, December 04, 2012 1:29 PM
To: Shweta Bonn
Subject: RE: 7-11 Project

Thank you Shweta. Do we have to attend the meeting on the 12th in order to have our concerns / vote count?

Caroline Barnes

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:27 PM
To: Caroline Barnes
Subject: RE: 7-11 Project

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Caroline Barnes
Sent: Monday, December 03, 2012 3:48 PM
To: Shweta Bonn
Subject: 7-11 Project

To Whom it may concern:

Please hear my concerns with having a 7-11 convenient store replaced by the 76 gas station. I am **NOT** in favor of this choice of business. I am not worried about increased traffic however more so the norm of how young adults (especially kids who tend to linger and cause trouble) hang out at 7-11's. I fear additional crimes and trouble to my neighborhood.

PLEASE DO NOT SUPPORT THIS CHOICE OF BUSINESS! Perhaps another choice would be that Pleasanton is lacking additional coffee houses, perhaps

something cute with curb appeal and charm can go into this location. A place where families can ride their bikes or walk to enjoy a bagel, muffin and coffee. The strip mall across the street is even questionable. My son is a police officer for the city of San Francisco, he continually reminds me that the burger establishment is a place of very questionable loitering individuals selling drugs. We have personally called the local police to do more drive by's to Bob's Big Boys Burgers to keep the eatery a safe place for our families. And please... no more hair salons or banks!

Thank you for listening ☺

Caroline Barnes

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:49 PM
To: Charlie Stoll
Subject: RE: P12-0556,P12-0557, and P12-1790

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Charlie Stoll
Sent: Tuesday, December 04, 2012 11:59 AM
To: Shweta Bonn
Subject: P12-0556,P12-0557, and P12-1790

Dear Shweta Bonn (associate planner):

As owner of an old building at _____, Pleasanton, I am apalled at a proposal to put a 7-11 store in the historic old downtown. After knowing how careful the city has been to preserve the old downtown historic flavor, it is shocking to me that such a proposal would even be considered. It is totally incongrueous with the charming historic feeling in old down town.

Secondly, the way people have played political favors to justify further streching of the parking developing rules is also appalling. The last thing needed is to try to jam more parking into an already "stressed for lack of parking" area, especially for a high traffic business like a 7-11 store. Surely the City will not approve such a rediculous plan.

WHAT ARE YOU THINKING?!!

Charles H Stoll

-----Original Message-----

From: Shweta Bonn

Sent: Tuesday, December 04, 2012 1:49 PM

To: Katie Brunner

Subject: RE: Proposed 7-eleven at the intersection of Ray and Stanley

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Katie Brunner

Sent: Tuesday, December 04, 2012 11:08 AM

To: Shweta Bonn

Subject: Proposed 7-eleven at the intersection of Ray and Stanley

Dear Members of the City of Pleasanton Planning Commission:

I am writing to express my opposition to the proposed 7-eleven convenience store at the intersection of Ray and 1st Streets.

I fear that this store will take business away from many locally-owned small businesses that serve a similar purpose in our community, including Cole's Market, Meadowlark Dairy, and Main St. Spirits and Deli, which are all within 1/2 mile of the proposed location. Also, particularly if the new store were to remain open 24 hours, I believe our neighborhood would see an increase in both traffic and crime, which would have a negative impact on the safety of our neighborhood, which is full of school-age children, including my own.

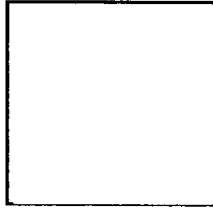
The existing businesses provide those who live and work in the neighborhood with the services that we need when we need them. There is no need for another convenience store at the proposed location or for the negative impact that such a business might have.

Thank you,
Katie Brunner

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:48 PM
To: Cheryl Benson
Subject: RE: 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Cheryl Benson
Sent: Tuesday, December 04, 2012 10:55 AM
To: Shweta Bonn
Subject:



John and I are opposed to a 7-11 being brought onto First Street area..... we live on . enjoy our neighborhood Cole's, etc..... and would like to keep as is. thank you cheryl & john benson

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 2:18 PM
To: Yahoo
Subject: RE: proposal for store

Yes, a public hearing is scheduled for the December 12, 2012 Planning Commission meeting. The meeting will start at 7:00 p.m. (although the order in which this item will be heard will be posted on the agenda for the meeting) and will be heard in the Council Chambers, 200 Old Bernal Avenue.

The agenda for the December 12th Planning Commission meeting will be posted online after 5:00 p.m. on Friday, December 7, 2012: <http://www.cityofpleasantonca.gov/Agenda-12-12-2012.pdf>

From: Yahoo
Sent: Tuesday, December 04, 2012 2:02 PM
To: Shweta Bonn
Subject: Re: proposal for store

Thank you for responding. Do you know whether a public hearing will be set on this matter?

Sent from my iPhone

On Dec 4, 2012, at 1:47 PM, Shweta Bonn <sbonn@cityofpleasantonca.gov> wrote:

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Matt Gaidos
Sent: Tuesday, December 04, 2012 10:54 AM
To: Shweta Bonn
Subject: proposal for store

Mrs./Ms. Bonn,

Please excuse the unexpected e-mail, and please do not take this e-mail as coming from or on behalf of my professional capacity as a Deputy DA.

However, I have been informed that talk of a 7-11 store being built at the corner of first and vineyard in Pleasanton. As a resident at _____ I have concerns about that. That intersection is already hard to navigate, whether in a vehicle or walking. I actively try to avoid crossing the street at that intersection while walking with my young kids, and worry for all the residents that do. In my personal and professional experience, with 7-11 stores (and other similar convenience stores which are open extended hours) come problems. I have prosecuted multiple cases involving armed robberies of 7-11 stores, assaults, and drug exchanges which have had 7-11 as their location. This is not to say that these things don't happen elsewhere, because they will, but "lets meet at 7-11" seems to show up disproportionately on text messages for drug exchanges.

In addition, the location proposed for this store already has businesses which are sufficient for the needs of the area. Coles market and express liquors, and meadowlark dairy are businesses which are run by nice people and serve the needs of the community. I would hate to see their business threatened by a superfluous 7-11 store.

Should you have any questions or concerns please do not hesitate to contact me.

Matt Gaidos

Deputy District Attorney

Alameda County District Attorneys Office

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:44 PM
To: David Aimar
Subject: RE: 7-11 on First Street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: David Aimar
Sent: Tuesday, December 04, 2012 10:39 AM
To: Shweta Bonn
Subject: 7-11 on First Street

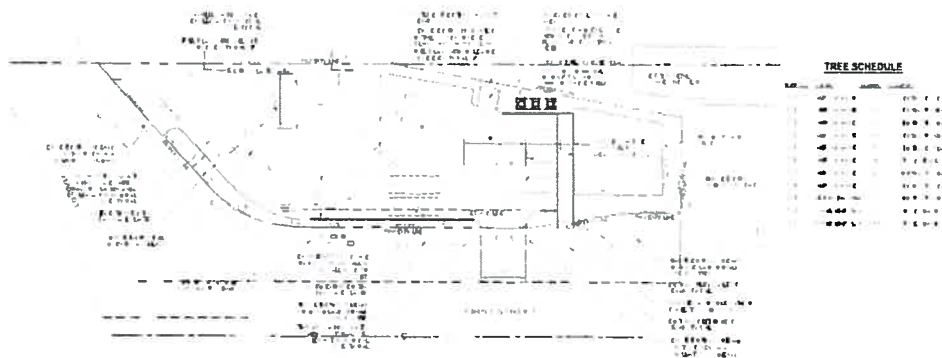
Dear City of Pleasanton,

It has come to my attention that the city is considering allowing a 7-11 store to be placed on First and Vinyard. I am not in favor of this as I believe it would impact some of the long standing Pleasanton icons in the vicinity. Specifically the Dairy and Coles market would suffer economically as they rely heavily on patrons picking up odds and ends. They are Pleasanton's convenience stores. So I oppose.

David Aimar

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:43 PM
To: Kathi Meier
Subject: RE: 7-11 proposal on Ray & First St Pleasanton

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration. In reply to your question, the convenience market is proposed near the northern area of the property located at 4191 First Street - please see the below site plan in the event it helps to clarify. The 76 Conoco Phillips service station would remain on the site.



-----Original Message-----

From: Kathi Meier
Sent: Tuesday, December 04, 2012 10:38 AM
To: Shweta Bonn
Subject: 7-11 proposal on Ray & First St Pleasanton

Dear Planning Commissioner,
 I heard that there was a proposal to build a 7-11 on the corner of Ray & 1st. I couldn't figure out where it would be so I walked over there and am still wondering where it would be. Are they going to tear down the house next to the church, the 2 gas stations, or the mall or occupy the vacant lot? We already have Cole's market, the liquor store on 1st and the Dairy, I don't think we need a 7-11. We are not a 7-11 type neighborhood. I worry that it will have a negative impact on the businesses we already have and are locally owned small (non-francised) businesses.

I live on _____, have lived here for nearly 17 years, and, thankfully, I have all that I need in walking distance. In my opinion, by allowing this 7-11 'convenience market' open after midnight selling liquor is just inviting trouble and transients passing through the 1st St/Stanley Blvd corridor to our neighborhood.

So I just have to ask this: Would you let 7-11 join the businesses on Main street? If you want to allow access to alcohol after midnight, why don't you license one of the bars on Main street to do it?

I don't think it is a good fit for our neighborhood. We don't need it, and it could, in my opinion, invite trouble. I urge you to deny this proposal.

Kathryn Meier

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:41 PM
To: Julie Skidmore
Subject: RE: Proposed 7/11 for Ray and 1st

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Julie Skidmore
Sent: Tuesday, December 04, 2012 10:06 AM
To: Shweta Bonn
Subject: Proposed 7/11 for Ray and 1st

Hi,

I live at _____ I have some concerns about having a 7/11 being allowed on the corner of Ray and 1st Streets. First, there is a risk of increased in crime. For example, my old neighborhood had a 7/11 and there was a murder that took place there (Fremont) and it really upset a quiet neighborhood. For some reason the 7/11's at night seem to attract the wrong crowd. With this comes the potential increase in noise/loitering and increase in littering.

I think Pleasanton really wants to encourage the local businesses, such as Cole Market and Meadowlark Dairy who both sell convenience items. I think having a big chain store brand such as 7/11 near downtown will take away from their business.

Thanks,

Julie Skidmore-Lewman

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:40 PM
To: Jacqueline Barnes
Subject: RE: 7-11 Project in Pleasanton

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Jacqueline Barnes
Sent: Tuesday, December 04, 2012 9:58 AM
To: Shweta Bonn
Subject: 7-11 Project in Pleasanton

To Whom This May Concern,

As a young adult and resident of Pleasanton, I have always felt safe in the city as well as the downtown area. Living very close to downtown, I am able to explore the restaurants and shops on my own, both during the day and evening, without having fear of my safety. **I am not in favor** of the 7-11 project to replace the current 76 gas station. I live very close to this area and know that only bad things can come by placing a 24 hour convenient station. A 24 hour convenient store will allow people to loot around the area late hours of the night, buy alcohol, and ultimately cause more trouble and damage than good. I already feel unsafe going to the Pleasanton plaza store as well as the Bob Giants burger area because of the suspicious people that hang around this area. My family and I have already had to call the police to notify them of the behavior and things that happen in the Pleasanton Plaza area. Adding a 7-11 will only increase this. A 7-11 does not give a "family, close nit community" feel that Pleasanton stands for.

Regards,

Jacqueline Barnes

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:40 PM
To: Machuca, Lisa
Subject: RE: Oppose proposed 711

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Machuca, Lisa
Sent: Tuesday, December 04, 2012 9:19 AM
To: Shweta Bonn
Subject: Oppose proposed 711

Dear Planning Commission,

I oppose the proposed project near First St. and Vineyard. The hours of operation seem to well exceed any other business in this highly residential area making it potentially disruptive for local residents during the evening as well as increasing traffic in an area that is already congested during peak travel times.

Regards,
Lisa Machuca

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:40 PM
To: Doug Christison
Subject: RE: 7-11 Store Application - First Street and Vineyard

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Doug Christison
Sent: Tuesday, December 04, 2012 9:18 AM
To: Shweta Bonn
Cc: 2ndstreetneighborhoodwatch
Subject: 7-11 Store Application - First Street and Vineyard

I am an owner of our home at . I have been notified by a neighbor encouraging us to oppose the application.

I WANT TO MAKE IT VERY CLEAR THAT I OPPOSE MY NEIGHBORS "OPPOSITION."

THIS IS A FORM OF ANARCHY. I DOUBT ANY OF THE OPPONENTS WOULD APPRECIATE BEING JUDGED BY THEIR NEIGHBORS. EVERYONE'S RIGHTS ARE PROTECTED BY RECOGNIZING "EQUAL JUSTICE" AND "EQUAL TREATMENT"; INCLUDING BUSINESSES.

THE OPPONENTS (MY NEIGHBORS) CANCEL THE PROTECTIONS AFFORDED BY THE LAWS WHEN THEY ELEVATE THEMSELVES INTO JUDGING OTHERS. WE ARE ALL PROTECTED BY LAWS AND WE ARE NOT WHEN JUDGED BY AN UN-INFORMED GAGGEL OF NEIGHBORS HAVING "NO DUTY" TO PROTECT EVERYONE'S INTERSTS.

WHILE NOT EVERYONE IS INFORMED AND EVERYONE WHO IS ELECTED TO GOVERN RECOGNIZES THAT ALL PERSONS, INCLUDING BUSINESS, MUST BE JUDGED AGAINST THE LAW, NOT THE PERSONAL ANNIMUS OF AN UNINFORMED AND MANY-TIMES SELFISH INDIVIDUAL.

Business are and have the same rights to exist as does the individual. Treating a business differently than you would treat a person is an affront to the fundamentals of America.

Yes, I am a small business owner. The idea that my neighbors have some constitutional protection to oppose business is not a matter FOR CONSIDERATION BY NEIGHBORS. THIS AUTHORITY HAS BEEN GRANTED BY THE CITIZENS TO THE GOVERNMENT AND TO THE LAWS AND THUS ARE reserved to the government. Equal protection is a fundamental guaranteed BY THE HIGHEST LAWS OF THIS LAND.

Yours Truly

Douglas B. Christison, CCAM, PCAM | President **CHRISTISON COMPANY** Association Services
Providing Excellent Service to Communities for over 30 years!

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:39 PM
To: Pat Fragassi
Subject: RE: Against 7-11 at the corner of First and Vineyard

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Pat Fragassi
Sent: Tuesday, December 04, 2012 8:39 AM
To: Shweta Bonn
Subject: Against 7-11 at the corner of First and Vineyard

Pat Fragassi
Ted Judd

Please be advise we are opposed to the 7-11 being built. This will bring increased traffic, potential increase in Crime and will hurt the local existing business such as Meadowlark Dairy and Cole Markets. There is potential increase to noise/loitering and littering.

Pat Fragassi

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:39 PM
To: Anne Messenger
Subject: RE: 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Anne Messenger
Sent: Tuesday, December 04, 2012 8:15 AM
To: Shweta Bonn
Subject: 7-11

Please do not allow the 7-11 to go in on First and Vineyard. We already have convenience stores in the area and do not need more.

Thanks,

Anne Messenger

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:39 PM
To: Theresa Golden Aimar
Subject: RE: No 7-11 on First & Vineyard Pleasanton

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Theresa Golden Aimar
Sent: Tuesday, December 04, 2012 8:13 AM
To: Shweta Bonn
Subject: No 7-11 on First & Vineyard Pleasanton

To Whom It May Concern,

I have been a resident of _____ for over 20 years. I am appreciative of the work the city has done to bring in, new, controlled, growth to the downtown area.

Please do not allow a 7-11 store to go in to the area of First and Vineyard. Would you like a 7-11 a few doors down from where your children sleep?

This area proudly does not have any franchised stores as it is an "historic area." It will ruin the areas sense of character. Also a store open 24 hours is not a smart move in a bedroom/residential community.

Sincerely,

Theresa Golden Aimar
resident of 20+years

From: Shweta Bonn

Sent: Tuesday, December 04, 2012 1:39 PM

To: Russell Davis (rusdavis)

Subject: RE: Planning Commission Notice of Public Hearing P12-0556, P-12-0557, and P-12-1790 Terry Grayson/Ironhorse Development

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

Please note that the service station on the site will remain (two fuel dispensers outside the canopy and the sales/restroom building will be demolished and two fuel dispensers where the sales/restroom facility is located will be added).

From: Russell Davis (rusdavis)

Sent: Tuesday, December 04, 2012 7:50 AM

To: Shweta Bonn

Subject: RE: Planning Commission Notice of Public Hearing P12-0556, P-12-0557, and P-12-1790 Terry Grayson/Ironhorse Development

This message is about the 7-Eleven store going in replacing the 76 Gas station.

I live at _____, Pleasanton 94566, 925-XXX-XXXX

The issues I have:

1. 24 hours operations so close to a private neighborhood.
2. There are 2 other 7-Eleven stores two miles apart, this will be the third.
3. Possible down grade of market worth for houses on Tessa Place.
4. Increased potential for neighborhood crime.
5. Increased garbage along the old train tracks behind the new store.

Please let me know if you need more information

-----Original Message-----

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:37 PM
To: Debbie Ayres
Subject: RE: 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Debbie Ayres
Sent: Monday, December 03, 2012 10:34 PM
To: Shweta Bonn
Cc: faircudal
Subject: 7-11

Strong "No"!

Reasons why:

Increase of crime as seen in the parking lot (drug sales & loitering) of the cigarette store on First Street.

Quality of people who hang out in the parking lots of 7-11.

Image of Pleasanton.

Additional traffic during commute hours.

Prefer to support long standing businesses in our community (i.e., Meadowlark Dairy).

Allowing Walmart Grocery into Pleasanton has already posed a threat to other grocery stores in town. We don't need another similar decision.

Debbie Ayres
Sent via BlackBerry from T-Mobile

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:36 PM
To: Shanon Craun
Subject: RE: Proposed 7-Eleven in Pleasanton

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Shanon Craun
Sent: Monday, December 03, 2012 9:43 PM
To: Shweta Bonn
Cc: Will Craun
Subject: Proposed 7-Eleven in Pleasanton

Dear Planning Commissioner,

I am in direct opposition to the proposed 7-Eleven at the corner of Ray and First Streets in Pleasanton. I have many concerns, a few of which are highlighted in this email:

- (1) Crime seems to increase in areas where a late-night convenience store is located. The other 7-Eleven on Valley (1.3 miles away) has proven to be a draw for robbery, drugs and other unsavory activities such as under aged drinking. Selling alcohol until 2 AM in a residential neighborhood is a bad idea and will negatively impact our neighborhood.
- (2) Traffic will likely increase in an already congested area. The ingress and egress is already tight on that corner.
- (3) Local markets and liquor stores in the vicinity will be adversely affected by a national chain.
- (4) There is already two other 7-Eleven's in Pleasanton, making a need for a third establishment unnecessary.

Thank you for your consideration. We will likely attend the public hearing on this topic to voice our concerns.

Please contact me should you have any questions.

Regards,

Shanon Craun

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 5:34 PM
To: Matt and Maria Tracy
Subject: RE: Additional Information for 76 Gas Station 7-Eleven development

Thank you for your follow-up email, Maria. It will be provided to the Planning Commission.

From: Matt and Maria Tracy
Sent: Tuesday, December 04, 2012 5:28 PM
To: Shweta Bonn
Cc: bosuegoFamily; andreamcfarlane743; micasita0203; Cody Barnes; Jacqueline Barnes; Justin Kinser; Caroline Barnes; Caroline Barnes
Subject: Re: Additional Information for 76 Gas Station 7-Eleven development

Hello Shweta,

From our conversation this morning I understood that the owners of the proposed 7-Eleven development are planning not to sell alcohol. I believe this is a case of bait and switch. Today I called **EVERY** 7-Eleven in the cities of Pleasanton, Dublin, San Ramon, Livermore, Danville, Fremont, Castro Valley and Union City. I made a total of 24 calls. I had 1 no answer and the other 23 stores **ALL sold beer and wine**. I ask the City Planning Commission to consider it highly unlikely that this establishment will continue not to sell alcohol. If a permit to build is given to the owner it is only a matter of time before the liquor license application will appear and the promises forgotten. It seems unreasonable to think that this 7-Eleven would be the only store in the whole Tri-Valley area to not sell alcohol. I ask that the Commission decline this project.

Shweta, please forward a copy of this e-mail to the members of the planning Commission for their consideration.

Respectfully submitted,

Maria Tracy
Homeowner

Pleasanton

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:36 PM
To: Matt and Maria Tracy
Subject: RE: Terry Grayson/Ironhorse development 76 Gas Station

Thank you for your email, Matt and Maria. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Matt and Maria Tracy
Sent: Monday, December 03, 2012 9:32 PM
To: Shweta Bonn
Cc: Justin Kinser; bosuegoFamily; andreamcfarlane743; micasita0203; Caroline Barnes; Caroline Barnes
Subject: Terry Grayson/Ironhorse development 76 Gas Station

To: Shweta Bonn, Associate Planner, City of Pleasanton

Regarding: P12-0556, P12-0557 and P12-1790, Terry Grayson/Ironhorse Development

I am writing in response to the Notice of Public Hearing for development of the property that is commonly known as the 76 Conoco service station at 4191 First Street. I am writing to state that I am strongly against the development, modification and re-zoning of that site to make way for a 7/11 convenience store and gas station. I am a homeowner in the adjacent development at

Our neighborhood property values will be seriously harmed by the addition of a business that is open at all hours of the day and night. That corner is already an attractive nuisance due to the burger shop and Coles Market. We deal with nonstop noise during business hours and trash in the easement space between the station and our houses. To add a 24 hour mini market that will sell alcohol, cigarettes and gas all night is just too much. I suspect that 7/11 is saying they won't sell alcohol but I would bet money that a year from now a liquor license application will show up downtown. We do not want this store next to our homes!

Additionally, a 7/11 mini market is an eyesore to our developing downtown. We do not want or need First street to look like every other strip mall lined avenue in America. Downtown merchants have been working hard to make our downtown an attractive destination to shop and dine. A 7/11 market is a

detriment to that goal. Further, the mini market will likely harm the existing business at Cole's and the other liquor store already on First Street. Why duplicate what already exists further down the street. (And more removed from residential areas)

No where in your notice does the city address the ongoing and as of yet, incomplete, clean up caused by the gas station tanks leaking into the ground surrounding the station. That cleanup is long overdue and also needs to be addressed immediately.

I strongly disagree with the plan to modify the station to accommodate more parking and a 7/11 mini market. I ask that the council vote against such a plan. I plan on attending the meeting on Dec 12th.

Thank you,

Maria and Matt Tracy
Homeowners at

Pleasanton, Ca 94566

-----Original Message-----

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:35 PM
To: Lisa Green
Subject: RE: No 7-11 on 1st St

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Lisa Green
Sent: Monday, December 03, 2012 9:16 PM
To: Shweta Bonn
Subject: No 7-11 on 1st St

We live on _____ and just heard of a new 7-11 possibly being built on 1st. I am inherently against this store being built near my home. We already have an issue with traffic on First st at all hours, and adding this store would make it worse.

I am also against the foot traffic this new store would bring to our neighborhood. We've seen a huge increase in crime in our area over the last two years and this kind of 24 hr store would only add to the growing crime issue we have.

Please, vote against this store being built in our neighborhood and please try to keep some kind of semblance to the "greatest street in Pleasanton." Vote NO on the new 7-11

Lisa Green

Thank you!

Sent From My iPhone

-----Original Message-----

From: Katherine Nissen
Sent: Tuesday, December 04, 2012 2:14 PM
To: Shweta Bonn
Subject: Re: possible 7-11

Thank you.
Katherine

-----Original Message-----

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:35 PM
To: KC Nissen
Subject: RE: possible 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: KC Nissen
Sent: Monday, December 03, 2012 6:29 PM
To: Shweta Bonn
Subject: possible 7-11

Hi there,

My name is Katherine Nissen and I just received notice of the possibility of a 7-11 going up on the corner of Vineyard and First. We live off _____ and oppose this for several reasons.

1. This is already a busy intersection and the traffic, especially coming from Ray, would make getting through this intersection much more difficult.
2. Loitering. In my experience, 7-11 attracts a crowd that tends to loiter. Would love to see a facelift to the Cole Center shopping center and a nicer business, if any, coming to that corner. A flower shoppe, coffee shop, etc...definitely not a 7-11. Cole's Market across the street, already sells convenience items...

Thank you,
Katherine

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:34 PM
To: Dawn Chatham
Subject: RE: Opposition to 7-11 proposal

Thank you for your email, Dawn. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Dawn Chatham
Sent: Monday, December 03, 2012 6:13 PM
To: Shweta Bonn
Subject: Opposition to 7-11 proposal

Hi there,

Thanks so much for your quick response this morning. My neighbors and I greatly appreciate it. As I mentioned over the phone today, I completely oppose the idea of opening a 24 Hour 7-11 on the corner of Vineyard Ave. and First St. My concerns are that there will be an increase of traffic issues (that intersection is already difficult to navigate with the "Pleasanton Plaza" driveway just across the street with no turn lanes; there will be an increase of crime, loitering, noise and littering/defacing of property in the vicinity; there will be a decrease of business/patronage to local markets such as Coles Market, Meadowlark Dairy, and the specialty market located on Spring St.

Please take these concerns into consideration as you make your decision.

best,
Dawn Chatham

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:34 PM
To: Cris Byers
Subject: RE: 7-11 on First St.

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Cris Byers
Sent: Monday, December 03, 2012 5:18 PM
To: Shweta Bonn
Subject: 7-11 on First St.

Dear Ms. Bonn,

I am a concerned neighbor of the proposed location of a 7-11 on the currently occupied Conoco/76 Station land of First & Ray St. Another 7-11 is NOT NEEDED IN PLEASANTON. If you want to have a lucrative business in this corner that would promote a healthier (in the sense of safety, and Pleasanton appeal) type of business, perhaps Starbucks or Pete's Coffee may be better served. With the number of cars that come down First St. from/to Livermore in the morning and evening, this would make for a great location for that type of business without the inherent risk of attracting the wrong crowd (i.e. Robbers, Loiterers). It also would not infringe upon the local businesses already located in the general vicinity of that corner/route.

We must preserve the safety of this community by attracting the right types of businesses that increase our city coffers, and not deplete them by needing additional police protection due to the clientele a business attracts. Not every business venture is the right one for our community which is already threatened every day by individuals that come into our town to perpetrate criminal activity. Having a 7-11 would be like an OPEN INVITATION for such activity. I urge a NO VOTE on this business for this location.

Sincerely,
Cris Byers

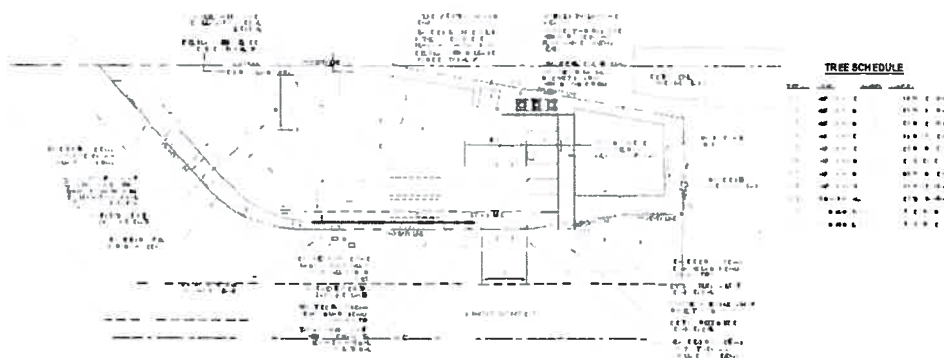
From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:32 PM
To: Bev's Email
Subject: RE: 7-Eleven

Bev,

I do not have all of the plans in electronic format yet, but please find below the site plan for the project. You are welcome to come in to our office to review a paper copy of the plans if you like.

The remainder of the plans (as well as the staff report), will be posted in electronic format on the website noted on the yellow notice card after 5:00 p.m. on Friday.

Shweta.



-----Original Message-----

From: Bev's Email
Sent: Monday, December 03, 2012 12:38 PM
To: Shweta Bonn
Subject: RE: 7-Eleven

Hi,

Thanks for response. I am interested in the plans.

Thank you,
 Bev. Gill

Shweta Bonn wrote:

>Thank you for your email, Bev; a copy will be provided to the Planning Commission for their consideration.

>

>Just to clarify - the convenience market is not in place of the gas station. The 7-Eleven convenience market is proposed on the same property as the 76 Conoco Phillips gas station. The gas station will remain and will be modified (e.g. two fuel dispensers will be removed and two will be added where the existing

sales/restroom building is located, brick is proposed to be added to the canopy columns, etc.). If you are interested, I can show you a copy of the project plans.

>
>

>-----Original Message-----

>From: Bev's Email
>Sent: Saturday, December 01, 2012 6:11 PM
>To: Shweta Bonn
>Subject: Fwd: 7-Eleven

>
>
>

>----- Original Message -----

>Subject: 7-Eleven
>From: Bev's Email
>To: sbenn@cityofpleasanton.gov
>CC:

>
>

>Dear Ms Bonn:

>

>I am writing to you to voice my concerns about the application by Grayson/Ironhouse Development to construct a 24-hour 7-Eleven at 4191 First Street in place of the gas station currently located at that site. There are a number of reasons why I am opposed to the approval of this application:

>

>1) There are plenty of shopping establishments on First Street which are open for many hours each day: Cole's Market, the Shell Gas Station with its mini mart, the First Street Liquor Store, the Cigarette Shop, and finally Raley's and the surrounding shopping center. There is no shortage of shopping opportunities on First Street.

>

>2) People who wish to patronize a 7-Eleven can shop at the one located on Valley Avenue, 5 minutes' driving time from the proposed site of this additional 7- Eleven.

>

>3) Vineyard Avenue is a residential area. It is heavily traveled. Having a 24-hour convenience store located at Vineyard Avenue and First Street will likely result in even more traffic flow, including late at night, a time when residents want quiet neighborhood conditions.

>

>4) Of great concern is the potential for a 24-hour 7-Eleven generating a milieu of loitering. Individuals who have nothing better to do may use the location as a hangout.

>

>5) My observation of 24-hour convenience store locations is that they are often full of litter and that the nearby streets are littered by junk food wrappers and drink containers, presumably from items purchased at the 7-Elevens. Do we really want to encourage this type of environment in own town?

>

>6) It is a well-known fact that 24-hour convenience stores and gas stations are often targets of crimes, such as graffiti, shoplifting, and even burglary.

>

>The residents of Pleasanton don't need a 24-hour convenience store on First Street! There are plenty of existing stores along the street, which are open many hours each day. We don't need to invite additional traffic in the area, especially at "odd" hours of the night. We do not want to encourage loitering, nor do we want the increased littering of our streets. Finally, convenience stores and the crimes associated with them are unwelcomed in Pleasanton.

>

>Please deny the application for this 7-Eleven store! Keep Pleasanton pleasant!

>

>Thank you!

>

>Bev. Gill,

>39-year resident of Pleasanton and retired PUSD teacher Sent from my NOOK

>

-----Original Message-----

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:28 PM
To: Laura
Subject: RE: 7-12

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Laura
Sent: Monday, December 03, 2012 4:07 PM
To: Shweta Bonn
Subject: 7-12

My name is Laura Constantine and I live off of _____ and I am hearing about a 7-11 going in near my home. I am very much opposed to this. I want to support the current business' like Cole's and the Diary. I am also concerned about the crime rate.

Thank you very much,

Laura

Sent from my iPhone

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:28 PM
To: Brian Crosby
Subject: RE: 7-11 @ First St and Vineyard Ave.

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Brian Crosby
Sent: Monday, December 03, 2012 3:51 PM
To: Shweta Bonn
Subject: 7-11 @ First St and Vineyard Ave.

Hello,

I received an email earlier today informing me that the city may possibly permit a 7-11 be built on the corner of Vineyard and First St, I believe this would be a bad decision for my neighborhood for a number of reasons.

The First and Vineyard intersection is already a major bottle neck for traffic, both commuters from Pleasanton and Livermore come through there from the surrounding neighborhoods and Stanley blvd. With the two current gas stations and the shopping center that are currently occupying the corners, there are a lot of cars entering and exiting the parking lots, along with the merge onto First street from Stanley. The intersection is already a very dangerous place. Adding a convenient store right on the corner that will likely bring a lot more foot and bike traffic will eventually become deadly.

Coles Market is already across the street for people that are looking for a convenient store, seems like a bit much to have another one so close. If a 7-11 is built, with the 7-11 or the Coles will go out of business, leave one of the buildings empty and giving the neighborhood/city look less appealing.

I also believe that a 7-11 type store being open 24-7 can often bring a lot of crime and loitering that will have a negative impact on my neighborhood. I ask the city to deny the building of a convent store at this location.

Thank You

Brian Crosby

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:26 PM
To: Lynn Dimas
Subject: RE: proposed 7-11 Vineyard and first Street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Lynn Dimas
Sent: Monday, December 03, 2012 3:31 PM
To: Shweta Bonn
Subject: proposed 7-11 Vineyard and first Street

My husband and I reside on

We are very much opposed to the idea of a 7-11 convenience store being at the corner. This would be a detriment to the neighborhood due to a potential increase in crime, increase in traffic and loitering and increased noise. I truly believe that downtown charming Pleasanton is NOT the place for a 7-11.

Lynn and Ed Dimas

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:25 PM
To: Carolyn Crosby
Subject: RE: Possible 7-11 on First and Vineyard

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Carolyn Crosby
Sent: Monday, December 03, 2012 3:04 PM
To: Shweta Bonn
Subject: Possible 7-11 on First and Vineyard

Hello,

I wanted to share my concerns for the construction of a 24 hour 7-11 at the aforementioned location. We are beyond the 1000 ft radius that this store would be located, but are located directly behind Valley View Elementary school.

My primary concern would be that this type of store would take away business from smaller stores such as Meadowlark Dairy or Cole's Market. However, I also feel that, as the saying goes, "nothing good happens after midnight". That said, there are plenty of options available in the event that one needs milk at 1am. As a mother to two young children, I certainly know!

Thank you for your time,
Carolyn Crosby

-----Original Message-----

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:24 PM
To: Brandi Collins
Subject: RE: 711 to go on first and vineyard

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Brandi Collins
Sent: Monday, December 03, 2012 2:34 PM
To: Shweta Bonn
Subject: 711 to go on first and vineyard

to whom it may concern,

I have many concerns regarding adding a 711 to our neighborhood.

- *they would offer a significant challenge to our dairy and khols market.
- *it would encourage loitering and mischief as a place to go and hang out.

- *encourages an excess of traffic that is not going to provide more income for our local business. but rather more dangers as non residents who dont care about the neighbors via loud radios or ignore our slow children playing signs.

- *alcohol consumption is a fear even if not selling there as a resident of _____, I have seen peope drink in their cars before going to the bars, I am certain they will feel more free to do so in a parking lot.

Our neighborhood is not a 24 neighborhood. its safe to walk your dog at night. to walk /bicycle without major concerns of traffic and strangers sitting in they car watching you as they walk by.

Please preserve the community by rejecting this 711 and any other corporate business that wants to be open 24 hours a day.

As my mother used to say; Not all money is good money" and personally I cant see bringing in a franchise that could potentially put local long standing businesses into chapter 11 and threaten the saftety and familiarity of our neighborhood as good money. Can you?

Regards
Brandi Collins
resident of _____ for 9 years.

-----Original Message-----

From: Shweta Bonn
Sent: Tuesday, December 04, 2012 1:26 PM
To: Tracy Dunne
Subject: RE: 7-Eleven Opposition Memo

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Tracy Dunne
Sent: Monday, December 03, 2012 3:40 PM
To: Shweta Bonn
Cc: Tracy Dunne
Subject: 7-Eleven Opposition Memo

Ms. Bonn,

Please find the attached memo of opposition to the proposed 7-Eleven at First and Vineyard.

Thank you and do not hesitate to contact me if you have any questions.

Tracy Dunne

TO: Shweta Bonn
Associate Planner, City of Pleasanton

FROM: Tracy Dunne
Resident, City of Pleasanton

RE: P12-0556, P12-0557, and P12-1790, Terry Grayson/Ironhorse
Development (24-hour 7-Eleven and 4191 First Street)

DATE: December 3, 2012

I write in strong opposition to the application for a 24-hour 7-Eleven, proposed to be located at First and Vineyard Streets.

As a resident who lives in the neighborhood, I believe that a 24-hour convenience store will have a deleterious impact not only on the immediate neighborhoods, but also on the whole of the downtown Pleasanton area, especially if alcohol will be sold.

Pleasanton's leaders have worked hard over the years to maintain its personality, particularly in the downtown area. While the local downtown hospitality ordinance recognizes that certain businesses should benefit from remaining open later into the evening, I disagree that this should extend to retail operations in the downtown, mixed-use neighborhoods.

The City has carefully identified where 24-hour retail is appropriate; for example, the location of the two Safeways in town are both contained within shopping centers with appropriate traffic flow and security. With these, one might believe Pleasanton residents are sufficiently covered for any 24-need that might arise.

Should alcohol ever be sold, and its availability extend beyond what is currently allowed at Cole's, Express Liquors, and Arco AM/PM, this would create an embarrassment of riches for drinkers; And if alcohol is permitted at the 7-Eleven, I would question the need for one more liquor store in such a small geographic area.

I wonder if the developer has been asked to justify the need for such an establishment other than making for a successful business. If business is the only justification, what about the impact on locally-owned, non-franchised businesses such as Cole's and Meadlowlark Dairy?

A quick Internet search demonstrates that the siting of 7-Eleven stores is often contentious with neighbors. One would think that the developers proposing this Pleasanton 7-Eleven would care enough about its potential new neighbors that some, even modest, outreach would have occurred prior to bringing the matter to the Planning Commission. Given that no effort has been made, it is easy to question how much

concern will exist if the 7-Eleven exists and neighborhood problems arise. Better to avoid the creation of problems than attempt to fix them after the fact, particularly with a developer with no demonstrated concern.

Finally, violent crime appears to be on the rise in Pleasanton. I ask that the City recognize what attracts new crime and how to avoid it. As I understand it, 24-hour convenience stores, with their assumed large amounts of cash, attract robberies, even more than the ones that have already occurred at gas stations in Pleasanton. Why would Pleasanton want to change the relatively low crime rates we enjoy by allowing for businesses that are known to generate increased crime?

I do not believe that downtown Pleasanton residents' lives would be enhanced by the convenience that a 7-Eleven franchise purports to offer.

From: Shweta Bonn
Sent: Wednesday, December 05, 2012 1:02 PM
To: Valentini, John
Subject: RE: Stupidity and Art of Poor Planning

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Valentini, John
Sent: Wednesday, December 05, 2012 9:42 AM
To: Shweta Bonn
Cc: Tracy Quijada
Subject: Stupidity and Art of Poor Planning

Shweta Bonn

How are you doing?

I am sure you have received lots of email on this subject. Just venting my thoughts on the subject line; no offensive given.

Please add mine to the growing stack of outraged Pleasanton residents.

Have a good day.

John Valentini

December 5, 2012

Janice Stern, Planning Manager
City of Pleasanton,
200 Old Bernal Avenue

Re: Grayson Proposal at First St and Vineyard

I am resident at Walnut Drive, Pleasanton, CA 94566

I am concerned with the proposal to add a 24Hr. 7-eleven that is located close to residential neighborhoods which are adequately served by Coles, Meadowlark, and Express Liquor. I am sure you have received plenty of email detailing the increase in crime and the expected loitering and drug exchanges that will come as a result of this project. I want to add my dissenting voice to all the others.

I expect to be in attendance on Dec 12 to speak out against this proposal.

Regards



John Valentini

ARTHUR ROMERO
CERTIFIED PUBLIC ACCOUNTANT

MEMBER OF AMERICAN INSTITUTE OF
CERTIFIED PUBLIC ACCOUNTANTS
CALIFORNIA SOCIETY OF CERTIFIED
PUBLIC ACCOUNTANTS

December 3, 2012

RECEIVED

DEC - 6 2012

CITY OF PLEASANTON
PLANNING DIVISION

Janice Stern, Planning Manager
Planning Division
City of Pleasanton
200 Old Bernal Ave
Pleasanton CA 94566

Grayson Proposal for First St and Vineyard Ave

I am a resident of 1 Walnut Drive, Pleasanton CA 94566.

Recently, a flyer came in the mail from your office regarding a proposal by a Mr Grayson to build (apply for a permit) a 7/11 convenience store at the corner of First Street and Vineyard Ave.

The first thing that came to my mind when I read your flyer was the sight of **loitering by young men** in front of this 7/11 store.

This project should be rejected outright for the following reasons:

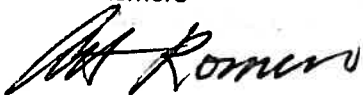
- Loitering.
- Increase in crime.
- Another opportunity to sell liquor to under-aged minors.

There are many other reasons too numerous to list. This project if allowed to go through would be a complete and utter mistake by this City.

The last thing the City of Pleasanton needs is another **24 hour convenience store** especially one located so near residential neighborhoods.

If you have any questions about these reservations please do not hesitate call me at 408-

Sincerely,
Art Romero



From: Shweta Bonn
Sent: Friday, December 07, 2012 1:04 PM
To: Stephanie Ferreira
Subject: RE: Proposed 7-Eleven

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Stephanie Ferreira
Sent: Friday, December 07, 2012 11:40 AM
To: Shweta Bonn
Subject: Proposed 7-Eleven

Hello,

I am one of the original owners at Townsquare of Pleasanton. The property line runs next to the 76 gas station where it is proposed to build a 7-Eleven. This is absolutely unacceptable. First of all it is well known that the "element" west of First Street on vineyard has continued to deteriorate over the past few years. There is known gang activity, drug activity and police involvement on a daily basis. It is no longer to safely walk on Ray Street in the evening. The types of people that "hang out" in the Coles parking lot already are frightening. Again, the police department is already called there frequently. Why in the world would the city consider allowing a 7-Eleven to open in an area of the city that is already crime ridden? I think Pleasanton residents have a false sense of security. Pleasanton is NOT the sleepy little town of yester year. Its time the city managers get their head out of the sand and refuse to allow another convenience store in our city. It simply does not make sense.

Stephanie Ferreira, RN BSN - Office Manager, Pleasanton
Pleasanton, CA 94588

From: Shweta Bonn
Sent: Friday, December 07, 2012 1:04 PM
To: Tom Fields
Subject: RE: 7/11 12-12-12

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Tom Fields
Sent: Friday, December 07, 2012 12:48 PM
To: Shweta Bonn
Subject: 7/11 12-12-12

Shweta Bonn,

City planners made a mistake many years ago. Why is this the only piece of property on the east side of First St zoned (C-S)? Now is the time to correct the mistake and zone the property the same as the adjoining properties. The City should buy this property, at the same price that 7/11 is paying, and rezone it properly. Remove the existing improvements and rezone now.

Sincerely,

Tom Fields



March 29, 2012

Mr. Terry Grayson
IronHorse Development
PO Box 7022
Folsom CA 95763

Subject: **Arborist Report**
4191 First St., Pleasanton

Dear Mr. Grayson:

IronHorse Development is planning to redevelop the 4191 First St. property, in Pleasanton CA. Currently, the site contains a gas station, with a small kiosk building, fuel dispenser islands, and a storage shed in the northwest corner. The City of Pleasanton requires an **Arborist Report** be prepared as part of the project submittals. HortScience, Inc. was asked to visit the site, inspect the trees, and assess the potential impacts of the proposed construction. This letter responds to that request.

Description of Trees

I visited the site on March 14, 2012. Eleven (11) trees were assessed on the site. Descriptions of trees are provided in the ***Tree Assessment Form*** and locations are shown on the ***Tree Assessment Map*** (see attachments)

The site was a gas station on the corners of First and Ray Streets. Trees were concentrated in perimeter landscape beds, with Calif. sycamore dominating the Ray St. and First St. frontages. One (1) tree was planted at the north end of the site and the remaining three (3) along the western property line.

Following are brief descriptions of the trees:

- Trees #101 - 108 were California sycamores (*Platanus racemosa*) planted in small to medium sized landscape beds around the perimeter. This is an unusual species to find growing in a gas station landscape. The trees were in fair (5 trees) to good condition (3 trees). All had twig dieback associated with the fungal disease anthracnose. Anthracnose is caused by several fungal pathogens (*Apiognomonium sp.*), affecting developing shoots and expanding leaves. Roots from seven (7) of the Calif. sycamores had displaced the surrounding asphalt from 1-3" (Photo 1, following page).
- Mexican fan palm (*Washingtonia robusta*) #109 was located along the western property boundary. The tree was in good health with good structure.
- Trees #110 and 111 were purple-leaf plums. These too had been planted in the landscape bed along the western property boundary. Purple-leaf plum #110 was in poor condition. The tree had failed at the base and was leaning against the retaining wall to the west. Purple-leaf plum #111 was also in poor condition, with extensive twig and branch dieback.

Photo 1: California sycamore #101 was growing in a small landscape bed on the south edge of the site, along Ray Street. The tree was in good condition, with anthracnose related twig dieback typical for the species.

Inset shows the base of the tree. Root pruning had occurred on the south side for a new sidewalk (red arrow) and roots were causing minor displacement of the asphalt (yellow arrow).



Five (5) of the trees assessed at 4191 First St. met the City of Pleasanton criteria for a Heritage tree, per City of Pleasanton Tree Preservation Ordinance, Chapter 17.16 (18" in diameter and larger, or 35' in height or greater). These included four (4) of the California sycamores (#101 and 106-108) and Mexican fan palm #109.

Evaluation of Impacts

Appropriate tree retention develops a practical match between the location and intensity of construction activities and the quality and health of trees. The **Tree Assessment** was the reference point for tree condition and quality. Potential impacts from construction were evaluated using the Conceptual Site Plan prepared by TAIT (dated February 2012). Building, driveway, underground fuel tanks, fuel islands and parking stall footprints were shown on the plan but accurate trunk locations, grading, drainage and utility information were not included.

The plan proposed the following improvements:

- The existing kiosk and driveway on First St. will be demolished.
- A new building is proposed at the north end of the site.
- Install new fuel dispenser islands and relocated others.
- Install two new underground fuel storage tanks.
- Construct a new driveway on First Street.
- A new trash enclosure and mechanical equipment will be constructed along the western boundary.
- New parking stalls will be installed across the site.
- Expand existing landscape beds along Ray St. and install new landscape beds on First Street.

Impacts from the proposed changes were estimated for each tree. Even without accurate trunk locations, it is clear where trees are located relative to the improvements, with the exception of Mexican fan palm #109. Recommendations for tree #109 must be considered preliminary until the trunk is located and plotted on the plans. Once the trunk is shown on the plans and plans forwarded to the Consulting Arborist, a final assessment of impacts can be made.

Based on my assessment of the plans, I recommend removal for four (4) trees, including one (1) impacted by the new driveway (#106), one (1) impacted by the new building and pedestrian path (#107), and two (2) due to poor health (#110 and 111). Two of the trees recommended for removal met the City's criteria for Heritage tree status (#106 and 107).

I recommend preservation for the remaining seven (7) trees, provided recommendations included in the **Tree Preservation Guidelines** (page 5) can be followed. Recommended actions for each tree are provided in Table 1.

Preserved trees may require some amount of root and/or crown pruning once the existing concrete is removed and to provide construction clearance. Pruning recommendations are provided in the **Tree Preservation Guidelines**.

**Table 1. Recommendations for Action
 4191 First St., Pleasanton CA**

Tree No.	Common Name	Trunk Diameter	Heritage?	Recommendation for Action
101	Calif. sycamore	17	Yes	Preserve , curb and asphalt demo and landscape expansion
102	Calif. sycamore	15	No	Preserve , curb and asphalt demo and landscape expansion
103	Calif. sycamore	12	No	Preserve , curb and asphalt demo and landscape expansion
104	Calif. sycamore	14	No	Preserve , curb and asphalt demo and landscape expansion
105	Calif. sycamore	15	No	Preserve , curb and asphalt demo and landscape expansion
106	Calif. sycamore	19	Yes	Remove, impacted by new driveway and storage tanks
107	Calif. sycamore	23	Yes	Remove, impacted by new building, path & landscape improvements
108	Calif. sycamore	21	Yes	Preserve , outside impacts
109	Mexican fan palm	19	Yes	Preserve , outside impacts
110	Purple-leaf plum	6	No	Remove, failed at base
111	Purple-leaf plum	6,5	No	Remove, declining health

Appraisal of value

As part of their development application requirements, the City of Pleasanton requires the value of all the trees be established. In appraising the value of the two trees, I employed the standard methods found in **Guide for Plant Appraisal**, 9th edition (published in 2000 by the International Society of Arboriculture, Savoy IL). In addition, I referred to **Species Classification and Group Assignment** (2004), a publication of the Western Chapter of the International Society of Arboriculture. These two documents outline the methods employed in tree appraisal.

The value of landscape trees is based upon four factors: size, species, condition and location. Size is measured as trunk diameter, normally 54" above grade. The species factor considers the adaptability and appropriateness of the plant in the East Bay area. The **Species Classification and Group Assignment** lists recommended species ratings. Condition reflects the health and structural integrity of the individual tree and reflects the condition as documented during my June site visit. The location factor considers the site, placement and contribution of the tree in its surrounding landscape. In this case, the trees are growing in a desirable residential area of downtown Pleasanton.

Based upon the factors listed above, I appraised the value of the seven (7) trees recommended for preservation at \$ 13,000 (Table 2), and the value of the four (4) trees recommended for removal at \$7,200 (Table 3).

**Table 2: Appraised value of trees to be preserved
4191 First St., Pleasanton**

Tree No.	Species	Trunk diameter (in.)	Appraised value (\$)
101	Calif. sycamore	17	2,750
102	Calif. sycamore	15	1,550
103	Calif. sycamore	12	1,000
104	Calif. sycamore	14	1,350
105	Calif. sycamore	15	1,550
108	Calif. sycamore	21	4,150
109	Mexican fan palm	19	650
Total			\$13,000

**Table 3: Appraised value of trees to be removed
4191 First St., Pleasanton**

Tree No.	Species	Trunk diameter (in.)	Appraised value (\$)
106	Calif. sycamore	19	3,400
107	Calif. sycamore	23	3,550
110	Purple-leaf plum	6	50
111	Purple-leaf plum	6,5	200
Total			\$7,200

Tree Preservation Guidelines

The goal of tree preservation is not merely tree survival during development but maintenance of tree health and beauty for many years. Trees retained at 4191 First St. that are either subject to extensive injury during construction or are inadequately maintained become a liability rather than an asset. The response of individual trees will depend on the amount of excavation and grading and the construction methods.

The following recommendations will help reduce impacts to trees from development and maintain and improve their health and vitality through the clearing, grading and construction phases.

Design recommendations

1. Any changes to the plans affecting the trees shall be reviewed by the Consulting Arborist with regard to tree impacts. These include, but are not limited to, demolition plans, site plans, improvement plans, utility and drainage plans, grading plans, and landscape and irrigation plans.
2. Have the vertical and horizontal locations of tree #109 identified for preservation established and plotted on all plans.
3. A **TREE PROTECTION ZONE** shall be established around each tree to be preserved. No grading, excavation, construction or storage of materials shall occur within that zone. The following table defines the **TREE PROTECTION ZONES (TPZ)** for each tree identified for preservation:

Specific Tree Protection Zones

Tag No.	Species	Diameter	TPZ
101	Calif. sycamore	17	5' N., 3' W., DL in all other directions.
102	Calif. sycamore	15	5' N., DL in all other directions.
103	Calif. sycamore	12	3' N., DL in all other directions.
104	Calif. sycamore	14	5' NW., DL in all other directions.
105	Calif. sycamore	15	5' NW., DL in all other directions.
108	Calif. sycamore	21	Ex. Curb E., DL in all other directions.
109	Mexican fan palm	19	Ex. Curb E., DL in all other directions.
111	Purple-leaf plum	6,5	Ex. Curb E., DL in all other directions.

4. **Tree Preservation Notes**, prepared by the Consulting Arborist, should be included on all plans.
5. Any herbicides placed under paving materials must be safe for use around trees and labeled for that use.
6. Irrigation systems must be designed so that trenching will not occur within the **TREE PROTECTION ZONE**. Design irrigation to be placed as far from trees as possible, ideally immediately behind the new curbs defining the planter areas.

Pre-construction treatments and recommendations

1. Tree Protection Fencing should be established following demolition of the existing curb and asphalt north and northwest of trees #101-105 and south of tree #108. Once existing curb and asphalt has been removed, Tree Protection Fencing shall be established at the limit of the TPZ.
2. To protect tree trunks from incidental damage during demolition of the asphalt and curb north and northwest of trees #101-105 and south of tree #108, wrap tree trunks to a height of 8' with straw wattle and orange snow fencing to provide a visual cue and protection from incidental contact.
3. Fence all trees to be preserved to completely enclose the **TREE PROTECTION ZONE** prior to grading. Fences shall be 6 ft. chain link or equivalent as approved by the City. Fences are to remain until all grading, construction, utility installation and landscaping is completed.
4. Prune the trees to provide demolition and construction clearances. Pruning should focus on clearance and avoid removal of live material. All pruning shall be completed by a Certified Arborist or Tree Worker and adhere to the latest edition of the ANSI Z133 and A300 standards as well as the *Best Management Practices – Tree Pruning* published by the International Society of Arboriculture.

Recommendations for tree protection during construction

1. Demolition of the existing curb and asphalt north and northwest of trees #101-105 and south of tree #108 will require careful and considered approach to minimize damage to trees identified for preservation. Equipment shall operate from on the asphalt, working slowly to pull concrete and asphalt away from the trees. Once the concrete and asphalt have been removed, the Tree Protection Fencing shall be established at the limit of the TPZ.
2. No grading, construction, demolition or other work shall occur within the **TREE PROTECTION ZONE**. Any modifications must be approved and monitored by the Consulting Arborist.
3. Trees #101-105 and 108 are expected to require some amount of root pruning following the removal of the existing curb and asphalt. Any root pruning required for construction purposes shall receive the prior approval of, and be supervised by, the Consulting Arborist.
4. If injury should occur to any tree during construction, it should be evaluated as soon as possible by the Consulting Arborist so that appropriate treatments can be applied.
5. No excess soil, chemicals, debris, equipment or other materials shall be dumped or stored within the **TREE PROTECTION ZONE**.
6. Any additional tree pruning needed for clearance during construction must be performed by a Certified Arborist and not by construction personnel.

If you have any questions regarding my observations or recommendations, please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "John Leffingwell". The signature is written in a cursive style with a large, stylized 'J' and 'L'.

John Leffingwell
Board Certified Master Arborist #WE 3966B
Registered Consulting Arborist #442

Attached: ***Tree Assessment Form***
Tree Assessment Map

Tree Assessment

4191 First St.
Pleasanton, California
March 2012



HORT SCIENCE

TREE No.	SPECIES	SIZE DIAMETER (in inches)	HERITAGE?	CONDITION 1=POOR 5=EXCELLENT	SUITABILITY FOR PRESERVATION	COMMENTS
101	Calif. sycamore	17	Yes	4	Moderate	Good form and structure; anthracnose; root pruned S. for sidewalk; in small island & displacing asphalt 2".
102	Calif. sycamore	15	No	3	Moderate	Lost top; anthracnose; in small island & displacing asphalt 1".
103	Calif. sycamore	12	No	3	Moderate	Lost top; anthracnose; in small island & displacing asphalt 2".
104	Calif. sycamore	14	No	3	Moderate	Lost top; anthracnose; in small island & displacing asphalt 2".
105	Calif. sycamore	15	No	3	Moderate	Leans NE.; lateral W.; anthracnose; in small island.
106	Calif. sycamore	19	Yes	4	Good	Good form and structure; anthracnose; in medium island & displacing asphalt 2-3".
107	Calif. sycamore	23	Yes	3	Moderate	Codominant trunks at 20'; girdling rope on eastern stem @ 20'; anthracnose; in medium island & displacing asphalt 2-3".
108	Calif. sycamore	21	Yes	4	Moderate	Good form and structure; large surface roots; anthracnose; in small island & displacing asphalt 2-3".
109	Mexican fan palm	19	Yes	5	Good	Good form and structure; 20' of brown trunk; pilloving over curb.
110	Purple-leaf plum	6	No	1	Poor	Failed at base and hanging over retaining wall.
111	Purple-leaf plum	6.5	No	2	Poor	Codominant trunks at 3'; extensive dieback.

EXHIBIT D**Hopyard Road 7-Eleven**

Call type	2007	2008	2009	2010
Petty Theft	4	4	6	3
Battery				2
Vandalism				1
Burglary				1
Narcotic Violation				1
Pedestrian stop	6	8	18	8
Bicycle Stop		1		
Welfare check	1	1	2	
Business check	2	2	8	2
Suspicious person	3		1	2
Intoxicated person	1			
Hit and run	1			1
Mental Commitment				1
Tobacco/Alcohol violation			1	
Trespassing			1	
Disturbance	1	3	2	1
911 call	2	2		1
Special Enforcement			1	
Fire call	1		1	
Citizen assist	1			1
Bike Stop	1			
Juvenile Problem	1	2	9	3
Suspicious vehicle	2	1		
Hail by Citizen	1	2	1	2
Penal Code Violation	1	1		
Citation sign off	1	1		
Traffic Collision		1		
Suspicious Circumstance		1	1	4
Occupied Vehicle		3	4	5
Found/Lost Property		2		1
Graffiti		1	2	
211 Alarm		1		1
Follow up investigation				2
Misc Incident				1
Vehicle Code Violation				1
Total	30	37	58	45

Valley Avenue 7-Eleven

Call type	2007	2008	2009	2010
Petty Theft			1	4
Battery	1	1	1	
Vandalism		3		
Graffiti			2	
Burglary				
Robbery			1	
Narcotic Violation		1		1
Pedestrian stop	2	1	4	2
Bicycle Stop	2			
Welfare check				
Business check	2	1	2	
Suspicious person	1	1	1	2
Suspicious Circumstance		1		
Intoxicated person	1			
Suspicious vehicle				
Hit and run				
Mental Commitment				
Tobacco/Alcohol violation				
Trespassing				
Disturbance				3
911 call	6	2	2	4
Special Enforcement				
Fire call				
Citizen assist				
Bike Stop				
Juvenile Problem	1		1	
Hail by Citizen	1			
Penal Code Violation				
Citation sign off				
Traffic Collision				
Occupied Vehicle	1			
Found/Lost Property	1			2
Silent Panic Alarm		1	3	
Follow up investigation			1	
Misc incident				
Vehicle Code Violation				
Illegal Parking		1		
Stalled Vehicle			1	
Vehicle Repossession			1	
Animal Service Call				2
Medical Assist				1
Total	19	13	21	21

Count of Incident Number	7-11 3760 HOPYARD RD, PLS	7-11 4307 VALLEY AV, PLS	Grand Total
Row Labels			
2011	83	9	92
20002 VC- HIT AND RUN	1		1
242 PC- BATTERY	1		1
415 PC- DISTURBANCE	2	2	4
484 PC- PETTY THEFT	4		4
647(F) PC- DRUNK/DRUGS	1		1
911 CALL		1	1
BIKE STOP	2		2
FIELD INTERVIEW	3		3
FOLLOW-UP	1		1
GRAFFITI	2	1	3
H&S (Drug Related)	4		4
INCIDENT	9	2	11
JUVENILE PROBLEM	7	1	8
MEDICAL ASSISTANCE	1		1
PATROL CHECK	3		3
PEDEDSTRIAN STOP	16		16
SUSPICIOUS PERSON	2		2
SUSPICIOUS VEH.	22	1	23
TRAFFIC COLLISION	1	1	2
WARRANT - SUBPOENA SERVICE	1		1
2012	43	12	55
415 PC- DISTURBANCE		1	1
470 PC- FORGERY		1	1
484 PC- PETTY THEFT		1	1
911 CALL		1	1
BIKE STOP	1		1
FIELD INTERVIEW	1		1
FOLLOW-UP		1	1
H&S (Drug Related)	2		2
INCIDENT	7	4	11
JUVENILE PROBLEM	2		2
LOST PROPERTY		1	1
MEDICAL ASSISTANCE	1		1
PATROL CHECK	2	1	3
PEDESTRIAN STOP	14		14
SUSPICIOUS PERSON	3	1	4
SUSPICIOUS VEH.	10		10
Grand Total	126	21	147

	JAN 1 - DEC 12 2011			JAN 1 - DEC 5 2012		
CALL TYPE	76 GAS STATION, 4191 FIRST ST	COLE'S MARKET, 4277 FIRST ST	SHELL GAS STATION, 4212 FIRST ST	76 GAS STATION, 4191 FIRST ST	COLE'S MARKET, 4277 FIRST ST	SHELL GAS STATION, 4212 FIRST ST
211 PC- ROBBERY	1				2	
23152 VC- DUI						
242 PC- BATTERY		1				
415 PC- DISTURBANCE		4				
459 PC- BURGLARY					1	
470 PC- FORGERY					1	
484 PC- PETTY THEFT		2		1	2	
487 PC- GRAND THEFT	1					
602(L) PC- TRESPASSING		1				
647(F) PC- DRUNK/DRUGS		1				
911 CALL					1	
ALARM		2				2
BIKE STOP		2				
FIELD INTERVIEW CONTACT		1	1			
FOLLOW-UP					1	
HEALTH & SAFETY VIOLATION					1	
ILLEGAL PARKING		1				
INCIDENT	1	2	2	2	4	3
IN-CUSTODY					1	
PATROL CHECK		2	1			
PEDESTRIAN STOP	1	7		2	2	
PMC VIOLATION					1	1
SUSPICIOUS PERSON			1		1	
SUSPICIOUS VEHICLE		6		1	1	
TRAFFIC COLLISION					2	
VEHICLE CODE VIOLATION		1			1	
TOTAL	4	33	5	6	22	6

**Comments received after publication
of staff report (after 1:05 p.m. on
Friday, December 7, 2012).**

**and distributed at the
December 12, 2012 Meeting**

From: Shweta Bonn
Sent: Tuesday, December 11, 2012 7:49 AM
To: Elizabeth Wolfenberger
Subject: RE: 7-Eleven

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.
Please also note the following information:

- **December 12 Meeting Agenda:** below is a link to the meeting agenda for your reference (the staff report and associated attachments can be downloaded from the links within the agenda; comments received after 1:05 p.m. on Friday, December 7 will be forwarded separately to the Planning Commission) – <http://www.cityofpleasantonca.gov/pdf/Agenda-12-12-2012.pdf>; and

- **Public Hearing Procedure:** the public hearing procedure copied from the meeting agenda (with additional notes in red text) –

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From: Elizabeth Wolfenberger
Sent: Monday, December 10, 2012 7:13 PM

To: Shweta Bonn
Subject: 7-Eleven

Please read attachment with my concerns about proposed project.

Thank you,

Elizabeth Wolfenberger

Text of attachment:

Shweta Bonn,

I am very concerned about the 7-Eleven store proposed for First St. A 24 hour store is definitely not a good fit for our residential area on First St. or any of the neighboring residential areas. The intersection at this proposed store is already extremely busy and driveways are dangerous for pedestrians. There are many children that walk by this station on their way to school and have to dodge cars going in and out of the driveways. It is not safe for them now and will be even worse with a 24 hour store and more gas pumps. The residents of First St. already have to contend with thousands and thousands of cars every day, we do not need any additional traffic that this store will bring. The noise from this store will be another adverse condition for residents. They will hear car doors slamming, cars starting and revving their engines and people talking all night long. Our neighborhood will also have a lot of litter coming from this store. First St. residents already have too many traffic, safety, noise and litter problems, and now we will have them 24 hours a day. Isn't this asking a lot of the [REDACTED] residents? If this store is approved it will be detrimental to our quality of life. Please keep our neighbor safe and deny this project.

Thank You,

Elizabeth Wolfenberger

From: Shweta Bonn
Sent: Tuesday, December 11, 2012 7:56 AM
To: Brandi Blotz
Subject: RE: 7-Eleven Concerns

Please note that the gas station would remain on the site. The convenience market is proposed in the northern area of the property.

From: Shweta Bonn
Sent: Tuesday, December 11, 2012 7:49 AM
To: Brandi Blotz
Subject: RE: 7-Eleven Concerns

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-----Original Message-----

From: Brandi Blotz

Sent: Monday, December 10, 2012 6:46 PM

To: Shweta Bonn

Subject: 7-Eleven Concerns

Hi Shweta,

I am a 28 year, 3rd generation resident of Pleasanton and would like to voice my concerns regarding plans to demolish the 76 station on First St. and build a 7-Eleven.

We have enough traffic congestion on First St. and surrounding neighborhoods with commuter drivers. I believe a 24-hour store would increase traffic congestion not only during rush hour, but at all hours.

I am also a loyal customer to Express Liquors and Coles Market on First St. and would hate to see these small businesses overshadowed, possibly even forced to close, because of the chain competition.

Please take these, and the concerns of my fellow-residents, seriously before solidifying these plans.

Thank you for your time and consideration.

Brandi Blotz

From: Shweta Bonn
Sent: Monday, December 10, 2012 4:04 PM
To: Robert JOHN Kimber
Cc: Kathy Le Coles Market
Subject: RE: P12-0556, 4191 First Street Planning Commission Meeting Dec 12-Conoco 7-11 application

Thank you for your email, John. I spoke to the appropriate person in our office last week about the link on the notice – I apologize for any confusion.
Please find attached an email I sent to others from which I received email correspondence.

From: Robert JOHN Kimber
Sent: Monday, December 10, 2012 3:59 PM
To: Shweta Bonn
Cc: Kathy Le Coles Market
Subject: P12-0556, 4191 First Street Planning Commission Meeting Dec 12-Conoco 7-11 application

Hello Ms. Bonn:

As I mentioned when we met the other day, and you were very helpful in giving me basic information, we are against the project and will speak against it at the meeting on the 12th.

We are very pleased that the staff is recommending denial and hope that the Commission will agree.

I found the staff report very detailed and informative. Thank you.

In the meantime I may research some other items to encourage denial when I speak to the commission on Wednesday.

Also, I did want to bring to your attention that in the announcement of the hearing, the web link to the agenda **was not able to be accessed via either safari or firefox. As indicated on the announcement, the link was**
<http://www.cityofpleasantonca.us/pdf/Agenda-12-12-2012>.

Fortunately there was a helpful lady at the city who guided me through a different link and I was able to download the agenda. Apparently following "...ca" there should have been a **.gov (not .us)**. I wanted to let you know in advance in case someone might question the noticing of the meeting. I am not an expert in these matters but I do know sometimes small items create problems and wanted you to be prepared just in case.

Best regards and I will see you on Wednesday

John Kimber
Property Manager, Pleasant Plaza Shopping Center

From: Shweta Bonn
Sent: Monday, December 10, 2012 3:13 PM
To: Russell Davis (rusdavis)
Subject: RE: Information re: Dec. 12, 2012 Planning Commission Mtg.

Russ,

No, construction on the site has not been approved. I have asked the applicant what the trailer and other equipment on the site is for – he has indicated that it is a temporary mobile remediation system.

Shweta.

From: Russell Davis (rusdavis)
Sent: Monday, December 10, 2012 2:55 PM
To: Shweta Bonn
Subject: RE: Information re: Dec. 12, 2012 Planning Commission Mtg.

Shweta,

Are you aware that the 76 Station has a construction trailer in premise already ? Does this mean that the construction is a far gone conclusion and that the planners of Pleasanton are simply entertaining the community and have already approved the construction ?

Russ Davis

From: Shweta Bonn
Sent: Monday, December 10, 2012 2:31 PM
To: Shweta Bonn
Subject: Information re: Dec. 12, 2012 Planning Commission Mtg.

Dear member of the public,

You are receiving this email because you have indicated an interest in or have provided comments regarding an item on the December 12, 2012 Planning Commission agenda. This email is for your information.

I have included below my signature:

- a link to the meeting agenda for your reference (the staff report and associated attachments can be downloaded from the links within the agenda; comments received after 1:05 p.m. on Friday, December 7 will be forwarded separately to the Planning Commission); and
- the public hearing procedure copied from the meeting agenda (with additional notes in red text).

Best Regards,
Shweta Bonn
Associate Planner
City of Pleasanton

-
- **December 12 Meeting Agenda:** <http://www.cityofpleasantonca.gov/pdf/Agenda-12-12-2012.pdf>

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From: Shweta Bonn
Sent: Monday, December 10, 2012 2:58 PM
To: Justin Kinser
Subject: RE: Proposed Development (7-11)

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.
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From: Justin Kinser
Sent: Monday, December 10, 2012 2:52 PM

To: Shweta Bonn

Subject: Proposed Development (7-11)

Hello Shweta,

My name is Justin Kinser and I'm a resident of [REDACTED] in Pleasanton. I was recently alerted about the possible 24 hour 7-11 store that's being discussed this week in our council meeting and I would like to send my concerns. My home backs up to this proposed 7-11 and I have serious concerns about the noise as well as increased traffic that will undoubtedly go late into the night as the store will be open around the clock. In addition to this, the traffic directly behind my home (the old train tracks) will also increase. Today it's a hang out for high school kids to drink and smoke pot. I've seen this happen dozens of times in the last 4 years I've lived in my home. If the city wants to spend money re-zoning, I would just assume they spend that money cleaning up the gas tank leaks that happened years ago and fencing the area off. That has yet to be addressed!

Thank you,

Justin Kinser

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:43 AM
To: Cindy Kahl
Subject: RE: Need your help - Ref. 7-Eleven store

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Cindy Kahl
Sent: Monday, December 10, 2012 9:44 AM
To: Shweta Bonn
Cc: micasita0203; Janet Lau
Subject: Fwd: Need your help - Ref. 7-Eleven store

We received this email notification that Pleasanton is considering placing a 7-Eleven near the Shell Gas Station. My family does not like the idea of this location.

Please let us know if you need something from us for our vote.

Kind regards,
Cindy & Doug Kahl

Sorry to bug...but I think this is important. As you might know...we leave practically across from Shell Gas Station, can see it from my back yard - no a great view but we do love our home. A new 7-Eleven wants to move in and the city is looking for approval or disapproval from the residents. In a nut shell I disagree with it because the area is changing a lot as it turns into a bigger city and the problems that come with it. The area of Vineyard avenue is highly populated with low income youth very much at risk to fall into gang trouble, crime is growing in the city, the youth hanging out at Bob Giant Burgers can be questionable as the teens hanging out at the levy located behind the 76 Gas Station. So why put a liquor station on their path way our youth uses to go to/from walk to school? Last summer even a police man was a victim of a hit and run accident over Stanley Blvd stretch towards Livermore and one day I witnessed gun activity just driving by as our city ends and Livermore begins by the gas station on Livermore.

This area is just a block from downtown should be an extension of what our wonderful downtown is, local businesses that care and support the members of the community. There are plenty of stores selling alcohol within walking distance already and we do not see the need more. By continuing to provide an environment such as in Main Street, we can keep our children safer in our city.

Thank you for your reading this. If you support my view and would be so kind to inform the city about it, you may do so by contacting Shweta Bonn, Associate Planner, by phone at 925-931-5611 or by e-mail at sbonn@cityofpleasantonca.gov before Wed. Dec. 12th PLEASE!

Appreciate your help!

-----Original Message-----

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:42 AM
To: Stacey Ristow
Subject: RE: No 7-11 on First Street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Stacey Ristow
Sent: Monday, December 10, 2012 8:34 AM
To: Shweta Bonn
Subject: No 7-11 on First Street

Dear Schweta Bonn,

We are 20 year residents of downtown Pleasanton and live around the corner from the proposed 7-Eleven project on [REDACTED]. We do not want to see that corner redeveloped with the addition of a chain convenience store. The intersection is already overcrowded with traffic utilizing the two gas stations and the Pleasanton Plaza. We believe a 7-11 convenience store will detract profits from the small, local businesses like Cole's Market and Bob's Burgers. There are already several venues from which to purchase alcohol, cigarettes and junk food along First Street, (Cole's Market, Express Liquor Market, Cigarette City to name a few). It seems to us, a 7-Eleven would be more of a convenience for the "cut through" traffic headed to and from the East than an asset to our Pleasanton downtown neighborhood.

Please do not approve the redevelopment of the current gas station/mini mart for a larger, chain convenience store in our neighborhood.

Sincerely,
Stacey and Craig Ristow

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:42 AM
To: Joanne Dumanski
Subject: RE: No 7-11 on First Street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Joanne Dumanski
Sent: Sunday, December 09, 2012 9:31 PM
To: Shweta Bonn
Subject: No 7-11 on First Street

Dear City of Pleasanton Planner: I would like to voice my concern about a proposed 7-11 store on the corner of old Vineyard and 1st street. There is already a convenience store (Cole's) in the plaza on the other side of the street which has liquor and other quick need supplies. Plus, a second liquor store beside Wayside park. In addition, there is an AM-PM two lights down at Valley and Bernal. Please help keep our town free of this unnecessary chain store, which would be within walking distance of an elementary school. There are already two 7-11 in town, is that not enough?
Sincerely, Joanne Dumanski

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:42 AM
To: Kirsten Cash
Subject: RE: 7-11 on 1st and Vineyard Street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Kirsten Cash
Sent: Sunday, December 09, 2012 8:53 PM
To: Shweta Bonn
Subject: 7-11 on 1st and Vineyard Street

To Whom it May Concern,

We are home owners on [REDACTED] and are completely opposed to a 7-11 being opened down the street from where we live with our three children! That area is already a little "sketchy" and a 24 hour 7-11 will just make it worse. Our children will eventually be riding their bikes to middle and high school and having a 7-11 and ALL that comes with it, will make us think twice about letting them ride past their daily. We are shocked that this is even being considered! Please take the concerns of the residents in consideration when making this decision after all, it will affect us and our children the most.

Thank you for your time,
Kirsten and Brian Cash

-----Original Message-----

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:42 AM
To: Janet Lau
Subject: RE: 7- eleven on vineyard/1st

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

-----Original Message-----

From: Janet Lau
Sent: Sunday, December 09, 2012 8:10 PM
To: Shweta Bonn
Subject: Re: 7- eleven on vineyard/1st

I strongly oppose the idea of a 7-eleven going in on the corner of vineyard and first. I am fine with a convenience store but not one that runs 24hours and sells alcohol 24hours. As a result it will breed more problems. I feel the potential problems will greatly outway any positives. Nothing good comes from people hanging out or places open late at night.

Thanks you janet lau

(Pleasanton resident who drives vineyard as main route to and from home and downtown. Also a resident whose kids go to amador and valley view elementary- both of which are nearby this proposed site)

Sent from my iPhone

From: Shweta Bonn
Sent: Monday, December 10, 2012 3:42 PM
To: Carla Graci
Subject: RE: 7-eleven at 4191 First Street - NO!!

No, construction on the site has not been approved. I have asked the applicant what the trailer and other equipment on the site is for – he has indicated that it is a temporary mobile remediation system.

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:41 AM
To: Carla Graci
Subject: RE: 7-eleven at 4191 First Street - NO!!

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration. I plan to ask about the applicant about the activity on the subject site.

From: Carla Graci
Sent: Sunday, December 09, 2012 7:30 PM
To: Shweta Bonn
Subject: 7-eleven at 4191 First Street - NO!!

Dear Ms. Bonn,

I am a homeowner on [REDACTED], and I am strongly against the development, re-zoning and/or modification of the 76 gas station to accommodate a combination 7-eleven store and gas station. The fact that this would be a 24-hour, seven day a week business, is just adding insult to injury. The corner is already congested with non-stop noise and traffic. The empty lot, bordering the gas station, has become a walk-through for teenagers and young adults, and the trash they leave behind is appalling. I am constantly picking up the garbage left behind. I can't imagine what will become of this land if this proposed 24-hour, 7-eleven is built.

Factors known to contribute to crime include stores operating 24-hours a day. Also, parking lots increase chances for crime, and from what I understand, guns are commonly used in convenience store robberies.

Frankly, I am surprised that the Pleasanton City Council is even considering this establishment for our quaint downtown. The Pleasanton Downtown Association works hard to make our downtown an attractive destination for shopping and dining, and a 7-eleven is anything but attractive.

Lastly, I walk by the 76 gas station numerous times a week, while walking my dog, and I noticed several work trucks and a construction trailer parked on the site. Are they already starting on this project? If not, what is happening? Why are the construction trucks parked at the gas station?

Thank you.
Sincerely,
Carla Graci

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:40 AM
To: YINETH SMITH
Subject: RE: No more gas stations please!

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: YINETH SMITH
Sent: Sunday, December 09, 2012 11:06 AM
To: Shweta Bonn
Subject: No more gas stations please!

Mrs. Schweta Bonn,
I won't like to have another gas station close to my home. There are enough gas stations around my area.
Please consider my disapproval of the idea to open a 7-Eleven gas station.
Thank you,

Yineth Smith

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:40 AM
To: Katie Parr
Subject: RE: No 7-11 Store on Ray Street

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Katie Parr
Sent: Saturday, December 08, 2012 12:58 PM
To: Shweta Bonn
Subject: No 7-11 Store on Ray Street

Dear Planning Team:

As proud homeowners in what little remains of the historic area of Pleasanton I encourage City Planning to create an integrated plan that addresses both the vitality of the downtown and a cohesive vision rather than approving a random stores such as 7-11.

Is the Planning Team coordinating with the efforts of the Downtown Vitality Team and the Heritage Task Force?

There appears to be a lack of vision for where the downtown area starts and stops and what we envision for the community to enhance the experience of our lovely and unique downtown.

It would be useful to create a holistic plan that addresses not only Main Street but the connecting side and back streets which are also considered within the downtown region.

I encourage your team to drive along First Street and experience the glowing neon sign for numerous massage parlors, Cigarette City, the dilapidated building where Express Liquors is located along with the antiquated Pleasant Plaza and new Life Coaching house.

I am sure if you spend time in several of these parking lot you might gather some very interesting data on what negative impacts a 7-11 would be to the neighborhood, traffic and overall downtown image.

Thank you for your consideration on this important matter.

Katie Terry

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:29 AM
To: Bev's Email
Subject: RE: 7-Eleven

Thank you for your follow-up email, Bev. A copy of your correspondence will be provided to members of the Planning Commission for their consideration. In reply to your question, yes, the public will be provided an opportunity to speak at Wednesday night's (Dec. 12) meeting. I have copied below the public hearing procedure from the agenda (with additional notes in red). Links to the agenda, staff report, and associated attachments are also below for your reference.

- **December 12 Meeting Agenda:** <http://www.cityofpleasantonca.gov/pdf/Agenda-12-12-2012.pdf>
- **Staff Report for 4191 First Street:** <http://www.cityofpleasantonca.gov/pdf/Item6b-P120556-76Conoco-SR-12-12-2012.pdf>
- **Exhibit A for 4191 First Street: Public Comments** (comments received after 1:05 p.m. on Friday, December 7 will be forwarded separately to the Planning Commission): <http://www.cityofpleasantonca.gov/pdf/Item6b-P120556-76Conoco-ExhA-12-12-2012.pdf>
- **Exhibit B for 4191 First Street: Project Plans, Narrative, Photo Simulations, & 7-Eleven Community Outreach Program Information:** <http://www.cityofpleasantonca.gov/pdf/Item6b-P120556-76Conoco-ExhB-12-12-2012.pdf>
- **Exhibit C: Arborist Report, dated April 4, 2012, Exhibit D: Police Service Calls, Exhibit E: Location Map and Noticing Map for 4191 First Street:** <http://www.cityofpleasantonca.gov/pdf/Item6b-P120556-76Conoco-ExhCDE-12-12-2012.pdf>

PUBLIC HEARING PROCEDURE

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- Following public testimony, the applicant will be given the opportunity to respond to issues raised by the public. The response should be limited to five minutes.

The public hearing will then be closed. The Planning Commissioners then discuss among themselves the application under consideration and act on the item. Planning Commission actions may be appealed to the City Council. Appeals must be filed with the City Clerk's Office within 15 days of the Planning Commission's action.

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-----Original Message-----

From: Bev's Email
Sent: Saturday, December 08, 2012 11:22 AM
To: Shweta Bonn
Subject: Fwd: 7-Eleven

----- Original Message -----

Subject: 7-Eleven
From: Bev's Email
To: sbonn@cityofpleasanton.gov
CC:

Hi Ms Bonn,

It is my understanding that the proposed 7-Eleven is not going to have a license to sell alcohol, initially. It is expected, and likely, in my opinion, that the owners will seek such a license as soon as it is permissible to do so. Again, I have serious concerns about alcohol sales at this site, especially if it is allowed to be a 24- hour facility!

Thank you for passing my concerns on. Will the public be given opportunity to express concerns at Wednesday night's meeting?

Bev. Gill

Sent from my NOOK

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:08 AM
To: Carrie Bruin
Subject: RE: 7-11

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Carrie Bruin
Sent: Friday, December 07, 2012 6:15 PM
To: Shweta Bonn
Subject: 7-11

Hi,

I would like to have the city reconsider having a 7-11 right off of Main Street in old downtown Pleasanton. I believe that the crime rate (see recent rape and other) in the neighborhood is a detriment and a 7-11 will not benefit our youth or neighbors.

My best,
Carrie Bruin

From: Shweta Bonn
Sent: Monday, December 10, 2012 11:07 AM
To: DIWA, LAMBERTO
Subject: RE: opposition to planned 7-Eleven

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: DIWA, LAMBERTO
Sent: Friday, December 07, 2012 4:37 PM
To: Shweta Bonn
Subject: opposition to planned 7-Eleven

Hello Ms. Bonn,

I would like to express my opposition to the planned construction of a 7-Eleven convenience store near Pleasanton Downtown.

I live near [REDACTED] and haven't had a need for a 24-hour convenience store in all the years I've lived at Pleasanton. I oppose the plan to construct a 7-eleven store.

Regards,
Lamberto Diwa

From: Shweta Bonn
Sent: Tuesday, December 11, 2012 11:09 AM
To: Vinay Pohray
Subject: RE: 7-11 (opposed)

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.
 Please also note the following information:

- **December 12 Meeting Agenda:** below is a link to the meeting agenda for your reference (the staff report and associated attachments can be downloaded from the links within the agenda; comments received after 1:05 p.m. on Friday, December 7 will be forwarded separately to the Planning Commission) – <http://www.cityofpleasantonca.gov/pdf/Agenda-12-12-2012.pdf>; and
- **Public Hearing Procedure:** the public hearing procedure copied from the meeting agenda (with additional notes in red text) –

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From: Vinay Pohray
Sent: Tuesday, December 11, 2012 11:01 AM

To: Shweta Bonn

Subject: 7-11 (opposed)

Hi Schweta,

I am opposed to the 7-11 store & putting in additional liquor stores on the pathways our youth use to go to/from their walk to school.

Vinay Pohray
Pleasanton, CA.

From: Shweta Bonn
Sent: Tuesday, December 11, 2012 3:07 PM
To: Theresa Dobbs
Subject: RE: Proposed 7-Eleven at Ray and First

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.
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From: Theresa Dobbs
Sent: Tuesday, December 11, 2012 11:44 AM

To: Shweta Bonn
Subject: Proposed 7-Eleven at Ray and First

Dear Ms. Bonn,

I am very concerned about the negative impact a 7-Eleven convenience store will have in my neighborhood.

Please consider the following:

1. There will be a substantial negative impact on the non-chain establishments downtown such as Cole's Market. Cole's has been serving this community for many years. The presence of a chain convenience store will certainly hurt them and possibly force them to close. We don't need another national chain in downtown Pleasanton.
2. 7-Eleven is NOT a green minded business. Nor one committed to community and health. The offerings are overwhelmingly processed and they sell sizes of sugar-laden drinks which have been condemned and even outlawed in some cities. The majority of the "foods" and "beverages" they market come in non-sustainable packaging. Many of Pleasanton's children walk by the site on the way to and from school each day. We don't need more junk food in the community.
3. The store is proposing staying open for 24 hours. This will, according to studies, invite more crime. This part of downtown has already unfortunately suffered several alleged rapes and assaults this year. We do not need more crime in Pleasanton. One of the 7-Eleven's in Pleasanton was held up at gunpoint this past February.

I appreciate the work you do in my community. Thank you for your time and consideration.

Sincerely,
Theresa Dobbs

From: Shweta Bonn
Sent: Wednesday, December 12, 2012 9:58 AM
To: Bhavna Manning
Subject: RE: NO for 7-11 on First St. and Vineyard

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.
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From: Bhavna Manning
Sent: Wednesday, December 12, 2012 8:09 AM

To: Shweta Bonn

Subject: NO for 7-11 on First St. and Vineyard

Hi my name is Bhavna Manning and my husband's name is John Manning. We live on [REDACTED] off of [REDACTED] blocks up from First Street and [REDACTED] block from First St. and Vineyard. We are very concerned after hearing of a potential possibility of a 7-11 being built on the corner of First St. and Vineyard. There are many, many reasons why that is a bad idea. First of all, we already have traffic issues on First St. where it crosses Vineyard and down Stanley due to Livermore bound cars during commute hours. Also, we have local businesses that will be affected such as the Meadowlark Dairy and Cole's Market which serve just fine as local convenience store locations. Next, Amador High School is just around the corner and it will serve as another place for the High Schoolers to loiter and hang out. The Vineyard corridor already has its share of crime and mischief....why would we add more reasons for increases in crime, loitering, traffic, noise and all around decrease in the charm of the downtown area? It makes no sense. Downtown Pleasanton is known for its charm and history and social status with elegant restaurants and shops. A 7-11 would not only bring down our downtown's charm, but would increase crime, decrease property values, and increase traffic, not to mention the littering and mess it would create. It would serve as another "stop" for people to buy alcohol on their way home from work and increase drunk driving. There is already an Arco gas station with a mini-mart on the corner of Bernal and Stanley just a few block away that drivers can stop to get whatever convenience items they need. Also, there is a liquor store on First St. next to the specialized car store. Why do we need another convenience store so close to Cole's, First st. liquor store, Meadowlark dairy and Arco mini-mart? This will affect their businesses as well!

Hopefully, the Pleasanton planning department realizes that this location is not an ideal location for many valid reasons mentioned above. Please make the decision to deny the 7-11 location at First St. and Vineyard.

Thank you,
Bhavna Manning and John Manning

From: Shweta Bonn
Sent: Wednesday, December 12, 2012 1:28 PM
To: P Tamm
Cc: Maria Hoey
Subject: RE: Planning Commission Hearing

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From: Maria Hoey
Sent: Wednesday, December 12, 2012 1:24 PM

To: Shweta Bonn
Subject: FW: Planning Commission Hearing

From: P Tamm
Sent: Wednesday, December 12, 2012 10:23 AM
To: Maria Hoey
Subject: Planning Commission Hearing

I am writing in reference to the proposed variance 4191 First Street (**P12-0556, P12-0557, and P12-1790, Terry Grayson/Ironhorse Development**).

I am unable to attend the meeting but hope that you will hear my concerns via email.

I would encourage the commission to not allow this change for the following reasons:
The 7-11 business is too large of a business for that small area.

A business that would be open 24 hours a day is not conducive to a mixed business/residential area as is this neighborhood.

The gas stations and other businesses at this location already bring in large amounts of people at all times of day and night. The neighborhood does not need a location for people to gather 24 hours a day. There are consistently fights and other crimes in this area and a 24 hour business such as 7-11 will only make this worse. This business will bring more people from not only the neighborhood but also other parts of the city and the Tri-Valley.

There are other stores in the area that sell the same types of product that are offered by 7-11 and they serve the neighborhood sufficiently and if they cannot get the items at those locations, there are several grocery stores within a mile or two.

A business such as this will bring others, who do not have business in the neighborhoods into the neighborhoods. Extra people patronizing the store will create more traffic and noise.

Thank you for your consideration.

From: Shweta Bonn
Sent: Wednesday, December 12, 2012 4:48 PM
To: b m
Subject: RE: Against 711

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From: b m
Sent: Wednesday, December 12, 2012 4:10 PM

To: Shweta Bonn
Subject: Against 711

Hi,

I am Barjinder Singh Marok owner of Express liquor on [REDACTED], Pleasanton. I am writing to give my opinion against the new opening 7 11 franchisee near my store. We already got here two liquor store next to each other, there is Bevmo couple blocks away and I am already in too much competition. With coming of this new 7 11 it will going to be nightmare.

In my opinion this 7 11 will bring more problem because it's going to open 24 hours and tonights meeting 7 11 guys going to bring some paid guys to say in favor of 7 11.

So, at last I would like to say think about that twice before making any decision that will affect the whole neighbor and businesses.

Thanks
Barjinder S Marok
Express Liquor & Market

From: Shweta Bonn
Sent: Wednesday, December 12, 2012 4:48 PM
To: Jeff Pohl
Subject: RE: 7-11 Meeting tonight

Thank you for your email. A copy of your correspondence will be provided to members of the Planning Commission for their consideration.

From: Jeff Pohl
Sent: Wednesday, December 12, 2012 4:32 PM
To: Shweta Bonn
Subject: 7-11 Meeting tonight

Both my wife and I had planned to attend the meeting tonight re: the 24 hour 7-11 being considered on the corner of Ray and First. We both had planned to speak on the subject. However, we will be unable to even attend. Please be advised that we are TOTALLY against any project that will bring more crime into the city. We live only 3 blocks from this location and are VERY concerned! I have already left a message on your VM a short time ago, but I wanted to also follow up with something in writing.

Respectfully Submitted,

Jeff and Teri Pohl

From: BosuegoFamily
Sent: Wednesday, December 12, 2012 6:04 PM
To: Shweta Bonn
Cc: Matt and Maria Tracy
Subject: Proposed 76 Gas Station 7-Eleven Development

KELLY & MARK BOSUEGO

[REDACTED]
PLEASANTON, CA 94566
[REDACTED]

Date: December 12, 2012

To: Shweta Bonn, Associate Planner, City of Pleasanton

Regarding: P12-0556, P12-0557 and P12-1790, Terry Grayson / Ironhorse Development

We are writing in response to the Notice of Public Hearing for development of the property that is commonly known as the 76 Conoco service station at 4191 First Street. We are strongly against the development, modification and re-zoning of that site to make way for a 7-Eleven convenience store and gas station. We are homeowners in the adjacent development at [REDACTED].

Our neighborhood property values will be seriously damaged by the addition of a business that is open 24 hours a day. The corner is already an attractive nuisance due to the burger shop and Cole's Market. The gas station currently has lights that are bright until they close as well as traffic noise. A 24 hour market would create lights and noise all night. There is trash in the easement space between the station and our houses as well as unattractive trash cans. To add a 24 hour mini market that will sell alcohol, cigarettes and gas all night is not an appropriate use of this space and will detract from our beautiful downtown.

We are concerned about safety. One of the other Pleasanton 7-Eleven stores had a robbery this year. A neighborhood 7-Eleven is a natural target for criminals as money is exchanging hands. There are many students who walk in that area and cross the intersection to get to Valley View Elementary, Pleasanton Middle School and Amador High School. A 7-Eleven would increase traffic at the corner and endanger children using this crosswalk. It is already a busy intersection with cars entering and exiting at the current gas station and strip mall across the street.

We have seen issues with drugs and teenagers hanging out in the park down the street and in the past 6 months have seen an increase in teenagers cutting through the neighborhood to go down to the creek area or sit in the park in our neighborhood. We have seen makeshift tents under the nearby bridge. A 24 hour store is going to attract more people to this corner to loiter especially after school and late at night. This is a quiet neighborhood at 2 and 3 a.m. We do not have a need for a store or gas station open during the night.

We read one article that mentioned a 7-Eleven is a sign of decline to a neighborhood. We do not want to see this for downtown Pleasanton. Additionally, a 7-Eleven mini market is an eyesore to our developing downtown. We do not want First Street to look like every other strip mall lined avenue in America. Downtown merchants have been working hard to make our downtown an attractive destination to shop and dine. We would like to see the council and planning commission concentrating on downtown growing and enhancing our city's image. A 7-Eleven market is a detriment to that goal. Further, the mini market will likely harm the existing business at Cole's and the other liquor store already on First Street.

The notice does not address the clean up caused by the gas station tanks leaking into the ground surrounding the station. That cleanup is long overdue and also needs to be addressed immediately. We would also like to see the corner made more attractive as it is one of the main entrances to Main Street.

We strongly disagree with the plan to modify the station to accommodate more parking and a 7-Eleven. This addition would affect the quality of life in the surrounding neighborhoods and Pleasanton.

We ask that the council vote against the development, modification and re-zoning of that site to make way for a 7-Eleven convenience store and gas station.

Sincerely,

Kelly and Mark Bosuego

Homeowners at

██████████

Pleasanton, CA 94566

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps.
Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	Pat Whittier		4302 Alameda Dr
2	Kyle Gardner		3927 Savannah Ln
3	Miguel Lopez		925) 3396081
4	Josue Hernandez		7810 7810 Bernal Ave #101
5	Mark Munt		5520 Chubb's Way
6	Britt Harfield		3711 Avila Road #33 94576
7	Karen Mampiasy		218 Abbe Street #9
8	Tom Wang		7773 Lakeside Blvd
9	Fred K. Carter		5213 Sycamore St
10	Steve Bettencourt		4144 Morganfield Ct
11	Supan C. Mamm		572 Livermore Ave
12	Adrian Tibon		110 Valley Avenue
13	Mendo		3841 Woodland
14	Christian Hawkins		351 E Ruby Hill Dr
15	Melinda Canning		2190 Victory Dr
16	Channon Rice		0084 Clinton St
17	Cody Helle		134 135 Birch Creek Terine
18	James Yelton		2951 Bedford Highway, CA
19	John T. ...		5500 ...
20	Margaret Clark		3819 Vineyard Ave, Pleasanton, CA 94566
21	Daron McIlree		778 Palomares Dr, Pleasanton, CA
22	Krista Johnson		47. Mount Blvd, Livermore
23	...		3755 ...
24	Ellen ...		375 Birch Creek, Livermore
25	Steve James		4164A Vineyard Ct, Pleasanton

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	Printed Name	Signature	Address
1	Mr. Aguirre		11789 Granddew Ave Pl.
2	Maria Battisti		3206 California Way Livermore
3	T. M. Sava		3767 Vineyard Ave
4	Cynthia Kune		813 Chateau Heights Ct. - Paces
5	Fernando		3800 Vineyard Ave
6	Lee		2957 Vine
7	Kevin		Vineyard Ave
8	Bon - B	Bon Sanchez	3767 Vineyard Ave
9	Kevin		197 Outcrop Ave
10	Johnny Loach		3857 Vineyard Ave
11	ADRIAN VARNES		3955 Vineyard Ave
12	Wesley		3955 Vineyard Ave
13	Wesley		3955 Vineyard Ave
14	Paul		3914 Vinograd Ave
15	Joe Mares		3723 70th St
16	Annalisa Riva		LA Mirada, CA
17	Eduardo Lora		3819 Vineyard Ave
18	Alan		778 Bingham Court
19	Keith		1860 31713 Oakland CA
20	Bob		4th Ave
21	Josias M.		3819 Vineyard Ave (P)
22	Stacie G...		270 Trenton Circle Pleasanton
23	Leslie		3812 Cleveland Ave Pleasanton
24	M. ...		3812 Cleveland Ave # 50
25	Eric Munk		215 Reflections Dr San Ramon

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	Printed Name	Signature	Address
1	T.M. Crocker	[Signature]	2104 Bell Vista Lane
2	LUKE McNEIL	[Signature]	643 AMADOR Ct #
3	DARWIN LARK	[Signature]	4547 Augustine St.
4	Jamison	[Signature]	4886 5th St NW CA
5	FRANK	[Signature]	4188 Vinyard Ave
6	EDITH	[Signature]	4876 Rockwell Ave
7	Tom Salm	[Signature]	831 Evelyn Ave
8	John Senich	[Signature]	2111 Rosecroft Ct.
9	RASADIP	[Signature]	266 Richard Pl
10	Alex Jue	[Signature]	3955 Unwyn St #7
11	Bertie	[Signature]	1267 AMALSI Wayman
12	Grada Brown	[Signature]	5732 Owens de Idi
13	WEST ANDERSON	[Signature]	3560t Road Pls
14	Sharon Kessel	[Signature]	4884 San Juan Way
15	Jeff Sorenson	[Signature]	760 St. John's Court
16	Anna Marie	[Signature]	3955 Vinyard Ave
17	John Davis	[Signature]	2157 [unclear]
18	Tina S. Schuchman	[Signature]	Pleasanton, Ca
19	Ann Boyer	[Signature]	1316 Alcatraz Pleasanton, CA
20	6472 [unclear]	[Signature]	Pleasanton, CA
21	KARE SOT	[Signature]	LIVERMORE, Ca
22	Maria Gomez	[Signature]	Pleasanton, CA
23	Jeanette Shurt	[Signature]	2500 Pleasanton, CA
24	John [unclear]	[Signature]	5190 Homestead, Pleasanton, Ca
25	WILL [unclear]	[Signature]	277 Rockwell Pl 94576

NO Beers/wines

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps. Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	Stephan Dickman		4207 Marader Dr. Pleasanton
2	Sam Allen		4045 Silver St Pleasanton
3	Thom Griggs		4119 Frank Blvd Pleasanton
4	Carlos Sanchez		2420 Hercules Park Cir. Pleasanton
5	Charles Evans		3811 Vineyard Ave.
6	John Bennett		2555 V. Vineyard Ave
7	Robert Costanzo		375 Amador Ct
8	Morgan Capilla		1112 Rambowood Way.
9	Alex Johnson		726 Summit Creek Lane #415-86
10	Ryan Johnson		726 Summit Creek Ln
11	Garbit Singh		5326 Cass Ave #1522 Pleasanton
12	Allen		
13	Luis Jimenez		5955 Vineyard Ave.
14	Reginald Wilson		2523 Enterprise Way Ste 100a
15	John		285 Koffmeyer Dr Pleasanton
16	CLEVE BECK		5972 Via DEL CIELO
17	Jon Todd		802 How. St Livermore
18	Joel Lauter		5512 Charlotte Way
19	John		663 Rose Ave
20	Dan Hernandez		3555 Vineyard Ave
21	ZEEHRA NIZZI		8334 VALLEY AVE
22	Marc Mattena		5468 Felicia Ave
23	Diane Carter		5201 Harvard. Livermore
24	Chanelle Thomas		601 Alhambra St
25	Cesar Munguia		2902 Marader Dr.

NO Beers/wines

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	Printed Name	Signature	Address
1	Lynette Heikala	<i>Lynette Heikala</i>	Pleasanton
2	Chris Thomas	<i>Chris Thomas</i>	Pleasanton
3	Sarah Hester	<i>Sarah Hester</i>	Pleasanton
4	Walter Hester	<i>Walter Hester</i>	Pleasanton
5	Samir Mehta	<i>Samir Mehta</i>	Livermore
6	Edgar Bonilla	<i>Edgar Bonilla</i>	Pleasanton
7	Jesse Anatore	<i>Jesse Anatore</i>	Pleasanton
8	JOSE ANTONIO	<i>Jose Antonio</i>	PLEASANTON
9	M. Fusco	<i>M. Fusco</i>	Concord
10	Anthony Sin	<i>Anthony Sin</i>	Pleasanton
11	Beth Griffin	<i>Beth Griffin</i>	"
12	Gina Griffin	<i>Gina Griffin</i>	3814 Vineyard Ave # Pleasanton CA 94566
13	Matt Dijkstra	<i>Matt Dijkstra</i>	7413 1st St. Pleasanton CA
14	Carrie	<i>Carrie</i>	Pleasanton
15	Karen Taylor	<i>Karen Taylor</i>	Pleasanton
16	William Valente	<i>William Valente</i>	Martinez
17	Frankie Cook	<i>Frankie Cook</i>	Pleasanton
18	Michael	<i>Michael</i>	
19	SEVEN GARDNER	<i>Seven Gardner</i>	319 CHRISTINA CT
20	Ka Mitt	<i>Ka Mitt</i>	Livermore CA
21	Eric P. Hill	<i>Eric P. Hill</i>	3858 Shady Lane
22	Kassandra Sandoz	<i>Kassandra Sandoz</i>	2419 vineyard Ave
23	LES THOMPSON	<i>Les Thompson</i>	4875 Vineyard Ave
24	Chaudhry	<i>Chaudhry</i>	4875 vineyard Ave
25	John	<i>John</i>	Pleasanton

NO Beers/wines

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	Printed Name	Signature	Address
1	Arthur L. Train	Arthur L. Train	2820 S. Foothill Ct. Pleasanton 94566
2	ANTONIA	[Signature]	3819 LINCOLN AVE ALBANY CA
3	Ken Brackett	[Signature]	313 Baldwin CT - 94551
4	Lisa Bradley	Lisa Bradley	705 Pennick Ave Pleasanton
5	Lorrie Hibel	Lorrie Hibel	4217 Cabernet Ct. Pleasanton 94566
6	[Signature]	[Signature]	2891 KILKERRAN F.P. ROAD 94566
7	[Signature]	[Signature]	
8	Steve Brown	[Signature]	1900 1st St. San Francisco
9	Charles Co	[Signature]	118 Stone Walk CE Vallejo
10	Bill Sutor	[Signature]	401 - Xolo - CA
11	Elizabeth Walling	[Signature]	3815 Vinograd Ave K. Pleasanton 94566
12	Kenneth [Signature]	[Signature]	1500 Rockwood Ln CA
13	Summit Pointe	[Signature]	30 Back Road of Littleton CO
14	19 Ave Subij	[Signature]	5439 Corte Paloma Pleasanton
15	Donna Dornel	Donna Dornel	3268 Hennah St 94602
16	REY WATSON	[Signature]	1091 Doherty, Concord
17	Janae Gardner	[Signature]	3840 Vineyard Ave #100 Pleasanton CA 94566
18	KIMI	[Signature]	240 KUTTINGER DR #25
19	[Signature]	[Signature]	2141 Canyon Ln
20	Max	[Signature]	10 Ave 1967 911
21	Jane Dano	[Signature]	P.O. Box 10619 P.S.
22	Aunt Sebong	[Signature]	20614 BLACK Pt, Calif.
23	[Signature]	[Signature]	98800 TPOA CA
24	[Signature]	[Signature]	[Signature]
25	[Signature]	[Signature]	3111 Irwin Pleasanton

No Beers/wines

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	Printed Name	Signature	Address
1	David Cooper	[Signature]	388 Broadway Ave
2	Tim Marshall	[Signature]	4412 Vineyard Ave
3	Chelsea W.	[Signature]	
4	MARCELO	[Signature]	
5	Mitch Vinyard	[Signature]	16640 Amber Lane
6	Mike Kibicki	[Signature]	3244 Regatta Ct Pleasanton
7	Lesly B...	[Signature]	4391 Melody Dr Concord
8	Aaron...	[Signature]	11619 Silvergate Dublin
9	Mike Kayser	[Signature]	2213 Pleasanton
10	Juanita...	[Signature]	1511 High St
11	Kathleen Walker	[Signature]	9111 DIABLO AVE
12	Alford -	[Signature]	5071 Sonoma Dr
13	Alphonse...	[Signature]	9322 CASE AVE #1510 Pleasanton
14	Caron...	[Signature]	300 Vineyard Ave Pleasanton
15	KARINA ZAMORA	[Signature]	394 N Livermore Ave
16	BRENDA ZAMORA	[Signature]	394 N LIVERMORE AVE
17	RITA ZAMORA	[Signature]	394 N LIVERMORE AVE
18	DANTE FORTALE	[Signature]	394 N LIVERMORE AVE
19	M O Y...	[Signature]	4057 Skerry Ct Pleasanton
20	Steve...	[Signature]	4284 Round Hill
21	R. L. Johnson	[Signature]	240 Kollinger Dr
22	Kimberly...	[Signature]	28400 E 5th A Pleasanton
23	Debra...	[Signature]	3544 Vineyard Ave Pleasanton
24	Fernando	[Signature]	4188 VINEYARD PLEASANTON
25	Laura	[Signature]	158 Polk Ave

NO Beers / wines

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	Printed Name	Signature	Address
1	Anthony Cardose	[Signature]	579 Siskiyoo La Marra, CA
2	Anna S.	[Signature]	1814 Jonathan Rd Markedon
3	Bob Gilman	[Signature]	1661A Whyming St. Alca
4	Julie T. Amador	[Signature]	1215 Schubert St
5	Carole Wood	[Signature]	3100 17th Pleasanton Ca
6	Tom Kelly	[Signature]	4789 HEYER ST.
7	Becky Brown	[Signature]	7900 Fremont Blvd #132 Pleasanton
8	Dan Gault	[Signature]	1040 Golden Rd 94516
9	Chris Fehel	[Signature]	Vineyard Ave 389 Pleasanton
10	ADAM ANAND	[Signature]	3376 Canyon Ct Pleasanton
11	Sergio Casanova	[Signature]	5819 Vineyard Ave #15 Pleasanton
12	Shirley Davis	[Signature]	248 Wagon Ave Pleasanton
13	Francis Pacheco	[Signature]	VINEYARD AVE, PLEASANTON
14	AMY FOLWELL	[Signature]	131 WILKINSON PLEASANTON
15	Walter White	[Signature]	501 River Way
16	Anthony Flores	[Signature]	4456 BORNAL AVE
17	Melissa Gomez	[Signature]	5749 Siskiyoo Ave
18	Nita Naja	[Signature]	4856 Bernal Ave.
19	Tina Bernal	[Signature]	4856 Bernal Ave.
20	Zeth Roman	[Signature]	1669 BORNAL AVE PLEASANTON
21	A. S. H. ...	[Signature]	950 ...
22	[Name]	[Signature]	3762 Vineyard Ave
23	[Name]	[Signature]	237 Cherokee Way
24	Nash Cates	[Signature]	3762 Vineyard Ave.
25	Tami Rainey	[Signature]	1328 Kanker Ct

No Beers/Wines

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	Printed Name	Signature	Address
1	Paul & Amber	[Signature]	906 Willow St
2	Jason Belmont	[Signature]	405 Vineland Pl Pleasanton
3	Melissa Chasen	[Signature]	110 Redwood Meadows
4	Murphy	[Signature]	3499 Norton Way
5	Tia Buxton	[Signature]	5465 Charlotte Way Livermore
6	Carl Schuman	[Signature]	33 Santa Clara Ave
7	Martha Mantel	[Signature]	751 Glenside Ct Pleasanton
8	Manila Simola	[Signature]	4617 Meridian St Pleasanton
9	Rogin Waga	[Signature]	1033 Holly Circle Pleasanton
10	[Signature]	[Signature]	3741 North
11	[Signature]	[Signature]	3811 [Signature] Pleasanton
12	Vacant	[Signature]	5127 Santa Rosa Rd Pleasanton
13	[Signature]	[Signature]	3835 Vine St Pleasanton
14	Adrian Schubert	[Signature]	4839 Elmer Way Pleasanton
15	Village	[Signature]	4140 Drive Pleasanton
16	Stephanie Barrett	[Signature]	405a Vineland Pl Pleasanton
17	[Signature]	[Signature]	2706 Hartley Gate Ct
18	Patricia [Signature]	[Signature]	6973 Adlington Pleasanton
19	Rae Curran	[Signature]	25 TAWAY DR Pleasanton 94566
20	[Signature]	[Signature]	193 Chateau West St
21	Cheryl [Signature]	[Signature]	3445 Tamara Dr Pleasanton
22	[Signature]	[Signature]	887 PALOMINO DR
23	[Signature]	[Signature]	3608 Washington St
24	[Signature]	[Signature]	2344 Willow Way
25	Jay & Maude	[Signature]	4006 Angell St

NO Beers/Wines

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	Printed Name	Signature	Address
1	Allen G... Allen G...	[Signature]	5742 ...
2	Allen G...	[Signature]	3539 Vineyard Ave. #100
3	John ...	[Signature]	3819 ...
4	Tanna BENDER	[Signature]	214 Spring, P town 94524
5	Anna ...	[Signature]	Spool St
6	Laura ...	[Signature]	534 Tablaeac Pl
7	Tony ...	[Signature]	2225 ...
8	Kelsy ...	[Signature]	5112 ...
9	Diana ...	[Signature]	Kattinder ...
10	J. ...	[Signature]	3219 Vineyard pl
11	John ...	[Signature]	55 Castwood N.
12	John ...	[Signature]	501 ...
13	John ...	[Signature]	4336 Pl ...
14	Seam ...	[Signature]	1000 ...
15	John ...	[Signature]	Castwood Country Club
16	Antonio ...	[Signature]	339 ...
17	David ...	[Signature]	1814 ...
18	Case ...	[Signature]	3694 ...
19	Aimee ...	[Signature]	331 ...
20	Ron ...	[Signature]	E. ...
21	John ...	[Signature]	3891 Vineyard Ave #1
22	John ...	[Signature]	3891 Vineyard Ave #1
23	Edward ...	[Signature]	3767 Vineyard Ave #25
24	Tom ...	[Signature]	1155 ...
25	John ...	[Signature]	Home Ave

No Beers/Wines

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	Printed Name	Signature	Address
1	Stanley	[Signature]	7900 Bridgeway
2	Tracy Camp	[Signature]	572 Las Leñas
3	Ron Mitchell	[Signature]	3955 Vineyard Ave #57
4	Vincent Carroon	[Signature]	3263 Vineland Ave #175
5	Michael Carroon	[Signature]	3767 Vineland Ave 52
6	John L. Langer	[Signature]	476 S. Elmer Ave #105
7	[Signature]	[Signature]	Los Leñas Pleasanton
8	Ravi Williams	[Signature]	557 E. AVENUE
9	Jim Lewis	[Signature]	4024 VINEYARD
10	Rita Lewis	[Signature]	195 OLD BEVILL
11	MARK DEMEDUK	[Signature]	4374 FOOT ST.
12	Je Se Carroon	[Signature]	3819 Vineyard Ave
13	James Lewis	[Signature]	6474 Randall Ct
14	Carly H. [Signature]	[Signature]	4717 NORTH N ST
15	Ed M. [Signature]	[Signature]	3755 VINEYARD AVE #73
16	Kyle Carvin	[Signature]	442 MARIS DRIVE
17	Ed Soto	[Signature]	415 Vineyard Ave
18	Arnet Bowen	[Signature]	3850 Vineyard Ave
19	John Grant	[Signature]	878 Sylvester Dr.
20	John Bendure	[Signature]	3819 Vineyard Ave - 77
21	Leonard [Signature]	[Signature]	3819 v. vine. Ave - 80
22	Shirley [Signature]	[Signature]	464 Ellis Ct - 9714
23	LAL [Signature]	[Signature]	105 AC BILBOURNE
24	Ethan [Signature]	[Signature]	3819 vineyard ave - 80
25	Chris [Signature]	[Signature]	Conco, CA

NO Beers /wines

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps. Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	Carroll Williams	[Signature]	1311a # 1054 Ave Pleasanton, CA
2	Carroll Williams	[Signature]	1311a # 1054 Ave Pleasanton, CA
3	Michael King	[Signature]	2962 Visk Double Ct Pleasanton
4	Antonio	[Signature]	7819 Vineyard Ave Pleasanton
5	Lin Van-	[Signature]	785 Giddell Drive Pleasanton
6	Missy Wright	[Signature]	7638 Maywood Dr. Pleasanton
7	[Signature]	[Signature]	4191 1st St. Pleasanton
8	James Thompson	[Signature]	1250 Royal Creek Rd Pleasanton
9	James Wilson	[Signature]	3819 Vineyard Ave, Pleasanton
10	Joe Romero	[Signature]	7819 Vineyard Ave Pleasanton
11	Kevin Perez	[Signature]	7650 California St. Pleasanton
12	Charles Castillo	[Signature]	7623 Beverly Lane Pleasanton
13	Dicky Acost	[Signature]	6880 Cim St. Pleasanton, CA 94566
14	Eric Slay	[Signature]	1460 Bernal Ave Pleasanton
15	Martha Merce	[Signature]	3819 East Ave Livermore
16	Sara Martinez	[Signature]	3819 Vineyard Ave Pleasanton
17	Carl Smith	[Signature]	422 Kan Ln
18	Edgar Mantle	[Signature]	164 Peace Way Pleasanton
19	Maria Smith	[Signature]	669 De Anza Ave Pleasanton
20	Rose C	[Signature]	682 1st St Livermore
21	Manuel R	[Signature]	3747 Vineyard Ave Pleasanton
22	Mike	[Signature]	3777 Vineyard Ave Pleasanton
23	KALINE E	[Signature]	7012 Via S 140
24	Christina	[Signature]	4128 Vineyard Ave Apt A
25	Carroll Williams	[Signature]	4188 Vineyard Ave

NO Beers / wines

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps. Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	Trish Huijka	<i>[Signature]</i>	2955 Vineyard Ave Pleasanton CA 94566
2	Josée Lopez	<i>[Signature]</i>	1055 2nd Ave Oakland
3	Conor Villanueva	<i>[Signature]</i>	1845 Vineyard Ave Pleasanton
4	Kelly Gr	<i>[Signature]</i>	33965 Emily Ave Richmond Park CA
5	Maryce	<i>[Signature]</i>	3819 Vineyard
6	Cherie	<i>[Signature]</i>	292 Koenig Ave APT 2
7	Lynn Wickham	<i>[Signature]</i>	30233 77 Ave
8	Heidy Lam	<i>[Signature]</i>	1405 Wolf Flower Ln
9	Bobby Wilk	<i>[Signature]</i>	7401 Glenview Dr CA 94512
10	Bobby Simon	<i>[Signature]</i>	3839 Vineyard Ave
11	Michael	<i>[Signature]</i>	110 Kestling Dr #11
12	Chang Kuyul	<i>[Signature]</i>	
13	David R Davis	<i>[Signature]</i>	3220 Millwood Ct Hayward
14	Maria M... ..	<i>[Signature]</i>	8109 E Angela Pkwy
15	Rita Rodas	<i>[Signature]</i>	80003 Lane Pleasanton
16	Carl G... ..	<i>[Signature]</i>	14901 Langeon Fitts Court
17	Macl R	<i>[Signature]</i>	27 S 18th ST
18	<i>[Signature]</i>	<i>[Signature]</i>	
19	Jose Angela	<i>[Signature]</i>	3519 Vineyard Ave APT 108
20	Michael Sebata	<i>[Signature]</i>	16700 Overlook Trail
21	Francis W.	<i>[Signature]</i>	410 FLINT AVE
22	Heather M...	<i>[Signature]</i>	3400
23	Ric	<i>[Signature]</i>	4088
24	<i>[Signature]</i>	<i>[Signature]</i>	10
25	<i>[Signature]</i>	<i>[Signature]</i>	78

No Beers/Wines

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps. Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	Sandra Arce	[Signature]	3151 Gulfstream St
2	Don [unclear]	[Signature]	600 Grand Place
3	David [unclear]	[Signature]	107 Sylvia Creek
4	Valerie Adams	[Signature]	3635 Nortonway
5	Sue Edwards	[Signature]	298 Chestnut St. Plac
6	Michelle Adams	[Signature]	2814 Rowland Pl
7	Michelle Schach	[Signature]	3939 Liberty Dr Pls.
8	[unclear]	[Signature]	1581 Southwest Es
9	[unclear]	[Signature]	1409 Valencia Way, Livermore CA
10	Edie Florio	[Signature]	3727 Alameda Ave
11	Amy Widner	[Signature]	438 Division St.
12	Henry [unclear]	[Signature]	3868 Antonway
13	Zoe [unclear]	[Signature]	4994 Bond Ave.
14	Van [unclear]	[Signature]	339 Tracy
15	Catrina Whitson	[Signature]	246 Kettinger Dr. #20
16	[unclear]	[Signature]	495 Alameda
17	Rita Moreno	[Signature]	4069 Vineyard Ave #12
18	Adriana [unclear]	[Signature]	510 Grand Place Pleasanton
19	John Marnell	[Signature]	Placenton Ave
20	Blanca [unclear]	[Signature]	Placenton Ave
21	Emilia [unclear]	[Signature]	3969 Vineyard Ave Pleasanton
22	[unclear]	[Signature]	3969 Vineyard Ave Placenton
23	[unclear]	[Signature]	351 Chestnut Ave
24	[unclear]	[Signature]	3459 Grand Place
25	Tom Frankel	[Signature]	3578 Pleasant Hill Rd

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps. Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	Joseph [unclear]	[Signature]	3724 Washington Ct.
2	José Ayala	[Signature]	1572 W Lagosa Rd. Pleasanton
3	Casey Withrow	[Signature]	5658 Owens Dr #201
4	Maria Jones	[Signature]	420 Mary Jane Av.
5	Edgar Nolas	[Signature]	1420 Mary Jane Av.
6	JUSTIN KOLL	[Signature]	1022 CATALINA DR LIVERMORE
7	Jason Polanco	[Signature]	455 S WINEYARD AVE
8	Cindy [unclear]	[Signature]	
9	Mary Aleman	[Signature]	3955 Vineyard Ave.
10	KEITH FURNACE	[Signature]	1176 Concord St
11	[unclear]	[Signature]	3267 Vineyard Ave
12	Marinella Serra	[Signature]	3713 Smoketree Com Pls
13	Miguel Ariza	[Signature]	3800 Vineyard Ave. 94566
14	Rosko	[Signature]	697 Serrano Ave Fremont CA
15	Matt Bradley	[Signature]	4407 Wilford St.
16	Scott Harkin	[Signature]	4551 Val St Fremont, CA
17	Michael Garbo	[Signature]	39 CALIFORNIA AVE 307
18	FRANK [unclear]	[Signature]	187 OLD BRIDGE
19	Don Smith	[Signature]	7835 ROSE AVE PL.
20	Wise Aguirre	[Signature]	4728 School St.
21	Shon Miller	[Signature]	4247 Maxmont
22	[unclear]	[Signature]	1112 S. [unclear]
23	[unclear]	[Signature]	
24	[unclear]	[Signature]	
25	[unclear]	[Signature]	

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	Printed Name	Signature	Address
1	Volney Davis	[Signature]	452 2nd St
2	Neilley	Travis Frederick	4059 Scansite St
3	Steven Rude	[Signature]	204 Kottinger Dr
4	Sharon M Crachun	Sharon M Crachun	110. Beth St, Pleasanton 94586
5	Noston Pappas	Bryan	1730 FLM St Liv 94581
6	El Cardo Jara	[Signature]	2 DEEP CANYON DR
7	Brian Bates	[Signature]	3350 CEDAR ST
8	Paul Rodriguez	Paul Rodriguez	983 Arroyo Dr Livermore
9	James Wilkie	[Signature]	#710 case case
10	[Name]	[Signature]	3300 [Address]
11	John Corvahal	[Signature]	3375 Saratoga Way Pleasanton
12	Will Carson	[Signature]	948 Rivington Dr Pleasanton, CA
13	Steven Senge	[Signature]	4100 [Address]
14	Keith Reins	[Signature]	
15	William Conway	[Signature]	5874 San Juan Way, Pleasanton
16	Sam Sayers	[Signature]	5466 Sonoma Dr, Pleas.
17	Heckie Hill	[Signature]	3755 Vineyard Ave, Apt 50, Pleasanton
18	[Name]	[Signature]	[Address]
19	[Name]	[Signature]	[Address]
20	[Name]	[Signature]	[Address]
21	Taylor Ludwig	[Signature]	225 Lisbon Ave
22	Mark [Name]	[Signature]	251 Christian
23	D [Name]	[Signature]	2455 [Address]
24	Prapage Orga	[Signature]	Rock Rock Cir Pleasanton
25	Cristobal	[Signature]	3900 [Address]

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	Printed Name	Signature	Address
1	Danny Sexton	<i>[Signature]</i>	2708 Valhalla 94586
2	Julia O'Leary	<i>[Signature]</i>	4919 Harrison St Pleasanton
3	Tiffany Sanchez	<i>[Signature]</i>	4303 7th St.
4	Benito Hernandez	<i>[Signature]</i>	839-55823
5	ROBERT DIAZ	<i>[Signature]</i>	425 Alameda
6	Michael Ellis	<i>[Signature]</i>	3870c Vineyard Ave Pleasanton
7	Jesse Carrasco	<i>[Signature]</i>	3955 Vineyard Ave, Pleasanton
8	Victor Ojeda	<i>[Signature]</i>	1937 Moffat Blvd WAREHOUSES CA 94586
9	Antonio Cardenas	<i>[Signature]</i>	3840 Vineyard # B
10	Lynne Hernandez	<i>[Signature]</i>	1628 1st St Pleasanton
11	RENNIE ANDERSON	<i>[Signature]</i>	PO BOX 305 PLEASANTON
12	Cheryl Egan	<i>[Signature]</i>	265 Tomas
13	Jerry Tranter	<i>[Signature]</i>	6332 Beaver Ct Pleasanton
14	Patricia Hernandez	<i>[Signature]</i>	3800 Wilson Ave
15	Aisha Correa	<i>[Signature]</i>	4501 Pleasanton Ave
16	Tyler Kogman	<i>[Signature]</i>	4121 Walnut dr
17	Ben Lucas	<i>[Signature]</i>	4121 Walnut dr
18	Frank Estrada	<i>[Signature]</i>	1711 1st St
19	Donald Drost	<i>[Signature]</i>	4318 Second St
20	Ren Siller	<i>[Signature]</i>	244 Pacheco pl
21	S. Thompson	<i>[Signature]</i>	236 W. Linden
22	Patricia	<i>[Signature]</i>	1144 Madeline Lane
23	P. O. Roberts	<i>[Signature]</i>	97 Castledown
24	Francisco	<i>[Signature]</i>	40 Mitchell Lane
25	Michael Ojeda	<i>[Signature]</i>	806 Silver Ave Pleasanton

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps. Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	John Mancago	<i>John Mancago</i>	3760 Pinet Ct, Pleasanton
2	Thomas Kufus	<i>Thomas Kufus</i>	928 LEWIS DR.
3	Karen Hines	<i>Karen Hines</i>	2111 Lewis St
4	Teresa Muro	<i>Teresa Muro</i>	3789 Danmore Dublin
5	SEAN MOORE	<i>Sean Moore</i>	4150 FAIRLANDS DR. PLEASANTON 94588
6	Fisher, Antonio	<i>Antonio Fisher</i>	5451 Sonoma Dr. Pleasanton
7	Steve Gabriel	<i>Steve Gabriel</i>	4050 3rd St Pleasanton
8	Antonio Russell	<i>Antonio Russell</i>	5115 Menard Dr. Pleasanton
9	Ernesto Castro	<i>Ernesto Castro</i>	1385 Santa Rosa Rd Pleasanton CA
10	WEN HART	<i>Wen Hart</i>	4500 TREE WOODS RD. SANTA RITA
11	Hugo Cisneros	<i>Hugo Cisneros</i>	Union City CA
12	TORI HA	<i>Tori Ha</i>	387 GUTHRIE, 94588
13	Ed Euge	<i>Ed Euge</i>	205 JOURNAL PL 94588
14	Shane Frattola	<i>Shane Frattola</i>	3736 Silvera St. PI
15	Bryan Woodruff	<i>Bryan Woodruff</i>	39 California Ave. PI
16	DARWIN CLARK	<i>Darwin Clark</i>	4549 Augustine St
17	Brian Fung	<i>Brian Fung</i>	3385 R. 6th Blvd. Vail 213
18	M. Angelo	<i>M. Angelo</i>	Pleasanton CA
19	Tanya Alvarado	<i>Tanya Alvarado</i>	5819 Vineyard Ave Pleasanton
20	Tom Whittam	<i>Tom Whittam</i>	240 KATHY DR Apt 200 Pleasanton
21	DAN RYAN	<i>Dan Ryan</i>	2512 Vineyard Ave Pleasanton
22	JOE PORTER	<i>Joe Porter</i>	5767 VINEYARD AVE PLEASANTON CA
23	Steve Glom	<i>Steve Glom</i>	2262 J. G. Wood Ave
24	John Mendra	<i>John Mendra</i>	3483 Hopyard Ave Pleasanton
25	John Vahl	<i>John Vahl</i>	

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	Printed Name	Signature	Address
1	Nancy Kinkora	Nancy Kinkora	4700 Dolores Ct Pleasanton, Ca
2	Stephanie Marshall	Stephanie Marshall	1031 Madison Ct Pleasanton, Ca
3	Terri Lynn Cortez	Terri Lynn Cortez	1004 Deer Creek Ct Pleasanton, Ca
4	Nike Cooper	Nike Cooper	2578 Jackson St Pleasanton, Ca
5	Robert Brown	Robert Brown	1700 Tilden Blvd
6	Ruben Lopez	Ruben Lopez	575 N. LIVERMORE
7	Andrea Pichler	Andrea Pichler	4052 Jensen St Pleasanton, 94566
8	Andre Soudakov	Andre Soudakov	4500 Bernal Ave Apt, C
9	Eric Inwood	Eric Inwood	1764 Fair Ave. San Valley.
10	Gina Griffith	Gina Griffith	3019 Vineyard Ave #7 Pleasanton, CA 94566
11	Ed Montana	Ed Montana	1520 8th St Livermore, CA 94550
12	John Dunning	John Dunning	Livermore, CA
13	Frank...	Frank...	Livermore, CA
14	MARVIN PANDIT	MARVIN PANDIT	Pleasanton
15	April...	April...	Pleasanton
16	CHASE BARTLEY	CHASE BARTLEY	Pleasanton
17	John...	John...	Pleasanton
18	BOB GONZALES	BOB GONZALES	1415 DASHWOOD ST
19	Bob Colson	Bob Colson	676 Wynnwood
20	Clara Hernandez	Clara Hernandez	3850 Vineyard Ave Pleasanton, CA
21	Jos. Hernandez	Jos. Hernandez	6130 - Cascade Pleasanton, CA
22	Henry	Henry	1131 ORCHARD AVE. LIVERMORE, CA
23	David	David	385 Wynnwood St
24	Jason Sharp	Jason Sharp	732 Spirit Michael Ct
25	Josie Dwyer	Josie Dwyer	5140 Cascade Ave - Livermore, CA

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	Printed Name	Signature	Address
1	Frank [unclear]	Frank [unclear]	455 East Bay St
2	[unclear]	[unclear]	[unclear]
3	KVP	[unclear]	[unclear]
4	[unclear]	[unclear]	[unclear]
5	Brian Amy	[unclear]	Pleasanton
6	CARLOS	[unclear]	2798 School St
7	Terr	[unclear]	5143 Sunnyside Dr Pleasanton
8	Conrad	[unclear]	264 Parcel Place
9	Tammy Lella	[unclear]	563 Monmouth Ct
10	[unclear]	[unclear]	[unclear]
11	[unclear]	[unclear]	[unclear]
12	DACHUA CHEN	DACHUA CHEN	3361 Pleasanton Rd
13	[unclear]	[unclear]	[unclear]
14	[unclear]	[unclear]	[unclear]
15	[unclear]	[unclear]	[unclear]
16	[unclear]	[unclear]	3755 Vineyard Ave
17	[unclear]	[unclear]	[unclear]
18	Daniel Diaz	[unclear]	3455 Vineland Ave
19	Zanton Gones	[unclear]	3955 Vineland Ave
20	[unclear]	[unclear]	276 Rockwell Pl
21	[unclear]	[unclear]	382 Helderberg Rd
22	McLain	[unclear]	47 Canyon St San Jose CA 95110
23	[unclear]	[unclear]	57 Cedar Ave #11 Pleasanton
24	Lidia Teyera	[unclear]	474 Main Ave Hayward
25	[unclear]	[unclear]	[unclear]

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	Printed Name	Signature	Address
1	Kim REED	Kim Reed	4501 Pleasanton Ave
2	Nicole D Gatta	Nicole Gatta	9158 Sunwood Way
3	K. Gomez	[Signature]	823 2nd Street Dr
4	M. Gomez	[Signature]	1742 Oak Way
5	San H. Lee	[Signature]	733 Logan Way
6	Salomon H	[Signature]	Delbert Ave
7	Hollander	[Signature]	2501 N. Main St
8	S. Adams	[Signature]	██████████ P.O. Box 4177 As.
9	S. Adams	[Signature]	5002 Seaven
10	S. Adams	[Signature]	3600 W. Ave
11	W. Adams	[Signature]	24 Fern St ALB
12	M. Adams	[Signature]	435 Industrial Way
13	W. Adams	[Signature]	573 Adams St
14	J. Adams	[Signature]	671 Collette
15	B. Dickinson	[Signature]	2904 Sage Creek Dr S. Bay
16	Geo Swanson	[Signature]	3955 Vineyard Ave
17	Jessie G. G. G.	Jessie G. G.	3132 Vineyard Ave Pleasanton
18	[Name]	[Signature]	
19	GAYLE M. L. L.	Gayle M. L.	P.O. Box 24 Sunny
20	[Name]	[Signature]	8638 March N Sun Ramon
21	[Name]	[Signature]	7111 Dry Creek Dr PUBLIC
22	[Name]	[Signature]	
23	Sun's Food	[Signature]	3914 Vineyard AV.
24	TRICK NEATH	[Signature]	3767 Vineyard St
25	[Name]	[Signature]	409 Adams St.

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps. Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
2	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
3	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
4	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
5	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
6	Leonard Garcia	[Handwritten Signature]	6755 Calle Altamira Pt, Ca
7	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
8	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
9	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
10	GEORGE ADAR	[Handwritten Signature]	HAMMERS CA.
11	[Handwritten Name]	[Handwritten Signature]	HAMMERS CA.
12	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
13	ALEXIS FUIZ	[Handwritten Signature]	28297 cardinal st
14	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
15	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
16	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
17	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
18	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
19	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
20	C. ALIQUA	[Handwritten Signature]	578 PACIFIC DRIVE
21	G.M. Huerta	[Handwritten Signature]	847C DIVISION
22	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
23	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
24	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]
25	[Handwritten Name]	[Handwritten Signature]	[Handwritten Address]

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	Printed Name	Signature	Address
1	JOSE ROBLES	[Signature]	3816 East Ave. Livermore
2	Don Casper	[Signature]	635 Berkeley Ave Pl.
3	Dona Macaul	[Signature]	3251 Maystar Ave
4	Joel Bartz	[Signature]	5837 University Ave #38
5	Joel Bartz	[Signature]	1380 DIABLO ST Livermore
6	[Signature]	[Signature]	367 W. Angela Pleasanton
7	[Signature]	[Signature]	337 ROSS AVE
8	Doreen Hart	[Signature]	2490 Alameda St #3
9	[Signature]	[Signature]	5340 Case Pleasanton
10	[Signature]	[Signature]	5510 Sonoma Dr. Pleasanton
11	[Signature]	[Signature]	6031 Kirtland Pleasanton
12	[Signature]	[Signature]	4202 Stantely Blvd
13	[Signature]	[Signature]	4403 VALLEY AVE
14	[Signature]	[Signature]	4255 Walnut St Pleasanton
15	[Signature]	[Signature]	903 Walnut woods side
16	[Signature]	[Signature]	8104 Main St Pleasanton
17	[Signature]	[Signature]	Kearney Ave
18	[Signature]	[Signature]	57793 Overlook Ave
19	[Signature]	[Signature]	19190 Elmer
20	[Signature]	[Signature]	[Signature]
21	[Signature]	[Signature]	2180 Cordova Ln San Ramon
22	[Signature]	[Signature]	3849 University Ave #102
23	[Signature]	[Signature]	[Signature]
24	[Signature]	[Signature]	[Signature]
25	[Signature]	[Signature]	3520 Star West Dublin

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps. Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	Frankie Wilson	[Signature]	
2	John Brown	[Signature]	
3	Captain [Signature]	[Signature]	4154 Vineyard Ave
4	Ben [Signature]	[Signature]	111 Vineyard Ave
5	L. [Signature]	[Signature]	6005 Vineyard Ave Pleasanton
6	Heather Brown	[Signature]	3043 Vineyard Ave #D Pleasanton
7	Aileen [Signature]	[Signature]	3843 Vineyard Ave #D Pleasanton
8	MICHELLE PAREN	[Signature]	675 BROOKFIELD DR. PLEASANTON
9	Patricia [Signature]	[Signature]	1045 SERRA ST. PLEASANTON CA
10	Bob [Signature]	[Signature]	1050 CANTON ST. PLEASANTON
11	Wendy [Signature]	[Signature]	3707 VINEYARD AVE #115
12	Ann [Signature]	[Signature]	2501 BROADWAY PLEASANTON
13	[Signature]	[Signature]	837 WINDY ST. PLEASANTON
14	JOHN [Signature]	[Signature]	4008 GARDEN PL. PLEASANTON
15	[Signature]	[Signature]	2156 TOWNSEND ST. PLEASANTON
16	[Signature]	[Signature]	5519 VINEYARD AVE PLEASANTON
17	Ken [Signature]	[Signature]	454-D D. VINEYARD ST. PLEASANTON
18	[Signature]	[Signature]	917 [Signature]
19	[Signature]	[Signature]	4808 VINEYARD AVE PLEASANTON
20	Karen [Signature]	[Signature]	650 Davis St Pleasanton CA 94566
21	Laura [Signature]	[Signature]	6461 Redwood Pine Pines CA 94566
22	[Signature]	[Signature]	5802 Sandbar Lane Pleasanton CA 94566
23	[Signature]	[Signature]	15730 [Signature] Pleasanton
24	[Signature]	[Signature]	201 [Signature] Pleasanton
25	[Signature]	[Signature]	169 [Signature] Pleasanton, CA

Please support us to build a new 7-11 convenience store at this site (4191 1st st, Pleasanton, CA), create more jobs, and upgrade our new dispensing pumps. Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	Jason Callahan	Jason Callahan	14831 Marissa Ln
2	BOOB KIM	Kim Boob	291 KOTTINGER DR.
3	Debra Anderson	Debra Anderson	45 N. ELLSWORTH
4	Tom Casper	Tom Casper	1000 Saddleback
5	James A.	James A.	374 Bullard St
6	CHARLES HARPER	Charles Harper	246 KOTTINGER DR. #9
7	Kevin DePaul	Kevin DePaul	130 Bull Street
8	JOHN J. JAMES	John J. James	15000 COUNTRY BLVD
9	MART JAMES	Mart James	740 Saddleback
10	BILL DEPAUL	Bill DePaul	4745 PINEFIRE BL
11	Fanny Dahl	Fanny Dahl	4031 Vernalis Pleasanton
12	Jameson Aguirre	Jameson Aguirre	136 HILARIO DR. PLEASANTON
13			
14			
15			
16			
17			
18	John A. De	John A. De	PLEASANTON, CA 94563
19	Michael A.	Michael A.	Pleasanton, CA 94566
20			
21			34 Saddleback
22			5110 Saddleback Pl
23			2000 Saddleback Ave
24			3516 Saddleback Pl
25			400 1st St Pleasanton

ARTHUR ROMERO
CERTIFIED PUBLIC ACCOUNTANT
4320 STEVENS CREEK BLVD, SUITE 285 SAN JOSE, CA 95129

TEL: 408-423-8144
FAX: 408-423-8709
MOBILE: 925-998-3001
EMAIL: artromero@sbcglobal.net

MEMBER OF AMERICAN INSTITUTE OF
CERTIFIED PUBLIC ACCOUNTANTS
CALIFORNIA SOCIETY OF CERTIFIED
PUBLIC ACCOUNTANTS

December 3, 2012

RECEIVED

DEL - 6 2012

CITY OF PLEASANTON
PLANNING DIVISION

Janice Stern, Planning Manager
Planning Division
City of Pleasanton
200 Old Bernal Ave
Pleasanton CA 94566

Grayson Proposal for First St and Vineyard Ave

I am a resident of 4110 Walnut Drive, Pleasanton CA 94566.

Recently, a flyer came in the mail from your office regarding a proposal by a Mr Grayson to build (apply for a permit) a 7/11 convenience store at the corner of First Street and Vineyard Ave.

The first thing that came to my mind when I read your flyer was the sight of **loitering by young men** in front of this 7/11 store.

This project should be rejected outright for the following reasons:

- Loitering.
- Increase in crime.
- Another opportunity to sell liquor to under-aged minors.

There are many other reasons too numerous to list. This project if allowed to go through would be a complete and utter mistake by this City.

The last thing the City of Pleasanton needs is another **24 hour convenience store** especially one located so near residential neighborhoods.

If you have any questions about these reservations please do not hesitate call me at 408-423-8144.

Sincerely,
Art Romero



PI2-0556, PI2-0557, PI2-1790/4191 FIRST ST.

1

SIGN UP LIST

PROVIDED AT
DEC. 12, 2012
PUBLIC HEARING

TO PROTEST THE PROPOSAL TO OPEN UP A 7-ELEVEN AT 4191 FIRST ST. PLEASANTON, CA.
(CURRENT 76 GAS STATION AT CORNER OF RAY ST. AND FIRST ST.) THIS LIST WILL BE SUBMITTED TO THE HEARING ON WEDNESDAY 12/12/12 @ 7PM, COUNCIL CHAMBERS, 200 OLD BERNAL RD. PLEASANTON, CA.

<u>NAME</u>	<u>ADDRESS</u>	<u>PHONE</u>
1) Todd Stanley	240 Kottiger Dr	925-596-1711
2) Jim Morgan	4170 Francis ST	925-425-99
3) Kelly O'Neal	200 BERNAL AVE	925-426-4259
4) Sam Dees	637 ABBIE ST.	925-515-0875
5) John Johnson	4075 Vineyard Ave	925-249-9881
6) Lisa Blodgett	4083 Walnut Dr.	925-846-1999
7) Hashem B	7465 Muirwood CT PLEASANTON	925 425 0691
8) Antonio Lara	3840 Vineyard Ave Pleasanton CA	(925) 400 3805
9) CHRIS FRASER	3537 NORTH WAY PLEASANTON, CA 94566	(925) 600-9660
10) Alan Simmons	3716 Stanley Blvd Pleasanton	(925) 461-0653

Name	ADDRESS	PHONE (2)
11) Chris Schivo	3819 Vineyard	510-484-9053
12) Michael Regal	324 Brianna Ct	925-519-0470
3) Margery Connors	9002 Longview	925-462-3815
14) Jamal Hill	3830 vineyard	(510) 287-6251
5) Mike Bedford	1600 Good road	
14) Keith Karpenski	1160 Meadow Lane	
7) Laura Boyce	3522 Amico Dr	
18) Noel Martinez	4188 vineyard ALC Pleasanton CA	(925) 476 53 73
9) Sam BRODLEY	2102 VINTAGE LANE LIVERMORE	(925) 784 1838
21) RENE TOSAKY	402 vineyard Place	925 997-2838
2) ANTOIN TRAN	3122 HALF DOLE DR	925 200.4892
22) Steve WALTON	800L ENSENADA DR #3	925 235-7545
23) Tony Nora (main st. Meat & Fish)	700 main st. Pleasanton	925-523-3160
24) MARK MATULL	166 old Bernal ave	925-580-7705
25) Karm Vanderschuer	956 Riesling DR. Pleasanton	925 462-906
26) Aneesh Kannaiah	2161 Poweria Ct	925-523-357
27) Sach Ruiz	1912 Bernal ave	925-339-27
28) Irmeo Monroy	3819 Vineyard AVE	925 339-1412
29) Kaylin DesPres	982 Division St	925 787 129
30) Tracie Bailey	4319 Railroad	925 484 1484
31) Fred Goliszko	445 Kottigayn Dr	925 323-3436
32) Judy	4275 Custom Barber shop	925 462-269

NAME	ADDRESS	PHONE
33 Rosa Rodriguez	4878 Bernal Ave Apt E Pleasanton	925-596-1680
34 JERRY DEAN	3822 Morewood Dr Pleasanton CA	510-368-2670
5 Jon & Over	3819 Vineyard ave Pleasanton CA	925 339 3652
36 Charles K Pyle	3263 Vineyard ave #2 Pleasanton Ca	925-600-1991
7 Barbara Slattery	4648 Shasta Ct Pleasanton, CA	925-846-2032
38 Paul Gray	457 vineyard Pl Pleasanton CA	925-586-7757
39 STEVE MANNING	1468 FORENZA CT PLEASANTON CA	925-426-6745
40 Jeremy Balen	5104 ENSCENADA DR #4 PLEASANTON, CA	925-989-3866
41 Jimmy Le	3955 Vineyard Ave #45, Pleasanton	925-301-5565
42 Jeff Schultz	39 CALIFORNIA BLVD #103 PLASANTON	209-612-3091
43 Roberto Hinds	3181 vineyard apt 77	510-992-9139
44 Gary Nicolson	4240 Tamur Ct Pleasanton, CA	925 485-9064
45 KEVIN DACTON	3955 VINEYARD AVE PLEASANTON	972-351-6127
46 TIONA ENGEL	3942 Vineyard Ave Pleasanton	925 584 1384
47 Erin Murphy	359 Kottiker	925-463-4691
48 HAROLD ZOSSEL	4129 WALNUT DR	925 989 3129
49 JUAN RODRIGUEZ	5621 Charlotte way	925 980-9859
50 DENY COUSS	529 GERARD CT	925-519-9164
51 PHILIP	3955 Vineyard Ave Apt 24	925-667-1815
52 CHARLES GRACEY	760 MONACO DR PLEASANTON CA	925 485 1229
53 TRACY BAILEY	3955 Vineyard Ave #88	925 400 2030
54 DAVE MILCHICH	3819 VINEYARD AVE	510 325-5735
55 Jim King	3767 Vineyard Ave	925-781-2538
56 Darlene Silva	5118 F Monaco Dr	925-846-3921
57 Zach LEE	244 CARNATION CT.	510-566-4159

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Joe Ronan	6632 Amber Lane	846-3210
Vietnam Cobb	4654. BERNAL AVE.	925-519-1858
Andrew Lengyel	402 Vineyard Place	925-997-0940
Drew Tiedeman	3833 Vine St Pleasanton	925-667-8908
Jill Felts	852 DIVISION ST #6 PLS	925-339-7395
Dan Gaiser	Amador Ct	925 846-2331
Mrs. McCollum	4363 2 ND ST. PLS., Ca. 94566	925 339-3166
Tiffany Simmen	4363 2nd St. Pleasanton Ca. 94566	925 339-6542
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Kacey Coogan	557 TAWNY Dr. #4 Pleasanton	925-640-7803
MIKE LAUDENBACH	4258 REMOND CT PLEAS	925 872-0704
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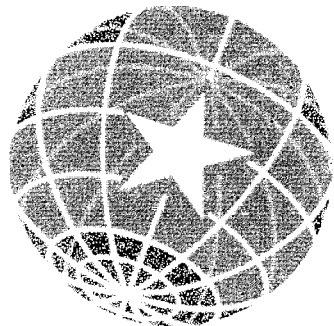
Problem-Oriented Guides for Police
Problem-Specific Guides Series
No. 49

Robbery of Convenience Stores

by
Alicia Altizio
Diana York

RE: 4191 FIRST STREET
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Problem-Oriented Guides for Police
Problem-Specific Guides Series
Guide No. 49

Robbery of Convenience Stores

Alicia Altizio
Diana York

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About the Problem-Specific Guides Series

The *Problem-Specific Guides* summarize knowledge about how police can reduce the harm caused by specific crime and disorder problems. They are guides to prevention and to improving the overall response to incidents, not to investigating offenses or handling specific incidents. Neither do they cover all of the technical details about how to implement specific responses. The guides are written for police—of whatever rank or assignment—who must address the specific problem the guides cover. The guides will be most useful to officers who:

- **Understand basic problem-oriented policing principles and methods.** The guides are not primers in problem-oriented policing. They deal only briefly with the initial decision to focus on a particular problem, methods to analyze the problem, and means to assess the results of a problem-oriented policing project. They are designed to help police decide how best to analyze and address a problem they have already identified. (A companion series of *Problem-Solving Tools* guides has been produced to aid in various aspects of problem analysis and assessment.)
 - **Can look at a problem in depth.** Depending on the complexity of the problem, you should be prepared to spend perhaps weeks, or even months, analyzing and responding to it. Carefully studying a problem before responding helps you design the right strategy, one that is most likely to work in your community. You should not blindly adopt the responses others have used; you must decide whether they are appropriate to your local situation. What is true in one place may not be true elsewhere; what works in one place may not work everywhere.
 - **Are willing to consider new ways of doing police business.** The guides describe responses that other police departments have used or that researchers have tested. While
-



not all of these responses will be appropriate to your particular problem, they should help give a broader view of the kinds of things you could do. You may think you cannot implement some of these responses in your jurisdiction, but perhaps you can. In many places, when police have discovered a more effective response, they have succeeded in having laws and policies changed, improving the response to the problem. (A companion series of *Response Guides* has been produced to help you understand how commonly-used police responses work on a variety of problems.)

- **Understand the value and the limits of research knowledge.** For some types of problems, a lot of useful research is available to the police; for other problems, little is available. Accordingly, some guides in this series summarize existing research whereas other guides illustrate the need for more research on that particular problem. Regardless, research has not provided definitive answers to all the questions you might have about the problem. The research may help get you started in designing your own responses, but it cannot tell you exactly what to do. This will depend greatly on the particular nature of your local problem. In the interest of keeping the guides readable, not every piece of relevant research has been cited, nor has every point been attributed to its sources. To have done so would have overwhelmed and distracted the reader. The references listed at the end of each guide are those drawn on most heavily; they are not a complete bibliography of research on the subject.
 - **Are willing to work with others to find effective solutions to the problem.** The police alone cannot implement many of the responses discussed in the guides. They must frequently implement them in partnership with other responsible private and public bodies including other
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government agencies, non-governmental organizations, private businesses, public utilities, community groups, and individual citizens. An effective problem-solver must know how to forge genuine partnerships with others and be prepared to invest considerable effort in making these partnerships work. Each guide identifies particular individuals or groups in the community with whom police might work to improve the overall response to that problem. Thorough analysis of problems often reveals that individuals and groups other than the police are in a stronger position to address problems and that police ought to shift some greater responsibility to them to do so. Response Guide No. 3, *Shifting and Sharing Responsibility for Public Safety Problems*, provides further discussion of this topic.

The COPS Office defines community policing as “a policing philosophy that promotes and supports organizational strategies to address the causes and reduce the fear of crime and social disorder through problem-solving tactics and police-community partnerships.” These guides emphasize problem-solving and police-community partnerships in the context of addressing specific public safety problems. For the most part, the organizational strategies that can facilitate *problem-solving* and *police-community partnerships* vary considerably and discussion of them is beyond the scope of these guides.

These guides have drawn on research findings and police practices in the United States, the United Kingdom, Canada, Australia, New Zealand, the Netherlands, and Scandinavia. Even though laws, customs and police practices vary from country to country, it is apparent that the police everywhere experience common problems. In



a world that is becoming increasingly interconnected, it is important that police be aware of research and successful practices beyond the borders of their own countries.

Each guide is informed by a thorough review of the research literature and reported police practice and is anonymously peer-reviewed by line police officers, police executives and researchers prior to publication.

The COPS Office and the authors encourage you to provide feedback on this guide and to report on your own agency's experiences dealing with a similar problem. Your agency may have effectively addressed a problem using responses not considered in these guides and your experiences and knowledge could benefit others. This information will be used to update the guides. If you wish to provide feedback and share your experiences it should be sent via e-mail to cops_pubs@usdoj.gov.

For more information about problem-oriented policing, visit the Center for Problem-Oriented Policing online at www.popcenter.org. This website offers free online access to:

- the Problem-Specific Guides series
 - the companion *Response Guides* and *Problem-Solving Tools series*
 - instructional information about problem-oriented policing and related topics
 - an interactive problem-oriented policing training exercise
 - an interactive *Problem Analysis Module*
 - a manual for crime analysts
 - online access to important police research and practices
 - information about problem-oriented policing conferences and award programs.
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The project team that developed the guide series comprised Herman Goldstein (University of Wisconsin Law School), Ronald V. Clarke (Rutgers University), John E. Eck (University of Cincinnati), Michael S. Scott (University of Wisconsin Law School), Rana Sampson (Police Consultant), and Deborah Lamm Weisel (North Carolina State University.)

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The Problem of Robbery of Convenience Stores

What This Guide Does and Does Not Cover

This guide begins by describing the problem of convenience store robbery and reviewing factors that increase its risk. It then identifies a series of questions to help you analyze your local convenience store robbery problem. Finally, it reviews responses to the problem and what is known about these from evaluative research and police practice.

Convenience store robbery is but one aspect of the larger set of problems related to robbery and to commercial establishments. Although all robbery types share some common features, convenience store robbery warrants special attention because convenience stores have special characteristics. Related problems not directly addressed in this guide, each requiring separate analysis, include:

- bank robbery
 - burglary of retail establishments
 - check and card fraud
 - false burglar alarms
 - gasoline drive-offs
 - gun violence
 - robbery at automated teller machines
 - robbery of taxi drivers
 - shoplifting
 - street muggings
 - theft by employees.
-



§ The Middle Atlantic States (New Jersey, New York, and Pennsylvania) led the increase in number of stores (9.8 percent from the previous year), although all U.S. regions experienced an increase within the past year (National Association of Convenience Stores 2005).

Some of these related problems are covered in other guides in this series, all of which are listed at the end of this guide. For the most up-to-date listing of current and future guides, see www.popcenter.org.

General Description of the Problem

About Convenience Stores

Convenience stores are “retail business[es] with primary emphasis placed on providing the public a convenient location to quickly purchase from a wide array of consumable products (predominantly food and gasoline) and services.”¹ There are over 135,000 convenience stores operating in the United States, and the number continues to grow.⁵ An estimated 100 million Americans visit a convenience store on any given day; each convenience store might serve hundreds, even thousands, of customers daily.² Over 80 percent of all Americans, because of their busy schedules, prefer convenience stores to supermarkets.³

Extent of the Problem

Convenience store robberies account for approximately 6 percent of all robberies known to the police.⁴ Although this comprises a relatively small percentage of total robberies, the problem is persistent. Over the last 30 years, there has been little change in the proportion of convenience store robberies. Nevertheless, convenience stores in particular locations can be vulnerable to repeat victimization, especially those types of retailers that have large amounts of cash, low security, and few staff and customers likely to resist.⁵

The numbers of U.S. convenience store robberies rose significantly in the 1980s and then declined just as significantly in the 1990s, a reduction that could be due in part to the development of better crime prevention measures in convenience stores,⁶ many of which are discussed in the Responses section below.

Repeat Victimization[§]

Some stores are repeatedly victimized, either by the same offender or different offenders. Reasons for repeat victimization vary. A successful robber might return to rob the same store again or might tell other robbers about the store. Alternatively, a wide range of robbers might see the store as particularly attractive or vulnerable.^{§§} Media accounts may actually play up the vulnerability of the store by reporting successful robberies⁷ and may glamorize the crime, giving would-be offenders the notion that those that “rob with style” don’t get caught.⁸

Interviews with convicted robbers revealed that they often selected easy targets assuming that “victims [businesses] will not install preventative measures to stop them.”⁹ One study of convenience store robbery victims indicates that more than one-half of the respondents reported subsequent changes in store policy or practice after a robbery.¹⁰ It was also found that a store was most vulnerable to revictimization within the first few weeks after the first robbery.¹¹

§ See Problem-Solving Tools Guide No. 4, *Analyzing Repeat Victimization*.

§§ See the Problem-Solving Tools Guide on *Understanding Risky Facilities* for further discussion of why some places are more vulnerable to crime than other similar places.



Types of Convenience Store Robbery

§ One study by the Ontario Convenience Store Association found that an increase in merchandise robberies at convenience stores between 2001 and 2002 was related to higher cigarette prices, the existence of illicit markets, and the ease of disposal (Inkster Group 2004).

§§ See the Problem-Oriented Policing Guide, *Robbery of Taxi Drivers*.

Convenience store robberies are classified according to the offender's method of operation:¹²

- **Straight:** Demanding money immediately upon entering a store.
- **Customer:** Demanding money some time after entering a store and engaging in the act of making a purchase.

Another perhaps less common type is merchandise robbery,[§] which involves the forcible taking of goods from a store. A higher number of employee injuries are reported in merchandise robberies, as active resistance and confrontation are more prevalent in these situations.¹³

Harms Resulting From Convenience Store Robbery

Physical

Convenience store employees suffer from high rates of workplace homicide, second only to taxicab drivers.^{14,§§} Customers can also suffer injury from offender assaults. Injuries can result from an employee's active resistance or from the offender's misreading the employee's nervousness or hesitation as resistance.¹⁵ When faced with an employee who chooses to actively resist and is in a face-to-face confrontation, robbers may resort to injuring the worker to avoid apprehension. Higher injury rates are consistently found to be correlated with measures employees take during the robbery.¹⁶

Economic

Convenience store robberies are not only costly to the workers victimized but also to the store itself. Costs include loss of customers who may be deterred from shopping at a store that has been robbed, leading to a loss of income from reduced customer sales. Stores can also experience an increase in workers' compensation costs and insurance premiums due to the robbery. Unfortunately, for those independently owned stores, losses may be unrecoverable, due to the inability of many small operations to afford insurance coverage.¹⁷ Stores that do not have insurance coverage may be forced to increase prices or potentially close. Other less direct costs include the various criminal justice activities of state and local governments, including police investigations, prosecutions, and incarceration and supervision of offenders.¹⁸

The average cost to employers of a single episode of workplace violence can amount to \$250,000 in lost work time and legal expenses.¹⁹ Workplace victimizations reportedly contribute to a loss of 3.5 days per employee per crime. Victimization can further limit the ability of these stores to attract and maintain employees for the night shifts, particularly in stores that operate 24 hours a day²⁰ and those with a high volume of cash transactions, a characteristic of such stores. The combination of operational expenses and security challenges can be financially burdensome.²¹



§ Most victims' organizations agree that immediate intervention and support after a victim endures a robbery is beneficial to the victim's recovery, yet statistics show that of the 86,000 robbery victims (irrespective of location of victimization) in 1991, only 4 percent of the reported robbery victims were treated by mental health care providers (National Center for Victims of Crime 1997).

Psychological

Victim employees can also suffer psychological harm.²² “Secondary victimization” can occur when employers, managers, employees, or those responding to the robbery fail to acknowledge the victim's trauma.²³ This may result from not believing the victim's description of the attack, discounting the incident, and blaming or criticizing the victim. Psychological problems resulting from victimization may not only affect the employee's subsequent workplace performance, but also can affect the store's daily operations.[§]

Factors Contributing to Convenience Store Robbery

Understanding the factors that contribute to convenience store robbery will help you frame your own local analysis questions, determine good effectiveness measures, recognize key intervention points, and select appropriate responses.

Research has identified many factors that influence a robbery's likelihood or outcome. In some cases, the findings are inconsistent or contradictory. This may be because it can be difficult to interpret studies based on small numbers of stores or difficult to determine if certain store features influenced the robberies, or were changed in response to the robberies.²⁴ The factors generally found to contribute to the incidence of convenience store robberies follow.



Store Characteristics

Operation hours

Operation hours are by far the strongest factor contributing to convenience store robbery, particularly for stores open 24 hours a day.²⁵ Late evening to early morning hours carry a greater risk of being targeted, perhaps because fewer people—other customers, police, or passersby—who might intervene are about.

Interior store layout

Several characteristics of a store's interior layout can influence its vulnerability to a robbery. Common among these is visibility, from two perspectives. First, employees should be able to see their surroundings, and second, people outside the store, including police on patrol, should be able to see into the store.²⁶ Robbers are deterred by brightly lit stores in which employees and the store's cash registers are clearly visible from the street.²⁷ The height and placement of store displays and shelving also determine whether there are unobstructed views inside the store.

Exterior store environment

Visibility is also a factor outside the store. Poorly lit gasoline islands and parking lots increase the chances of a robber's selecting a particular store,²⁸ since employees cannot see what is occurring outside the store. There is also a relationship between parking lot size and store vulnerability in that a large parking area in front of the store reduces the ability of passersby to provide informal



surveillance of the store's interior and exterior.²⁹ The availability of viable escape routes is also a consideration in determining whether or not a store is a prime robbery target. For instance, poorly designed fencing or landscaping can facilitate a robber's quick flight from the store, thereby making the store a more attractive target.

Location

There may be a relationship between the location and surrounding environment of a convenience store and its risk of becoming a robbery target. For instance, one study found that stores located in shopping complexes or strip malls had fewer robberies than those not in more concentrated commercial settings.³⁰ A study of robberies at service stations and pharmacies produced similar findings.³¹ According to another study, stores in neighborhoods with older buildings and structures, close to graffiti and subsidized housing, and not located in a shopping center showed an increased risk of robbery.³²

Convenience store type

Convenience stores can be distinguished from other retail establishments by the hours they operate, store size, and products sold. Most are open every day until late in the evening, with some open 24 hours a day. Some are corporate franchises, others are independently owned. Single-store businesses that are owned and operated as a one-store business or franchise dominate the market.³³

There are generally six convenience store formats. Each is categorized by the size of the store and the products it sells, as shown in Table 1.³⁴



Table 1 Convenience Store Types

Type	Size	Typical Products	Parking
<i>Kiosk</i>	< 800 sq. ft.	Gasoline and “fast-moving” items (tobacco, beverages, snacks, and confectioneries)	Usually only at the pumps
<i>Mini</i>	800 to 1200 sq. ft.	Limited grocery selection (predominantly prepared sandwiches)	At the pumps and some with striped parking
<i>Limited selection</i>	1,500 to 2,200 sq. ft.	Broader product mix and added prepared foods (hot dogs, nachos, popcorn)	Striped parking (with extended hours)
<i>Traditional</i>	2,400 to 2,500 sq. ft.	Expanded product mix (including dairy, bakery, snack foods, and beverages)	Six to 12 parking spaces and pedestrian access
<i>Expanded</i>	2,800 to 3,600 sq. ft.	Traditional product mix	10 to 20 marked parking spaces
<i>Hyper</i>	4,000 to 5,000 sq. ft.	Can include a bakery, restaurant area, or a pharmacy	Multiple parking spaces (usually larger than the expanded store)



Risk of robbery based on a variety of administrative and environmental factors has been proposed. For instance, stores with gas pumps, sometimes referred to as convenience gas stations, are less likely to be robbed than stores without pumps.³⁵ Another study has found that independent stores less than two years old were at higher risk for robbery than older stores that are company owned and operated.³⁶

Ownership

The security and crime prevention measures convenience store owners employ vary considerably with the type and structure of ownership. 7-Eleven, Inc. has its own security department, policies, and employee crime-prevention training program.³⁷ A “mom and pop” owned establishment would likely have very few resources and less access to current techniques.

Staff number

Several studies have evaluated the presence of two or more clerks to reduce the risk of robbery. The findings have been inconsistent, and are highly debated.³⁸ The 1986 Gainesville, Florida studies concluded that the number of clerks on duty was a strong predictor of robbery potential.³⁹ However, a review of convenience store robberies by the National Association of Convenience Stores in 1997 did not support this conclusion.⁴⁰

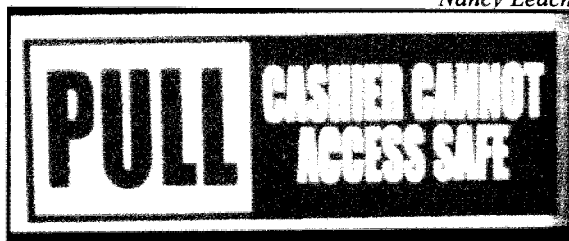
Cash-control procedures

The handling and storage of cash has a significant influence on the targeting of stores for robbery. The Athena Research Corporation studies of armed robbers in 1985 and 1995 have shown that “80 percent of potential



robbers can be deterred if a convenience store limits the amount of money kept in its cash register.”⁴¹ There are a number of cash-control units available to retailers that have both a drop safe and money dispenser, with various access methods. Again, both the ability to purchase such units and the implementation of strict cash protocol depend on the ownership type and structure.

Nancy Leach



A strict cash control protocol can significantly reduce the chances a store will be targeted by potential robbers.

Incident response policies

Employers’ policies, particularly about firearms in the workplace,[§] and various administrative and environmental measures^{§§} have an impact on workplace violence and homicide rates.⁴² Furthermore, the combination of inexperienced employees and inadequate training procedures can contribute to higher victimization rates.⁴³ One multistate study found that clerks’ behavior might be the most significant factor in determining the extent of injuries during a robbery.⁴⁴ For instance, injury can be caused by two different offender assaults: the *blitz attack*, which catches the victim by surprise and is unprovoked by the victim or another, and the *response to perceived resistance*, which can result from either misreading the employee’s nervousness as resistance, or wanting to get in and out of the store as quickly as possible.⁴⁵ Employees can, in turn,

§ One study found that there was approximately a “sevenfold increase in the risk of a worker being killed in workplaces that allowed guns,” implying that workplaces that respond to a prior experience with crime by allowing firearms may actually be creating a greater risk for workplace homicide by allowing weapons on the premises (Loomis, Marshall, and Ta 2005).

§§ Although some researchers believe that limiting cash on hand to less than \$100 could reduce robbery risk and injury rates, other research has found that limiting cash and escape routes can force a robber to take greater risks, thereby potentially increasing employee injury rates. Other suggestions include installing a visible drop safe to allow for natural surveillance throughout the store (Faulkner, Landsittel, and Hendricks 2001).



employ certain behavior to keep themselves safe. This includes following the offender's instructions, staying calm and quiet, avoiding eye contact, not making any sudden movements, remaining inside the workplace, not attacking the offender, while making mental notes to provide to the police regarding the offender's physical description.⁴⁶

Offender Characteristics

Like robbers in general, most convenience store robbers are male (95 percent) with about two-thirds of them under the age of 25.⁴⁷ They are often impulsive and opportunistic, and do limited planning before attempting the actual robbery. Most are seeking quick cash, often to buy drugs. A high proportion report that they were under the influence of alcohol and/or drugs while committing the robbery.⁴⁸

Serial robbers, particularly those that victimize the same location on more than one occasion, appear to be more professional, even determined, in their approach. They are significantly more likely to carry a gun, to have been in prison before, to wear a disguise, and to choose a specific time for the robbery. They are also more likely to be violent and cause a higher rate of employee injury.⁴⁹ Their robberies display distinct geographical patterns over time.⁵⁰

Since it has been found that certain stores are more vulnerable to repeat victimization, we can conclude that robbers are selecting those stores because of the opportunities they offer for successful completion of a robbery.⁵¹ Offenders prefer areas in or near their neighborhoods, thus increasing the risk for those stores



in areas where many offenders live.⁵² However, many factors may affect offender decisions. For example, since offenders commonly use guns in convenience store robberies, some offenders looking for quick cash may think that a weapon overcomes any other obstacles to carrying out the crime. Novice offenders might be less likely to differentiate between low-risk and high-risk targets.⁵³ Robbers commonly consider escape routes an important factor in selecting a target.⁵⁴

Time Patterns

To limit the risk of apprehension, robbery offenders generally operate at night, when concealment is more likely. Convenience store robberies have been found to be consistent with this time pattern. One study of robberies in 30 Leon County, Florida convenience stores over a four-year period found significant correlations not only to time but also to day of the week, and month. Fifty percent occurred between 10 PM and 12 AM, generally times when business traffic is minimal. Three days (Friday, Saturday, and Sunday) accounted for 60 percent of the robberies. More than 50 percent occurred between November and February, consistent with findings that property crimes occur more frequently during winter months.⁵⁵



Understanding Your Local Problem

The information provided above is only a generalized description of convenience store robbery. You must combine the basic facts with a more specific understanding of your local problem. Analyzing the local problem carefully will help you design a more effective response strategy.

Your analysis should examine the different risks evident in the stores, and be particularly focused on repeat victimization. Gathering information is labor-intensive and detailed. The more standardized your department's information-gathering process, the more opportunity you have to understand your robbery problem and reach conclusions.

Stakeholders

In addition to criminal justice agencies, the following groups have an interest in the convenience-store robbery problem and should be considered for the contribution they might make to gathering information about the problem and responding to it:

- local business associations (e.g., chambers of commerce)
 - convenience store associations
 - state and federal workplace safety agencies
 - worker's compensation agencies
 - insurance companies
 - convenience store corporation loss-prevention departments
 - private security firms.
-



Asking the Right Questions

The following are some critical questions you should ask in analyzing your particular problem of convenience store robbery, even if the answers are not always readily available. Your answers to these and other questions will help you choose the most appropriate set of responses later on.

Since environmental details are particularly relevant to this type of crime, it is important to listen carefully to victims' description of the robbery. You can collect pertinent information by asking victims incisive questions about the setting and circumstances of the crime.

It is also crucial to interview as many apprehended offenders as possible to find out how they make their decisions. See *Problem-Solving Tools Guide No. 3, Using Offender Interviews to Inform Police Problem-Solving*, for further guidance on gathering information from offenders.

Offenses

- How many convenience store robberies have occurred?
 - What is the ratio of attempted robberies to completed robberies?
 - What proportion of robberies (and attempts) is reported to police? If some robberies are not reported to police, why?
 - What proportion of robberies have been repeat robberies (occurring at the same convenience store) within the past year?
 - What is the typical length of time between repeat robberies?
 - How long do robbers take to complete the robbery? Do they use a "straight" or "customer" approach (as described above)?
-



- How do employees react to robberies?
- What types of weapons are used, if any? Have any injuries resulted?
- How many employees and customers are typically present in the store during robberies?
- What are the usual escape routes or methods?
- How much money or merchandise is typically stolen?
- What other financial costs do convenience stores incur from robberies (e.g., repair costs, lost business, insurance premium increases)?

Offenders

- Are there many different offenders involved in the robberies, or is a small group of prolific offenders responsible?
 - How many of the prolific offenders have records for committing store robberies? How many have recently been released from prison?
 - How much planning do offenders do?
 - Do offenders work in gangs? How many offenders are in the gangs?
 - Do offenders belong to any particular ethnic, occupational, or other group?
 - What proportion of offenders are juveniles?
 - Are offenders under the influence of drugs or alcohol while committing robberies?
 - What proportion of offenders commits robberies primarily to support a drug or alcohol habit?
 - Do offenders appear to be familiar with the premises robbed? If so, how do they get the information (e.g., from complicit employees, by careful casing of the store, by prior visits as a customer, by prior robberies at that store)?
 - Do employees recognize offenders as familiar to the location?
-



§ For more information on crime mapping tools, see www.iaca.net/software.asp.

- How do offenders get to the stores? On foot? In vehicles?
- Are offenders drawn to the area by robbery opportunities or for some other reason (e.g., illegal drug markets)?

Targets

- Which types of convenience stores are most at risk of robbery? What types are at least risk?
- Which stores are being robbed repeatedly? What do high-risk stores have in common with one another? How do they differ from low-risk stores?
- How long have high-risk stores been in business?
- How big are the stores? Are they part of a larger chain? If so, how does the robbery experience vary among stores in the chain? How does it compare with that of similar stores in other chains?
- What time do the stores close?
- Is the property isolated? Is lack of natural surveillance a contributory factor?
- What proportion of stores has gas pumps?
- What site features facilitate robbery? Corner location? Rear access?
- Is there evidence of collusion between staff and robbers?

Locations/Times

- When do robberies usually occur (time of day, day of week, month or season of year)?
 - What is the nature of the surrounding neighborhood?
 - Where do events concentrate? Are they clustered near major roads? Near known drug markets? (Computerized crime mapping can facilitate robbery analysis.^{56,§})
-



Current Responses

- What is the clearance rate for convenience store robberies?
- What security measures have the stores taken to prevent robbery?
- Do store employees follow correct cash-handling and other robbery prevention procedures?
- What robbery prevention measures, if any, are mandated by law? To what extent are those mandates inspected and enforced?
- What training or robbery prevention information is provided to store owners, managers, and employees?

Measuring Your Effectiveness

Measurement allows you to determine to what degree your efforts have succeeded, and suggests how you might modify your responses if they are not producing the intended results. You should take measures of your problem *before* you implement responses, to determine how serious the problem is, and *after* you implement them, to determine whether they have been effective. All measures should be taken in both the target area and the surrounding area. For more detailed guidance on measuring effectiveness, see the Problem-Solving Tools Guide, *Assessing Responses to Problems: An Introductory Guide for Police Problem-Solvers*.

The following outcome measures can be useful in assessing whether your responses have impacted the convenience store robbery problem:

- fewer reported convenience store robberies and related calls for service
 - fewer repeat victims and offenders
-



- fewer robbery-related financial losses and insurance claims
- fewer business closures resulting from robberies
- fewer or less-severe injuries of employees and customers resulting from robberies
- greater perception of safety among store owners, employees, customers, and the community at large.

In addition, the following *process* measures might provide some indication of the degree to which selected responses are being properly implemented:

- higher proportion of stores following standard security practices, installing security devices, and/or using guard services
 - higher proportion of store personnel formally trained in crime prevention.
-



Responses to the Problem of Robbery of Convenience Stores

Analysis of your local problem should give you a better understanding of the factors contributing to it. Once you have analyzed your local problem and established a baseline for measuring effectiveness, you should then consider possible responses to address the problem.

The following response strategies provide a foundation of ideas for addressing your particular problem. These strategies are drawn from a variety of research studies and police reports. Several of these strategies may apply to your community's problem. It is critical that you tailor responses to local circumstances, and that you can justify each response based on reliable analysis. In most cases, an effective strategy will involve implementing several different responses. Law enforcement responses alone are seldom effective in reducing or solving the problem. Do not limit yourself to considering what police can do: give careful consideration to who else in your community shares responsibility for the problem and can help police better respond to it. The responsibility of responding, in some cases, may need to be shifted toward those who have the capacity to implement more effective responses. (For more detailed information on shifting and sharing responsibility, see Response Guide No. 3, *Shifting and Sharing Responsibility for Public Safety Problems*).



General Considerations for an Effective Response Strategy

§ See Problem-Solving Tools Guide No. 5, *Partnering with Businesses to Address Public Safety Problems* and such Problem-Specific Guides as *Shoplifting* and *Robbery of ATMs* for further information on police-private security collaboration.

1. Understanding the ownership, management structure, and operations of local convenience stores.

To build and sustain a working relationship with the stores in your locality, you must have this understanding. Chain stores may have in-house security departments and specific protocols for crime prevention. This may enhance a cooperative effort to prevent robberies, but individual store managers may not have the authority to directly implement certain measures. Single-owner establishments will be generally unrestricted in their potential responses or partnership with the police, but will have fewer resources to devote to security and crime prevention. The convenience store industry as a whole may not support all police recommendations for security measures.

Understanding the operations, community context, and interpersonal dynamics of these businesses allows you to more effectively implement the specific responses below. For example, a sole owner who has used a weapon to scare a would-be robber may require a different approach and response than the store that employs 18-year-olds with little experience for late-night shifts.

2. Collaborating with private security. Creating structures and programs that encourage routine collaboration between police and private security can facilitate convenience store robbery prevention.^{57,§} Police might coordinate or facilitate convenience stores' adoption of specialized robbery prevention concepts and programs. For example, police might promote the application of the principles and methods of crime prevention through environmental design, which aims to reduce crime by controlling the retail business environment through natural



surveillance, access control, and boundary definition.^{58,§} Although implementing the specific measures would primarily be the retailer's responsibility (see retailer responses below), models such as this can be integrated into a local police or private security crime prevention strategy.

§ See the Problem-Solving Tools guide on *Using Crime Prevention Through Environmental Design in Problem-Solving* for further information.

3. Targeting repeat victims. Certain convenience stores in your locality are more likely to be robbed than others.^{§§} When the concentration of crimes at a few places is relatively stable over time, it is likely that something about those few places facilitates crimes and something about most places that prevents crimes.⁵⁹ A study of police responses to armed robbery by the U.K. Home Office found that there is a period of time after an incident (up to three months) when the target is most vulnerable to a repeat attack. Swift analysis and follow-up to robberies is important to limit or minimize the chance of repeat robberies, and responding to repeat victimization is effective in a number of ways. These include identifying the vulnerabilities of a given target, thereby assisting in the protection of likely targets from future robberies.^{60,§§§}

§§ This is the so-called "80/20" rule: that crime tends to be heavily concentrated in a relatively small percentage of places, against a relatively small percentage of victims, and by a relatively small percentage of offenders. See *Crime Analysis for Problem-Solvers* (Clarke and Eck 2005).

§§§ A given store's vulnerability can unfortunately result from media accounts of a successful robbery, absent any publicity of increased security measures. Incarcerated robbers believe that a victimized business will not install preventive measures (Gill and Pease 1998).

4. Reevaluating responses consistently. Responses to convenience store robberies may not always withstand changing times and circumstances. One study of convenience store robberies in Tallahassee was reexamined to identify changes, if any, in a number of environmental and other factors that influenced their robberies. The follow-up study found that several high robbery-risk stores had experienced declines, and some low-risk stores had considerable increases. The researchers concluded that "robbery prevention strategies lose their effectiveness over time and must be constantly upgraded."⁶¹ You should review robbery prevention strategies periodically, modifying them as appropriate to respond to offenders who consistently test the limits of measures in place.



Specific Responses To Reduce Convenience Store Robbery

§ For further information on situational crime prevention techniques, see www.popcenter.org/25techniques.htm.

§§ In April 1998, OSHA issued its *Recommendations for Workplace Violence Prevention Programs in Late-Night Retail Establishments*, marking the first time it explicitly sanctioned specific retail crime prevention measures. For additional information on OSHA recommendations, see www.osha.gov/Publications/osha3153.pdf.

§§§ In a study of convenience stores in Austin, Texas, it was found that the process of installing brighter or additional lighting in store lots could be burdensome. It involves hiring an electrical technician, preparing estimates, and obtaining a permit (LaVigne 1994).

§§§§ The Starbucks chain implemented a security model that includes moving the store safe to the street-front sales area, taking advantage of natural surveillance from the glass windows (D'Addario 2001).

Retailer Responses

The following responses are rooted in situational crime prevention.^{62,§} These responses are voluntary in some jurisdictions and mandated by law in others. Legislation requiring the implementation of security measures may affect the likelihood of convenience store robberies.^{§§} 7-Eleven, Inc. implemented many of these measures, maintaining that their implementation contributed to a 70 percent reduction in robberies over 20 years.⁶³ Local governments should ensure that their licensing and permitting regulations and procedures do not discourage sensible crime prevention measures.^{§§§}

5. Maximizing natural surveillance. Employees should have an optimal view of the entrance and interior of the store. This involves having adequate interior and exterior lighting, unobstructed views into the store, and strategic placement of the cash register. Sandwich boards or unobtrusive banners are preferable to window signage if local regulation permits such.⁶⁴ Low-profile display units allow clearer customer observation. Natural surveillance of safes is also desirable.^{§§§§} This measure increases the risk of apprehending the offender.



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An unobstructed view of the entrance and interior of the store provides natural surveillance that increases the risk of apprehension for the offender.

§ A state industry association has appealed the regulations, maintaining that they may be too expensive for businesses (Neary 2004).

6. Having multiple employees on duty during high-risk periods.

The state of Florida, in its *Convenience Business Security Act* of 1992, has mandated businesses that remain open between 11 PM and 5AM to use at least one of the following security measures: two or more employees, bullet-resistant safety enclosures, a security guard, or a pass-through window to conduct business. Since implementation, convenience store robbery rates in Florida have dropped significantly.⁶⁵ New Mexico's Environmental Improvement Board also passed regulations for stores open between 5 PM and 5 AM. These include either keeping two employees on duty, or using alternative precautions (like bullet-resistant glass) to protect the employee.[§] Aside from expense, such a measure's effectiveness has been questioned in a number of studies. For instance, environmental changes may have influenced the studies with a positive finding.⁶⁶ Also debated is the concern that multiple clerks could put more staff in danger in the event of a robbery. Mandating additional staffing is controversial, and careful consideration by public policymakers, as well as business leaders, must be made to weigh its potential for robbery deterrence against its financial impact.



§ Offender interviews have found that their decisions on choosing a target are strongly influenced by the proximity of the store to major and minor roads, and the proximity to a police station, among others (Wellford, MacDonald, and Weiss 1997).

§§ Some convenience stores offer free coffee or food to police officers to encourage them to stop in more often, but many police departments prohibit officers from accepting such offers.

7. Controlling access. This element accounts for the number of entrances, the door type(s) and placement(s), and the internal environment's design. A consistent finding of studies that interview convenience store robbers is that escape routes are a key factor to their target selection. Eliminating or at least limiting potential escape routes by using fencing or landscaping is highly recommended. 7-Eleven, Inc. found that it could effectively use fences to block alleys that would lead to crowded neighborhoods, and bushes to limit other footpaths that might provide an easy getaway.⁶⁷ Avoiding the use of concealed access or escape routes is also recommended. This measure increases the potential offenders' effort.

8. Establishing territoriality. The store's location within the community, area traffic flow, signs and advertisements, and design elements that empower the employee (such as bulletproof barriers) are components of this element. Although a retailer is not likely to change the store location, being aware of the neighborhood's patterns and characteristics allows the store to tailor its controllable environment.[§] For instance, stores in high-crime areas should discourage loitering by the lighting and design of the exterior and parking area.

9. Promoting legitimate activity. Activities designed to increase the presence of legitimate customers and encourage good customer behavior also increase the risk to offenders by essentially extending guardianship of the location. Offering free coffee, for instance, could be used to invite legitimate late-night traffic.^{68,§§} This is chiefly important for convenience stores that do not have the increased traffic and visibility of those with gas pumps. Conversely, discouraging stores from attracting disreputable customers—for example, by selling products commonly used in the illegal drug trade—can reduce the routine presence of potential offenders in the store.



10. Training employees. Small operations may benefit greatly from training and advice offered by the police. Management of larger stores should offer training programs for new employees.[§] Training should include how to behave during a robbery and how to avoid violence. By encouraging simple practices in demeanor—greeting customers and establishing eye contact—clerks can learn to “put robbers on stage.”⁶⁹ One comprehensive study of convenience store robberies concludes that “the behavior of clerks may be the most significant factor in determining the extent of injury that results during these robberies.”⁷⁰

§ 7-Eleven’s training is offered to all employees in a two-day session incorporating presentations, a handbook, and role-playing exercises. Issues covered include robbery deterrence, violence avoidance, loitering, physical assault, gang activity, and general emergency procedures (Lins and Erickson 1998).

11. Maintaining store appearance. The general appearance of a store indicates the employees’ vigilance. A clean and well-kept store usually means clerks spend time away from the cash registers; a store appearing dirty and disorganized is more likely to be robbed.⁷¹

§§ As mentioned previously, some offenders are not dissuaded by the prospect of small amounts of cash. With the popularity of crack cocaine, a cheap drug of choice, offenders are willing to take risks for even small sums (Bellamy 1996).

12. Using cash-control procedures. Cashless transactions are becoming more common throughout society, including at convenience stores.⁷² Even limiting cash acceptance for certain purchases or at certain times of day might affect a target’s attractiveness. One 10-year study of convenience store robbers found that “80 percent of potential robbers can be deterred if a convenience store limits the amount of money kept in its cash register.”⁷³ There are a number of methods to limit the amount of cash in a store subject to robbery.^{§§} One is to limit the amount kept in a register and communicate this policy by posting signs. Keep in mind, however, that a potential offender looking for drug or fast money at the first opportunity may not be dissuaded by signs that state cash on hand is limited.



§ For a further assessment of the effectiveness of CCTV, see Response Guide No.4, *Video Surveillance of Public Places*.

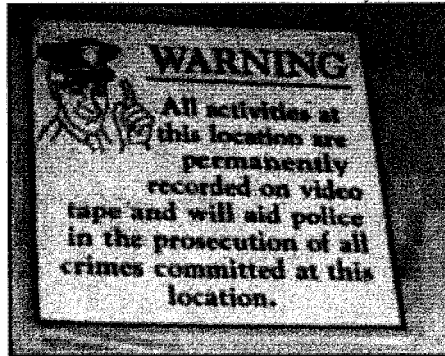
In addition, the use of cash-control units (also known as drop safes) can allow secure management of the cash on hand. The units have a safe for clerks to deposit cash periodically, with access controlled by keys and/or personal identification numbers (PINS). The unit opens or dispenses cash on a delay, which is likely to deter an anxious robber.⁷⁴ It is possible that the lack of availability of cash might result in robbers' shifting their focus to the taking of merchandise, but if robbers are looking for quick cash such displacement would be unlikely.

13. Installing cameras and alarms. This response has received mixed reviews in studies of its effectiveness as a crime prevention technique.[§] Examples of devices include CCTV or still cameras, and alarm systems with both fixed and remote activator devices. The presence of CCTV monitors, clearly visible near cash registers, as well as signs that state that surveillance equipment is in use, have been found to have some deterrent effect by increasing the robber's risk of identification.⁷⁵ Some stores have taken this a step further by using interactive surveillance with central monitoring. New developments in CCTV in the 1990s have resulted in a second generation of systems that is not only superior in technology, but also eliminates deficiencies in surveillance's human element. For example, digital systems can be programmed to recognize in finite detail any movements that can alert the worker to a potential robbery situation, without the need for human monitoring.⁷⁶ Both fixed and remote alarm activators have been effective for this workplace environment. 7-Eleven's alarm system uses telephone lines to transmit signals to a remote monitoring station. Store employees carry alarm activators on their belts or in pockets.⁷⁷ Although the preventive effect of CCTV is questionable, there is no question that quality images are useful in the identification and apprehension of offenders. This measure can be of significant value, particularly if a gun is used, since



nervous clerks may not be able to provide an accurate offender description.[§]

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The presence of video monitors has been found to have some deterrent affect by increasing the robber's risk of identification.

Police Responses

14. Providing robbery prevention and awareness training. Police are in a prime position to guide businesses in crime prevention. They are typically the first point of contact after a robbery, and can be particularly helpful to small businesses that may have limited access to other programs and that rely more heavily on police to guide their response. Police can be particularly helpful in training employees to be smart observers and, if necessary, effective witnesses. Suggestions on protocol such as maintaining eye contact with customers (robbers do not want to be identified) and moving away from the sales counter when no one is waiting (robbers will perceive that it will take them longer to demand money from the register) are examples of training tips offered.^{§§} Tools such as a height strip can be distributed to mount to the door, giving the employee a means to estimate the height of a fleeing robber.^{§§§}

[§] Reports from the Hillsborough County (Florida) Sheriff's Office indicated an almost 90 percent clearance rate for stores equipped with hidden 35 mm cameras (Bellamy 1996).

^{§§} A police department in Edmonton, Alberta developed a Robbery Awareness Education Kit to introduce training to retailers (Alberta Minister's Committee to Promote Health and Safety 2000).

^{§§§} The San Bernardino, California police offer a four-hour training class to businesses on crime prevention. In addition to distributing tools like the height strip, the class also identifies other information retailers should collect during a crime (Berry 2004).

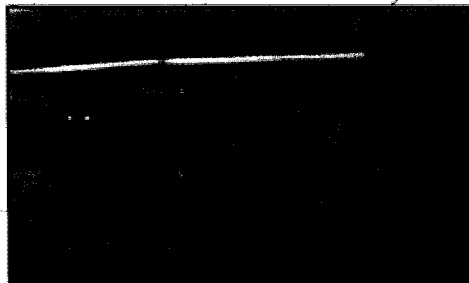


§ Scored categories include such items as visibility into the store, adequate entrance lighting, prominent “No Loitering” signs, and low shelf height.

15. Inspecting convenience stores for compliance with robbery prevention measures. Obviously, robbery prevention recommendations are effective only if properly implemented. Police might assume responsibility for regularly inspecting convenience stores to determine whether they have adopted either mandatory or voluntary robbery prevention measures. In response to an increased trend in robberies, the San Bernardino Police Department implemented the Crime-Free Business Program in 2004. Police community service officers perform periodic inspections of convenience stores and other businesses and evaluate the businesses for their use of crime prevention measures in 28 categories.[§] Although this particular program and compliance with the inspections are voluntary, the city has seen a reduction in commercial robberies.⁷⁸

16. Enforcing prohibitions on loitering outside convenience stores. Where local law enables police to do so, enforcing prohibitions against loitering outside convenience stores reduces opportunities for potential robbers to plan a robbery by watching the routines of store clerks and customers. Police might enforce loitering or trespassing statutes or ordinances. Laws that prohibit loitering (and panhandling) near ATMs, for instance, give police authority to keep opportunistic offenders away from potential victims.⁷⁹

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Enforcing prohibitions against loitering outside convenience stores reduces opportunities for potential robbers to watch the routines of store clerks and customers.



Responses With Limited Effectiveness

17. Conducting robbery stakeouts. Robbery stakeouts have police lie in wait to trap an offender, hiding in a convenience store's back room or closet. Police departments would need to have considerable resources to be able to sustain the number of officers needed to await possible robberies in various locations over a long time. Moreover, the resultant armed confrontations would heighten risks for police officers and store employees.

18. Increasing police patrols. Because it takes a relatively short time to complete a convenience store robbery, the chances of thwarting one by increased patrols is not likely. In fact, a number of studies have concluded that increased police patrols are not particularly effective at preventing crime.⁸⁰ The same is true for apprehending an offender once a robbery is reported; the quick nature of the crime makes immediate response and apprehension unlikely.⁸¹

19. Maintaining a consistent police presence. Although a reliable police presence likely deters any potential crime, it is difficult for most police agencies to ensure a consistent police presence around any particular store, given competing police responsibilities. If a police agency is willing and able to provide a consistent presence in and around convenience stores, there is research evidence that doing so can be effective. Offenders interviewed in one study consistently ranked "people are present" factors, particularly referring to police, higher than certain environmental factors in their target selection.[§] Crow and Bull's study of 7-Eleven stores in 1975 encouraged "visits from police" as one prevention strategy to significantly reduce robberies.⁸² A multistate study of such robberies concluded that improving police

§ "People are present" factors include perceived police presence in the area and the proximity (of the store location) to a police station. These ranked as moderately important by the offenders, while window locations, time, lighting, and cashier locations ranked at the bottom of the scale (Petrosino and Brensilber 2003).



§ 7-Eleven, Inc. reports that it has received “rave reviews from police organizations and city governments that have participated in the program.” There are currently more than 200 PCNCs in 100 cities in 18 states (7-Eleven, Inc. n.d.).

presence and response is more critical than the store’s environmental factors.⁸³ In addition, offender interviews have revealed that police presence is the most influential factor in their decision to pick a target.⁸⁴

20. Establishing satellite facilities. This takes police presence a step further by making police a more permanent fixture inside convenience stores. This response is more resource-sensitive than most and may not be financially feasible for some police agencies or otherwise justifiable given competing demands for police presence elsewhere in communities.

7-Eleven, Inc. has established a particular program for its stores called the Police Community Network Centers (PCNCs). They work with local police departments to install either a workstation inside the stores or an office or trailer adjacent to it. It is clearly identified, and includes a dedicated telephone, workspace and storage, and display areas for crime prevention literature.^{85,§}



Appendix: Summary of Responses to Robbery of Convenience Stores

The table below summarizes the responses to robbery of convenience stores, the mechanisms by which they are intended to work, the conditions under which they ought to work best, and some factors that should be considered before a particular response is implemented. It is critical that you tailor responses to local circumstances and that you can justify each response based on reliable analysis. Remember, in most cases an effective strategy will involve implementing several different responses because law enforcement alone is seldom effective in reducing or solving the problem.

Response No.	Page No.	Response	How It Works	Works Best If...	Considerations
<i>General Considerations for an Effective Response Strategy</i>					
1.	22	Understanding the ownership, management structure, and operations of local convenience stores	Tailors the responses to the stores' particular needs and resources	...the management structure is clearly defined and information is available to police	Independent stores, not tied to rigid commercial guidelines, may not have the financial backing to implement security changes; industry associations may oppose recommendations
2.	22	Collaborating with private security	Enhances likelihood that effective responses will be implemented	...police and private security recognize their respective legitimate interests	Well suited for municipalities with large number of retailers



Response No.	Page No.	Response	How It Works	Works Best If...	Considerations
3.	23	Targeting repeat victims	Focuses attention on highest-risk locations, increasing likelihood of improving protection of those stores	...analysis of repeat victimization is timely and accurate	Media reports may contribute to repeat victimization by spotlighting a store's vulnerability
4.	23	Reevaluating responses consistently	Refines understanding of past responses and improves future responses	...decisionmakers are constantly researching new strategies and are willing to reconsider past responses	Stakeholders will advocate a variety of changes based on their respective interests
Specific Responses to Reduce Convenience Store Robbery					
<i>Retailer Responses</i>					
5.	24	Maximizing natural surveillance	Increases robbers' risk of detection by optimizing visibility of key areas	...views into and within the store are unobstructed by signs, displays, etc.	Placement of safes and cash register can enhance ability for observation
6.	25	Having multiple employees on duty during high-risk periods	Deters potential offenders because they would have more difficulty controlling more than one victim	...local robbery patterns clearly identify high-risk periods	Increases costs to stores; likely to require legislation due to industry opposition; effectiveness debated
7.	26	Controlling access	Limits offenders' opportunity to escape quickly, which may deter offenders altogether	...number of entrances/exits are limited, and exterior environment provides some obstacles to a quick escape	Difficult for stores to balance easy access for customers with obstructed access for potential robbers



Response No.	Page No.	Response	How It Works	Works Best If...	Considerations
8.	26	Establishing territoriality	Controlling certain store characteristics empowers the employees over would-be robbers by providing a logistical advantage	...stores are not located near major roads or high-crime areas; stores are near a police station	Not all territorial elements are readily altered
9.	26	Promoting legitimate activity	Increases risk of detection by encouraging steady activity among patrons and others	...stores operate gas pumps that attract traffic at all hours	Free coffee or other promotions can invite late-night traffic; refusing to sell illicit products can reduce presence of potential offenders
10.	27	Training employees	A well-trained staff reduces the vulnerability of a business by emphasizing methods of robbery deterrence and violence avoidance	...it is required for all employees, with refresher training as needed	Costly in time and possibly dollars; attracting workers to convenience stores for any length of time is challenging in itself
11.	27	Maintaining store appearance	Deters potential offenders by suggesting that employees are vigilant against robbery	...employees spend time away from registers to maintain appearance, thereby hindering a quick robbery	Convenience store robbers may not make this rational inference
12.	27	Using cash-control procedures	Limiting cash available to clerks can dissuade offenders as well as minimize losses	...cash policy is clearly posted	Some offenders either don't trust the posted signs or don't care if the take is limited



Response No.	Page No.	Response	How It Works	Works Best If...	Considerations
13.	28	Installing cameras and alarms	Surveillance and security equipment that are in plain sight to customers may provide deterrence and increase risk of detection	...cameras actually record activity, and employees have fixed and remote activator devices to sound alarms	Costly; quality of images is key for best value; may aid identification process if eyewitnesses are panicked
<i>Police Responses</i>					
14.	29	Providing robbery prevention and awareness training	Improves stores' capacity to prevent and respond appropriately to robberies	...training is based on reliable knowledge and made available to stores that otherwise have limited access to training	Compliance ensures effectiveness; small- operation staff may not have time to attend; gives police familiarity with business and ownership
15.	30	Inspecting convenience stores for compliance with robbery prevention measures	Increases likelihood that known effective measures will be implemented	...there are meaningful consequences for failure to implement effective measures	Standards might be either mandated by law or voluntarily agreed to by the convenience store industry
16.	30	Enforcing prohibitions on loitering outside convenience stores	Minimizes opportunities for potential offenders to plan a robbery	...stores cooperate with police in enforcement and prosecution	Valid laws must be in place
Responses with Limited Effectiveness					
17.	31	Conducting robbery stakeouts	Increases likelihood of apprehension of offenders in the act	...police have specific reliable information about a robbery attempt and safety of store employees can be assured	Resource-intensive due to unpredictability of robbery attempts; armed confrontations are risky to police officers and employees



Response No.	Page No.	Response	How It Works	Works Best If...	Considerations
18.	31	Increasing police patrols	Periodic observation by police will either deter a robbery situation or result in apprehending an offender	...police can target repeat victims or vulnerable days/times	Quick nature of convenience store robberies makes the chance of apprehension unlikely
19.	31	Maintaining a consistent police presence	Deters potential offenders from attempting a robbery	...presence is reliable and well-known to potential offenders	Difficult for police to ensure reliable presence, given competing responsibilities
20.	32	Establishing satellite facilities	Deters potential offenders through enhanced likelihood of police presence	...location/workspace is clearly identified as police space	Depends on resource availability; requires cooperation with store management



Endnotes

- ¹ National Association of Convenience Stores (2006).
 - ² Calvin (n.d.).
 - ³ Hunter (1999).
 - ⁴ U.S. Department of Justice, Federal Bureau of Investigation (2002).
 - ⁵ Catalano, Hill, and Long (2001).
 - ⁶ Hunter (1999).
 - ⁷ Gill and Pease (1998).
 - ⁸ Matthews (2002).
 - ⁹ Gill and Pease (1998).
 - ¹⁰ Petrosino and Brensilber (1997).
 - ¹¹ Gill and Pease (1998).
 - ¹² Faulkner, Landsittel, and Hendricks (2001).
 - ¹³ Faulkner, Landsittel, and Hendricks (2001).
 - ¹⁴ Welford, MacDonald, and Weiss (1997).
 - ¹⁵ Petrosino and Brensilber (1997).
 - ¹⁶ Faulkner, Landsittel, and Hendricks (2001).
 - ¹⁷ Petrosino and Brensilber (1997).
 - ¹⁸ Bellamy (1996).
 - ¹⁹ National Center for Victims of Crime (2000).
 - ²⁰ Conti (2005).
 - ²¹ Lins and Erickson (1998).
 - ²² National Center for Victims of Crime (1997).
 - ²³ National Center for Victims of Crime (2000).
 - ²⁴ Eck (1998).
 - ²⁵ Taylor (2002).
 - ²⁶ U.S. Department of Labor, Occupational Safety and Health Administration (1998).
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Alicia completed her M.A. degree in the Criminal Justice Program at the State University of New York at Albany in August 2005. She earned her B.S. degree in Criminal Justice with a minor in Psychology at Russell Sage College, Troy, New York. She has previously interned on research projects providing curriculum for practitioners dealing with persons with co-occurring disorders (substance abuse and mental illness) who are justice-involved. She is currently employed as a caseworker in the Child Protective Services (CPS) unit of Washington County in upstate New York, and is responsible for investigating reports of child abuse and neglect as received through the State Central Registry (SCR).

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Recommended Readings

- ***A Police Guide to Surveying Citizens and Their Environments***, Bureau of Justice Assistance, 1993. This guide offers a practical introduction for police practitioners to two types of surveys that police find useful: surveying public opinion and surveying the physical environment. It provides guidance on whether and how to conduct cost-effective surveys.
 - ***Assessing Responses to Problems: An Introductory Guide for Police Problem-Solvers***, by John E. Eck (U.S. Department of Justice, Office of Community Oriented Policing Services, 2001). This guide is a companion to the *Problem-Oriented Guides for Police* series. It provides basic guidance to measuring and assessing problem-oriented policing efforts.
 - ***Conducting Community Surveys***, by Deborah Weisel (Bureau of Justice Statistics and Office of Community Oriented Policing Services, 1999). This guide, along with accompanying computer software, provides practical, basic pointers for police in conducting community surveys. The document is also available at www.ojp.usdoj.gov/bjs.
 - ***Crime Prevention Studies***, edited by Ronald V. Clarke (Criminal Justice Press, 1993, et seq.). This is a series of volumes of applied and theoretical research on reducing opportunities for crime. Many chapters are evaluations of initiatives to reduce specific crime and disorder problems.
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- ***Excellence in Problem-Oriented Policing: The 1999 Herman Goldstein Award Winners.*** This document produced by the National Institute of Justice in collaboration with the Office of Community Oriented Policing Services and the Police Executive Research Forum provides detailed reports of the best submissions to the annual award program that recognizes exemplary problem-oriented responses to various community problems. A similar publication is available for the award winners from subsequent years. The documents are also available at www.ojp.usdoj.gov/nij.
 - ***Not Rocket Science? Problem-Solving and Crime Reduction,*** by Tim Read and Nick Tilley (Home Office Crime Reduction Research Series, 2000). Identifies and describes the factors that make problem-solving effective or ineffective as it is being practiced in police forces in England and Wales.
 - ***Opportunity Makes the Thief: Practical Theory for Crime Prevention,*** by Marcus Felson and Ronald V. Clarke (Home Office Police Research Series, Paper No. 98, 1998). Explains how crime theories such as routine activity theory, rational choice theory and crime pattern theory have practical implications for the police in their efforts to prevent crime.
 - ***Problem Analysis in Policing,*** by Rachel Boba (Police Foundation, 2003). Introduces and defines problem analysis and provides guidance on how problem analysis can be integrated and institutionalized into modern policing practices.
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- ***Problem-Oriented Policing***, by Herman Goldstein (McGraw-Hill, 1990, and Temple University Press, 1990). Explains the principles and methods of problem-oriented policing, provides examples of it in practice, and discusses how a police agency can implement the concept.
 - ***Problem-Oriented Policing and Crime Prevention***, by Anthony A. Braga (Criminal Justice Press, 2003). Provides a thorough review of significant policing research about problem places, high-activity offenders, and repeat victims, with a focus on the applicability of those findings to problem-oriented policing. Explains how police departments can facilitate problem-oriented policing by improving crime analysis, measuring performance, and securing productive partnerships.
 - ***Problem-Oriented Policing: Reflections on the First 20 Years***, by Michael S. Scott (U.S. Department of Justice, Office of Community Oriented Policing Services, 2000). Describes how the most critical elements of Herman Goldstein's problem-oriented policing model have developed in practice over its 20-year history, and proposes future directions for problem-oriented policing. The report is also available at www.cops.usdoj.gov.
 - ***Problem-Solving: Problem-Oriented Policing in Newport News***, by John E. Eck and William Spelman (Police Executive Research Forum, 1987). Explains the rationale behind problem-oriented policing and the problem-solving process, and provides examples of effective problem-solving in one agency.
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- ***Problem-Solving Tips: A Guide to Reducing Crime and Disorder Through Problem-Solving Partnerships*** by Karin Schmerler, Matt Perkins, Scott Phillips, Tammy Rinehart and Meg Townsend. (U.S. Department of Justice, Office of Community Oriented Policing Services, 1998) (also available at www.cops.usdoj.gov). Provides a brief introduction to problem-solving, basic information on the SARA model and detailed suggestions about the problem-solving process.
 - ***Situational Crime Prevention: Successful Case Studies***, Second Edition, edited by Ronald V. Clarke (Harrow and Heston, 1997). Explains the principles and methods of situational crime prevention, and presents over 20 case studies of effective crime prevention initiatives.
 - ***Tackling Crime and Other Public-Safety Problems: Case Studies in Problem-Solving***, by Rana Sampson and Michael S. Scott (U.S. Department of Justice, Office of Community Oriented Policing Services, 2000) (also available at www.cops.usdoj.gov). Presents case studies of effective police problem-solving on 18 types of crime and disorder problems.
 - ***Using Analysis for Problem-Solving: A Guidebook for Law Enforcement***, by Timothy S. Bynum (U.S. Department of Justice, Office of Community Oriented Policing Services, 2001). Provides an introduction for police to analyzing problems within the context of problem-oriented policing.
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