

Written Project Description

The Applicant, 7-Eleven, Inc., is requesting with this Provisional Use Permit Application to change the existing Type 20 ABC License (off-sale beer and wine) to a Type 21 License (off-sale, general) at an existing 7-Eleven Store located at 1380 Pear Avenue, Unit A, Mountain View, CA 94043 in the North Bayshore Planned Community (“P39”) Zone. The sale of spirits will be limited to a shelf space of no more than 4 ft. x 5 ft. that is behind the counter or if in a shopping aisle, then in a locked cabinet that is only accessible to store employees. The store is staffed with 1-4 employees at any given time with approximately 3-4 shifts per day.

This location was first approved for alcohol sales by the California Department of Alcoholic Beverage Control in 2006 and has continued to operate with a Type 20 ABC License since, currently operating under ABC License No. 20-542287. The 7-Eleven currently operates 24 hours, daily and its alcohol sales hours are from 6 a.m. to 2 a.m., daily, per State Law, and the 7-Eleven wishes to continue with these hours. The Applicant is not proposing any other change from their current mode of operation, which has provided benefit to the community for nearly two decades.

7-Eleven currently exists as a “one-stop” shopping experience, enabling customers to purchase everyday essential grocery items, including fresh food items, and is requesting approval for the sale of a full line of alcoholic beverages to further the convenience provided to the surrounding community. The Applicant works hard to ensure they offer a full range of grocery and household items, and a full line of alcoholic beverages fall within the common type of goods that customers want and expect from a full-service convenience market. The sale of spirits will be restricted to a small display shelf (approx. 4 ft. x 5 ft.) behind the sales counter or if in a shopping aisle, then in a locked cabinet that is only accessible to store employees, and thus is just a minor proposed change to the operation of the longtime existing store to allow it to provide further convenience to its customers.

The location, size, height, and operations were approved by the City and remain compatible with the regulations of Land Development Code. There is no construction, alterations, or change in the use proposed as part of this Application and thus no reason to conclude the prior approved location, size, height, and operations would not be in compliance with all applicable code sections. In terms of the site and operations, 7-Eleven maintains a well-lit and clean store, and take the responsibility as alcohol retailers very seriously in order to ensure the sale of alcohol does not negatively impact surrounding residents, businesses or sensitive uses.

7-Eleven takes the responsibility as an alcohol retailer very seriously in order to ensure that the sale of alcohol sales does not negatively impact surrounding residents, businesses or sensitive uses. Consistent with Business and Professions Code section 25658.4, 7-Eleven requires employees to sign the Clerk’s Affidavit informing employees of the laws related to selling alcoholic beverages. 7-Eleven requires that employees request identification from any person who appears 30 or under if that person is attempting to purchase an age-restricted product. Training segments also include identifying acceptable forms of identification and identifying false identifications. Further, the cash registers are programmed to identify age-restricted products, like alcohol, and require the employee to check identification and enter a date of birth or scan the identification of the purchaser before completing the sale.

- All 7-Eleven associates complete training segments on customer service, personnel management, facility maintenance and operations, responsible retailing of age restricted alcoholic beverage and tobacco products, and workplace safety.
- 7-Eleven utilizes multiple digital surveillance cameras at the subject location.
- 7-Eleven cash registers have “hard stops” that require associates to check identification and validate customers are of sufficient legal age to purchase alcohol or tobacco before completing the sale.