



December 14, 2022

Alcohol Beverage Control  
50 D Street, Suite 130  
Santa Rosa, CA 95404

RE: REQUEST FOR DETERMINATION OF PUBLIC CONVENIENCE OR NECESSITY (PCN)  
FOR TYPE 20 LICENSE FOR THE OFF SALE OF BEER AND WINE FOR 7-ELEVEN,  
INC., LOCATED AT 136 COLLEGE AVENUE, SANTA ROSA; FILE NO. PCN22-002

Section 23958.4(b)(2) of the Business and Professions Code permits the Department of Alcoholic Beverage Control (ABC) to issue licenses for the sale of alcoholic beverages provided the governing body of the area in which an applicant's premises would be located determines that public convenience or necessity is served by the issuance.

On August 24, 2022, 7-Eleven, Inc. submitted a request for determination of Public Convenience or Necessity for an existing convenience store located at 136 College Avenue, for a Type 20 License for the off-sale of beer and wine in compliance with ABC regulations.

Statistical information reported by the ABC indicates this location is within an area with a high concentration of liquor licenses. The Santa Rosa Police Department has reviewed the proposal and has not indicated any concerns for the proposed sale of alcohol.

After review of the application for the proposed sale of alcohol for an existing convenience store, it has been determined that public convenience or necessity would be served by the issuance of a Type 20 ABC license. This determination is final unless appealed within 10 calendar days.

Sincerely,

A handwritten signature in black ink that reads "Jessica Jones".

Jessica Jones, Deputy Director - Planning  
Planning and Economic Development Director

c: File