

7-Eleven Store No. 41351

136 College Avenue
Santa Rosa, CA 95401



Community Outreach

- Santa Rosa Police Dept. has "reviewed the proposal and has not indicated any concerns for the proposed sale of alcohol."
- Held noticed community meeting after mailings sent to all property owners and occupants within 600 feet, and nobody raised any issues or concerns with proposed sale of alcohol at the meeting.
- Furthers General Plan's interests of promoting livable neighborhoods that will provide the neighborhood with "everyday shopping" that is "within easy walking distance."
- For years, customers have been asking why they cannot purchase a bottle of wine or a craft beer from us when buying their other groceries.
- Customers have stated their preference to purchase these items from us versus a liquor store or traveling to a larger grocery store

7-Eleven's Self-Imposed Operational Standards

- Hours-restriction on the sale of beer and wine (proposed permitted hours from 10 am to 10 pm)
- No malt liquor or fortified wine products shall be sold.
- No beer or malt beverages may be sold in single containers less than 20 oz.
- Beer and wine products shall not exceed 10% of the total sales floor area.
- No exterior advertising of beer and wine
- Digital surveillance cameras installed on premises.

Fresh and Healthy Food Options

- Sandwiches & wraps
- Fresh fruit and fruit cups
- Salads
- Bread
- Milk
- Cheese
- Cereal
- Soups
- Yogurt

- As well as a large variety of sundries one expects at a local grocer that provides the neighborhood with walkable, “everyday shopping.”

