

**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) –

Each of the items listed will be heard as shown on the agenda unless the Planning Commission chooses to change the order. As each item is called, the hearing will proceed as follows:

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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>

 - **Public Hearing Procedure**
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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.

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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)

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Please also note the following information:

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- **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 Betterment		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 Bellvue Dr Hayward, Ca
19	Joe Caserio		5500 Civic Center
20	Margaret Clark		3819 Vineyard Ave, Pleasanton, CA 94566
21	Daron McJannet		778 Palomares Dr Pleasanton, CA
22	Krista Johnson		47. Mount Blvd, Livermore
23	Erin...		3755 Laguna Ave, Newark, CA 94560
24	Ellen...		375 Birch Creek, Pleasanton
25	Steve James		4164A Vineyard Ct 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	Mr. Aguirre		11789 Granddew Ave Pl.
2	Maria Battisti		3206 California Way Livermore
3	TEENA SAVA		3767 Vineyard Ave
4	Cynthia Kuan		813 Chateau Heights Ct. PATERA
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 Lopez		3857 Vineyard Ave
11	ADRIAN VARNES		3955 Vineyard Ave
12	Wesley		3955 Vineyard Ave
13	Wesley		3955 Vineyard Ave
14	Paula		3914 Vinograd Ave
15	JOE MARRS		3723 70th St
16	Annalisa Rios		LA MIRA, CA
17	Eduardo Luna		3819 Vineyard Ave
18	Alan		778 Bingham Court
19	Keith		1860 31713 Oakland CA
20	Bob		41444th Ct
21	JOSASO M.		3819 Vineyard Ave (P)
22	STANLEY		270 TRENTO CREEK PLAZA
23	RESTON		3812 Cleveland Ave PATERA
24	M. Rios		3819 Vineyard Ave # 50
25	ERIC MUNK		215 Reflections Dr San Ramon

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Your Support is Greatly Appreciated!

	Printed Name	Signature	Address
1	T.M. Crocker	[Signature]	2104 Bell Vista Lane
2	Laura McNeil	[Signature]	6413 Amador Ct #1
3	DARWIN LARK	[Signature]	4547 Augustine St.
4	Jannet	[Signature]	4886 5th St NW CA
5	FIND	[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 Unayana St #17
11	Bertie	[Signature]	1267 AMALSI Wayman
12	Gracia Brown	[Signature]	5732 Owens de Idi
13	WEST ANDERSON	[Signature]	3960t 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	Joan Davis	[Signature]	2157 [unclear]
18	Tina S. Schuchman	[Signature]	Pleasanton, Ca
19	Ann Boyer	[Signature]	1316 Alcatraz Pleasanton, CA
20	6413 Amador	[Signature]	Pleasanton, CA
21	KARE SOT	[Signature]	LIVERMORE, Ca
22	Maria Gomez	[Signature]	Pleasanton, CA
23	Jeanette Shurt	[Signature]	2500 Pleasanton, CA
24	John Smith	[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 Berman		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 #1322 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 NIZAM		8334 VALLEY AVE
22	Marc Matteson		5468 Felicia Ave
23	Diane Carter		5201 Harvard. Livermore
24	Chanelle Thomas		601 ALBEE 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 Grigg	<i>Beth Grigg</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	Kevin Tustin	<i>Kevin Tustin</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

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	Arthur L. Train	Arthur L. Train	2820 S. Foothill Ct. Pleasanton 94566
2	ANTONIA	[Signature]	3819 Linwood Ave. Alameda
3	Ken Brackett	[Signature]	313 Bellway Ct. 94551
4	Lisa Bradley	Lisa Bradley	705 Bonita Ave. Pleasanton
5	Lorrie Hibel	Lorrie Hibel	4217 Cabernet Ct. Pleasanton
6	[Signature]	[Signature]	2891 Kirkham Rd. Pleasanton
7	[Signature]	[Signature]	
8	Steve Brown	[Signature]	1900 1st St. San Francisco
9	Charles Co	[Signature]	118 Stone Walk Ct. Vallejo
10	Bill Sutor	[Signature]	401 - Xolo - CA
11	Elizabeth Walling	[Signature]	3815 Vinograd Ave. Pleasanton
12	Kenneth [Signature]	[Signature]	1500 Rockwood Ln. CA
13	Summit Pointe	[Signature]	30 Back Road. Pittsburg
14	19 Ave Subij	[Signature]	5439 Court Paloma Pleasanton
15	Donna Dornel	Donna Dornel	3268 Hennah St. 94602
16	REY WATSON	[Signature]	1091 Detroit, Concord
17	Janae Gardner	[Signature]	3840 Vineyard Ave. #200 Pleasanton CA 94566
18	KIMI	[Signature]	240 KUTTINGER DR #25
19	[Signature]	[Signature]	2141 Canyon Ln
20	Max	[Signature]	10 Ave 1967 Pitt
21	Jane Dano	[Signature]	P.O. Box 10619 Pitt
22	Aunt Sebong	[Signature]	20614 Black Rd, Calif.
23	[Signature]	[Signature]	Pleasanton CA
24	[Signature]	[Signature]	[Signature]
25	[Signature]	[Signature]	3111 Irwin Pleasanton

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	David Cooper	[Signature]	3884 Broadway Ave
2	Tim Marshall	[Signature]	4412 Broadway 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]	4191 Melody Dr Concord
8	Aaron...	[Signature]	11619 Silvergate Dublin
9	Mike Kayser	[Signature]	2213 Pleasanton
10	Jennifer...	[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	PAUL / BRENDA	[Signature]	394 N LIVERMORE AVE
18	DANTE FORTUNA	[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	Kristen...	[Signature]	218 KOLLING DR
23	Debra...	[Signature]	3544 Vineyard Ave Pleasanton
24	Fernando	[Signature]	4188 VINEYARD PLEASANTON
25	Laura	[Signature]	158 Polk 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	Anthony Cardone	[Signature]	579 Siskiyoo La Marra, CA
2	Anna S.	[Signature]	1814 JOURNAL RD Markedon
3	Bob Gilman	[Signature]	1661A Whyming St. Plea
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 WABSON AVE Pleasanton
13	Francis Pacheco	[Signature]	VINEYARD AVE, PLEASANTON
14	AMY FOLWELL	[Signature]	131 WILKINSON PLEASANTON
15	Wanda White	[Signature]	501 BAKER 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

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	Paul & Amber	<i>[Signature]</i>	906 Willow St
2	Jason Belmont	<i>[Signature]</i>	405 Vineland Pl. Pleasanton
3	Melissa Chasen	<i>[Signature]</i>	110 Redwood Meadows
4	Murphy	<i>[Signature]</i>	3499 Norton Way
5	Tia Buxton	<i>[Signature]</i>	5405 Charlotte Way Livermore
6	Carl Schuman	<i>[Signature]</i>	33 Santa Clara Ave. Dan
7	Martha Mantel	Martha Mantel	751 Glenside Ct. Pleasanton
8	Manila Simola	<i>[Signature]</i>	4617 Meridian St. Pleasanton
9	Rogin Waga	<i>[Signature]</i>	1033 Holly Circle Pleasanton
10	Christina	<i>[Signature]</i>	3741 North
11	Eric Sandoz	<i>[Signature]</i>	3811 Canyon - Hwy. to
12	Vacant	<i>[Signature]</i>	5127 Santa Rita Rd. Pleasanton
13	Drew Turkman	<i>[Signature]</i>	3835 Vine St. Pleasanton
14	Adrian Sandoz	<i>[Signature]</i>	4839 Illinois Way, Pleasanton
15	Vibog	<i>[Signature]</i>	4140 Drive Danvers
16	Stephanie Barrett	<i>[Signature]</i>	405a Vineland Pl. Pleasanton
17	Chris	<i>[Signature]</i>	2706 Hartley Gate Ct
18	Patricia Orman	<i>[Signature]</i>	6973 Adlington Pleasanton
19	Rae Curran	<i>[Signature]</i>	25 TAWAY DR Pleasanton 94566
20	Warren Hunter	<i>[Signature]</i>	193 Chateau West St.
21	Cheryl Jeddings	<i>[Signature]</i>	3445 Tamara Dr. Alhambra
22	Beth	<i>[Signature]</i>	887 PALOMINO DR
23	MUSTU Sam	<i>[Signature]</i>	3008 Washington St
24	J. Field	<i>[Signature]</i>	2344 Willow Way
25	Jay & Maude	<i>[Signature]</i>	4006 Angell St

NO Beers/Wines

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convenience store at this site (4191 1st st,
Pleasanton, CA), create more jobs, and
upgrade our new dispensing pumps.
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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 94726
5	Anna ...	[Signature]	Spool St
6	Laura ...	[Signature]	534 Tabular Pl
7	Tony ...	[Signature]	2225 ...
8	Kelsy ...	[Signature]	5112 ...
9	Diana ...	[Signature]	Kittling ...
10	J. ...	[Signature]	3219 Vineyard pl
11	John ...	[Signature]	55 ...
12	John ...	[Signature]	501 ...
13	John ...	[Signature]	4336 Pl ...
14	Seam ...	[Signature]	1 ...
15	John ...	[Signature]	Castlemoore 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

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	Stanley	[Signature]	7900 Bridgeway
2	Tracy Camp	[Signature]	572 Las Leñas
3	Ron Mitchell	[Signature]	3955 Vineyard Ave #57
4	Vincent Carrozzini	[Signature]	3263 Vinograd Ave #175
5	Miguel Carrozzini	[Signature]	3767 Vinograd Ave 52
6	John Longley	[Signature]	476 Sola Via Pls
7	[Signature]	[Signature]	Los Leñas Pleasanton
8	Rene Williams	[Signature]	557 E. AVENUE
9	Jim Lewis	[Signature]	4024 VINEYARD
10	Rene Lewis	[Signature]	195 OLD BEVILL
11	MARK DEMEDUK	[Signature]	4374 FOOT ST.
12	Je Se Carrozzini	[Signature]	3819 Vineyard Ave
13	James Lewis	[Signature]	6474 Randall Ct
14	Carly H. [Signature]	[Signature]	477 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 Brown	[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 - 9764
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]	8623 Beverly Lane Pleasanton
13	Dicky Acosta	[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]	4292 Kain Ln
18	Edgar Mantle	[Signature]	164 Peace Valley Rd 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]	4188 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	[Signature]	2955 Vineyard Ave Pleasanton CA 94566
2	Josée [unclear]	[Signature]	1055 2nd Ave Oakland
3	Conor [unclear]	[Signature]	1848 Vineyard Ave Pleasanton
4	Kelly [unclear]	[Signature]	39965 Emily Ave Richmond Park CA
5	Mary [unclear]	[Signature]	3819 Vineyard
6	Cherie [unclear]	[Signature]	292 Koenig Ave APT 2
7	Lynn Wickham	[Signature]	3933 77 Ave
8	Heidi Lam	[Signature]	145 Wolf Flower Ln
9	Bobby [unclear]	[Signature]	7401 Glen Cir Dublin CA
10	Bobby [unclear]	[Signature]	3839 Vineyard Ave
11	Michael [unclear]	[Signature]	110 Kestling Dr #11
12	Cheryl [unclear]	[Signature]	
13	David R. Davis	[Signature]	3280 Millwood Ct. Hayward
14	Mary [unclear]	[Signature]	819 E. Angela Picas.
15	Rita [unclear]	[Signature]	80003 Lane Pleasanton
16	Carl [unclear]	[Signature]	1496 Tanager Pittsburg
17	Macl R	[Signature]	27 S 18th ST
18	[unclear]	[Signature]	
19	Jose Angela	[Signature]	3519 Vineyard Ave APT 128
20	Michael Sebata	[Signature]	16700 Overlook Ter
21	Francis [unclear]	[Signature]	410 FLINT AVE
22	Heather [unclear]	[Signature]	3400 [unclear] New
23	Rita [unclear]	[Signature]	4088 Lakewood St
24	[unclear]	[Signature]	10 Glen [unclear] CT
25	[unclear]	[Signature]	78 [unclear] win

No Beers/Wines

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	Printed Name	Signature	Address
1	Suzanne Archer		3151 Gulfstream St
2	Donna [unclear]		600 Grand Place
3	David [unclear]		107 Sylvia Creek
4	Valerie Adams		3635 Nortonway
5	Sue Edwards		225 Chestnut St. Pls
6	Michelle Adams		2214 Rowan Rd Pls
7	Kathleen Schach		2939 Liberty Dr Pls.
8	[unclear]		1581 Southwest Es
9	[unclear]		1409 Valencia Way, Livermore CA
10	John Florio		3727 Alameda Ave
11	Amy Widner		438 Division St.
12	Henry Bassett		3868 Nortonway
13	Zoe [unclear]		4994 Bond Ave.
14	Van Chen		339 Tracy
15	Catrina Whitson		246 Kettlinger Dr. #20
16	[unclear]		495 Alameda
17	Rita Moreno		4069 Vineyard Ave #12
18	Adrian [unclear]		510 Grand Place Pleasanton
19	John Marnell		Pls
20	Blanca [unclear]		Pls
21	Emilee [unclear]		3969 Vineyard Ave Pleasanton
22	[unclear]		3969 Vineyard Ave Pls
23	[unclear]		351 Chestnut Ave
24	[unclear]		3459 Grand Place
25	Tom Frankel		3578 Pleasant Hill Rd

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	Printed Name	Signature	Address
1	Joseph [unclear]	[Signature]	3124 Washington Ct.
2	José Ayala	[Signature]	1572 W Lagoon 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 Willard 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	Gregor	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 Pleasanton
9	James Wilkie	[Signature]	#710 case case
10	[Name]	[Signature]	3375 Saratoga Way Pleasanton
11	John Corvaha	[Signature]	3375 Saratoga Way Pleasanton
12	Will Carson	[Signature]	948 Rivington Dr Pleasanton, CA
13	Steven Senge	[Signature]	4100 San Ramon Ave, CA
14	Keith Reins	Kathy Reins	
15	William Conway	William Conway	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]

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	Danny Sexton	<i>[Signature]</i>	2708 Valhalla 94586
2	Julia O'Leary	<i>[Signature]</i>	4819 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>	3870 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	Ben 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	Franky Estrada	<i>[Signature]</i>	1711 1st St
19	Donald Drost	<i>[Signature]</i>	4318 Second St
20	Ben Siller	<i>[Signature]</i>	244 Pacheco pl
21	S. Thompson	<i>[Signature]</i>	236 W. Wagon
22	John M. ...	<i>[Signature]</i>	1144 Madeline Lane
23	P. O. ...	<i>[Signature]</i>	97 Castledown
24	Francisco ...	<i>[Signature]</i>	40 Mitchell Lane
25	Michael ...	<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	Kim Hines	<i>Kim 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 SAN JOSE
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 94586
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 Whitson	<i>Tom Whitson</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 Olson	<i>Steve Olson</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, CA 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 Elm St Livermore, CA 94551
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 W. 14th St
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 DASHWOOD ST
24	Jason Sharp	Jason Sharp	732 SPIRIT MICHAEL CT
25	Josie Dwyer	Josie Dwyer	5140 Caseview - C. 208

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	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	Zachary 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]

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	Kim REED	Kim Reed	4501 Pleasanton Ave
2	Nicole D Gata	Nicole Gata	9158 Rembrandt Way
3	K. Gomez	[Signature]	823 2nd Street Dr
4	M. Gomez	[Signature]	1742 Oak Way
5	San Huen	[Signature]	733 Logan Way
6	Salomon H	[Signature]	Delbert Ave
7	Hollander	[Signature]	2501 N. Main St
8	S. Adams	[Signature]	██████████ P.O. Box 477 As.
9	S. Adams	[Signature]	5002 Seaven
10	S. Adams	[Signature]	3600 Wynn Ave
11	W. Adams	[Signature]	24 Fern St ALB
12	M. Adams	[Signature]	435 Industrial Way
13	W. Adams	[Signature]	573 5th St
14	J. Adams	[Signature]	671 Colville
15	B. Dickinson	[Signature]	2904 Sage Creek Dr S. Bay
16	Geo Swanson	[Signature]	3955 Vineyard Ave
17	Jessie Gata	Jessie Gata	3132 Vineyard Ave Pleasanton
18	[Signature]	[Signature]	
19	GAYLE M. L. HARRIS	Gayle M. Harris	P.O. Box 24 Sunny
20	[Signature]	[Signature]	8638 March N Sun Ramon
21	[Signature]	[Signature]	7111 Dry Creek Dr PUBLIC
22	[Signature]	[Signature]	
23	Sue's Goodrich	[Signature]	2914 Vineyard AV.
24	TRICK NEATH	[Signature]	3767 Vineyard St
25	[Signature]	[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]

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	JOSE ROBILA	[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	David Mann	[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	Travis Quinn	[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. Livermore
17	[Signature]	[Signature]	Kearney rd
18	[Signature]	[Signature]	57793 Overlook ave.
19	[Signature]	[Signature]	19190 Elmer
20	[Signature]	[Signature]	4044 Alameda Dr. Livermore
21	[Signature]	[Signature]	2180 Cordova Ln. San Ramon
22	[Signature]	[Signature]	3849 University Ave #102
23	[Signature]	[Signature]	5750 University Ave #102
24	[Signature]	[Signature]	2555 University Ave #102
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	Cynthia [unclear]	[Signature]	4154 Vineyard Ave
4	Donna [unclear]	[Signature]	11 [unclear] City
5	L. [unclear]	Timothy Frank	6005 Vineyard Ave Pleasanton
6	Heather Brown	[Signature]	3043 Vineyard Ave #D Pleasanton
7	Aileen [unclear]	[Signature]	3843 Vineyard Ave #D Pleasanton
8	MICHELLE PARENO	[Signature]	675 BROOKFIELD DR. PLEASANTON
9	Patricia [unclear]	[Signature]	1045 SERRA ST. PLEASANTON CA
10	Rob [unclear]	[Signature]	1050 [unclear] St Pleasanton
11	Wendy [unclear]	[Signature]	3707 VINEYARD AVE #115
12	Ann [unclear]	[Signature]	2501 [unclear] St Pleasanton
13	[unclear]	[Signature]	89 [unclear] St Pleasanton
14	KATH [unclear]	[Signature]	4008 [unclear] St Pleasanton
15	[unclear]	[Signature]	2156 [unclear] St Pleasanton
16	[unclear]	[Signature]	5519 [unclear] St Pleasanton
17	Ken [unclear]	[Signature]	454-D D. VINEYARD ST PLEASANTON
18	[unclear]	[Signature]	[unclear]
19	[unclear]	[Signature]	4808 [unclear] St Pleasanton
20	Karen [unclear]	[Signature]	650 Davis St Pleasanton CA 94566
21	Laura [unclear]	[Signature]	3461 [unclear] St Pleasanton CA 94566
22	[unclear]	Linda [unclear]	5802 [unclear] St Pleasanton CA 94566
23	[unclear]	[Signature]	157 [unclear] St Pleasanton
24	[unclear]	[Signature]	201 [unclear] St Pleasanton
25	[unclear]	[Signature]	169 [unclear] St 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	14031 Marissa Ln
2	BOB KIM	Bob Kim	201 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	700 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. #100
13			
14			
15			
16			
17			
18	John A. Lee	John A. Lee	APRIL 10, CA 95843
19	Michael Lee	Michael Lee	Pleasanton, CA 95866
20	Jameson Aguirre	Jameson Aguirre	136 HILARIO DR. #100
21	Jameson Aguirre	Jameson Aguirre	3400 Saddleback
22	Jameson Aguirre	Jameson Aguirre	3400 Saddleback
23	Jameson Aguirre	Jameson Aguirre	3400 Saddleback
24	Jameson Aguirre	Jameson Aguirre	3400 Saddleback
25	Jameson Aguirre	Jameson Aguirre	3400 Saddleback

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

Janice Stern, Planning Manager
Planning Division
City of Pleasanton
200 Old Bernal Ave
Pleasanton CA 94566

CITY OF PLEASANTON
PLANNING DIVISION

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 Deuss	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 NORTON 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 Briarne 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 Kaurath	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 36 52
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

NAME	ADDRESS	PHONE
T. Aimar	4625 2 nd St Pleas	683-8024
Billy Cambra	128 Cascade	980-5035
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 Gaisor	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
Thomas Murphey	269 Trenton Cir. Pleasanton CA 94566	925 485-0615
DIANA Stroble	2812 Trenton Cir Pleasanton	925 619 2855
Scott Coats	880 Concord St Pleasanton Pleasanton CA	925 989 8102
Karen Meyer	4056 Walnut Drive Pleasanton	(707) 696 7132
Kathleen Hinch	3782 Smallwood Ct. Pleasanton	925-699-4868
Juan Murillo	955 Rose Ave. Pleasanton	925-570-0563
ROBBIE D. DIO	4374 FIRST ST Pleasanton	925-462-0165
Kacey Coogan	557 TAWNY DR. #4 Pleasanton	925-640-7803
MIKE LAUDENBACH	4258 REMOND CT PLEAS	925 872-0704
Nichole Hill	841 APPS. ST	925-462-6752
Ann Krause	1133 Kottinger DR #3	925-399-6521
JAMES PRYETT	3884 Vineyard Ave	925 - 846-4438
Gloria	3800 Vineyard Ave	(925) 204-5677
Mike Swartz	4095 Vineyard Ave	510-427-7010
Kim Carlo	367 Christine Ct	925-425-9331
ASHLEY BAKER	3950 Vineyard Ave	925-353-0991
Mark Melville	1126 Naville Ct	925 570-6531
CHARLES MILNE	9 BERTMAN CT	925 462-5616
CHARLES TRESEMAN	3833 VINE	925 399 5915
PETE DAVIS	4059 VINEYARD AVE	925 462-1920
Ric Perot	4164 Vineyard Ave	925 204 1177

NAME	ADDRESS	PHONE
9. Walter Wexel	787 Mirador Ct Pleasanton	925 462-4847
10. CATHY PASUT	4443 SECOND ST PLEAS.	925 594 1672
11. Danny Smith	1117-B Kottlager dr Pleas	318-267-9369
12. Christina Trahan	3819 Vineyard Ave #78	925-351-4016
13. STEVEN COLLINS	4118 WALNUT DR US PLEASANTON, CA	925 922 1749
14. George Reid	596 Gerard Ct. Pleasanton CA	925-462-7597
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COPS

COMMUNITY ORIENTED POLICING SERVICES
U.S. DEPARTMENT OF JUSTICE

Problem-Oriented Guides for Police
Problem-Specific Guides Series
No. 49

Robbery of Convenience Stores

by
Alicia Altizio
Diana York

RE: 4191 FIRST STREET
P12-6556, P12-6557
P12-1790

PROVIDED AT
DEC. 12, 2012
PUBLIC HEARING



www.PopCenter.org

Center for Problem-Oriented Policing

Got a Problem? We've got answers!

Log onto the Center for Problem-Oriented Policing web site at www.popcenter.org for a wealth of information to help you deal more effectively with crime and disorder in your community, including:

- Web-enhanced versions of all currently available Guides
- Interactive training exercises
- Online access to research and police practices
- Online problem analysis module.

Designed for police and those who work with them to address community problems, www.popcenter.org is a great resource in problem-oriented policing.

Supported by the Office of Community Oriented Policing Services, U.S. Department of Justice.



Problem-Oriented Guides for Police
Problem-Specific Guides Series
Guide No. 49

Robbery of Convenience Stores

Alicia Altizio
Diana York

This project was supported by cooperative agreement #2004CKWXK002 by the Office of Community Oriented Policing Services, U.S. Department of Justice. The opinions contained herein are those of the author(s) and do not necessarily represent the official position of the U.S. Department of Justice. References to specific companies, products, or services should not be considered an endorsement thereof by the author(s) or the Justice Department. Rather, the references are illustrations to supplement discussion of the issues.

www.cops.usdoj.gov

ISBN: 1-932582-79-7

April 2007



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
-



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.
-



Acknowledgments

The *Problem-Oriented Guides for Police* are produced by the Center for Problem-Oriented Policing, whose officers are Michael S. Scott (Director), Ronald V. Clarke (Associate Director) and Graeme R. Newman (Associate Director). While each guide has a primary author, other project team members, COPS Office staff and anonymous peer reviewers contributed to each guide by proposing text, recommending research and offering suggestions on matters of format and style.

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.)

Members of the San Diego; National City, California; and Savannah, Georgia police departments provided feedback on the guides' format and style in the early stages of the project.

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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.



§ 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*.

Types of Convenience Store Robbery

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.

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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*.

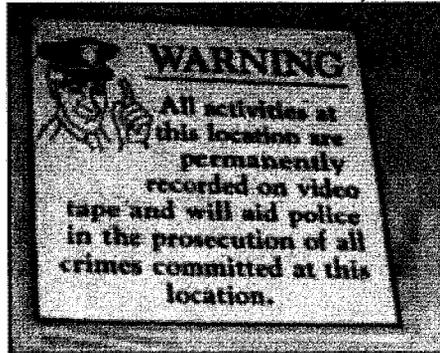
In addition, the use of cash-control units (also known as drop safes) can allow secure management of the cash on hand. The units have a safe for clerks to deposit cash periodically, with access controlled by keys and/or personal identification numbers (PINS). The unit opens or dispenses cash on a delay, 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).

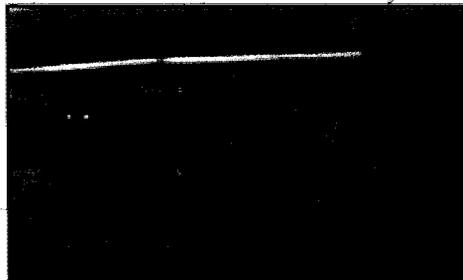


§ Scored categories include such items as visibility into the store, adequate entrance lighting, prominent “No Loitering” signs, and low shelf height.

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

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- ³ Hunter (1999).
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- ²⁴ Eck (1998).
- ²⁵ Taylor (2002).
- ²⁶ U.S. Department of Labor, Occupational Safety and Health Administration (1998).
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- ²⁸ Lins and Erickson (1998).
- ²⁹ D'Allesio and Stolzenberg (1990).
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- ³¹ Taylor (2002).
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38 Eck (1998).
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42 Faulkner, Landsittel, and Hendricks (2001).
43 Runyan et. al. (2005).
44 Wellford, MacDonald, and Weiss (1997).
45 Petrosino and Brensilber (1997).
46 WorkCover New South Wales (2002).
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48 Petrosino and Brensilber (2003).
49 Gill and Pease (1998).
50 Catalano, Hill, and Long (2001).
51 Bellamy (1996).
52 Gabor (1989).
53 Hunter (1999).
54 Lins and Erickson (1998).
55 D'Allessio and Stolzenberg (1990).
56 Catalano, Hill, and Long (2001).
57 Casteel et al. (2003).
58 Casteel and Peek-Asa (2000); Mayhew (2000).
59 Eck (1998).
60 Matthews (1996).
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63 Lins and Erickson (1998).
64 LaVigne (1994).
65 Hunter (1999).
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67 Lins and Erickson (1998).
68 Hunter (1999).
69 Bellamy (1996).
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- ⁷⁰ Wellford, MacDonald, and Weiss (1997).
⁷¹ Bellamy (1996).
⁷² Wright and Decker (1997).
⁷³ Lins and Erickson (1998).
⁷⁴ Lins and Erickson (1998).
⁷⁵ U.S. Department of Labor, Occupational Safety and
Health Administration (1998).
⁷⁶ Surette (2005).
⁷⁷ Lins and Erickson (1998).
⁷⁸ Berry (2004).
⁷⁹ Schreiber (1994).
⁸⁰ Bellamy (1996).
⁸¹ Petrosino and Brensilber (1997).
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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.
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