

JAMMU & KASHMIR, INC

**City of Merced
Planning Division
678 W. 18th Street
Merced, CA 95340**

Re: Public Convenience & Necessity Type 21-Off (ABC License)

Dear City of Merced City Council,

Jammu & Kashmir, Inc. is seeking a Type 21-Off (ABC License) for the proposed location of a 3267 square foot liquor store.

A public hearing scheduled by the Merced City Planning Commission on Wednesday, July 3, 2024, at 6:00 p.m., or as soon thereafter as may be heard in the Council Chambers of City Hall, 678 W. 18th Street, Merced, CA, regarding Conditional Use Permit #1278, initiated by Jammu & Kashmir, Inc., on behalf of Ethan Conrad, property owner. This application involves a request for alcohol sales for off-site consumption for a new convenience market at 663 Fairfield Drive, generally located 475 feet north of Fairfield Drive, approximately 450 feet east of M Street, with a General Plan designation of Regional/Community Commercial (RC), within a Zoning classification of Planned Development (P-D) #1. The subject site is more particularly described as a portion of Lot C-C on Recorded Map entitled "Parcel Map for Pacific Telephone," recorded in Book 33, Page 49, in Merced County Records; also known as a portion of Assessor's Parcel Number (APN) 236-220-014.

The liquor Store will operate 14 hours per day and will offer for sale to the general public a wide variety of goods along with high end limited edition liquor which has not been served by any other liquor store throughout the city of Merced, county of Merced , central valley and obviously California. This liquor store services, including packaged, bottled beverages, tobacco, beer, wine, and spirits. Per our conditions of approval we must obtain approval for a finding of Public Convenience or Necessity from the Merced City Council prior to obtaining a license from Alcoholic Beverage Control.

1. Character of the particular premises.

The project site is generally located 475 feet north of Fairfield Drive, approximately 450 feet east of M Street. It is surrounded by compatible uses, a commercial strip mall, Big Lot, Michaels, the Merced Mall, Real Estate business, Restaurants, fast food franchise locations, Starbucks, Dutch Bro Coffee, Medical Facility, and CVS . This new business will revive plans for future development for this store and will be remodeled by following the city of Merced code and conduct. This business will be a big part in enhancing this location offering for the community.

2. The aesthetics and ambiance of the proposed business.

The design of the proposed facility will provide the high end product and services to the general public from a well-lit, safe, and secure facility. It provides for an open, inviting, and crime-deterrent environment, through the application of the fundamental principles of Crime Prevention. Through Environmental Design (CPTED), including lighting, security monitoring, product location, maintaining clear visibility to the operational areas of the facility, and other operational systems.

3. The attractiveness of the proposed business.

Based for more than 24 years, Jammu & Kashmir, Inc has been one of the most popular and successful operators of convenience stores in the county of Merced. There are more than 3 sites operating in the county of Merced. Our stores feature packaged, bottled beverages, tobacco, beer, wine, and spirits. Jammu & Kashmir, Inc has become one of the most widely recognized liquor stores, known statewide for quality products and great customer service, and this new store will reflect this standard for the Merced community.

4. The type of guests who are likely to be patrons.

The most likely patrons of the new facility will be residents and community members from the nearby neighborhoods. Jammu & Kashmir, Inc strives to be a good neighbor and strong community participant to ensure that the offering serves the needs of residents and provides a welcoming environment for all.

5. The predicted mode of operation.

Jammu & Kashmir, Inc has established itself as a responsible retailer of age restricted sales and have proven procedures and training in place for alcohol & tobacco sales, including:

- All new hires are required to take approved Techniques of Alcohol Management before using the register system.
- All register systems are set up to be prompted to ask ID for restricted sales. Employees are required to card anyone 28 and under and enter birthdate into the register.
- We Card 28 and under signs are posted on cooler doors and windows, register areas letting customers know we card.
- Outside vendors visit sites bi-monthly to shop restrictive products to ensure policies and compliance is adhered to.
- Failure of the visit, employee is suspended for 3 days, receives counseling and all team members are required to retake the TAM training, see bullet point 1.
- A Second failure within a rolling 12 month with the same employee is immediate termination.
- Store operational owners are subject to progressive disciplinary action for repeated failures of team members up to and including termination for excessive violations.

Interior and exterior cameras

6. The ability of the proposed business serve a niche ni the population not filed by other licensees ni the same area, such as, catering to a particular clientele, economic or social grouping.

Jammu & Kashmir, Inc's mission is to be the best and most convenient place to shop and work. Our Stores are known around the world for offering busy consumers a wide variety of quality products and services in a fast, friendly, and clean environment. This new facility will provide an open, safe, convenient option for customers.

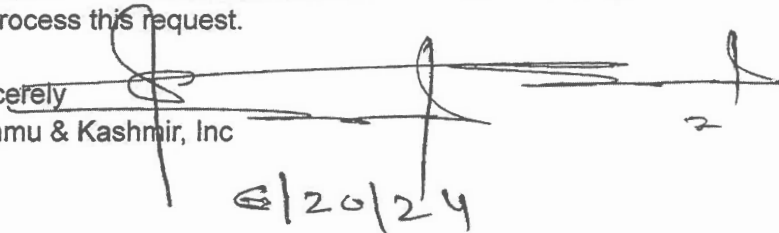
7. Convenience of purchasing alcoholic beverages in conjunction with specialty food sales, or services.

Although alcoholic beverages comprise most percent of the store shelf-space, it is necessary to provide Jammu & Kashmir, inc customers with a complete range of products. Thus, alcoholic beverages are a key element of this business Concept. By providing an assortment of products, including alcoholic beverages, readily available to our consumer, the public convenience of the area is certainly served. Jammu & Kashmir, Inc wants to maximize the availability of a large diversity of high end liquor and limited edition items at the site pursuant to its concept.

enabling customers to purchase a variety of products at one liquor stop. Providing customers all of this at one location is what "public convenience necessity" is really all about.

Please do not hesitate to contact me at 209-564-9999 or by email at jammuandkashmir.in@gmail.com should you have questions or require additional information to process this request.

Sincerely
Jammu & Kashmir, Inc



6/20/24