

## **PROJECT DESCRIPTION**

**APPLICANT: PILOT CALIFORNIA VENTURE, LLC  
DBA: FLYING J TRAVEL CENTER**

**LOCATION: 44779 S LASSEN AVE., STE 100  
HURON, CA, 93234**

**REQUEST: DETERMINATION OF PUBLIC CONVENIENCE OR NECESSITY (PCN) TO  
ALLOW THE SALE OF BEER & WINE FOR OFF-SITE CONSUMPTION IN  
CONJUNCTION WITH A NEW PILOT TRAVEL CENTER.**

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The applicant Pilot California Venture, LLC is requesting a Determination of Public Convenience or Necessity (PCN) to allow the sale of beer & wine for off-site consumption in conjunction with their new Flying J Travel Center to be located at 44779 S. Lassen Ave., Ste. 100, Huron, CA 93234. The applicant has applied to the Dept. of ABC for a Type #20 License to allow the beer & wine sales. The project is located within Census Tract 78.01. Based on population, the Dept. of ABC has allocated 2 off-site licenses to this tract. However there are 3 licenses issued in the tract. Therefore the subject PCN request has been made to the County of Fresno.

The new Flying J Travel Center will take over a portion of the operations known as the EZ Trip Travel Center. The property consists of a single generally flat parcel (APN# 085-130-26) located in close proximity to Skyline Blvd. and Interstate 5 Highway. Vehicular access to the business is via Avenal Cutoff Rd. which leads directly on to the property. Business operations on the site include both gasoline and diesel fueling stations, a retail market and travel center, a Greyhound transfer station and a restaurant. The applicant will operate both fueling operations and the retail market & travel center. The market will offer a large selection of food, beverages, snacks, sundries, auto supplies, etc. The travel center offers services for professional drivers including showers and laundry facilities. The on-site restaurant is operated separately by an independent tenant and that business has applied for their own ABC Type #41 license to allow beer & wine for on-site consumption. Flying J Travel Centers operate 24 hours a day, which includes both fueling stations, the retail market and travel center services. The proposed sale of beer & wine for off-site consumption will abide by Dept of ABC guidelines and occur between the hours of 6:00 am to 2:00 am daily.

Pilot started in 1958 with a single gas station in Gate City, Virginia. James A. Haslam II wanted to build a business to support his growing family and to provide people with the gas and conveniences they need while on the road. In 1981, with 100 locations, Pilot opened its first full-size travel center in Corbin, Kentucky. Pilot has since grown to become the largest operator of travel centers in North America with more than 750 locations in 44 states and six Canadian provinces. Headquartered in Knoxville, Tennessee, the company now employs more than 28,000 people with more than 7 billion gallons of fuel sold annually. Pilot Flying J serves more than 1.6 million guests a day and is committed to connecting people and places with comfort, care and a smile at every stop. Pilot prides itself on fostering a culture

of trust, integrity and respect while working together to get results. Pilot team members are supported by an active leadership team, mentoring programs, professional development classes and a collaborative work environment. They proudly offer competitive weekly pay, 401(k), paid time off, parental leave, comprehensive medical plans and wellness programs to fuel the growth and future of their team members during their journey with Pilot. From the beginning, Pilot has worked to instill a spirit of community and philanthropy into our company. They pride themselves on giving back by supporting causes that are important to their business and communities served. Pilot encourages their team members to be active in their communities, whether that is volunteering or being there to serve first responders after a natural disaster. They are dedicated to fueling life's journeys and helping their people thrive – whether that is serving motorists and professional drivers, delivering fuel, giving back to their communities, or supporting a team member's career aspirations. Pilot strives to fulfill this mission with intent to make a better day for their team members and guests.

Each Flying J Travel Center offers an extensive menu of freshly prepared food items. PJ Fresh Marketplace provides high-quality meals and grab-and-go food options, most of which are prepared in-store daily. Our fast-casual dining offers a wide variety of delicious meals and snacks, whether you're looking to get back on the road or sit down and stay awhile. It all began with an appetite for something fresh. Drivers were hungry for a travel center that served homestyle food options, made from the freshest ingredients. They offer a variety of delicious, fresh food offerings, including pizza, soup, salads, homestyle meals, breakfast options and more. This is in addition to a large selection of pre-prepared food items, packaged snacks, cold beverages, a small selection of sundries, auto parts useful to travellers and professional drivers, souvenirs, etc. Whether you're in the market for a relaxing sit down meal, or simply some quality food to grab-and-go, PJ Fresh Marketplace is the fast-casual restaurant where you can count on fresh food waiting for you.

Included in the items for sale at this location will be beer & wine for off-site consumption, which is a standard at all Flying J Travel Centers. Based on the business plan and their other locations, beer & wine sales will not be a significant part of the business, but simply meant as an additional amenity for those patrons already visiting the store. Proposed hours of beer & wine sales will follow state guidelines, 6:00am to 2:00am daily.

Pilot stores have an excellent record of compliance regarding the sale of beer & wine, which is accomplished with a high degree of responsibility and conscientiousness. They use a variety of security strategies to ensure the safety of their employees, customers and security of the merchandise. Pilot uses comprehensive, state-approved computer based alcohol training for all new store clerks. Pilot's program is based on an established alcohol retailer responsibilities course which includes a pretest, multiple subject chapters and a final exam. Each clerk is required to complete and pass this training prior to running a register. The course trains and tests on state law requirements, penalties, proper selling techniques, acceptable forms of ID, and detecting a problem with any of the above. Some of the key points include:

- The store could lose its license with a violation of Dept of ABC rules
- The employee could be charged with a crime for making a problematic sale
- The employee could be subject to a fine or community service for making a problematic sale

- Beware of attempted purchases by underage patrons
- Do not “guess” a patrons age, request an ID.
- Review each ID carefully, be aware of false ID’s
- No sales to intoxicated persons

Pilot also understands the importance of maintaining the appearance of a facility both for expanding the customer base and preventing undesirable activity, and they take great pride in the overall appearance and safety of their locations. Each Pilot location has a property maintenance program to ensure the entire facility remains clean and safe. All locations include adequate interior and exterior lighting to help maintain that safe environment and facilitate employee supervision of the facility. While the sale of beer & wine is not a major component of the business, Pilot recognizes the seriousness of loitering, delinquency, crime and underage drinking, and is committed to taking all necessary steps to address any concerns law enforcement may have about the site.

The new Flying J Travel Center will contribute to the economic vitality of the area through sales tax revenue and by providing more than 25 jobs. The selling of beer and wine will account for only a small portion of the store area and overall sales, but will provide a convenience by expanding on the variety of products available. By providing patrons with a more complete choice of products at a single location, the public convenience of the area will be served. Otherwise a patron may be obliged to travel to a range of retail outlets in order to complete their shopping needs, with limited choices in the immediate vicinity. The location will also provide a safe, clean and secure environment where visitors may purchase a number of items including beer and wine, thus promoting public health, safety, and welfare.

The Applicant is an established, reputable operator that is limiting alcohol sales to beer and wine, and further limiting beer & wine sales to only a small portion of their floor area. The proposed off-sales of beer and wine are sold as incidental products to the goods and services already offered at the Pilot locations. Their decision to offer beer and wine is in response to consumer demand. Pilot’s patrons appreciate a convenient one-stop shopping experience where they can purchase a few items quickly, instead of having to visit multiple locations to make their desired purchases. The limited selection of beer and wine will provide a convenience to existing customers and would be a good destination for people who may not feel comfortable visiting a traditional liquor store. The Applicant provides a safe and clean environment for their patrons, and has an excellent record with each state’s Department of Alcoholic Beverage Control. This same responsible approach to the sale of beer & wine will be exercised at this location should the subject determination be approved. Pilot is looking forward to becoming a positive and contributing member of the community and would appreciate your support of their request.

44779 S Lassen Ave,  
Huron, CA 93234

S Lassen

S Lassen Ave

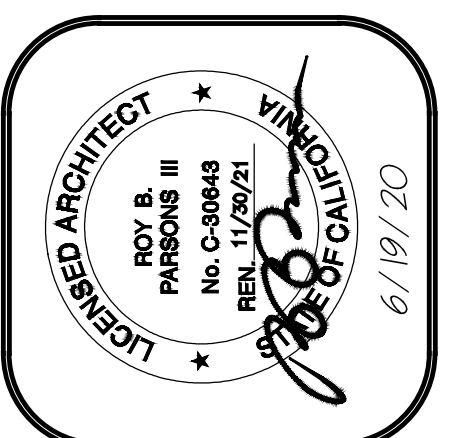
269



Westside Fwy

319

Avenal Cutoff Rd



**PILOT COMPANY**  
 DESIGN DEPARTMENT  
 5508 LONAS ROAD  
 KNOXVILLE, TENNESSEE 37909  
 (865) 585-7488

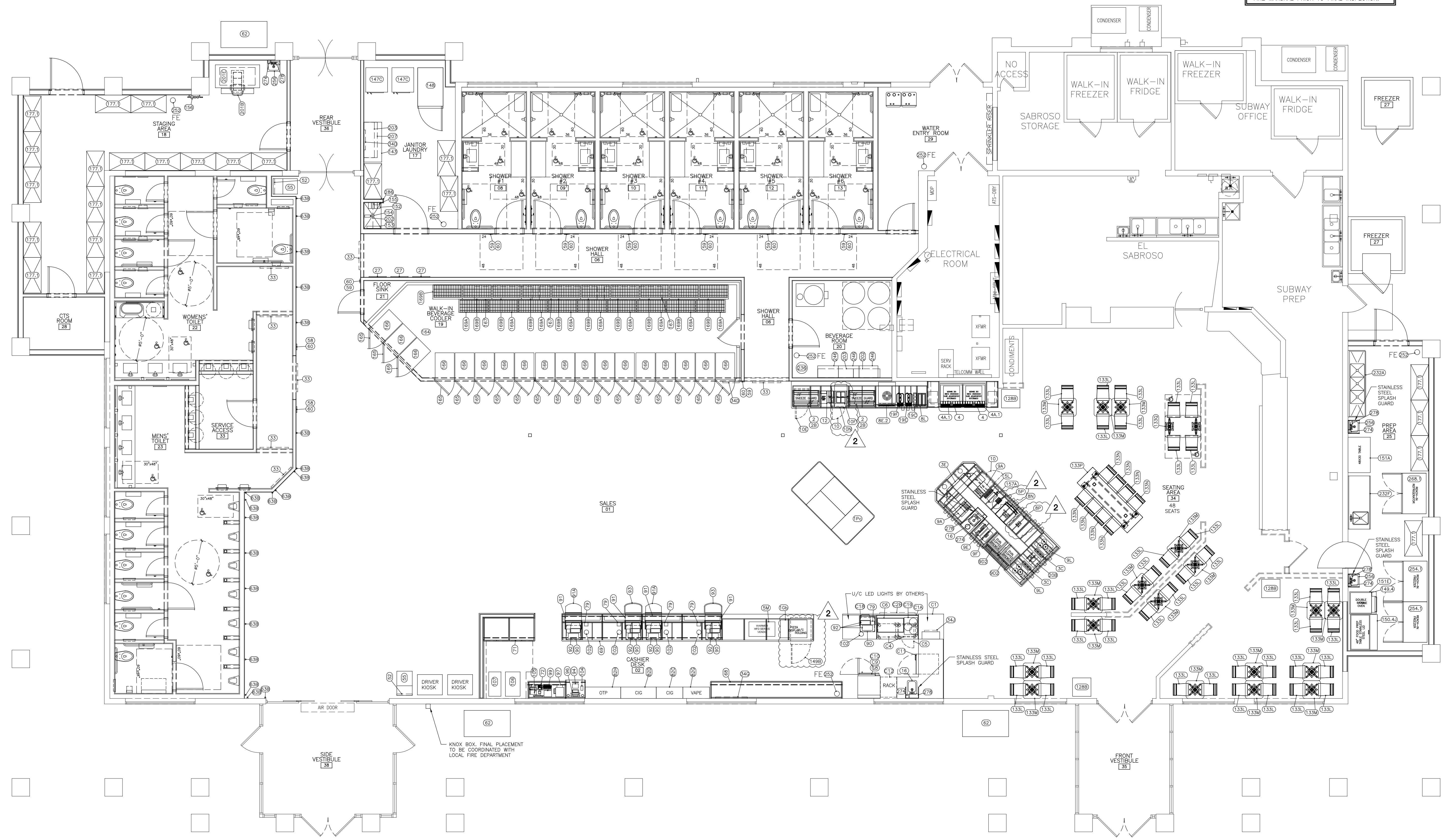
**E-Z TRIP**

**EQUIPMENT PLAN**  
**E-Z TRIP TRAVEL CENTER**  
 44779 LASSEN AVE.  
 AVENAL, CALIFORNIA 93204

DATE	REV.	REVISION DESCRIPTION	INT.	VAB
3/14/20		DRAWN BY: VAB   PROJECT: 1277-01		
5/28/20	1			
6/19/20	2			

**SHEET:**  
**A5**

**NOTE**  
 FE = FIRE EXTINGUISHER (TYPE "K")  
 ADDITIONAL FIRE EXTINGUISHERS AND FINAL LOCATIONS/TYPES SHALL BE DETERMINED BY FIRE MARSHAL PRIOR TO FINAL INSPECTION.



**1** **EQUIPMENT PLAN**  
 A5 3/16" = 1'-0"

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