

**DK Food Mart
Convenience Store & Food Mart
4706 E. Shields Ave.**

Statement of Public Convenience or Necessity

October 31, 2025

Applicant:

Ms. Davinder Kaur
4706 E. Shields Ave.
Fresno, CA 93726

Representative:

Mr. Dirk Poeschel, AICP
Dirk Poeschel Land Development Services, Inc.
923 Van Ness Ave., Suite 200
Fresno, CA. 93721

Property Location:

4706 E. Shields Ave.
APN: 447-061-01

Existing General Plan Land Use Designation:

Commercial

Existing Zoning:

C-1 (Neighborhood Shopping Center)

Related and Approved Fresno County Land Use Permits:

- Site Plan Review (SPR) No. 7933R – Approved a convenience store and laundromat on December 5, 2017.

Background:

State planning law requires applicants for an alcoholic beverage license to provide a justification in support of a finding of *Public Convenience or Necessity*. The following is a justification for the proposed Type-20 ABC license at an existing convenience store as defined in the Fresno County Ordinance Code. The proposed ABC license site is located on the southeast corner of N. Sierra Vista and E. Shields Avenues, within Fresno County. The requested California Alcoholic Beverage Control (ABC) Type-20 alcoholic beverage license will authorize the sale of beer and wine for consumption off the premise where sold.

The subject site is designated in the Fresno County General Plan as Commercial. The site is zoned C-1 (Neighborhood Shopping Center) and has an associated approved Site Plan Review Permit No. 7933R which approved a convenience store. This request is not subject to the review and approval of a Conditional Use Permit (CUP) per the C-1 Zone Ordinance.

Justification:

County policy provides that the following three (3) criteria be met before a determination of public convenience or necessity can be made:

1. The issuance of a license would not tend to create a law enforcement problem and increase the level of crime activity;

The issuance of the proposed Type-20 ABC license at DK Food Mart located at 4706 E. Shields Avenue is not expected to create law enforcement concerns or contribute to an increase in criminal activity. The subject site is located within a commercially zoned area and will include appropriate security measures consistent with local law enforcement and ABC Department guidelines. These measures will include adequate lighting, video surveillance, and the presence of a security guard on site during all hours of operation.

DK Food Mart operates daily from 5:00 a.m. to 12:00 a.m., year-round. Alcohol sales are proposed between the hours of 6:00 a.m. and 12:00 a.m., with alcohol sales suspended during periods when the adjacent school to the south is in session, demonstrating the applicant's awareness and proactive approach to protecting students and the surrounding community. No special events are proposed as part of this operation.

In compliance with all applicable state and local regulations, all employees will meet the minimum age requirement for alcohol-related duties. All managers and employees who sell alcoholic beverages will complete LEAD (Licensee Education on Alcohol and Drugs) training, with follow-up training every 24 months. Newly hired employees will complete LEAD training within two months of employment.

According to the Department of Alcoholic Beverage Control (ABC), the subject site is within Census Tract No. 32.01, where a total of four (4) off-sale licenses are allowed. There are three (3) existing Type-21 licenses which permit the sale of beer, wine, and distilled spirits for off-site consumption. The proposed Type-20 ABC license would allow only the sale of beer and wine for off-premises consumption. No other Type-20 licenses currently exist within this census tract.

This will be the applicant's first ABC license. The applicant is committed to full compliance with all applicable regulations and to maintaining a clean, safe, and reputable establishment. They will uphold high operational standards and ensure that DK Food Mart operates responsibly and in a manner consistent with community expectations.

2. The issuance of a license will provide a needed service and that without this use there would be an inconvenience to the community;

The proposed Type-20 ABC license for DK Food Mart will not be detrimental to the character or development of the surrounding neighborhood. The site, which has been in

operation since 2020, was developed as part of a modern convenience store project that contributed positively to the revitalization of the area.

DK Food Mart operates as a neighborhood market, offering a variety of specialty and everyday products including bakery items, candies, nuts, dairy products, healthcare items, and premium coffee products. The addition of beer and wine sales for off-site consumption will complement the store's existing offerings, allowing customers to conveniently purchase these items along with their regular groceries in a single location.

The applicant is fully aware of the adjacent school to the south and is committed to responsible operations. Alcohol sales will be suspended during periods when the school is in session, and a security guard will be present on-site during all hours of operation. These measures ensure a safe and controlled environment while protecting the well-being of students and the surrounding community.

The issuance of this license will directly enhance consumer convenience and choice, reduce the need for residents to travel outside the neighborhood for off-site alcohol purchases, and contribute to the area's economic vitality. DK Food Mart is fully committed to maintaining a clean, safe, and responsibly operated establishment, ensuring compliance with all state and local regulations, and promoting a positive and trustworthy presence in the community. By providing this service in a controlled and responsible manner, DK Food Mart will continue to support the well-being, convenience, and quality of life of the neighborhood it serves.

3. *The issuance of a license will have a positive impact on the local economy including the creation of new jobs;*

The proposed Type-20 ABC license at DK Food Mart will support the local economy by creating and sustaining jobs in retail, while providing an additional revenue stream for this small, neighborhood business. Offering beer and wine alongside groceries and convenience items meets consumer demand for one-stop convenience shopping, ensuring residents remain local customers and supporting continued business growth.

In recent years, the convenience store industry has become increasingly competitive, with stores offering a wide range of goods and services to meet consumer demand for convenience, including the sale of beer and wine. Across the country, convenience stores commonly provide alcohol to deliver a full-service shopping experience. Offering beer and wine helps small businesses remain competitive and financially sustainable, while keeping customers from seeking these products elsewhere.

The operation will be conducted responsibly, with alcohol sales suspended while the adjacent school to the south is in session and a security guard present during all hours of operation. These measures ensure that the license will not adversely impact the surrounding community or the school environment.