
HOME
ASSOCIATION OF NORTH CENTRAL SAN MATEO
Martin Luther King Center 725 Monte Diablo Avenue San Mateo, CA 94401

October 14, 2012

Ms. Lisa Ring
Senior Planner
Planning Division, City of San Mateo
330 W. 20th Avenue
San Mateo, CA 94403

RE: Approved 7-11 @ Old Stagalini Deli Site at Corner of N. San Mateo Drive & Bellevue

Dear Ms. Ring:

Back in late February of this year there was a neighborhood meeting at the King Center regarding the above site, 501 North San Mateo Drive. Residents at this meeting stated that another deli or similar type retail establishment would be fine. After all this site has been commercial retail since the 1920's. However, some residents were very clear in that they did not want to see a 7-11 at this location.

Many were surprised when an article in the San Mateo Daily Journal last month stated that a 7-11 at this site had already been approved by our the Planning Division.

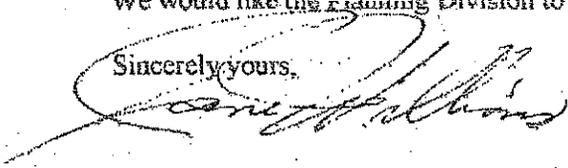
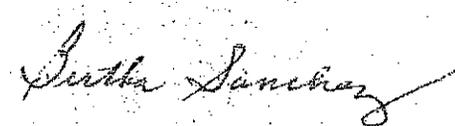
The North Central neighborhood for over two years through the AOD/PCRC program along with the help from our city, residents, San Mateo High School students and volunteers has tried to deter our teens from drug and alcohol abuse in our neighborhood. This 7-11 would be approximately 1600 feet away from the San Mateo High School campus and its sale of alcohol and tobacco could undermine all the hard work of the previous two years.

At a recent Hancsm board meeting (Home Association North Central San Mateo) members brought up the following concerns regarding the approved 7-11:

1. Proximity to San Mateo High School (approx. 1,600 feet)
2. Alcohol sale.
3. 21 tobacco retailers already in the 94401 area
4. Long hours of operation.

We would like the Planning Division to reconsider the establishment of a 7-11 at this location.

Sincerely yours,



Bertha Sanchez and Jane Williams
Co-Presidents
Home Association of North Central San Mateo

Alcohol Outlet and Community Health Facts

The higher density of alcohol outlets in a community contributes to increased consumption of alcohol and higher rates of accidents and community violence.

- “Assault rates were linked to the local density of off-premise alcohol stores...” Graham, Kathryn. Isn’t It Time We Found Out More About What the Heck Happens Around American Liquor Stores? *Addiction* May 2006; 101: 5 (619-620).
- “Wetter” neighborhoods have higher levels of drinking, accidents and violence. Scribner, Richard: *Alcoholism: Clinical & Experimental Research*, February 2000.
- There is a 15-16% difference in individuals’ drinking attitudes and 11% difference in individuals’ alcohol consumption attributable to density of alcohol outlets in their neighborhoods (ibid)
- Crime rises with alcohol outlet density. Livingston, M. A Longitudinal analysis of alcohol outlet density and assault. *Alcoholism: Clinical & Experimental Research*. June 2008: 32:6 (1074-1079).
- Increases in off-premise outlets in local zip code areas are related to increases in rates of child maltreatment. Freisther, Bridget et al. Exploring the spatial dynamics of alcohol outlets and child protective services referrals, substantiates, and foster care entries. *Child Maltreatment* 2007; 12: 2 (114-124).
- The level of drinking, drinking participation, and participation in binge drinking are all significantly higher among all college students when a greater number of outlets licensed to sell alcoholic beverages exist near campus. This is particularly true for underage drinking. Chaloupka, F. & Wechsler, H. Binge drinking in college: the impact of price, availability and alcohol control policies. *Contemporary Policy*, vol xiv, October 1996.

Alcohol advertisements in stores and the community influence youth drinking behavior and attitudes.

- Reducing alcohol advertisements inside of outlets will reduce number of children who drink. Bindman, A. Children Exposed to Alcohol Ads More Likely to Drink. *Nation’s Health* Aug. 2007; 37: 6 (24)
- Children living in areas with large numbers of alcohol ads on billboards, storefronts, bus stops and elsewhere are more likely to look favorably upon drinking. Pasch, K. et al. Outdoor alcohol advertising near schools: What does it advertise and how is it related to intentions and use of alcohol among young adolescents. *Journal of Alcohol and Drug Studies*. July 2007; 68:4.

In Redwood City

- Redwood City contains 160 on-sale (restaurants, bars) and 67 off off-sale outlets (grocery, liquor stores) for a combined total of 227 alcohol outlets. *California Alcohol Beverage Control*. December 2008.

Communities have opportunities to manage the operation and density of alcohol outlets to protect the public health and safety from negative impacts of alcohol sales and advertising.

- Assaults, car crashes and other alcohol-related crime decline when residents get actively involved in community prevention efforts. Treno, A. The Sacramento neighborhood alcohol prevention project: outcomes from a community prevention trial. *Journal of Alcohol and Drugs*. March 2007; 68(2).
 - A number of cities across the U.S. have adopted alcohol outlet-specific policies to address the types of community health and safety issues aggravated by alcohol outlets. By forming local alcohol outlet-specific policies (conditional use permits, deemed approved ordinances, zoning laws, advertising, etc.) local government directly addresses the additional risks alcohol outlets pose to the community.
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For more information and resources, please contact:

**Redwood City/North Fair Oaks Community Based Prevention
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