

# CVS

## Proposed Location

Granvia Altamira and  
Hawthorne Boulevard  
28103 Hawthorne Boulevard, RPV

# CVS Convenience Store

[http://www.ryder.com/pdf/MC978\\_CVS\\_Single.pdf](http://www.ryder.com/pdf/MC978_CVS_Single.pdf)

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Henry Peloquin, CVS' Senior Manager of Transportation, remembers the first CVS stores. "The typical CVS store back then had about 4,000 square feet and relied heavily on traffic generated by nearby grocery stores. Today, many of our stores are free-standing, 12,000-square foot buildings that generate their own traffic."

He adds that the average store carries up to 16,000 SKUs of merchandise and more than 2,000 prescription drugs, so keeping the stores stocked is no easy task. In addition, CVS has taken store customization to another level, matching individual store promotional products to market demographics and adjusting to holiday season fluctuations in demand and product mix. Product variety and its neighborhood convenience allow CVS to compete with the "megastores." This is the CVS Triple S Initiative – "Shop, Stock and Service."

# Rancho Palos Verdes City Code

## 17.76.080 Convenience stores

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- A. Purpose. This section provides criteria for the development, operation and **regulation of convenience stores**. These criteria ensure that convenience stores are developed and **operated on adequate sites, at proper and desirable locations with respect to traffic patterns, adjacent land uses, and the goals and objectives of the general plan and any applicable specific plans.** These criteria further ensure that **safety, privacy, design, proliferation and the joint sale of alcoholic beverages** and motor fuels are considered in reviewing applications for convenience stores.

# Pharmacy News Article

9/30/08 - BUYINS.NET

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- Specialty pharmacy stores average 2,000 square feet in size, and sell prescription drugs and a limited assortment of front store items, such as alternative medications, homeopathic remedies and vitamins.
- CVS is a convenience store not a “pharmacy” when built as 10,800 sq.ft. store.

# Rancho Palos Verdes General Plan

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- **Goal:**
- A. It is the goal of the City of Rancho Palos Verdes to conserve, protect, and enhance its natural resources, beauty, and open space for the benefit and enjoyment of its residents and the residents of the entire region. Future development shall recognize the sensitivity of the natural environmental and be accomplished in such a manner as to maximize the protection of it.

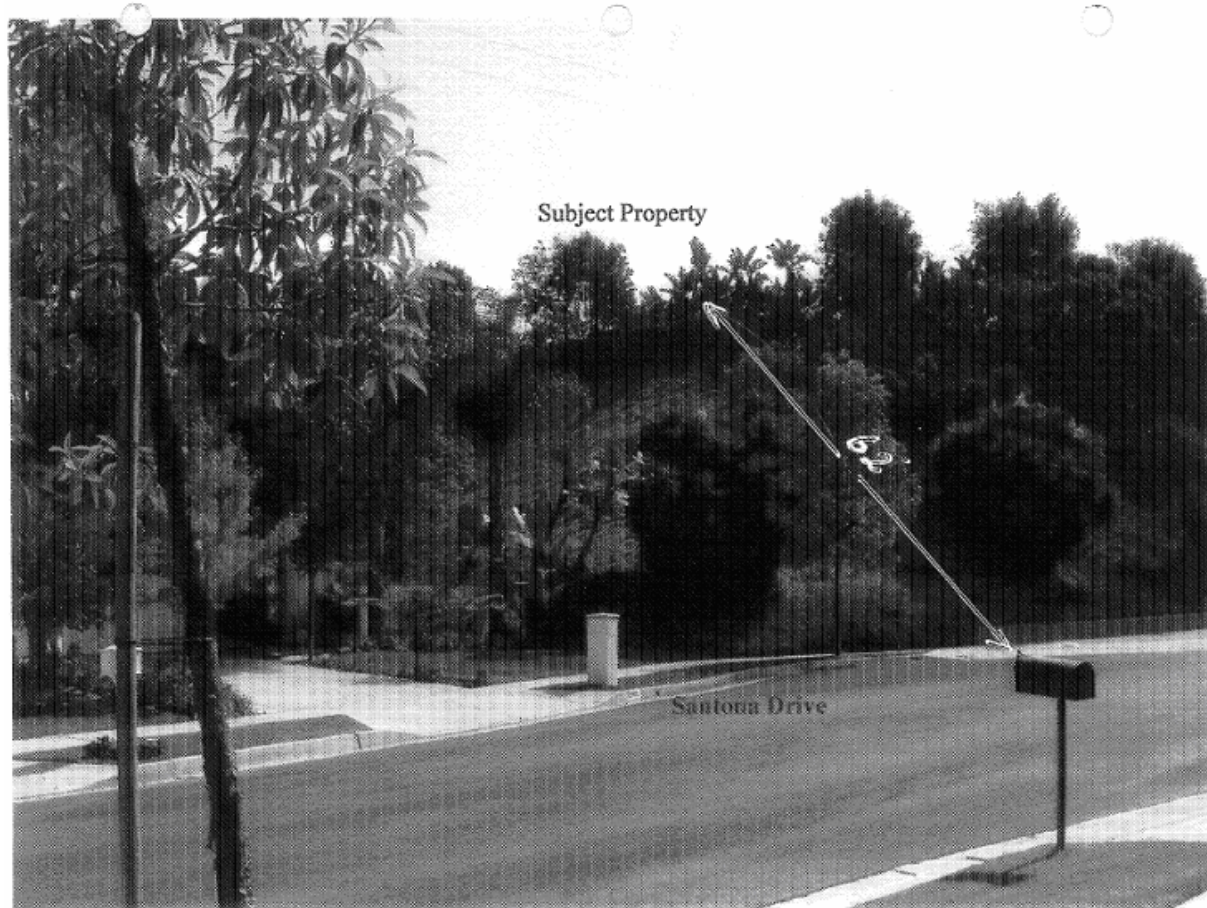
# Rancho Palos Verdes City Code

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## ■ C. Development Standards.

**b. Spacing. The convenience store building must be at least one hundred feet away from any residential or institutional building other than residential or institutional accessory buildings such as storage sheds or detached garages.**

Distance residence to gas station as shown measured by station owner –measured from mail box.



# Does this project meet RPV Codes?

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- **b. Spacing.** The convenience store building must be at least one hundred feet away from any residential or institutional building other than residential or institutional accessory buildings such as storage sheds or detached garages.
- **DOES THIS PROJECT MEET THE CITY GOALS AND CODES?**

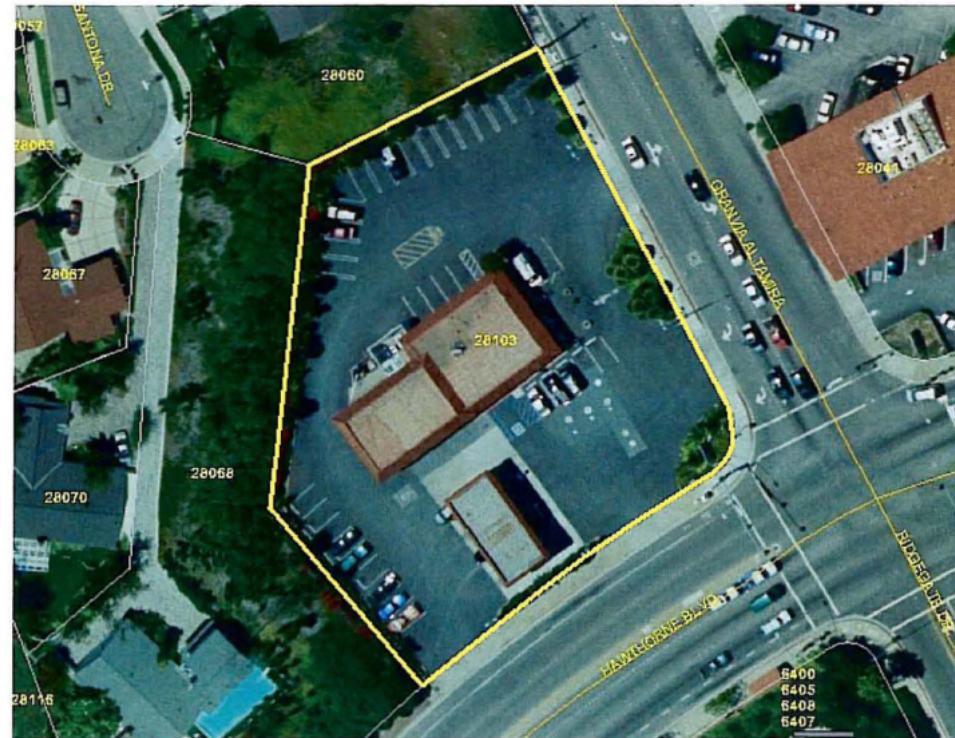
# Variance for CVS

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- **The CVS project does not have a 20 foot buffer zone as required by city code and will need to ‘take’ by variance the slope of adjacent home, at 28068 Santana, for compliance.**
- **a. Setbacks. A minimum twenty-foot landscaped setback is required between the convenience store building and any accessory structures and the property lines of any adjoining residential or institutional use or zone. The setback shall be continuously maintained in an attractive manner and shall not be used as a storage area or for parking.**

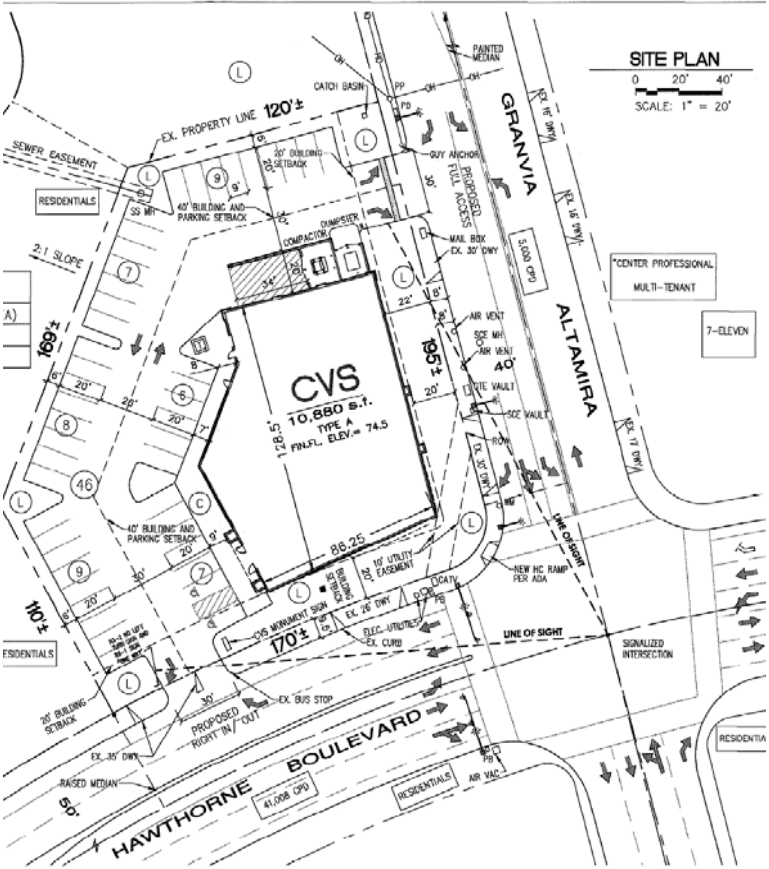
# Aerial photo of impacted corner

CVS Pharmacy (Case No. ZON2008-00091)  
May 20, 2008



**Figure 3:** Aerial photograph of existing Valero Service Station site

# CVS Blueprint





# QUESTIONS:

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- Can RPV take and/or use any property owners land to fulfill city code compliance?
- Should the gas station owners be allowed to receive a General Plan Amendment ?
- Is this setting a precedent for others to receive the same allowance?
- Should this Residential Zoned property be zoned Commercial when City 'fathers' deemed it Residential for good reason?
- Is this compatible with residential neighborhood?

# Do We Want This At Our Corner? Tricolor CVS project in Chino Hills:

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June 2008