

Agenda Item: File ID19-1631

Date: 4/30/2019

Council Meeting Date: 5/1/19

FRESNO CITY COUNCIL



Supplemental Information Packet

Agenda Item – ID 19-1631, RESOLUTION – Initiating a Text Amendment to the Zoning Ordinance of the City of Fresno to Amend Chapter 15, Article 27, Section 15-2706 of the Fresno Municipal Code.

Content of Supplement: PowerPoint Presentation

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

Americans with Disabilities Act (ADA):

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

THE RESPONSIBLE NEIGHBORHOOD MARKET ACT

MIGUEL ARIAS, VICE PRESIDENT

LUIS CHAVEZ, COUNCILMEMBER

NELSON ESPARZA, COUNCILMEMBER

The Current State of our City

- AMONG CA'S LARGEST CITIES, FRESNO HAS THE HIGHEST CONCENTRATION OF LIQUOR LICENSES
- OVERSATURATION IS DETRIMENTAL TO THE QUALITY OF LIFE OF NEIGHBORHOODS AND EXISTING SMALL BUSINESSES
- RETAIL SITING AND ADVERTISEMENTS TARGET DISADVANTAGED COMMUNITIES AND YOUTH
- LIQUOR RETAIL STORES ARE AN IMPEDIMENT TO SECURING FULL SERVICE GROCERY STORES



HOW WE GOT HERE

General Plan
Grandfathers CUPs,
1993 (Mayor
Patterson)

Record approval of
ABC CUP projects
under "Public
Convenience",
1993-2017

"Drunkest City in
America", 2011

Youth Leadership
Institute Advocacy,
2012

APCA Advocacy for
Cap on new
licenses, 2013

Storefront Signage
Amendment, 2016

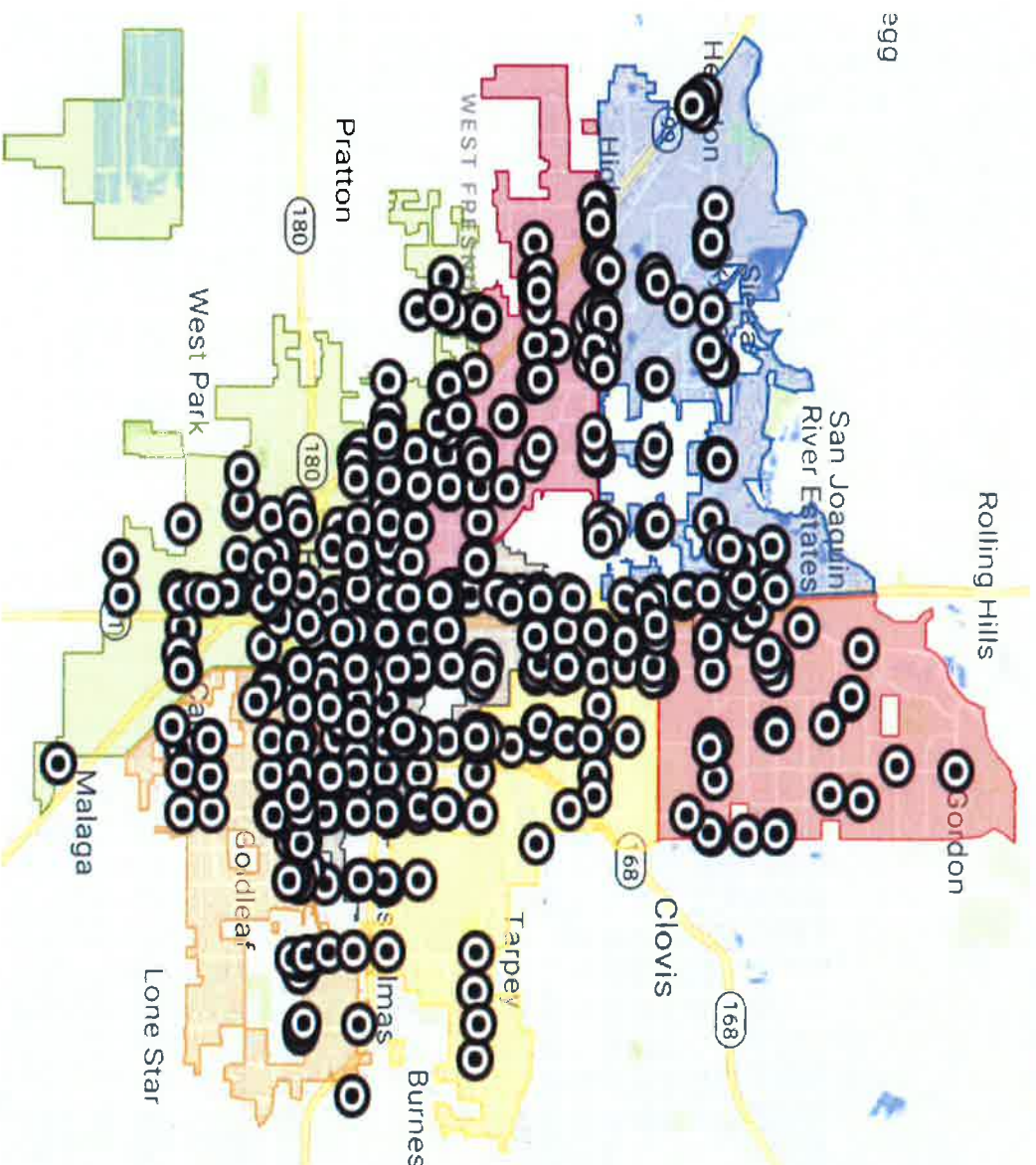
City of Fresno CUP
Ordinance Fails,
2017

Clinton/Blythe
Business Lawsuit,
2017

Van Ness/Broadway
Residents Lawsuit,
2018

2019 Pilot
Inspection Program
showed serious
problems

DRUNKEST CITY IN AMERICA



Residents per License

- 2,500/1, California
- 1,00/1, Fresno
- 500/1, South Fresno

Health and Safety

- Calls for Service
- Death rates from alcoholic-induced liver disease
- Alcoholic-induced car crashes
- Frequency of binge drinking
- Number of DUI arrests
- Severity of DUI penalties

YOUTH ADVOCACY



Research has shown that there is a link between underage drinking and the alcohol ads. Every year, the **alcohol industry spends \$2 BILLION** on advertising.



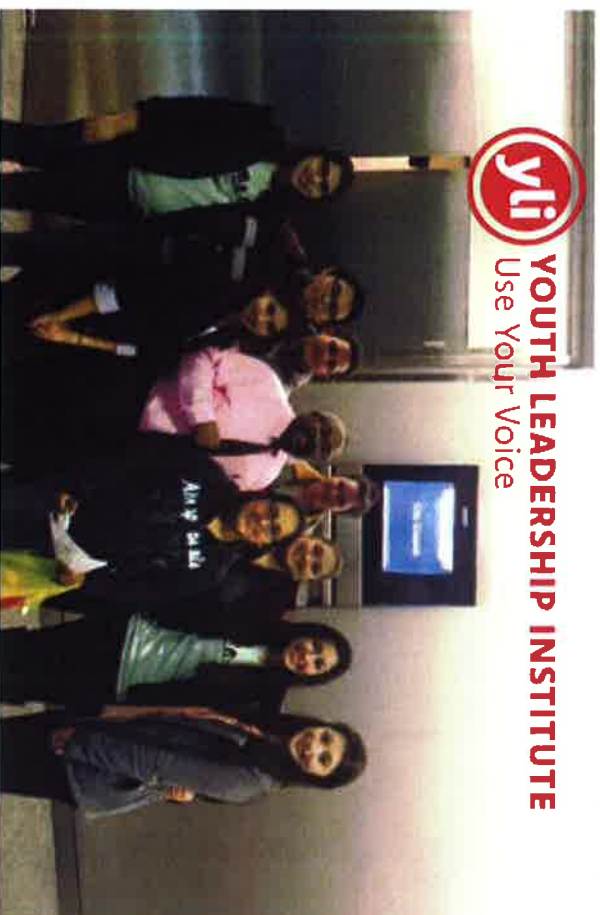
In 2019, FNL youth leaders conducted a storefront assessment of 17 liquor stores

Sunnyside High School is surrounded by **20 liquor stores** in the 1 mile radius of campus
11 of the 17 stores advertised alcohol and had more than 15% of alcohol ads as permitted



66% of Fresno County youth are seeing at least 1 or more alcohol ads a day. Studies have shown the more young people are exposed to alcohol marketing, the more likely they are to start drinking.

YOUTH ACTION



- Administers the Friday Night Live (FNL) program on Underage Drinking Prevention in Fresno
- 2015, City Council voted 7-0 on a resolution to address this issue but never moved forward

- 2019 YLI led a positive billboard campaign to address negative advertising



80% OF ROOSEVELT STUDENTS HAVE NOT USED ALCOHOL IN THE PAST 30 DAYS.

Funded by California Office of Traffic Safety, California Friday Night Live Partnership, and Fresno County Department of Behavioral Health, Substance Use Disorder Services

PROPOSED ACT

**GOAL: IMPROVE NEIGHBORHOOD QUALITY OF LIFE
CITYWIDE WHILE SUPPORTING SMALL BUSINESSES**

SUMMARY: Caps New Licenses, Achieves Reduction in Saturated Areas over time, Expands Alcohol Free Zones, Full Service Grocery Stores in Food Deserts, Business Education Program, City Inspection Program, Establish Joint Accountability Commission, Revocation of Irresponsible Operators

- Existing Businesses

- **No change** to current operations
- **No requirement** for new CUP
- **Participation** in Business Education and City Inspection Programs

- New Businesses

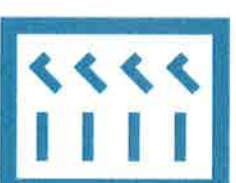
- Cap on new licenses
- New licenses require purchase of existing licenses in saturated areas
- Window signage reduced to 5%
- 1,000 ft buffer zones to sensitive locations
- Participation in City Inspection Program
- Revocation of Irresponsible Operators

BUSINESS EDUCATION AND CITY INSPECTION PROGRAMS



City Attorney Inspection Pilot

District 1, 3, 5, 7
96% ABC Holders failed
930 violations
15,000 calls for public service



**Collaborate with APCA to develop
business support and City Inspection
Program to include:**

Proactive outreach and education
Progressive fine structure (master fee schedule)
Joint Accountability Commission
Alignment with California, ABC
Execution by City Attorney Office

NEXT STEPS



ENVIRONMENTAL
REVIEW AND STUDY
(6-8 MONTHS)



DEVELOP BUSINESS
EDUCATION AND
CITY INSPECTION
PROGRAM WITH
APCA



COUNCIL DISTRICT
IMPLEMENTATION
COMMITTEES



CITY AIRPORT
PLANNING
COMMISSION



CITY PLANNING
COMMISSION



CITY COUNCIL
ADOPTION