

## Exhibit M

Yeslam Haimed  
2717 N. Hughes Ave  
Fresno, CA, 93705  
Asfamilymarket@gmail.com  
559-940-2168

February, 15, 2025

Jennifer K. Clark, AICP, Director  
Planning and Development Department

**Subject: Appeal of Conditional Use Permit Denial – Application No. P24-01344**

Dear Director Clark,

I am writing to formally appeal the denial of Conditional Use Permit Application No. P24-01344, which seeks authorization for a State of California Alcoholic Beverage Control Type 20 license at our existing business, A's Family Market. I respectfully request reconsideration of this decision based on the following points:

**1. Prior Approval from Council District 1 Project Review Committee**

Earlier this year, our application was reviewed and approved by the **Council District 1 Project Review Committee** with no objections. This approval demonstrates that local stakeholders recognize the legitimacy of our request and support our responsible business operations.

**2. Distinction from Previous License Revocation**

The license we are applying for is entirely separate from the one previously revoked under a different owner. The prior business owner, Joseph Mada, lived in Ventura and did not actively manage the business, leaving operations in the hands of an inexperienced employee. As a result, the previous license was not renewed and subsequently revoked. It is important to note that prior to 1990, the business held a valid liquor license without issue. Given the changes in ownership, management, and oversight, our application should be evaluated independently of past circumstances.

**3. Commitment to the Community**

As a local business owner and resident of the district, I am fully invested in fostering a safe and thriving community. Unlike the previous ownership, I personally manage and oversee daily operations, ensuring compliance with all regulations and maintaining a responsible business environment. Our goal is to provide essential services while upholding the highest standards of safety and accountability.

**4. Support for Local Economic Growth**

The property owner has plans to expand the business by developing three additional storefronts on the northern lot, which will create new job opportunities and contribute to the local economy. However, if the current tenant is forced to vacate due to the denial of

this permit, these plans—and the economic benefits they bring—will be jeopardized. A's Family Market currently employs two butchers, two cashiers, and a floor attendant, all of whom contribute to the community's workforce.

5. **Essential Grocery Services**

A's Family Market serves as a vital resource for the surrounding residents, including the nearby apartment complex. Without this establishment, access to fresh groceries and household necessities would be significantly reduced, negatively impacting local families who rely on us for their daily needs.

6. **Significant Financial Investment in Compliance**

To meet all regulatory requirements, we have already invested \$14,000 in application fees and related compliance costs. This demonstrates our serious commitment to operating responsibly and in accordance with all applicable laws.

7. **Limited Alcohol Sales and Responsible Business Model**

We are not requesting a license for hard liquor. The Type 20 license we are applying for permits only the sale of beer and wine, which distinguishes us from liquor stores and reduces the likelihood of public disturbances associated with higher-proof spirits.

Additionally, our business is a full-service market with a dedicated meat department, where beer and wine sales are a supplementary aspect rather than the primary focus.

8. **Addressing Crime Concerns**

While the police department has designated the area as high-crime, our business does not contribute to these issues. On the contrary, maintaining an active, well-lit, and monitored establishment helps deter criminal activity. A vacant storefront is far more likely to attract vagrancy and unlawful behavior. Our current security measures include 32 surveillance cameras (inside and outside) and LED lighting to enhance safety.

9. **Rebuttal to Overconcentration Concerns**

While the denial letter cites concerns about an overconcentration of alcohol licenses in the area, we respectfully request that our business be considered an exception for the following reasons:

- **Public Convenience & Necessity:** A's Family Market provides essential groceries and household goods, fulfilling a need that other businesses may not address. The nearby apartment complex has direct pedestrian access to our store, making it a convenient and necessary resource for residents.
- **Crime Prevention & Safety Measures:** In addition to our extensive security measures, we are committed to limited alcohol sale hours and ongoing collaboration with local authorities to ensure public safety and regulatory compliance.

While we acknowledge the concerns outlined in the denial letter, we strongly believe that A's Family Market will operate responsibly and serve as a positive presence in the community. We are open to additional discussions or conditions that may help alleviate concerns and ensure the responsible sale of beer and wine.

I appreciate your time and consideration and respectfully request a reconsideration of our application. Please feel free to reach out if further information is required. I look forward to your response.

**Sincerely,**

**Yeslam Haimed**  
A's Family Market