

Exhibit M



Specialty Grocery Store

Development and Resource Management Department
2600 Fresno Street, 3rd Floor, Rm 3076
Call (559) 621-8277 for an appointment or visit www.fresno.gov for information

Policy and Procedure No.

C-005

Date

Target Audience: Planning staff and developers who wish to establish a specialty grocery store.

Purpose: Specialty grocery stores enhance neighborhoods and provide specialty products not often found in general markets. This policy is adopted to ensure that specialty grocery stores shall include elements which more closely resemble a supermarket or neighborhood grocery store versus a convenience store. Specialty stores following the prescribed design guidelines of this policy may qualify for Exception B of Fresno Municipal Code §15-2706.E.5 and be allowed to sell alcohol with a conditional use permit as incidental and appurtenant to a larger retail use.

Policy: All of the following required elements shall be depicted on the site plan/floor plan/elevations.

- A. Minimum Gross Floor Area. The minimum gross floor area shall be 1,500 square feet.
- B. Ceiling Height. The minimum ceiling height shall be 15 feet. Dropped ceilings are prohibited.
- C. Lighting. Lighting shall be of efficient retail lighting design.
- D. Shelving Height. Main grocery shelves shall be a minimum of 7 feet high.
- E. Flooring Materials. The floor shall be finished concrete or other high quality, durable material.
- F. Window Signage. Window signage is prohibited.
- G. Fresh Food Display. Fresh foods shall be located in the front of the store and visible from the front door.
- H. Architecture. The architectural style of the main building shall be carried into the design of all accessory structures (e.g. trash receptacles, canopy, lighting fixture, etc). If the specialty grocery store is a standalone building within a unified shopping center the architectural design of the specialty grocery store shall be compatible with the exterior design of the unified shopping center.

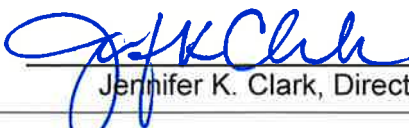
Definitions: Specialty Food Grocer: A food and beverage retail sales establishment that (1) dedicates at least 70 percent of retail space to a specialized category of food products such as foods from a specific country, ethnicity, or locality; and (2) dedicates at least 10% of retail space to fresh foods such as dairy, (excluding ice cream), produce, meat, poultry and fish. Alcohol may be sold, but may not constitute more than five percent of retail floor area.

Procedures: Specialty grocery stores shall be allowed in the same zone districts and permitted in the same manner as general markets.

Documents Referenced in this Policy/Procedure: Fresno Municipal Code §15-2706.E.5 [Alcohol Sales](#)

Review and Responsibility: Current Planning Staff will determine compliance with design guidelines. DARM Director will determine whether Exception B can be applied on a case by case basis.

Forms (attached): N/A

Signature: 
Jennifer K. Clark, Director

Dated: 6/21/17