

August 23, 2019

Jennifer K. Clark, AICP, Director
City of Fresno Planning and Development Department
2600 Fresno Street, Room 3065
Fresno, CA 93721

RE: APPEAL – CONDITIONAL USE PERMIT APPLICATION NO. P19-02593
CHIDO BAR – 3315 NORTH CEDAR AVENUE (APN 437-31-318)

RECEIVED

AUG 28 2019

**DARM - DEVELOPMENT SERVICES
CITY OF FRESNO**

Ms. Clark:

I am hereby **APPEALING** your decision, dated August 16, 2019, to **DENY** Conditional Use Permit Application No. P19-02593, requesting authorization to obtain a Type 48 On Sale General-Public Premises (Bar, Night Club) alcohol license for the proposed Chido Bar at 3315 North Cedar Avenue.

Type 48 On Sale General-Public Premises (Bar, Night Club) authorizes the sale of beer, wine, and distilled spirits for consumption on the premises where sold and food service is not required. Minors are not allowed to enter and remain.

Your decision is based on Fresno Police Department comments, dated June 20, 2019, which cited the following historical information:

- *There were over 150 calls for service to this location from year 2010-2014 with the previous bar/nightclub involving violent patrons, fights and disturbances involving intoxicated subjects on the premises.*
- *Violence at the previous bar/nightclub included a shooting that resulted in a homicide inside of the bar (FPD Case #14-21254), and a stabbing involving several patrons (FPD Case #39502).*
- *The previous bar/nightclub drew numerous complaints from community members regarding nuisance activities such as; loitering litter, loud music from vehicles/patrons, vandalism, and open container of alcohol.*

The new owner, Laurel's Unique Imports, Inc. is a family operation. The Chido Bar will be family-operation, much like their other location in Santa Maria, CA, which opened in 2016. Prior to ownership under Laurel's, the Chido Bar location in Santa Maria was known to be a hangout for local gang members, drug dealers, prostitutes, homeless, etc., very similar to the proposed Chido Bar in Fresno under previous ownership. Since Laurel's ownership in 2016, they hired new staff and made major positive changes. The old cliental has since abandoned the Santa Maria location making way for the bar to be voted Best Themed Bar in the area. Being located in Santa Maria's downtown area, ownership is also very involved in the City's Downtown Revitalization Project.

In Fresno, they hope to have the same positive impact. Ownership plans to participate in a variety of community outreach events, including, but not limited to: Cupcakes for Cancer, Local Downtown Friday Community events, Suicide Awareness, Local School Fundraising, Central Coast Boxing, etc. Being involved in the local community, throwing fundraisers, and contributing to Fresno's overall goals is a high priority for ownership.

As a starting point, ownership will implement better security. Security measures include but are not limited to:

- Installation of security camera and alarm systems
- Security staff position at the entrance
- Security staff equipped with metal detection wands
- Posting of patron rules/dress code
- Emergency exits
- Landline phone system

Laurel's Unique Imports, Inc. should be given the opportunity to do in the City of Fresno what they were able to accomplish in Santa Maria, CA, which is to create a successful business as a bar that not only serves alcohol, but the also serves the community.

If you have any questions, please feel free to contact me.

Sincerely,

Sheryl Brady
Senior Entitlement Manager