



June 20, 2019

Margo Lerwill
City of Fresno
2600 Fresno St., Third Floor
Fresno, CA 93721

RE: CUP No. P18-00486 Development Planning Director Determination Appeal

This letter is a request to appeal the June 12, 2019 decision by the Development Planning Director of the above referenced case to the Planning Commission. Dollar General should be excepted from the location restriction per Code Section 15-2706.5.b:

FMC SEC. 15-2706.

5. Exceptions. *A new establishment may be excepted from location restrictions if the Review Authority determines any of the following:*

a. The proposed use is not located within an area in which the Chief of Police has determined, based upon quantifiable information, that the proposed use a) would be detrimental to the public health, safety, or welfare of persons located in the area, or b) would increase the severity of existing law enforcement or public nuisance problems in the area.

b. The proposed off-premises sale of alcoholic beverages is incidental and appurtenant to a larger retail use and provides for a more complete and convenient shopping experience.

c. The proposed outlet for the off-premises sale of alcoholic beverages would act as a public convenience or necessity to an underserved portion of the community and/or enhance the vitality of an existing commercial area without presenting a significant adverse impact on public health or safety.

Dollar General inventories over 10,000 SKUs and the display of alcoholic beverages will represent less than 1% of the overall store square footage. The sale of alcoholic beverage is clearly incidental and it is far more convenient for consumers to be able to purchase their desired groceries and consumer goods in one location to make for a complete shopping experience.

Sincerely,

Steve Rawlings

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