

**From:** [Jeff Reich](#)  
**To:** [Erik Young](#)  
**Cc:** [Marisela Martinez](#)  
**Subject:** 11-4-2020. ID20-001489; CUP No. P20-02558  
**Date:** Tuesday, November 03, 2020 11:59:11 AM

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Jennifer Clark  
City of Fresno –  
Planning and Development Department  
2600 Fresno Street, Room 3065  
Fresno, California 93721-3604

**RE: 11-4-2020. ID20-001489**  
CUP Application No. P20-02558  
Property located at 10032 North Maple #101 (APN 578-040-15)

Dear Ms. Clark:

I represent Vallee Food Store, which is located on 10091 N. Maple Avenue in Fresno, directly across the street from the property subject to the referenced CUP application.

Please consider this correspondence to be my client's formal objection to the CUP application.

First, the application, if granted, would directly violate Fresno Municipal Code § 15-2706-E (Location Restrictions). The application site is within 500 feet of my client's existing off-sale establishment, but contemplates making the same off-sale of liquor, if approved. The application should be denied on this basis.

We do note that there are other convenience store/gas stations contemplated in the general neighborhood (e.g., CUP Application P20-00902 at Maple and Copper, just north of the Maple/Behymer intersection). However, there is no legitimate social objective to be served by over-saturating the neighborhood with off-sale facilities. Approving the present application would be a step in that wrong direction.

Yours truly,

/s/ Jeff Reich  
Jeff Reich