



# **THE RESPONSIBLE NEIGHBORHOOD MARKET ACT**

MIGUEL ARIAS, VICE PRESIDENT  
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# Current Reality City of Fresno

- **AMONG CA'S LARGEST CITIES, FRESNO HAS THE HIGHEST CONCENTRATION OF LIQUOR LICENSES**
- **OVERSATURATION IS DETRIMENTAL TO THE QUALITY OF LIFE OF NEIGHBORHOODS AND EXISTING SMALL BUSINESSES**
- **RETAIL SITING AND ADVERTISEMENTS TARGET DISADVANTAGED COMMUNITIES AND YOUTH**
- **LIQUOR RETAIL STORES ARE AN IMPEDIMENT TO SECURING FULL SERVICE GROCERY STORES**

# HOW WE GOT HERE

General Plan Grandfathers CUP's, 1993 (Mayor Patterson)

Record approval of ABC CUP projects under "Public Convenience", 1993-2017

"Drunkest City in America", 2011

Youth Leadership Institute Advocacy, 2012

APCA Advocacy for Cap on new licenses, 2013

Storefront Signage Amendment, 2016

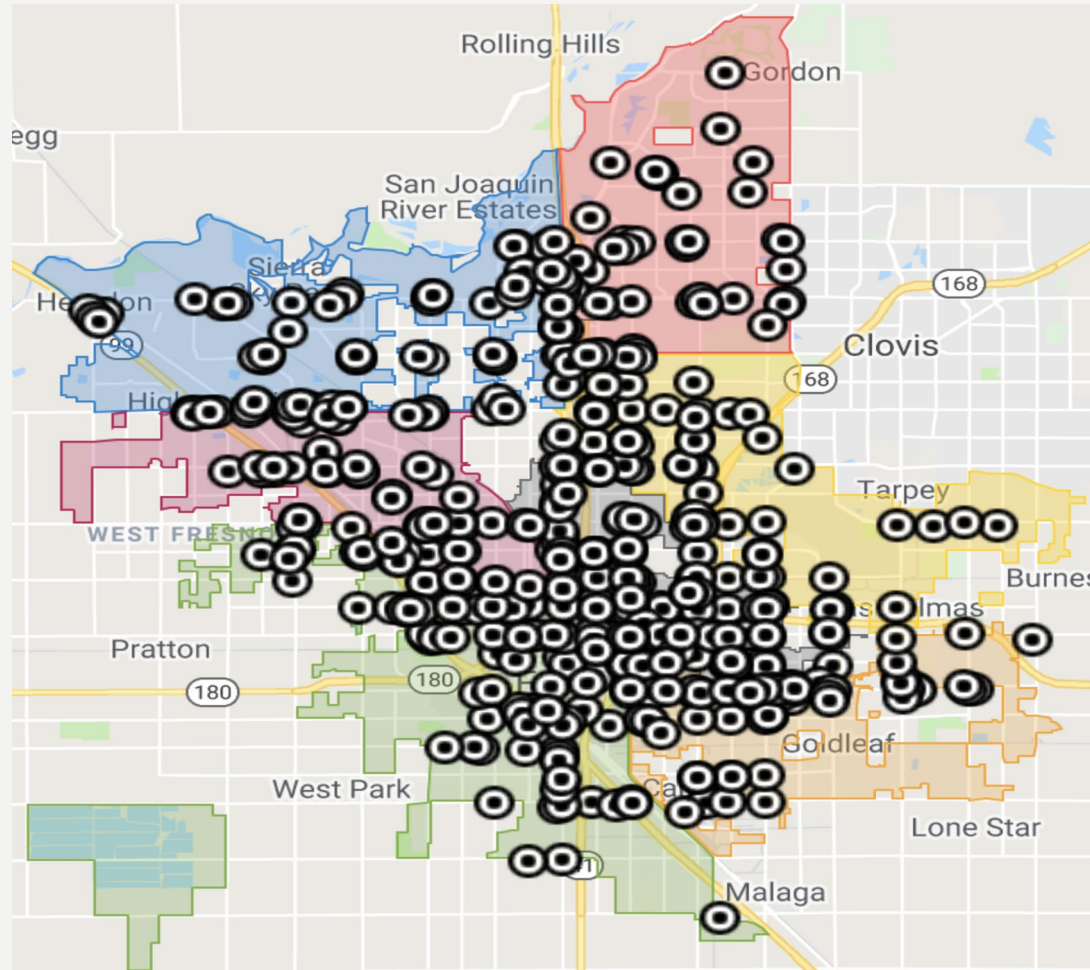
City of Fresno CUP Ordinance Fails, 2017

Clinton/Blythe Business Lawsuit, 2017

Van Ness/Broadway Residents Lawsuit, 2018

2019 Pilot Inspection Program showed serious problems

# DRUNKEST CITY IN AMERICA



## Residents per License

- 2,500/1, California
- 1,000/1, Fresno
- 500/1, South Fresno

## Health and Safety

- Calls for Service
- Death rates from alcoholic-induced liver disease
- Alcoholic-induced car crashes
- Frequency of binge drinking
- Number of DUI arrests
- Severity of DUI penalties

# YOUTH ADVOCACY

- Research has shown that there is a link between underage drinking and the alcohol ads. Every year, the **alcohol industry spends a\$2 BILLION on advertising.**
- In 2019, FNL youth leaders conducted a storefront assessment of 17 liquor stores
  - Sunnyside High School is surrounded by 20 liquor stores in the 1 mile radius of campus
  - 11 of the 17 stores advertised alcohol and had more than 15% of alcohol ads as permitted
- **66% of Fresno County youth are seeing at least 1 or more alcohol ads a day.** Studies have shown the more young people are exposed to alcohol marketing, the more likely they are to start drinking.

# YOUTH ACTION



- Administers the Friday Night Live (FNL) program on Underage Drinking Prevention in Fresno
- 2015, City Council voted 7-0 on a resolution to address this issue but never moved forward

- 2019 YLI led a positive billboard campaign to address negative advertising



# PROPOSED ACT

## GOAL: IMPROVE NEIGHBORHOOD QUALITY OF LIFE CITYWIDE WHILE SUPPORTING SMALL BUSINESSES

### SUMMARY:

1. Caps New Licenses, Achieves Reduction in Saturated Areas over time, Expands Alcohol Free Zones, Full Service Grocery Stores in Food Deserts, Business Education Program, City Inspection Program, Establish Joint Accountability Commission, Revocation of Irresponsible Operators
  - Existing Businesses
    - **No change** to current operations
    - **No requirement** for new CUP
    - **Participation** in Business Education and City Inspection Programs
  - New Businesses
    - Cap on new licenses
    - New licenses require purchase of existing licenses in saturated areas
    - Window signage reduced to 5%
    - 1,000ft buffer zones to sensitive locations
    - Participation in City Inspection Program
    - Revocation of Irresponsible Operators

# BUSINESS EDUCATION AND CITY INSPECTION PROGRAMS



## City Attorney Inspection Pilot

District 1,3,5,7

96% ABC Holders failed

930 violations

15,000 calls for public service



## Collaborate with APCA to develop a business support and City Inspection Program to include;

Proactive outreach and education

Progressive fine structure (master fee schedule)

Joint Accountability Commission

Alignment with California, ABC

Execution by City Attorney Office



# NEXT STEPS



ENVIRONMENTAL  
REVIEW AND STUDY  
(6-8 MONTHS)



DEVELOP BUSINESS  
EDUCATION AND  
CITY INSPECTION  
PROGRAM WITH  
APCA



COUNCIL DISTRICT  
IMPLEMENTATION  
COMMITTEES



CITY AIRPORT  
PLANNING  
COMMISSION



CITY PLANNING  
COMMISSION



CITY COUNCIL  
ADOPTION