

Subject: Ongoing Noise Violations and Preferential Treatment – La Popular

Good morning,

I am writing to formally make you aware of ongoing and repeated noise issues involving La Popular.

On Friday night, I was forced to leave Viva Madrid and two private parties to address excessively loud DJ music coming from La Popular.

I spent over 30 minutes speaking with their staff and management before they finally agreed to close their front doors. Unfortunately, the same situation occurred again on Sunday night.

On Sunday, I was unable to leave the kitchen, so the noise continued throughout the evening.

Waiting customers could not sit outside and were subjected to overwhelming noise in the hallway, directly impacting my business operations and guest experience.

The City currently allows La Popular full use of their premises, as well as the streets and sidewalks along Yale Avenue, effectively extending their business footprint. As a result, I am no longer able to fully use or enjoy my private property due to their ongoing violations, which the City appears to be overlooking.

This situation is particularly upsetting given that I wrote tax payments totaling tens of thousands of dollars—nearly \$100,000—last week for properties in Claremont. One of those properties houses a business that contributes significantly to the City’s tax base, yet I am unable to operate without disruption.

I strongly believe La Popular should not be granted permits until they demonstrate at least six months to a year without violations. They continue to receive preferential treatment at the direct expense of my businesses, my livelihood, and other long-standing residents and business owners in Claremont who are deeply invested in this community.

I hope there will be meaningful support expressed tonight for residents and businesses who have consistently contributed to Claremont and expect fair enforcement of the rules.

Thank you for your time and consideration.

Sincerely,
Laura Cayley