

**From:** [Michaelson, Hana](#)  
**To:** [Brown, Madeline](#)  
**Subject:** FW: (POLICE) City of Santa Rosa Referral CUP24-047  
**Date:** Thursday, May 8, 2025 12:12:35 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)

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Hana, I heard back from Lt. Harrington. See below.

Conan

---

**From:** Harrington, Brenda <[bharrington@srcity.org](mailto:bharrington@srcity.org)>  
**Sent:** Thursday, May 8, 2025 11:05 AM  
**To:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>  
**Cc:** Ambrosi, Brian <[BAmbrosi@srcity.org](mailto:BAmbrosi@srcity.org)>; Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>  
**Subject:** Re: (POLICE) City of Santa Rosa Referral CUP24-047

Hi Conan

thank you for looping me in. I'm in San Francisco today and unavailable to attend the meeting. I do not believe we have any additional information other than what I wrote in the original email

Thank you!

Brenda

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**From:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>  
**Sent:** Thursday, May 8, 2025 9:27:43 AM  
**To:** Harrington, Brenda <[bharrington@srcity.org](mailto:bharrington@srcity.org)>  
**Cc:** Ambrosi, Brian <[BAmbrosi@srcity.org](mailto:BAmbrosi@srcity.org)>; Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>  
**Subject:** FW: (POLICE) City of Santa Rosa Referral CUP24-047

Brenda, just looping this back to you as an FYI considering the Planning Commission meeting request. I see you originally replied stating the location shouldn't be a problem (highlight below) – but wanted you to be aware of the meeting today in case you felt there was more to add on behalf of SRPD.

Thanks,  
Conan

**Conan Mullen | Crime Analyst**

Technical Services Division | Santa Rosa Police Department  
965 Sonoma Ave. | Santa Rosa, CA 95404  
Tel. (707) 543-3696 | Fax (707) 543-3569 | [cmullen@srcity.org](mailto:cmullen@srcity.org)  
[Facebook](#) | [Twitter](#) | [Instagram](#) | [Nextdoor](#) | [Nixle](#)



## SANTA ROSA POLICE

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**From:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>

**Sent:** Thursday, May 8, 2025 9:12 AM

**To:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>

**Cc:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>; Harris, Matthew <[mharris@srcity.org](mailto:mharris@srcity.org)>; Ambrosi, Brian <[BAmbrosi@srcity.org](mailto:BAmbrosi@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>

**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

Thank you for the response, Conan.

I wanted to follow up and see if someone from Santa Rosa Police Department can attend today's Planning Commission meeting. This item is scheduled first so the presentation should begin closer to 4:30. Thanks again!

Sincerely,

**Hana Michaelson (she/her) | Contract Planner**

Planning and Economic Development Department | 100 Santa Rosa Ave, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 292-0963 | [hmichaelson@srcity.org](mailto:hmichaelson@srcity.org)

**Coming soon in 2025, the Planning, Building, and Engineering Divisions of the City of Santa Rosa's Planning and Economic Development Department will fully transition to an online application submittal process through the Accela Citizen Access platform. Learn more about the Online Permitting System [here](#), and more information will be coming soon!**



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**From:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>

**Sent:** Monday, May 5, 2025 9:25 AM

**To:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>

**Cc:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>; Harris, Matthew <[mharris@srcity.org](mailto:mharris@srcity.org)>; Ambrosi, Brian <[BAmbrosi@srcity.org](mailto:BAmbrosi@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>

**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

Hana,

Regarding the data, SRPD currently does not designate areas as high or low crime, as stated previously in this email string (see highlight below). As for the data provided, our goal is to provide city planning with enough information to make a determination whether or not alcohol is an issue in a given applicant's area. Because this can be a subjective decision, it is best to leave this to city planning. I agree that it would be a good idea for a police representative to attend the planning commission hearing on May 8<sup>th</sup>. I will defer to the other police management personnel copied here to make that decision. I will also defer to those copied here to provide additional guidance on whether or not the police department feels this application for 2799 4<sup>th</sup> Street should be approved in the view of SRPD.

Thanks,  
Conan

**Conan Mullen | Crime Analyst**

Technical Services Division | Santa Rosa Police Department  
965 Sonoma Ave. | Santa Rosa, CA 95404  
Tel. (707) 543-3696 | Fax (707) 543-3569 | [cmullen@srcity.org](mailto:cmullen@srcity.org)  
[Facebook](#) | [Twitter](#) | [Instagram](#) | [Nextdoor](#) | [Nixle](#)



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**From:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>  
**Sent:** Wednesday, April 30, 2025 12:35 PM  
**To:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>  
**Cc:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>; Harris, Matthew <[mharris@srcity.org](mailto:mharris@srcity.org)>  
**Subject:** FW: (POLICE) City of Santa Rosa Referral CUP24-047

Hello Conan,

I have a couple questions on the data provided for 2799 4<sup>th</sup> Street. Based on the activity reports, would it be safe to say that alcohol related crimes are not an issue in this area? And that the location is not considered a high crime area based on the information provided?

Additionally, it would be great if you, or someone from your department, could attend this project's upcoming Planning Commission Hearing, Thursday, May 8, starting at 4:30pm. Please

let me know if that works for your schedule, and thanks again for your assistance.

Sincerely,

**Hana Michaelson (she/her) | Contract Planner**

Planning and Economic Development Department | 100 Santa Rosa Ave, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 292-0963 | [hmichaelson@srcity.org](mailto:hmichaelson@srcity.org)

**Coming soon in 2025, the Planning, Building, and Engineering Divisions of the City of Santa Rosa's Planning and Economic Development Department will fully transition to an online application submittal process through the Accela Citizen Access platform. Learn more about the Online Permitting System [here](#), and more information will be coming soon!**



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**From:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>

**Sent:** Thursday, November 14, 2024 10:45 AM

**To:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>

**Cc:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>; Harris, Matthew <[mharris@srcity.org](mailto:mharris@srcity.org)>

**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

Hana,

I have attached a .xlsx file with **six worksheets** for your CUP address of 2799 4<sup>th</sup> Street.

Data date range is Jan 2000 through Oct 2024.

Worksheets are:

Arrests within 200 feet (89 arrests)

Arrests within 1000 feet (361 arrests)

Citations within 200 feet (125 cites)

Citations within 1000 feet (182 cites)

Events (calls for service; public and officer-initiated) within 200 feet (1220 events)

Events (calls for service; public and officer-initiated) within 1000 feet (5560 events)

There are likely a lot of data columns you won't need, but I've highlighted the primary column headers

to help you with sorting/filtering, if you wish.

Feel free to contact me when you get a chance to look through the data if you have any questions.

Hope this helps.

Conan

**Conan Mullen | Crime Analyst**

Technical Services Division | Santa Rosa Police Department  
965 Sonoma Ave. | Santa Rosa, CA 95404  
Tel. (707) 543-3696 | Fax (707) 543-3569 | [cmullen@srcity.org](mailto:cmullen@srcity.org)  
[Facebook](#) | [Twitter](#) | [Instagram](#) | [Nextdoor](#) | [Nixle](#)



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**From:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>  
**Sent:** Friday, November 8, 2024 3:16 PM  
**To:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>  
**Cc:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>; Harris, Matthew <[mharris@srcity.org](mailto:mharris@srcity.org)>  
**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

Yes, that is perfect. Thank you!

Kind regards,

**Hana Michaelson (She/Her) | City Planner**

Planning and Economic Development Department | 100 Santa Rosa Ave, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Cell (707) 483-9218 | Fax (707) 292-0963 | [hmichaelson@srcity.org](mailto:hmichaelson@srcity.org)



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**From:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>  
**Sent:** Friday, November 8, 2024 2:55 PM  
**To:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>

**Cc:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>; Harris, Matthew <[mharris@srcity.org](mailto:mharris@srcity.org)>

**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

We can do it this way. I will send you Events, Citations, and Arrests within 200 feet and within 1000 feet of the 2799 4<sup>th</sup> St address from Jan 2020 to present in .xlsx format. Next week okay after holiday weekend?

Conan

**Conan Mullen | Crime Analyst**

Technical Services Division | Santa Rosa Police Department

965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-3696 | Fax (707) 543-3569 | [cmullen@srcity.org](mailto:cmullen@srcity.org)

[Facebook](#) | [Twitter](#) | [Instagram](#) | [Nextdoor](#) | [Nixle](#)



---

**From:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>

**Sent:** Wednesday, November 6, 2024 3:13 PM

**To:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>; Harris, Matthew <[mharris@srcity.org](mailto:mharris@srcity.org)>

**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

Hello Conan & Matt,

Would we be able to get reports of nearby citations and police activity, one for within 200 feet of the site and another for within 1000 feet of the site (for the past 5 years)? The address is 2799 4<sup>th</sup> Street, Santa Rosa.

Kind regards,

**Hana Michaelson (She/Her) | City Planner**

Planning and Economic Development Department | 100 Santa Rosa Ave, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Cell (707) 483-9218 | Fax (707) 292-0963 | [hmichaelson@srcity.org](mailto:hmichaelson@srcity.org)



---

**From:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>  
**Sent:** Wednesday, October 30, 2024 1:38 PM  
**To:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>  
**Cc:** Bell, Jennifer <[JBell@srcity.org](mailto:JBell@srcity.org)>  
**Subject:** FW: (POLICE) City of Santa Rosa Referral CUP24-047

See below. Reach out to Conan or Matt with questions.  
Thanks!

---

**From:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>  
**Sent:** Wednesday, October 30, 2024 11:27 AM  
**To:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>  
**Cc:** Harris, Matthew <[mharris@srcity.org](mailto:mharris@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>  
**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

Pam,

We do not currently track or compare crime rates or alcohol related calls for service by reporting district. We stopped providing data in this (ABC) format years ago so, unfortunately, we are no longer able to fulfill these requests.

Thanks,  
Conan

**Conan Mullen | Crime Analyst**

Technical Services Division | Santa Rosa Police Department  
965 Sonoma Ave. | Santa Rosa, CA 95404  
Tel. (707) 543-3696 | Fax (707) 543-3569 | [cmullen@srcity.org](mailto:cmullen@srcity.org)  
[Facebook](#) | [Twitter](#) | [Instagram](#) | [Nextdoor](#) | [Nixle](#)



---

**From:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>  
**Sent:** Thursday, October 24, 2024 11:47 AM  
**To:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>  
**Cc:** Mullen, Conan <[cmullen@srcity.org](mailto:cmullen@srcity.org)>; Harris, Matthew <[mharris@srcity.org](mailto:mharris@srcity.org)>; Ludtke, Josh <[JLudtke@srcity.org](mailto:JLudtke@srcity.org)>  
**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

Conan and Matt,  
Can you help Hana with the information below?  
Thanks!

---

**From:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>  
**Sent:** Thursday, October 24, 2024 11:35 AM  
**To:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>  
**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

Thank you Pamela,

Additionally, we need specific information to make the required findings for the Alcoholic Beverage Sales Conditional Use Permit:

- 1. The crime rate in the reporting district and adjacent reporting districts as compared to other areas in the City;*
- 2. The numbers of alcohol-related calls for service, crimes or arrests in the reporting district and in adjacent reporting districts;*

Kind regards,

**Hana Michaelson (She/Her) | City Planner**

Planning and Economic Development Department | 100 Santa Rosa Ave, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4665 | Cell (707) 483-9218 | Fax (707) 292-0963 | [hmichaelson@srcity.org](mailto:hmichaelson@srcity.org)



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**From:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>  
**Sent:** Monday, October 21, 2024 9:47 AM  
**To:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>  
**Subject:** FW: (POLICE) City of Santa Rosa Referral CUP24-047

See below.  
Thanks!

---

**From:** Harrington, Brenda <[bharrington@srcity.org](mailto:bharrington@srcity.org)>  
**Sent:** Friday, October 18, 2024 3:27 PM



**To:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>

**Subject:** RE: (POLICE) City of Santa Rosa Referral CUP24-047

I believe it's fine

I know across the street years ago we shut down a liquor store (which has since been bulldozed over) that was out of control and attracting problems. So as long as they follow the rules of sale, there should not be any issues.

**Brenda Harrington | Lieutenant**

[joinsantarosapd.com](http://joinsantarosapd.com)

Field Services Division | Santa Rosa Police Department

Workdays: Friday - Monday

965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-3635 | Fax (707) 543-3615 | [bharrington@srcity.org](mailto:bharrington@srcity.org)

[Facebook](#) | [Twitter](#) | [Instagram](#) | [Nextdoor](#) | [CivicReady](#)



---

**From:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>

**Sent:** Wednesday, October 16, 2024 10:45 AM

**To:** Harrington, Brenda <[bharrington@srcity.org](mailto:bharrington@srcity.org)>

**Subject:** FW: (POLICE) City of Santa Rosa Referral CUP24-047

Hi Brenda,

Do you have any feedback/concerns on this project?

Thanks!

---

**From:** Wilroy, Michael <[mwilroy@srcity.org](mailto:mwilroy@srcity.org)>

**Sent:** Tuesday, October 15, 2024 1:32 PM

**To:** Lorence, Pamela <[PLorence@srcity.org](mailto:PLorence@srcity.org)>

**Cc:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>

**Subject:** (POLICE) City of Santa Rosa Referral CUP24-047

Good afternoon,

Attached please find the referral letter for planning project CUP24-047. The planning documents are available electronically for you to review here: [4th St - 2799 - CUP24-047](#)

Please contact City Planner Hana Michaelson [hmichaelson@srcity.org](mailto:hmichaelson@srcity.org), for questions and comments.

**Conditional use permit to allow type 20 beer and wine license to allow alcohol sales from an existing gas station.**

Thank you,

**Michael Wilroy | Senior Administrative Assistant**

Planning and Economic Development | 100 Santa Rosa Ave. Rm 3 | Santa Rosa, CA 95404

Tel. (707) 543-4659 | Fax (707) 543-3218 | [mwilroy@srcity.org](mailto:mwilroy@srcity.org)



From: [Michaelson, Hana](#)  
To: [Brown, Madeline](#)  
Subject: FW: [EXTERNAL] RE: Additional Questions for Type 20 and Type 21 licenses around 2799 4th Street, Santa Rosa  
Date: Thursday, May 8, 2025 12:13:04 PM  
Attachments: [image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image016.png](#)  
[image017.png](#)  
[image018.png](#)  
[image019.png](#)  
[image020.png](#)  
[image021.png](#)

Hi Hana,

Thank you for the agenda and additional information. I will need to look into why the census tract information we have that differs from what you have for locations of the Safeway and the CVS.

Best Regards,

*Megan Brewer*  
Licensing Supervisor  
Santa Rosa District Office  
CA Department of Alcoholic Beverage Control



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From: Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>  
Sent: Wednesday, May 7, 2025 9:00 AM  
To: Brewer, Megan@ABC <[Megan.Brewer@abc.ca.gov](mailto:Megan.Brewer@abc.ca.gov)>  
Subject: RE: [EXTERNAL] RE: Additional Questions for Type 20 and Type 21 licenses around 2799 4th Street, Santa Rosa

CAUTION: External Email. Do not click on links or attachments unless you recognize the sender and know the content is safe.

Thank you Megan,

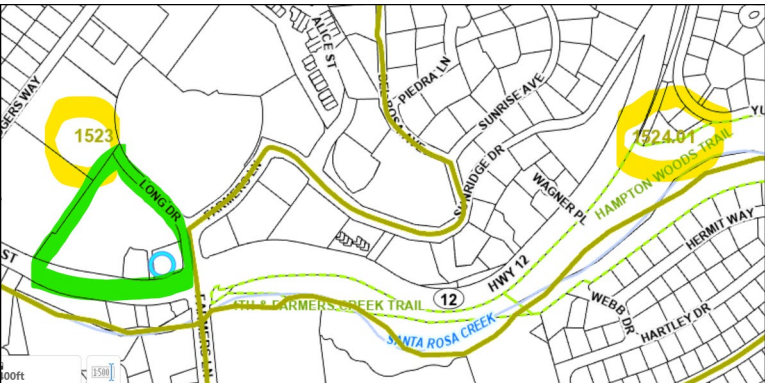
I believe this answers the question as to why the CVS adjacent to the project site appears in Census Tract 1523 as an Active Off-Sale license, while the Safeway does not. Safeway is listed in Census Tract 1524.01, which differs from the City's GIS Census Tract Map placing it 1523. A screenshot of the City's GIS map with Census Tracts is provided below for reference showing the project site, including the Safeway and CVS, highlighted in Green, and the Census Tracts circled in Yellow. The Census Tract boundaries are noted by the army green lines. Your feedback here would be greatly appreciated.

Census Tract 1523 (includes CVS)

Available Off-Sale: 6  
Active Off-Sale: 1

Census Tract 1524.01 (includes Safeway)

Available Off-Sale: 5  
Active Off-Sale: 4



Results for: Active Off-Sale Retail License								
County: SONOMA County								
Census Tract: 1523								
Report Date: Monday, May 05, 2025								
Show 10 entries								
License Number	Status	License Type	Orig. Iss. Date	Expire Date	Primary Owner	Premises Addr.	Business Name	Geo Code
477877	ACTIVE	21	06/22/2009	05/31/2025	GARFIELD BEACH CVS LLC	2771 4TH ST, SANTA ROSA, CA 95405 Census Tract: 1523.00	CVS PHARMACY STORE 9656	4904

**Results for:** Active Off-Sale Retail License

**County:** SONOMA County  
**Census Tract:** 1524.01

**Report Date:** Monday, May 05, 2025

Show 10 entries Search:

License Number	Status	Type	Orig. Iss. Date	Expir. Date	Primary Owner	Premises Addr.	Business Name	Geo Code
360426	ACTIVE	21	11/14/2000	06/30/2025	SAFEWAY INC	2751 4TH ST, SANTA ROSA, CA 95405 Census Tract: 1524.01	SAFEWAY INC #1562	4904

Additionally, I have attached the Agenda for tomorrow's meeting, the Project is the first item, so we will be starting relatively soon after 4:30. You will not need a PowerPoint.

Thank you,

**Hana Michaelson (she/her) | Contract Planner**

Planning and Economic Development Department | 100 Santa Rosa Ave, Room 3 | Santa Rosa, CA 95404  
 Tel. (707) 543-4665 | Fax (707) 292-0963 | [hmichaelson@srcity.org](mailto:hmichaelson@srcity.org)

**Coming soon in 2025, the Planning, Building, and Engineering Divisions of the City of Santa Rosa's Planning and Economic Development Department will fully transition to an online application submittal process through the Accela Citizen Access platform. Learn more about the Online Permitting System [here](#), and more information will be coming soon!**



**From:** Brewer, Megan@ABC <[Megan.Brewer@abc.ca.gov](mailto:Megan.Brewer@abc.ca.gov)>  
**Sent:** Tuesday, May 6, 2025 3:56 PM  
**To:** Michaelson, Hana <[HMichaelson@srcity.org](mailto:HMichaelson@srcity.org)>  
**Subject:** [EXTERNAL] RE: Additional Questions for Type 20 and Type 21 licenses around 2799 4th Street, Santa Rosa

Hi Hana,

Thank you for your follow-up question and request.

While we do not have a spreadsheet or map showing Type 20 and Type 21 licenses by Census tract, there are two public tools on our website that may be helpful:

- **[License Concentration Report – By Census Tract Authorization:](#)**  
 This tool allows you to search by Census Tract or County to view the number of authorized licenses in a given area.
- **[License Report By Location – County and Census Tract:](#)**  
 This report allows you to search by Census Tract and apply additional filters, such as county and license type (e.g., Type 20 or 21).

Please note that when an application is submitted for an area that is overconcentrated, a Public Convenience or Necessity (PCN) determination is required—either from the applicant or the local governing body.

The Santa Rosa Police Department does not report crime statistics directly to ABC. However, if an application is protested and the area is deemed overconcentrated, we may request calls for service or related data from the police department.

Let me know if you have any further questions or need assistance navigating the reports. Also, do we have a specific time slot assigned on the agenda for the upcoming meeting? And would you like a PowerPoint presentation prepared?

Here are the License Concentration Report by Census Tract Authorization for the census tracts that you requested:

- 1517.02

Show 50 entries Search: 1517.02

County	County Population	County Ratio On-Sale	County Ratio Off-Sale	Census Tract	Census Tract Population	On-Sale	Off-Sale
SONOMA	478152	454	670	1517.02	3876	8	5

Showing 1 to 1 of 1 entries (filtered from 9,129 total entries) Previous 1 Next

- 1523

Show 50 entries Search: 1523

County	County Population	County Ratio On-Sale	County Ratio Off-Sale	Census Tract	Census Tract Population	On-Sale	Off-Sale
SONOMA	478152	454	670	1523	4153	9	6

Showing 1 to 1 of 1 entries (filtered from 9,129 total entries) Previous 1 Next

- 1524.01

Show 50 entries

Search: 1524.01

County	County Population	County Ratio On-Sale	County Ratio Off-Sale	Census Tract	Census Tract Population	On-Sale	Off-Sale
SONOMA	478152	454	670	1524.01	4009	8	5

Showing 1 to 1 of 1 entries (filtered from 9,129 total entries)

Previous
1
Next

Here is the License Report By Location- County and Census Tract for the requested census tracts showing the off sale information for a Type 20 and Type 21.

- 1517.02

Results for: Active Off-Sale Retail License

County: SONOMA County  
Census Tract: 1517.02

Report Date: Monday, May 05, 2025

Show 10 entries

Search:

License Number	Status	License Type	Orig. Iss. Date	Expir. Date	Primary Owner	Premises Addr.	Business Name	Geo Code
333855	ACTIVE	20	09/16/1997	06/30/2025	7 ELEVEN INC	50 MISSION BLVD, SANTA ROSA, CA 95409 Census Tract: 1517.02	7 ELEVEN 2231 16806	4904
507599	ACTIVE	20	03/14/2011	02/28/2026	BRYAN, SHAUN JEFFERY	4180 MONTGOMERY DR, SANTA ROSA, CA 95405-5236 Census Tract: 1517.02	KEITH & DONS 2	4904

Showing 1 to 2 of 2 entries

Previous
1
Next

- 1523

Results for: Active Off-Sale Retail License

County: SONOMA County  
Census Tract: 1523

Report Date: Monday, May 05, 2025

Show 10 entries

Search:

License Number	Status	License Type	Orig. Iss. Date	Expir. Date	Primary Owner	Premises Addr.	Business Name	Geo Code
477877	ACTIVE	21	06/22/2009	05/31/2025	GARFIELD BEACH CVS LLC	2771 4TH ST, SANTA ROSA, CA 95405 Census Tract: 1523.00	CVS PHARMACY STORE 9656	4904

Showing 1 to 1 of 1 entries

Previous
1
Next

- 1524.01

**Results for:** Active Off-Sale Retail License

**County:** SONOMA County

**Census Tract:** 1524.01

**Report Date:** Monday, May 05, 2025

Show 10 entries

Search:

License Number	Status	License Type	Orig. Iss. Date	Expir. Date	Primary Owner	Premises Addr.	Business Name	Geo Code
360426	ACTIVE	21	11/14/2000	06/30/2025	SAFEWAY INC	2751 4TH ST, SANTA ROSA, CA 95405 Census Tract: 1524.01	SAFEWAY INC #1562	4904
606334	ACTIVE	20	08/26/2019	12/31/2025	BLUE HOUSE WINES LLC	667 BRUSH CREEK RD, SANTA ROSA, CA 95404-2716 Census Tract: 1524.01	BLUE HOUSE WINES LLC	4904
639682	ACTIVE	21	09/15/2022	08/31/2025	CALNORTHMARKETS, LLC	1465 TOWN AND COUNTRY DR, SANTA ROSA, CA 95404 Census Tract: 1524.01	PACIFIC MARKETS, #15	4904
662091	ACTIVE	20	12/06/2024	07/31/2025	CARNIVAL WINE COMPANY L.L.C.	3632 ALTA VISTA AVE, SANTA ROSA, CA 95409-4049 Census Tract: 1524.01	CARNIVAL WINE CO	4904

Showing 1 to 4 of 4 entries

Previous 1 Next

Best Regards,

*Megan Brewer*

Licensing Supervisor  
Santa Rosa District Office  
CA Department of Alcoholic Beverage Control



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**From:** Michaelson, Hana <HMichaelson@srcity.org>

**Sent:** Tuesday, May 6, 2025 3:08 PM

**To:** ABC Santa Rosa <SantaRosa@abc.ca.gov>

**Cc:** Brewer, Megan@ABC <Megan.Brewer@abc.ca.gov>

**Subject:** Additional Questions for Type 20 and Type 21 licenses around 2799 4th Street, Santa Rosa

**CAUTION: External Email.** Do not click on links or attachments unless you recognize the sender and know the content is safe.

Hello Megan,

Is there a map or spreadsheet that you could share showing Type 20 and Type 21 licenses by Census Tract in Santa Rosa? Specifically looking for this data for Census Tract 1523, 1524.01, and 1517.02?

I also looking for confirmation to confirm the concentration of Type 20 and Type 21 licenses around 2799 4<sup>th</sup> Street (Available versus Active).

Thank you,

**Hana Michaelson** (she/her) | **Contract Planner**

Planning and Economic Development Department | 100 Santa Rosa Ave, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4665 | Fax (707) 292-0963 | [hnmichaelson@srcity.org](mailto:hnmichaelson@srcity.org)

**Coming soon in 2025, the Planning, Building, and Engineering Divisions of the City of Santa Rosa's Planning and Economic Development Department will fully transition to an online application submittal process through the Accela Citizen Access platform. Learn more about the Online Permitting System [here](#), and more information will be coming soon!**

