
RE: (POLICE) City of Santa Rosa Referral CUP24-027 /// DATA - 5 YEARS - 200 AND 1000 FEET

From Mullen, Conan <cmullen@srcity.org>

Date Thu 3/5/2026 11:26 AM

To Toomians, Kristinae <KToomians@srcity.org>

Cc Mahurin, Christopher <CMahurin@srcity.org>; Ambrosi, Brian <BAmbrosi@srcity.org>

SRPD does not make high/low crime area comparisons at this time. Our Reporting Areas (Emergency Service Zones) are not uniform in size, shape, or residential/commercial density, for example, so accurate comparisons are not possible using the ABC methodology.

Also, we do not identify "alcohol related" events (calls for service), incidents (crime reports) or arrests, as this is not always identifiable in the data based on call type or incident/arrest charge and so is open to different interpretations.

For these reasons it was decided by SRPD Command Staff some years ago that we would only provide the data in the format you received today.

I know this isn't really helpful so I would recommend leaning more heavily on the opinion and perspective the responsible Lieutenant provides concerning the proposed location.

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

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



From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Thursday, March 5, 2026 10:49 AM

To: Mullen, Conan <cmullen@srcity.org>

Cc: Sheikhal, Monet <msheikhal@srcity.org>; Jones, Jessica <jjones@srcity.org>; Mahurin, Christopher <CMahurin@srcity.org>; Ambrosi, Brian <BAmbrosi@srcity.org>; Hackett, Daniel <DHackett@srcity.org>; Lorence, Pamela <PLorence@srcity.org>; Harris, Matthew <mharris@srcity.org>

Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027 /// DATA - 5 YEARS - 200 AND 1000 FEET

Hi Conan,

Based on Police Department data, would this area be considered a high-crime area relative to the rest of the City? Is this a large volume of calls compared to other areas?

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

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](#).



From: Mullen, Conan <cmullen@srcity.org>

Sent: Thursday, March 5, 2026 8:45 AM

To: Toomians, Kristinae <KToomians@srcity.org>

Cc: Sheikhal, Monet <msheikhali@srcity.org>; Jones, Jessica <jjones@srcity.org>; Mahurin, Christopher <CMahurin@srcity.org>; Ambrosi, Brian <BAmbrosi@srcity.org>; Hackett, Daniel <DHackett@srcity.org>; Lorence, Pamela <PLorence@srcity.org>; Harris, Matthew <mharris@srcity.org>

Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027 /// DATA - 5 YEARS - 200 AND 1000 FEET

Kristinae,

Attached find six .csv files with event, incident and arrest data for the last 5 years (2021-2025) at a distance of 200 and 1,000 feet from the proposed location of 1478 Guerneville Road.

Please feel free to contact me if you have questions regarding these data sets.

Regards,

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

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



**SANTA ROSA
POLICE**

From: Hackett, Daniel <DHackett@srcity.org>

Sent: Wednesday, March 4, 2026 6:03 PM

To: Toomians, Kristinae <KToomians@srcity.org>; Mullen, Conan <cmullen@srcity.org>; Harris, Matthew <mharris@srcity.org>

Cc: Sheikhal, Monet <msheikhali@srcity.org>; Jones, Jessica <jjones@srcity.org>

Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

Matt and Conan,

This kind of got lost in the shuffle because I thought this request was already sent to you but I think I was wrong. If you have time Thursday morning (not sure when you get in) can you pull some stats for Kristinae? I attached what she got before for another project. If she gets it by 0830 she can put it in a presentation but even if you can't get it by 0830 she could use the data in a presentation if needed. If you guys are slammed that's my bad and you don't need to drop everything to get to this but if it is fairly simple it would help out. I'm at the range tomorrow so I've just copied Kristinae if you have any questions.

Dan Hackett | Lieutenant

Field Services Division | Santa Rosa Police Department

965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-3630 | Fax (707) 543-3615 | dhackett@srcity.org

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



From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Wednesday, March 4, 2026 5:24 PM

To: Hackett, Daniel <DHackett@srcity.org>

Cc: Sheikhal, Monet <msheikhali@srcity.org>; Jones, Jessica <jjones@srcity.org>

Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Importance: High

Hi Lt. Hackett,

Thank you, that context is very helpful.

We are posting the Planning Commission agenda tomorrow morning, so if it's possible to receive the statistics by around **8:30 a.m.**, that would allow us to incorporate them before the packet is finalized. If the timing ends up being later, we can still reference them during the hearing if needed.

I appreciate you checking on this.

Best,

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Hackett, Daniel <DHackett@srcity.org>

Sent: Wednesday, March 4, 2026 5:17 PM

To: Toomians, Kristinae <KToomians@srcity.org>

Cc: Sheikhali, Monet <msheikhali@srcity.org>; Jones, Jessica <jjones@srcity.org>

Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

I thought through previous emails one of our crime analysis folks was getting those stats for you. But I think there may have been two of these bouncing around so maybe that's where I got confused. If I could get you stats by tomorrow what time would you need them by?

The Coddington area definitely has higher levels of homeless individuals which brings some of its own challenges. I wouldn't necessarily call it a high crime area compared to other parts of the city. I would put it about in the middle to maybe slightly elevated based on my experience and not having the benefit of looking at actual data.

I think there are plenty of areas around there that sell alcohol so adding another doesn't really give me extra concerns.

Lighting and cameras and any other environmental designs that can work towards preventing crime will always help as long as it is maintained.

Dan Hackett | Lieutenant

Field Services Division | Santa Rosa Police Department

965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-3630 | Fax (707) 543-3615 | dhackett@srcity.org

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



From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Wednesday, March 4, 2026 4:59 PM

To: Hackett, Daniel <DHackett@srcity.org>

Cc: Sheikhali, Monet <msheikhali@srcity.org>; Jones, Jessica <jjones@srcity.org>

Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Importance: High

Hi Lt. Hackett,

Thank you again for your earlier response, and I hope everything is okay on your end.

We are finalizing the Planning Commission packet for the MD Market project at 1478 Guerneville Road (CUP24-027), and the agenda will be posted tomorrow morning. I was hoping to clarify a couple of points from the Police Department's perspective so I can accurately reflect your input in the staff report. I've attached the draft staff report and resolution for reference.

Several public comments have raised concerns about crime in the area and the potential effects of alcohol sales. Could you please let me know:

- Based on Police Department data, would this area be considered a high-crime area relative to the rest of the City?
- Does the Police Department have any concerns with the proposed use (a neighborhood market selling alcohol with hours from 6:00 a.m. to 12:00 a.m.)?
- Do the proposed security measures (lighting, cameras, visibility into the store, etc.) address typical operational concerns associated with this type of use?

I'll give you an example of information another planner received for a convenience store on Coffey Road that is scheduled for the Planning Commission on 3/26. If statistics are difficult to pull together quickly, even a brief professional assessment from the Police Department would be very helpful for the record.

If possible, it would be great to receive your feedback today so it can be reflected in the Planning Commission materials.

Thank you very much for your help.

Best,

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Hackett, Daniel <DHackett@srcity.org>

Sent: Wednesday, March 4, 2026 4:15 PM

To: Toomians, Kristinae <KToomians@srcity.org>

Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Kristinae,

Sorry for the delay, I was unexpectedly out for a bit this week. I don't have quick access to the stats but I'm not sure that would inform a decision one way or the other anyway. I read through some of the citizen concerns and some seem reasonable. But, there are no direct concerns from the police department about alcohol sales there at this time.

Dan Hackett | **Lieutenant**

Field Services Division | Santa Rosa Police Department

965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-3630 | Fax (707) 543-3615 | dhackett@srcity.org

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



SANTA ROSA POLICE

From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Wednesday, March 4, 2026 2:05 PM

To: Lorence, Pamela <PLorence@srcity.org>

Cc: Jones, Jessica <jjones@srcity.org>; Hackett, Daniel <DHackett@srcity.org>; Ambrosi, Brian <BAmbrosi@srcity.org>; Mullen, Conan <cmullen@srcity.org>; Sheikhal, Monet <msheikhal@srcity.org>

Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Importance: High

Hi Pam and Dan,

I wanted to follow up regarding the MD Market project at 1478 Guerneville Road (CUP24-027). I had previously reached out to see if Police could provide any statistics or feedback regarding alcohol sales in the area.

If statistics or responses to the specific questions I sent earlier are not readily available, could you please let me know whether the Police Department has any concerns with the proposal for MD Market to sell liquor and operate between 6:00 a.m. and 12:00 a.m.?

Your input will help inform the staff report and recommendation.

Thank you, and please let me know if you need any additional information from me.

Best,

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

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](#).



From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Monday, March 2, 2026 2:29 PM

To: Lorence, Pamela <PLorence@srcity.org>

Cc: Jones, Jessica <jjones@srcity.org>; Hackett, Daniel <DHackett@srcity.org>; Ambrosi, Brian <BAmbrosi@srcity.org>; Mullen, Conan <cmullen@srcity.org>; Sheikhal, Monet <msheikhal@srcity.org>

Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pam,

Thank you for the direction. I appreciate it.

Hi Lt. Hackett and Brian,

We are working to finalize the staff report materials this week for the March 12 Planning Commission hearing for MD Market (1478 Guerneville Road), and we need Police input in the record prior to publication. Given the volume of neighborhood comments related to crime and alcohol sales, this information is important to ensure a complete and defensible staff report.

Specifically, we are seeking:

- Crime rate information for the reporting district and adjacent districts as compared to other areas in the City;
- Alcohol-related calls for service, crimes, or arrests in the reporting district and adjacent districts;
- Any department comments regarding the proposed alcohol sales and extended hours; and
- Any law-enforcement perspective on whether the proposed operational/security measures (lighting, cameras, on-site management, circulation changes) adequately address potential nuisance concerns.

If possible, we would greatly appreciate receiving this information as soon as possible, as staff materials are being finalized this week to stay on track for the 3/12 hearing. Thank you very much for your assistance. We truly appreciate your help on this.

Best,

KRISTINAE TOOMIANS | **SENIOR PLANNER** | **ENVIRONMENTAL COORDINATOR**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

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](#).



From: Lorence, Pamela <PLorence@srcity.org>

Sent: Monday, March 2, 2026 1:22 PM

To: Toomians, Kristinae <KToomians@srcity.org>

Cc: Jones, Jessica <jjones@srcity.org>; Hackett, Daniel <DHackett@srcity.org>; Ambrosi, Brian <BAmbrosi@srcity.org>

Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Kristinae,

Lt. Hackett is the person that oversees this area and can respond for the department.

As far as the crime rate and the licenses and calls for service I believe that Brian Ambrosi or his team can help with that, Brian-can you please help?

From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Monday, March 2, 2026 9:42 AM

To: Lorence, Pamela <PLorence@srcity.org>

Cc: Jones, Jessica <jjones@srcity.org>

Subject: Fw: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pam,

Is there anyone that can help answer these questions? We're trying to get this item on the 3/12 PC agenda. The Planning Commission would feel more comfortable having the Police Department weigh in.

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. [\(707\) 543-4692](tel:(707)543-4692)

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Friday, February 27, 2026 3:37:58 PM
To: Hackett, Daniel <DHackett@srcity.org>
Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Lieutenant Hackett,

Could you answer these questions:

- The crime rate in the reporting district and adjacent reporting districts as compared to other areas in the City;
- The number of alcohol licenses per capita in the reporting district and in adjacent reporting districts as compared to the county-wide average;
- The number of alcohol-related calls for service, crimes, or arrests in the reporting district and in adjacent reporting districts;
- Whether the site plan and floor plan incorporate design features to assist in reducing alcohol related problems. These features may include, but are not limited to, openness to surveillance and control of the premises, the perimeter, and surrounding properties; reduction of opportunities for congregating and obstructing public ways and neighboring property; illumination of exterior areas; and limiting furnishings and features that encourage loitering and nuisance behavior.

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Friday, February 27, 2026 1:50 PM
To: Hackett, Daniel <DHackett@srcity.org>
Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Lieutenant Hackett,

Do you have concerns with this particular use (alcohol and extended hours) going into this area? The neighbors raised concerns about public safety and crime. Do you have any statistics showing the crime rate for this area? Is the crime rate in this district and adjacent reporting districts higher compared to other areas in the City?

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

✨ 🎉 **Coming Soon!** 🎉 ✨

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](#).



From: Hackett, Daniel <DHackett@srcity.org>
Sent: Friday, February 27, 2026 1:41 PM
To: Toomians, Kristinae <KToomians@srcity.org>
Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Kristinae,

I thought this was already addressed with you, sorry about that. I just came back to patrol from a special assignment. I've never been asked about something like this before. What kind of comments or information are you looking for from us?

Dan Hackett | **Lieutenant**

Field Services Division | Santa Rosa Police Department

965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-3630 | Fax (707) 543-3615 | dhackett@srcity.org

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

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Friday, February 27, 2026 9:57 AM
To: Lorence, Pamela <PLorence@srcity.org>; Hackett, Daniel <DHackett@srcity.org>
Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pamela & Dan,

I was wondering if Police have any comments or conditions for a proposed MD Market at 1478 Guerneville Rd. They are requesting to sell alcohol and to be open from 6:00 am to 12:00 am. The building was a former paint store (Kelly Moore):  [Guerneville Rd - 1478 - CUP24-027 - MD Liquor](#)

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Lorence, Pamela <PLorence@srcity.org>
Sent: Thursday, February 12, 2026 12:52 PM
To: Hackett, Daniel <DHackett@srcity.org>
Cc: Toomians, Kristinae <KToomians@srcity.org>
Subject: FW: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Dan,

Can you please respond to Kristinae regarding this site?

Thanks!

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Thursday, February 12, 2026 10:59 AM
To: Lorence, Pamela <PLorence@srcity.org>
Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pamela,

I'm hoping to learn if the Police have any concerns with the proposed MD Market at 1478 Guerneville Rd. They are requesting to sell alcohol and to be open from 6:00 am to 12:00 am.

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Lorence, Pamela <PLorence@srcity.org>
Sent: Thursday, January 29, 2026 4:49 PM
To: Toomians, Kristinae <KToomians@srcity.org>
Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Kristinae,

I sent this to the lieutenant for that area but he is out for a week. He will respond the week of February 9th.

Thanks!

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Thursday, January 29, 2026 4:36 PM
To: Lorence, Pamela <PLorence@srcity.org>
Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pamela,

I was wondering if Police have any comments or conditions for a proposed MD Market at 1478 Guerneville Rd. They are requesting to sell alcohol and to be open from 6:00 am to 12:00 am. The building was a former paint store: [Guerneville Rd - 1478 - CUP24-027 - MD Liquor](#)

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Wilroy, Michael <mwilroy@srcity.org>
Sent: Wednesday, July 3, 2024 2:16 PM
To: Lorence, Pamela <PLorence@srcity.org>
Cc: Toomians, Kristinae <KToomians@srcity.org>
Subject: (POLICE) City of Santa Rosa Referral CUP24-027

Good Afternoon,

Attached please find the referral letter for planning project CUP24-027. The planning documents are available electronically for you to review here:  [Guerneville Rd - 1478 - CUP24-027 - MD Liquor](#)

Please contact Senior Planner Kristinae Toomians ktoomians@srcity.org for questions and comments.

Proposed modification to a legal nonconforming retail use (former paint store) in the PI - Public Institutional Zoning District to allow retail sales with offsite alcohol sales and extended hours of operation to midnight for MD Liquors.

Thank you,

Michael Wilroy | Senior Administrative Assistant

Planning Division | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

Tel. (707) 543-3227 | mwilroy@srcity.org



RE: (POLICE) City of Santa Rosa Referral CUP24-027

From Hackett, Daniel <DHackett@srcity.org>

Date Wed 3/4/2026 5:18 PM

To Toomians, Kristinae <KToomians@srcity.org>

Cc Sheikhali, Monet <msheikhali@srcity.org>; Jones, Jessica <jjones@srcity.org>

I thought through previous emails one of our crime analysis folks was getting those stats for you. But I think there may have been two of these bouncing around so maybe that's where I got confused. If I could get you stats by tomorrow what time would you need them by?

The Coddington area definitely has higher levels of homeless individuals which brings some of its own challenges. I wouldn't necessarily call it a high crime area compared to other parts of the city. I would put it about in the middle to maybe slightly elevated based on my experience and not having the benefit of looking at actual data.

I think there are plenty of areas around there that sell alcohol so adding another doesn't really give me extra concerns.

Lighting and cameras and any other environmental designs that can work towards preventing crime will always help as long as it is maintained.

Dan Hackett | Lieutenant

Field Services Division | Santa Rosa Police Department

965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-3630 | Fax (707) 543-3615 | dhackett@srcity.org

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



**SANTA ROSA
POLICE**

From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Wednesday, March 4, 2026 4:59 PM

To: Hackett, Daniel <DHackett@srcity.org>

Cc: Sheikhali, Monet <msheikhali@srcity.org>; Jones, Jessica <jjones@srcity.org>

Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Importance: High

Hi Lt. Hackett,

Thank you again for your earlier response, and I hope everything is okay on your end.

We are finalizing the Planning Commission packet for the MD Market project at 1478 Guerneville Road (CUP24-027), and the agenda will be posted tomorrow morning. I was hoping to clarify a couple of points from the Police Department's perspective so I can accurately reflect your input in the staff report. I've attached the draft staff report and resolution for reference.

Several public comments have raised concerns about crime in the area and the potential effects of alcohol sales. Could you please let me know:

- Based on Police Department data, would this area be considered a high-crime area relative to the rest of the City?
- Does the Police Department have any concerns with the proposed use (a neighborhood market selling alcohol with hours from 6:00 a.m. to 12:00 a.m.)?
- Do the proposed security measures (lighting, cameras, visibility into the store, etc.) address typical operational concerns associated with this type of use?

I'll give you an example of information another planner received for a convenience store on Coffey Road that is scheduled for the Planning Commission on 3/26. If statistics are difficult to pull together quickly, even a brief professional assessment from the Police Department would be very helpful for the record.

If possible, it would be great to receive your feedback today so it can be reflected in the Planning Commission materials.

Thank you very much for your help.

Best,

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Hackett, Daniel <DHackett@srcity.org>

Sent: Wednesday, March 4, 2026 4:15 PM

To: Toomians, Kristinae <KToomians@srcity.org>

Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Kristinae,

Sorry for the delay, I was unexpectedly out for a bit this week. I don't have quick access to the stats but I'm not sure that would inform a decision one way or the other anyway. I read through some of the citizen concerns and some seem reasonable. But, there are no direct concerns from the police department about alcohol sales there at this time.

Dan Hackett | Lieutenant

Field Services Division | Santa Rosa Police Department
965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-3630 | Fax (707) 543-3615 | dhackett@srcity.org

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



SANTA ROSA POLICE

From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Wednesday, March 4, 2026 2:05 PM

To: Lorence, Pamela <PLorence@srcity.org>

Cc: Jones, Jessica <jjones@srcity.org>; Hackett, Daniel <DHackett@srcity.org>; Ambrosi, Brian <BAmbrosi@srcity.org>; Mullen, Conan <cmullen@srcity.org>; Sheikhal, Monet <msheikhali@srcity.org>

Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Importance: High

Hi Pam and Dan,

I wanted to follow up regarding the MD Market project at 1478 Guerneville Road (CUP24-027). I had previously reached out to see if Police could provide any statistics or feedback regarding alcohol sales in the area.

If statistics or responses to the specific questions I sent earlier are not readily available, could you please let me know whether the Police Department has any concerns with the proposal for MD Market to sell liquor and operate between 6:00 a.m. and 12:00 a.m.?

Your input will help inform the staff report and recommendation.

Thank you, and please let me know if you need any additional information from me.

Best,

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Monday, March 2, 2026 2:29 PM

To: Lorence, Pamela <PLorence@srcity.org>

Cc: Jones, Jessica <jjones@srcity.org>; Hackett, Daniel <DHackett@srcity.org>; Ambrosi, Brian <BAmbrosi@srcity.org>; Mullen, Conan <cmullen@srcity.org>; Sheikhal, Monet <msheikhali@srcity.org>

Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pam,

Thank you for the direction. I appreciate it.

Hi Lt. Hackett and Brian,

We are working to finalize the staff report materials this week for the March 12 Planning Commission hearing for MD Market (1478 Guerneville Road), and we need Police input in the record prior to publication. Given the volume of neighborhood comments related to crime and alcohol sales, this information is important to ensure a complete and defensible staff report.

Specifically, we are seeking:

- Crime rate information for the reporting district and adjacent districts as compared to other areas in the City;
- Alcohol-related calls for service, crimes, or arrests in the reporting district and adjacent districts;
- Any department comments regarding the proposed alcohol sales and extended hours; and
- Any law-enforcement perspective on whether the proposed operational/security measures (lighting, cameras, on-site management, circulation changes) adequately address potential nuisance concerns.

If possible, we would greatly appreciate receiving this information as soon as possible, as staff materials are being finalized this week to stay on track for the 3/12 hearing. Thank you very much for your assistance. We truly appreciate your help on this.

Best,

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Lorence, Pamela <PLorence@srcity.org>

Sent: Monday, March 2, 2026 1:22 PM

To: Toomians, Kristinae <KToomians@srcity.org>

Cc: Jones, Jessica <jjones@srcity.org>; Hackett, Daniel <DHackett@srcity.org>; Ambrosi, Brian <BAmbrosi@srcity.org>

Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Kristinae,

Lt. Hackett is the person that oversees this area and can respond for the department.

As far as the crime rate and the licenses and calls for service I believe that Brian Ambrosi or his team can help with that, Brian-can you please help?

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Monday, March 2, 2026 9:42 AM
To: Lorence, Pamela <PLorence@srcity.org>
Cc: Jones, Jessica <jjones@srcity.org>
Subject: Fw: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pam,

Is there anyone that can help answer these questions? We're trying to get this item on the 3/12 PC agenda. The Planning Commission would feel more comfortable having the Police Department weigh in.

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. [\(707\) 543-4692](tel:(707)543-4692)

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Friday, February 27, 2026 3:37:58 PM
To: Hackett, Daniel <DHackett@srcity.org>
Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Lieutenant Hackett,

Could you answer these questions:

- The crime rate in the reporting district and adjacent reporting districts as compared to other areas in the City;
- The number of alcohol licenses per capita in the reporting district and in adjacent reporting districts as compared to the county-wide average;
- The number of alcohol-related calls for service, crimes, or arrests in the reporting district and in adjacent reporting districts;
- Whether the site plan and floor plan incorporate design features to assist in reducing alcohol related problems. These features may include, but are not limited to, openness to surveillance and control of the premises, the perimeter, and surrounding properties; reduction of opportunities for congregating and obstructing public ways and neighboring property; illumination of exterior areas; and limiting furnishings and features that encourage loitering and nuisance behavior.

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Toomians, Kristinae <KToomians@srcity.org>

Sent: Friday, February 27, 2026 1:50 PM

To: Hackett, Daniel <DHackett@srcity.org>

Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Lieutenant Hackett,

Do you have concerns with this particular use (alcohol and extended hours) going into this area? The neighbors raised concerns about public safety and crime. Do you have any statistics showing the crime rate for this area? Is the crime rate in this district and adjacent reporting districts higher compared to other areas in the City?

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Hackett, Daniel <DHackett@srcity.org>

Sent: Friday, February 27, 2026 1:41 PM

To: Toomians, Kristinae <KToomians@srcity.org>
Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Kristinae,

I thought this was already addressed with you, sorry about that. I just came back to patrol from a special assignment. I've never been asked about something like this before. What kind of comments or information are you looking for from us?

Dan Hackett | Lieutenant

Field Services Division | Santa Rosa Police Department

965 Sonoma Ave. | Santa Rosa, CA 95404

Tel. (707) 543-3630 | Fax (707) 543-3615 | dhackett@srcity.org

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



From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Friday, February 27, 2026 9:57 AM
To: Lorence, Pamela <PLorence@srcity.org>; Hackett, Daniel <DHackett@srcity.org>
Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pamela & Dan,

I was wondering if Police have any comments or conditions for a proposed MD Market at 1478 Guerneville Rd. They are requesting to sell alcohol and to be open from 6:00 am to 12:00 am. The building was a former paint store (Kelly Moore): [📍 Guerneville Rd - 1478 - CUP24-027 - MD Liquor](#)

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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](#).



From: Lorence, Pamela <PLorence@srcity.org>
Sent: Thursday, February 12, 2026 12:52 PM
To: Hackett, Daniel <DHackett@srcity.org>
Cc: Toomians, Kristinae <KToomians@srcity.org>
Subject: FW: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Dan,

Can you please respond to Kristinae regarding this site?

Thanks!

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Thursday, February 12, 2026 10:59 AM
To: Lorence, Pamela <PLorence@srcity.org>
Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pamela,

I'm hoping to learn if the Police have any concerns with the proposed MD Market at 1478 Guerneville Rd. They are requesting to sell alcohol and to be open from 6:00 am to 12:00 am.

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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.



From: Lorence, Pamela <PLorence@srcity.org>
Sent: Thursday, January 29, 2026 4:49 PM
To: Toomians, Kristinae <KToomians@srcity.org>
Subject: RE: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Kristinae,

I sent this to the lieutenant for that area but he is out for a week. He will respond the week of February 9th.

Thanks!

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Thursday, January 29, 2026 4:36 PM
To: Lorence, Pamela <PLorence@srcity.org>
Subject: Re: (POLICE) City of Santa Rosa Referral CUP24-027

Hi Pamela,

I was wondering if Police have any comments or conditions for a proposed MD Market at 1478 Guerneville Rd. They are requesting to sell alcohol and to be open from 6:00 am to 12:00 am. The building was a former paint store: [Guerneville Rd - 1478 - CUP24-027 - MD Liquor](#)

KRISTINAE TOOMIANS | [SENIOR PLANNER](#) | [ENVIRONMENTAL COORDINATOR](#)

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

🌟🎉 **Coming Soon!** 🎉🌟

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.

From: Wilroy, Michael <mwilroy@srcity.org>
Sent: Wednesday, July 3, 2024 2:16 PM
To: Lorence, Pamela <PLorence@srcity.org>
Cc: Toomians, Kristinae <KToomians@srcity.org>
Subject: (POLICE) City of Santa Rosa Referral CUP24-027

Good Afternoon,

Attached please find the referral letter for planning project CUP24-027. The planning documents are available electronically for you to review here: ☐ [Guerneville Rd - 1478 - CUP24-027 - MD Liquor](#)

Please contact Senior Planner Kristinae Toomians ktoomians@srcity.org for questions and comments.

Proposed modification to a legal nonconforming retail use (former paint store) in the PI - Public Institutional Zoning District to allow retail sales with offsite alcohol sales and extended hours of operation to midnight for MD Liquors.

Thank you,

Michael Wilroy | Senior Administrative Assistant

Planning Division | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

Tel. (707) 543-3227 | mwilroy@srcity.org