

From: [Murray, Susie](#)
To: "David stagg"
Subject: RE: [EXTERNAL] File PRJ19-047 Cannabis Lounge and Commercial Sale 2300 Bethards Dr. Bennett Valley
Date: Monday, April 20, 2020 8:23:31 AM
Attachments: [image001.jpg](#)

Hello,

Thank you for taking the time to send you comments and concerns. I can assure you that no authorization has been given to operate a cannabis business from this location. Staff is currently reviewing an application for a Conditional Use Permit (CUP). When the review is complete, a public meeting will be scheduled before the Planning Commission. When the Commission acts of the application, approval or denial of the CUP, their decision will be appealable for ten calendar days.

When I am able to return to the office, I'll put a copy of your email in the public file. I will also be sure to provide a copy to the Planning Commission before any action is taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: David stagg <dcstagg@msn.com>
Sent: Saturday, April 18, 2020 10:53 PM
To: Sawyer, John <jsawyer@srcity.org>; Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] File PRJ19-047 Cannabis Lounge and Commercial Sale 2300 Bethards Dr. Bennett Valley

Dear Ms. Murray and Mr. Sawyer:

I am a concerned about the fact that the person who purchased the above property, apparently has had an authorization from someone to conduct her Cannabis Business. To chose this location, in a suburban neighborhood for this purpose, any business savvy person would not invest a huge sum of money without it. This is common fiscal sense. This is the question that should be answered for all who live in Bennett Valley.

Now to the demographics that are known to all who live in the area surrounding this proposed Cannabis Store/Lounge.

This Cannabis Business will bring in outside elements into this very peaceful, safe neighborhood. Drivers under the influence of Vaping and Cannabis causing disturbances. People from hugely populated areas, coming into the shopping center, where Baskin Robbins and Small Restaurants serve families and often children after school.

There are children in the area, many of whom live in the apartments, hundreds of apartments. Families who allow their children to walk to and from school, and get off school buses in the area.

In many cases, children are unsupervised from after school until parents return from work.

I am simply shocked to think that this neighborhood, families of all ages living within blocks of this business, schools, small family owned restaurants, all subject to a big city mentality, for monetary gain, taking over the community that has felt it was a safe environment to live in.

I am off my bandwagon now, but challenge you and all those who make decisions for the communities like these to step up to the plate and make a statement that will prevent this horror to begin and destroy Bennett Valley and its wonderful community of citizens.

betty.tietsort@gmail.com

From: [Bill KaDell](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL]
Date: Wednesday, February 12, 2020 9:48:43 PM

I understand that someone is proposing a pot lounge at the corner of Bethards & Yulupa. That figures these days. What can you tell me about it? I am a drug and alcohol counselor by profession, and this rates as a crappy idea. Please tell me what's up.

From: [Natalie Mack](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] 2300 Bethards
Date: Wednesday, January 29, 2020 7:43:21 AM

Hi Susie,

I'm writing to express my concern about the potential of Alternatives Dispensary moving into the complex on Bethards in Bennett Valley. I've intentionally chosen to live in Bennett Valley because it feels safe, not as congested with traffic, and family friendly in comparison to a lot of other areas in Sonoma County. I am extremely concerned that this dispensary and "lounge" - which will allow people to consume/smoke on site - will pose a major danger/risk - increasing traffic in the area and will greatly increase the number of people who are high/under the influence on the road in my neighborhood. I also worry about robberies and theft - as I have read stories where this same company has been robbed in the middle of the day at gunpoint at their west side dispensary location. There is a high population of kids around 2300 Bethards - walking from the nearby homes and apartments to Safeway, CVS, school etc. and putting a dispensary in the heart of our area is a serious safety risk for multiple reasons and will not yield any positive results for our neighborhood. Thank you for your time and attention to this matter. Please let me know if there are other avenues to express my concerns on this matter or any upcoming city meetings.

Best,
Natalie Mack

Ross, Adam

From: Pat Mai <marvinandpat@gmail.com>
Sent: Tuesday, January 28, 2020 10:45 AM
To: Murray, Susie
Cc: Dowd, Richard; Sawyer, John; Olivares, Ernesto; htsjibbits@srcity.org; Schwedhelm, Tom; Rogers, Chris; Fleming, Victoria; McGlynn, Sean
Subject: [EXTERNAL] 2300 Bethards Cannabis application

Good Morning Ms. Murray:

We are writing to oppose the proposed Cannabis Dispensary with a Cannabis Consumption Lounge at 2300 Bethards Drive. This is a professional office building, currently with a General Plan designation as Office and Zoning Code CO (Commercial Office).

Changing the use arbitrarily is the wrong thing to do. This is a family oriented neighborhood with hundreds of children walking to and from school to their homes past this building. Even bars serving alcohol have to be licensed individually after being studied by the ABC for background investigations of the owner, number of establishments already existing in the area, as well as social factors in the area. Adding a cannabis consumption establishment in an office designated building is completely inappropriate.

Notice given was extremely limited. Most people are only learning of this through social media and word of mouth. Otherwise, there would be an outcry from neighbors throughout Bennett Valley. Already, a simple jewelry store right across the street has been the target of armed thieves with shots fired, resulting in customers now being vetted before admission. Police stated that the location at the very edge of the city with multiple routes of escape was a contributing factor to the repeated robberies of the jewelry store. We know the owner of this proposed establishment has already experienced armed robberies at another dispensary location. We do not want this for our neighborhood. This entirely inappropriate business application must be denied.

Marvin and Pat Mai
4743 Woodview Drive
Santa Rosa, CA 95405
marvinandpat@gmail.com

From: bradford@sonic.net
To: [Murray, Susie](#)
Subject: [EXTERNAL] 2300 Bethards cannabis
Date: Monday, January 27, 2020 7:06:55 PM

Hi Susy – we live in Bennett Valley and we were not aware of the meeting on January 22 regarding the cannabis application for 2300 Bethards. Can you please provide an update? It appears the application is for retail and delivery? Is a “consumption lounge” also being considered? Sincerely,
Gary and Pam Bradford

From: [Denise Trione](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] 2300 Bethards Dr
Date: Monday, January 27, 2020 5:39:47 PM

Hello,

I am emailing to voice my opposition for the dispensary and cannabis lounge that is proposed for our Bennett Valley neighborhood. We have children that frequently ride their bikes to Baskin Robbins and Molly's bakery. It is very concerning that we could have patrons of this lounge pulling in and out of driveways at the same intersection. I cannot understand or support the location of a dispensary and lounge in this family neighborhood. Please consider my strong opposition and desire to keep our neighborhood and children safe.

Thank you,
Denise Trione Hicks
707-529-3876

Sent from Denise Trione Hicks' iPhone

From: [Ann Marie McGee](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] 2300 Bethards Drive - Proposed use
Date: Saturday, February 1, 2020 10:17:04 AM

I live about 1 mile from this address and I am very concerned about the proposed use for this building.

My understanding is that Karen Kissler, a Marin resident and Larkspur attorney, recently purchased this building for the purpose of establishing a retail cannabis dispensary and a consumption lounge as part of her business known as Alternatives.

I feel this is an extremely inappropriate use for a property that is located in very dense residential properties, apartments and single family homes. The traffic for a consumption lounge is unknown but likely to be significant. The business is likely to attract many customers who do not live in this area which is primarily residential.

In addition, the impact on the area businesses for their own parking and image is enormous. And for other tenants in her building, to have their office entrances adjacent to this building is likely to be detrimental. While they can look for alternative locations, that takes time and they have current leases in place.

This proposed use is very out of character to our Bennett Valley neighborhood. This is an area of families and children. Families out walking and enjoying the peaceful character of our beautiful area. The vast majority of Bennett Valley residents are not likely to be customers for this business establishment.

I was not aware of the topic for the January 22 meeting that was posted on the billboards next to the offices. It seems that a meeting like this with such a significant impact should have had more notice to surrounding residents.

In addition, I have tried to find minutes of the January 22 meeting to no avail and would appreciate a copy.

Please let me know what can be done to further oppose any change permitting for this building and business.

Sincerely,

Ann Marie McGee
4759 Hillsboro Circle
Santa Rosa, CA 95405
(707) 595-3542

From: [Frances Sims](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] 2300 Bethards
Date: Wednesday, January 29, 2020 8:42:26 AM

I vehemently oppose this project. It is certainly not fit for a neighborhood. I suggest you spend some time at this location and get a feel for yourself of the area. Any elected official who approves this project should be voted out. I don't see how a consumption lounge would be considered anything other than a nuisance. It's embarrassing to our "city designed for living" that this ill conceived project has gotten this far.

Frances Sims
2941 Jason Dr, Santa Rosa, CA 95405

From: [Carolyn Zecca Ferris](#)
To: [Murray, Susie](#); [Sawyer, John](#)
Subject: [EXTERNAL] Alternatives Dispensary proposal for Bennett Valley
Date: Saturday, April 18, 2020 6:13:45 PM

Dear Ms. Murray and Mr. Sawyer;

My family and I, home owners in Bennett Valley for sixty years, find that the Bennett Valley Community Association Newsletter continues to editorialize in what ought to be news reports about the cannabis business.

Growing and dispensing cannabis is legal, and is widely supported by our fellow citizens. One wouldn't know this from the reporting in the newsletter.

With best regards,

Carolyn Zecca Ferris
5330 Enterprise Road
Glen Ellen
415 420 7767

From: [Charis Fitchett](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Bethards consumption lounge
Date: Monday, January 27, 2020 7:11:44 PM

I live off of Summerfield road and am NOT in favor of the cannabis consumption lounge. Too close to neighborhoods with children. Wrong location for this business.
Sent from my iPad

From: [Cindy Graf](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] BV consumption lounge
Date: Tuesday, January 28, 2020 4:23:37 PM

Hello,

Being a resident in Bennett Valley where my children attend Strawberry, I'm absolutely opposed to opening a pot consumption lounge or medicinal store 1/4 mile away from my house. So many children walk home in our neighborhood and cross Bethards (including my children) this is a disaster waiting to happen if this project is approved.

Thank you,
Cindy Graf

Sent from my iPhone

From: [Richard Wiseman](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Cannabis Consumption Lounge
Date: Monday, January 27, 2020 3:06:20 PM

Dear Ms. Murray, I am a home owner and business owner in Bennett Valley and I strongly oppose the proposal to open a cannabis "consumption lounge" at 2300 Bethards Drive.

There is no amount of tax revenue that would justify all of the negatives associated with having stoned outsiders clogging up our streets, and spewing toxic waste into our environment and of course the associated crime that follows. I maintain that the rights of the residents to have a safe and clean neighborhood outweigh any entitlement that stoners feel they have. If you would like to check my references, I live at 2348 Horseshoe Court, and am part owner of the professional office building at 2321 Bethards Drive. I would appreciate a personal reply.

[Richard A. Wiseman DMD](#)

From: [HILARY LINES](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Cannabis Dispensary - Yulupa\Bethards - Opposed
Date: Thursday, January 30, 2020 10:42:12 AM

Ms. Murray,

I have lived two blocks away from this location for over 20 years and am opposed to having a dispensary and onsite consumption located in this neighborhood. I am not opposed to cannabis or dispensaries in general as they are beneficial to many. But, I don't believe that they should be located in residential areas or small neighborhood strip shopping centers such as this. I think that the one bar/lounge that we have is enough.

Thanks for listening,
Hilary Lines

Sent from my iPad

From: [Millie Sivage](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Cannabis Dispensary 2300 Bethards Santa Rosa
Date: Monday, January 27, 2020 8:07:52 PM

Dear Ms. Murray:

Having lived in the Bennett Valley neighborhoods for the past 45 years, I am quite familiar with the location and surroundings of the proposed Dispensary/Lounge. It is adjacent to shopping which draws people of all ages, many of whom live in the apartments nearby and are elderly or families with young children. Many walk to their destinations in this area.

First, I cannot think of any location which would be a reasonable place for such a business and certainly not at 2300 Bethards! To include a "lounge" with the retail area could certainly bring about many undeserved Injuries and/or deaths due to those who drive impaired after having spent some time at the "LOUNGE". Bethards Drive and Bennett Valley Road are long straight streets which make higher than speed limit speeds easy. They are also quick access to Bennett Valley Road over to Petaluma Hill Road as well as Crane Canyon Road....all of which are curvy and can be dangerous at best. The point is why increase the danger by adding this type of business?

I recognize that the area is a mixed retail/residential use and that is what has kept it appealing to the residents mentioned earlier.

I am unequivocally opposed to this business application being approved.

Thank you!

Millie Sivage

Sent from [Mail](#) for Windows 10

From: [Peter Caven](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Cannabis Dispensary in Bennett Valley
Date: Sunday, January 26, 2020 9:09:32 PM

I am a resident of Bennett Valley for over 12 years (6578 Birch Dr, Santa Rosa, CA 95404). I feel that the location of the Dispensary is inappropriate. I understand that there is a consumption lounge that is proposed for this location. As a frequent driver on the "safety challenged" Bennett Valley Rd. I feel the consumption lounge is a really bad idea. Please consider my citizen safety concerns when making your decision. It is much better to error on the side of public safety which will cause no harm, than to make a bad decision that may cause unnecessary fatalities. Regards, Peter Caven (545-2199).

From: [CHRIS MCGETTIGAN](#)
To: [Murray, Susie](#); [Sawyer, John](#)
Subject: [EXTERNAL] cannabis lounge
Date: Thursday, April 16, 2020 7:20:53 PM

Dear Ms. Murray and Mr. Sawyer,
I hope you will consider advocating for a different location for the Cannabis Lounge. Bethards drive is primarily a residential area with many families with young children. There are two public elementary schools within one mile of the proposed site. Also, the location is in a far corner of the city and doesn't really make sense anyway. We strongly feel that we do NOT want a dispensary in Bennett Valley. I hope you will decide against putting it there.
Sincerely,
Tony and Christine McGettigan

From: [Erica Avon](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Cannabis Store and Lounge on Bethards/Yalupa Corner
Date: Friday, January 31, 2020 9:04:04 AM

Dear Susie,

I am a resident of Bennett Valley and just learned of the proposed cannabis retail and consumption lounge on the corner of Bethards and Yalupa. I am opposed to this idea. In all honestly I don't think I'd ever want this business in our family-oriented neighborhood, but until there are proven ways to test THC in people's systems with regards to driving impaired, it seems irresponsible and negligent for a business to allow public consumption from which people are likely to drive away. It would be dangerous to pedestrians and other drivers as well as opening up the city and the business owner(s) to lawsuits if such accidents do occur.

If there is a mailing list I could get on to be aware of future meetings or petitions, I'd appreciate it.

Regards,

Erica Campos
4709 Carissa Ave
Santa Rosa, CA 95405

From: [Carol](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Consumption lounge project - Yulupa/Bethards
Date: Thursday, January 30, 2020 8:55:20 AM

Susie Murray-

I am responding to the proposal for a Consumption Lounge/Pot Shop opening on the corner of Yulupa/Bethards Drive, Santa Rosa. I live in Bennett Valley off of Bethards Drive and I am opposed to the proposed

pot shop/consumption lounge that is being considered at the corner of Yulupa and Bethard Drive.

First, I am astonished that the surrounding neighborhoods did not receive mailed notices of this proposed business. Instead of a sign is posted in front of the building for the proposed pot shop/consumption lounge site.

Most people either do not see the sign or do not stop and read the sign for various reasons. I did not read the sign because I have been out of town. The City had a **obligation to mail the proposed business permit** to all the residents of Bennett Valley well ahead of the meeting that was held. By not doing so, it appears the City wanted this proposal to be hidden from the community. This proposed business will have a negative impact on the

community. What is the City thinking?

The negative impact:

Children and families in the immediate area. The proposed site is surrounded by homes and apartments that are occupied by families. Pot shops and pot consumption lounges do not belong in a neighborhood with

with children. I am always hearing the City talking about protecting "children", but now the City is turning a blind eye. There are **schools close by this proposed site**. There is a **bus stop across the street**

from the proposed site that families and children use. Parents walk their children around this area including in front of the building that this business wants to occupy.

Crime. Pot shops bring **crime** to neighborhoods. We hear this constantly in the newspaper about robberies, assaults, and bad behavior around pot shops. This business will also include a pot consumption/lounge that will attract bad

behavior. The proposed business owner has a track record of **armed robberies** at his other business site and that is only a pot shop. This is not a business that is acceptable in Bennett Valley. Why would the **City want to invite more crime into a quiet neighborhood?**

A pot consumption lounge? Why is this being considered? Do we need stoned people **driving after vaping?** They will be driving out into an intersection already that has heavy traffic. Will the City be taking responsibility

when people are injured from a stoned driver coming out of the vaping den? There will be **increased traffic**. We don't need this. The proposed site is **incompatible with the neighborhood.**

Sonoma County does not have a pot lounge anywhere. Now City is considering one? No less in a family oriented neighborhood?

What kind of a **City government** would want to thrust this kind of business that includes **selling pot, delivering pot, a consumption lounge for vaping, eating edibles, etc. in FAMILY NEIGHBORHOOD?**

Property values will decrease with this type of business in the Bennett Valley community. Is this business an attractive business that will enhance the neighborhood? No. It does not enhance the

homes and apartments surrounding the proposed business site and it is not compatible with the current surrounding businesses. Come and take a look at the parking lots of the Safeway shopping center and

the Annadel shopping center. Both are heavily trafficked. In the of best times, a person has to be very alert to avoid accidents driving through the parking lots. People specifically coming to the pot shop and

lounge who have been smoking pot - how alert will some of those people be? Will the **City be taking responsibility of the injuries due to pot use** when someone is injured due to inattentive driving because of

consumption of pot in the pot lounge? The **City should not give a permit to this business owner to open a pot shop/and consumption lounge in this neighborhood.** This type of business should not be any

family oriented neighborhood. Period.

Carol Stewart

2319 Warwick Drive

Santa Rosa, Ca.

542 5701

From: [storms](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] COVID.19.AND.MARIJUANA.USE.AND.SALES.pdf
Date: Monday, March 23, 2020 3:36:50 PM
Attachments: [COVID.19.AND.MARIJUANA.USE.AND.SALES.pdf](#)

Dear Susie:

Hope you are doing well right now. I wanted to send this to you as it is very pertinent to the immediate situation.

I am extremely concerned that in the rush to allow the number and types of marijuana businesses in Sonoma County, the city and county leadership has been far too lax in protecting the public.

In it's rush to accommodate the pot peddlars, our local government has proven that they are very short-sighted and extremely lacking in basic knowledge of the many risks to the public health that marijuana brings. I will call it what it really is, and that is pure greed for tax dollars.

I am also very concerned that the city of Santa Rosa and the County of Sonoma is aggressively pushing the idea of our beautiful county as some kind of marijuana mecca. This cannot be allowed to happen, and it is incumbent on each and every one of us to stem this tide.

Sincerely,
Ann Storms

From: [Ed montague](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Dispensary
Date: Monday, April 6, 2020 9:25:08 AM

I do object to the dispensary in Bennett Valley near the shopping center. Thank you, Connie Montague
Sent from my iPhone

From: [Heather Greer](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Dispensary at Yulupa and Bethards...
Date: Friday, January 31, 2020 5:08:00 PM

Hello Ms Murray,

I know you've probably been bombarded with emails from those opposing the dispensary proposed in Bennett Valley. I am a homeowner and not in opposition of the dispensary.

I am opposed to the lounge, but only because I feel that people shouldn't be under the influence of anything while driving. Other than that, I am excited that a new business will be joining the neighborhood, and feel that dispensaries are a great way for people to access cannabis for medical and personal needs.

With that said, my only other concern is the speed limit on Yulupa between Bennett Valley Road and Tachevah. It is now at 40mph, which is already too fast for this road, considering residential and business driveways. Also, many children and folks on bicycles use this road daily.

I'm not sure if that can be addressed in the proposal, but that's my two cents. Thank you for opening up the discussion for people to express their concerns. I think many who oppose the dispensary simply don't understand how they operate or the clientele they bring in.

Sincerely,
Heather Greer
(Vista Del Lago resident)

From: [Rachel Zierdt](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Dispensory in Santa Rosa
Date: Saturday, April 4, 2020 9:11:34 AM

Dear Ms.Murray

I am sending you my formal opposition to the cannabis business request to be placed near in Bennett Valley Shopping Center on Yulupa.

I don't understand why the city is even considering this. There is an elementary school basically around the corner. This area is densely residential. I think that any type of adult type of lounge...being for wines, alcohol, or cannabis is not appropriate for this area. Stop this type of business in this area. It is not a safe environment possibly accelerating safety issues for the residents.

Rachel Zierdt

From: papaeshield@gmail.com
To: [Murray, Susie](#); [Sawyer, John](#)
Subject: [EXTERNAL] File No. PRJ19-047 - proposed Cannabis Dispensary at 2300 Bethards Drive (at Yulupa)
Date: Thursday, April 9, 2020 5:21:29 PM

Hello and thank you for your service to our community. My name is Eric Shield, and my wife Suzie and I are residents of Bennett Valley, having moved here because of the quality of character of the community and rural beauty.

We are both concerned about the proposed Cannabis Dispensary being proposed near Bennett Valley Shopping Center and want to voice our strong opposition. The site is very close to family homes with children, as well as schools and day care centers and we have concerns about how a project of this sort may degrade the character of the area, not to mention the increased traffic and late night hours. The building had been used for mostly professional offices, such as architects and engineers, who tended to operate weekdays from 9 am to 5 pm, and generate minimal traffic.

I believe these issues deserve investigation as to whether the zoning is appropriate because the use seems incompatible with the neighborhood.

Thank you,
Eric

Eric Shield | 714-943-3712

From: [David stagg](#)
To: [Sawyer, John](#); [Murray, Susie](#)
Subject: [EXTERNAL] File PRJ19-047 Cannabis Lounge and Commercial Sale 2300 Bethards Dr. Bennett Valley
Date: Saturday, April 18, 2020 10:52:47 PM

Dear Ms. Murray and Mr. Sawyer:

I am a concerned about the fact that the person who purchased the above property, apparently has had an authorization from someone to conduct her Cannabis Business. To chose this location, in a suburban neighborhood for this purpose, any business savvy person would not invest a huge sum of money without it. This is common fiscal sense. This is the question that should be answered for all who live in Bennett Valley.

Now to the demographics that are known to all who live in the area surrounding this proposed Cannabis Store/Lounge.

This Cannabis Business will bring in outside elements into this very peaceful, safe neighborhood. Drivers under the influence of Vaping and Cannabis causing disturbances. People from hugely populated areas, coming into the shopping center, where Baskin Robbins and Small Restaurants serve families and often children after school.

There are children in the area, many of whom live in the apartments, hundreds of apartments. Families who allow their children to walk to and from school, and get off school buses in the area.

In many cases, children are unsupervised from after school until parents return from work.

I am simply shocked to think that this neighborhood, families of all ages living within blocks of this business, schools, small family owned restaurants, all subject to a big city mentality, for monetary gain, taking over the community that has felt it was a safe environment to live in.

I am off my bandwagon now, but challenge you and all those who make decisions for the communities like these to step up to the plate and make a statement that will prevent this horror to begin and destroy Bennett Valley and its wonderful community of citizens.

betty.tietsort@gmail.com

From: [Elliot Funk](#)
To: [Murray, Susie](#)
Cc: ra_wiseman@yahoo.com
Subject: [EXTERNAL] FW: Cannabis Consumption Lounge
Date: Monday, February 10, 2020 1:29:04 PM

Ms. Murray,

I am also a resident of Bennett Valley at 2540 Barona Place. I also strongly oppose a "cannabis consumption lounge" at 2300 Bethards, and mirror the feelings of Dr. Wiseman.

I can't think of one positive reason to bring this kind of facility into Bennett Valley. There is no "Up-Side" and a plethora of "Down Sides".

Elliot Funk

From: Richard Wiseman <ra_wiseman@yahoo.com>
Sent: Monday, January 27, 2020 3:06 PM
To: smurray@srcity.org
Subject: Cannabis Consumption Lounge

Dear Ms. Murray, I am a home owner and business owner in Bennett Valley and I strongly oppose the proposal to open a cannabis "consumption lounge" at 2300 Bethards Drive.

There is no amount of tax revenue that would justify all of the negatives associated with having stoned outsiders clogging up our streets, and spewing toxic waste into our environment and of course the associated crime that follows. I maintain that the rights of the residents to have a safe and clean neighborhood outweigh any entitlement that stoners feel they have. If you would like to check my references, I live at 2348 Horseshoe Court, and am part owner of the professional office building at 2321 Bethards Drive. I would appreciate a personal reply.

[Richard A. Wiseman DMD](#)

From: [Skip Scinto](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)
Date: Wednesday, January 29, 2020 9:53:49 AM
Attachments: [IMG_20200129_083020078.jpg](#)
[IMG_20200129_083321071.jpg](#)

It got rejected due to the size.

Skip Scinto
Global Sales
Reserve Power Division
East Penn Manufacturing Co, Inc.
(707)332-7812
www.dekabatteries.com

From: Skip Scinto
Sent: Wednesday, January 29, 2020 9:43 AM
To: 'SMurray@srcity.org' <SMurray@srcity.org>
Subject: FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

Susie,

We received this yesterday from Karen Kissler. I take issues with a lot of what she is saying.

Although she has withdrawn the request for a smoking/vaporizing lounge, what will stop them from doing this while parked outside of the building.

A major concern with the “consumption” lounge, is after ingesting whatever they purchase, they still have to drive.

I really take exception to her addressing Community Participation and Property Values based on her operation a similar facility on the “West” side of Santa Rosa.

I have attached pictures showing the actual facility. Can someone share with me how she feels that she has improved the property values of the near this location.

If she feels so strongly about staying local, why isn't she doing this where she actually lives, and not here in Santa Rosa.

I am a resident of Bennet Valley, and her statement is typical from someone that doesn't actually reside here. Yes, we are family oriented neighborhood, and for that reason, we do not want our children exposed to this on a daily

bases...

I also attached what I believe will be her way of handling the garage flooding issue. I wonder if this even passed code.

Thanks for your consideration on this issue.

Skip Scinto
Global Sales
Reserve Power Division
East Penn Manufacturing Co, Inc.
(707)332-7812
www.dekabatteries.com

From: Kim Le
Sent: Wednesday, January 29, 2020 5:31 AM
To: Skip Scinto <sscinto@mkbattery.com>
Subject: FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

From: KAREN KISSLER [<mailto:mkslr@comcast.net>]
Sent: Tuesday, January 28, 2020 5:44 PM
To: Karen Esq. <mkslr@comcast.net>
Subject: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

****WARNING: External Content****

Dear 2300 Bethards Tenants,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards Dr., I would like to thank you for reaching out to find out more about the application. Because we have had some opposition to the proposed smoking or vaporizing lounge and we want to be responsive to our neighbors, tenants, and friends, **we have withdrawn the request for a smoking/vaporizing lounge at the building.** Hence, it will be unlawful for anyone to vape or smoke anywhere on the property.

Some concerns raised at our meeting were:

Odor:

Enclosed please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to

us pre-packaged.

The report states ¹ :

“We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building will detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City’s requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides “eyes on the street.” People who know they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a [study from 2017](#) found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

For the past 10 years, Alternatives has operated a successful dispensary on Hampton Way, near Stony Point and Sebastopol Rd. First serving medicinal, and then recreational cannabis since 2018, Alternatives has been a model participant in our community. Alternatives' annual Warm Sock drive for the homeless and Christmas Toy Drives have brought smiles to many. We have helped transform our neighborhood. When the home next door went into foreclosure, we received permission to paint it and haul away all the garbage on the property. We striped the street, landscaped, paved, and converted an old smog shop that was violating building codes in to a warm, welcoming, safe place. Medically, we have contributed to studies on the effect of cannabis on Alzheimer patients, cancer patients, and, notably, we brought the brain tumor experts at UCSF and California Pacific Medical Center to study cannabis' effect on brain gliomas. We have sponsored patients in need, give discounts to seniors, veterans, students, and teachers and run educational programs on diverse topics including safe growing techniques and safe use of cannabis. We treat every interaction as an opportunity to listen to individual needs and respond.

Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
- Dispensary staff often volunteer in the local community to clean up the neighborhood
- Reducing crime in the neighborhood in which they are located

Staying Local is Important

Alternatives hires locally, helping people afford to live in our community (we also offer health and dental insurance, pay well above minimum wage, and hire a diverse staff.) Local businesses all benefit from increased use of restaurants, banks, stores, service industries, and more.

Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative, this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

Alternatives is the exact opposite. It has been 100% woman owned without any outside investors. We give preference to local small, family farmers and manufacturers. We train farmers in complex state and local compliance to support their hard work and reach out to even more farmers to come in from the gray markets and into the light of lab testing and tax contribution.

Bennett Valley has always supported productive citizens who treasure our natural environment, respect others' differences, and appreciate privacy. It also encourages light heartedness, the arts and music, and spiritual growth. Alternatives East fits Bennett Valley perfectly with its respect and love for nature, discrete and understated presence, and quiet support for all our neighbors and community.

Alternatives hopes you will write a letter supporting our branch, Alternatives East, to that we may continue to provide the finest service to our community possible!

Please email me back with your thoughts and responses. I look forward to hearing from you!

Thank you and Be Well,

Karen Kissler for Alternatives East

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business," "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their

immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

<https://www.sciencedaily.com/releases/2017/07/170711125704.htm>

³ "Contact High: The External Effects of Retail Marijuana Establishments on House Prices James Conklin, University of Georgia* Moussa Diop, University of Wisconsin-Madison † and Herman Li, California State University, Sacramento ‡ August 30, 2017. "We find that single family residences close to a retail conversion increased in value by approximately 8% relative to houses that are located slightly farther away."
https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

From: [Maira Jacobs](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Fwd: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)
Date: Thursday, February 6, 2020 11:22:29 AM

Hello Susie,

Could you please confirm you have received this?

Thank you,
Maira

Begin forwarded message:

From: Maira Jacobs <moiraaajacobs@comcast.net>
Date: January 30, 2020 at 11:36:04 AM PST
Subject: RE: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

Hello Susie,

Regarding: PROJECT ADDRESS - 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

I'd like to communicate my family's strong objection to this proposed location for sale and delivery services of marijuana and other THC related drugs and edible drugs. This is simply NOT compatible in this Bennett Valley neighborhood. We are a family friendly mostly residential area. This proposed project provides real health and safety dangers to the neighborhood. It is incompatible with this residential and pedestrian traffic area.

That particular corner location is a terrible and dangerous location for the regular pedestrian traffic strolling across the sidewalk there. The building abuts very closely to the sidewalk, where children and elders regularly stroll, there's also a bicycle lane at the driveway.

My husband and I strongly oppose this site selling any drug, any THC infused product, as well due to the negative health consequences and the danger of this for all youth passing that building.

Moreover, crime associated with recreational pot sales and delivery services is a very real danger. This same owner had armed robberies at her other locations. One of the armed robberies was a gunman robbing 200 joints from her delivery person in the PARKING LOT. Siting this operation right in the middle of a family friendly

residential neighborhood is simply WRONG.

Finally, the net increase in traffic out of that one small driveway, going across the heavily used pedestrian sidewalk and bicycle lane is not a wise location for obvious reasons. This was a quiet professional building with architects, CPA's, etc, very little car traffic in or out.

Please answer these questions:

- 1) is this owner still trying to get a drug consumption "lounge" approved as well as the proposed retail drug sales and delivery service?
- 2) what THC infused products (marijuana, joints of marijuana, edible forms of THC infused products, dabs, anything with THC - what are the exact products that could be CONSUMED onsite?
- 3) Same above, what exact products could be purchased onsite?
- 4) How many delivery drivers would be there on a daily basis and for what hours?
- 5) How many cars are expected to drive in and out of the single driveway?
- 6) Does SRPD or Sonoma Sherriff have a current method to test for THC in all potential DUIs? If they stop someone for a driving violation or suspected DUI what is current method to test for marijuana or THC levels?
- 7) What is the time frame for this process? Please explain the permit approval process, and timing estimates. What agencies of City of Santa Rosa are involved?
- 8) Please enter this AAA study into the record for this application:
<https://newsroom.aaa.com/2020/01/fatal-crashes-involving-drivers-who-test-positive-for-marijuana-increase-after-state-legalizes-drug/>
- 9) Please enter this report and attach it to this application review process and file:
<https://ajph.aphapublications.org/doi/10.2105/AJPH.2017.303818>
- 10) Please also enter this report into this public record application process:
<https://www.psychologytoday.com/us/blog/the-new-brain/201603/marijuana-use-may-increase-violent-behavior>

Thank you,
Moirra Jacobs
Bennett Valley

From: [Christine Armigo](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Fwd: About the Dispensary Application at 2300 Bethards...
Date: Wednesday, January 29, 2020 1:42:18 AM
Attachments: [Odor Mitigation Study Final.pdf](#)

Ms. Murray,

I am shocked and disappointed that you gave my name as one voicing opposition to this proposed business owner.

Is this how business is done, sharing our personal information?

I emailed you, Ms Murray, not Ms. Kissler.

Christine Armigo, MSN, RNC
Sent from my iPhone
510-693-2167

Begin forwarded message:

From: KAREN KISSLER <mkslr@comcast.net>
Date: January 28, 2020 at 6:50:39 PM PST
To: "Karen Esq." <mkslr@comcast.net>
Subject: **About the Dispensary Application at 2300 Bethards...**
Reply-To: KAREN KISSLER <mkslr@comcast.net>

Alternatives East

2300 Bethards Dr.

Santa Rosa CA 95405

Karen Kissler: (415) 250-8888

January 28, 2020

Dear Neighbors,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards Dr., I would like to thank you for reaching out to find out more about the application. Many of the responses have been supportive, some have been opposed. Overall, many have been opposed to the proposed smoking or vaporizing lounge, connected to the dispensary. ***Because we are responsive to our neighbors and the community, Alternatives East has withdrawn its request for a vaporizing lounge at the***

location. Hence, it will be unlawful for anyone to vape or smoke anywhere on the property, in accordance with Santa Rosa regulations. Like many stores, though, we would like to be allowed to dispense edibles and tinctures. As our planner, Susie Murray stated at our meeting, the City has granted this type of consumption to other dispensaries and allows customers to sample various food products permitted by the state.

Some concerns raised at our meeting were:

Odor:

Attached please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to us pre-packaged.

The report states ¹ :

“We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building would detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City’s requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides “eyes on the street.” People who know they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a [study from 2017](#)² found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

For the past 10 years, Alternatives has operated a successful dispensary on Hampton Way, near Stony Point and Sebastopol Rd. First serving medicinal, and then recreational cannabis since 2018, Alternatives has been a model participant in our community. Alternatives' annual Warm Sock drive for the homeless and Christmas Toy Drives have brought smiles to many. We have helped transform our neighborhood. When the home next door went into foreclosure, we received permission to paint it and haul away all the garbage on the property. We striped the street, landscaped, paved, and converted an old smog shop that was violating building codes in to a warm, welcoming, safe place. Medically, we have contributed to studies on the effect of cannabis on Alzheimer patients, cancer patients, and, notably, we brought the brain tumor experts at UCSF and California Pacific Medical Center to study cannabis' effect on brain gliomas. We have sponsored patients in need, give discounts to seniors, veterans, students, and teachers and run educational programs on diverse topics including safe growing techniques and safe use of cannabis. We treat every interaction as an opportunity to listen to individual needs and

respond.

Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
- Dispensary staff often volunteer in the local community to clean up the neighborhood
- Reducing crime in the neighborhood in which they are located

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Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative, this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

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natural environment, respect others' differences, and appreciate privacy. It also encourages light-heartedness, the arts and music, and spiritual growth. Alternatives East fits Bennett Valley perfectly with its respect and love for nature, discrete and understated presence, and quiet support for all our neighbors and community.

Alternatives hopes you will write a letter supporting our branch, Alternatives East, to that we may continue to provide the finest service to our community possible!

Thank you and Be Well,

Karen Kissler for Alternatives East

PS. If, as a result of this information, you are inclined to withdraw your opposition, we would be very grateful. Susie Murray's email is smurray@srcity.org. Thank you.

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business," "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

<https://www.sciencedaily.com/releases/2017/07/170711125704.htm>

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https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

From: [Emily Szopsinki](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Issue: Opposition of marijuana consumption lounge in bennet valley
Date: Thursday, January 30, 2020 1:03:39 PM

Hello,

I am a home owner and parent who lives near the proposed marijuana consumption lounge/store on Yulupa and Bethards. I would like to express my deepest concern and opposition to placing such an establishment in our family friendly neighborhood. I am concerned for several reasons: the fact that customers can get high at this establishment and leave, driving through the shopping center and out of bennet valley poses a danger for all driving/walking/cycling in the area. This increases risk of robbery, potentially involving dangerous weapons in our area- as the owner has experienced in her current location. I am also concerned about the type of customers this facility will attract and feel concerned walking in the shopping center with my young daughter knowing this would be there. Please consider these concerns and please advocate to keep bennet valley family friendly and safe.

Thank you,

Emily Szopinski

THE REV. GAIL LEE CAFFERATA, PH.D.
4794 HILLSBORO CIRCLE
SANTA ROSA, CA 95405
revgailc@gmail.com
707-953-0202 (CELL)

January 27, 2020

Dear Ms. Murray,

I am writing to oppose the permit for a pot dispensary and pot lounge at the corner of Bethards and Yulupa Avenues. This use of space is completely incompatible with our residential community and belongs downtown so tourists as well as residents who want to use it can enjoy its benefits, people can walk to it, and there is ample public transportation.

I am opposed for many reasons, the most important that people purchasing pot and even worse, consuming it there, would be extremely dangerous to the many pedestrians including parents with children and babystrollers, the elderly, people with disabilities such those using wheelchairs or walkers, and bicyclists. I am 74 years old and walk through that intersection just about every day. A pot lounge (Perish the thought!) has the potential for those impaired by pot to hit or injure pedestrians like me with cars, trucks, motorcycles and other vehicles. Impaired consumers of pot would threaten the many children walking home from school on either Yulupa or Bethards. Besides local schools being a destination, there are school bus stops on Bethards from which about 10-15 children walk home (I can get the numbers). Further, a pot lounge sending out impaired consumers has the potential to increase traffic accidents at an already busy intersection.

We do not have a regular police presence because our neighborhood is peaceful. I've lived here for 20 years and have never seen a police car patrolling except one planted (rarely!) to catch traffic scofflaws. It's bad enough that we have drag races on Bethards and Summerfield (and the folks are never caught), and sideshows on Yulupa (one person caught?). An out of control driver recently ran through the barrier and fence at the end of Summerfield! Heaven knows how many more accidents like this would happen with impaired strangers lost or trying to evade police in a chase.

A pot dispensary and lounge will attract out-of-town car drag or sideshow racers and spectators who will endanger our people and property by criminal activity and racing away to avoid police capture, vagrants who might settle into homelessness in nearby shopping centers and parking lots. It will attract burglars and robbers to our quiet neighborhood. Running out of cash, they would say, "Aha! I didn't realize there were so many apartments and homes I could break into here so easily!" A pot lounge will become become a fatally "attractive nuisance" to a

community whose peace and quiet I have come to love for the 20 years we have lived here.

I am a pastor, an Episcopal priest who serves at The Church of the Incarnation on Mendocino Avenue. I know our city's people and places. As a pastor and priest, I know what is in the common good and what is not. Pot may be legal, but there are places where pot dispensaries and "lounges" should go, and the corner of Bethards and Yulupa is not one of them. These establishments belong in commercial areas, not residential ones. There is absolutely no moral reason why our community should tolerate a pot dispensary, even worse, a pot lounge (that Marin County bans) there. Not one! There are many ethical reasons why there should be no permit for this facility. Dispensaries can be outright dangerous and harmful (witness robberies at other pot dispensaries), and they have the potential to cause harm not only to the community as I've described above, but also to the user, for whom pot may be a gateway drug.

I implore you to listen to your consciences and constituencies who live near Bethards and Yulupa and do the right thing. Find another place for these establishments!

Sincerely,

The Rev. Gail Cafferata

From: [Anne Seeley](#)
To: [Janus](#); [Nancy-Brantly Richardson](#); [Murray, Susie](#)
Subject: [EXTERNAL] Marijuana Dispensary in Bennett Valley
Date: Saturday, April 4, 2020 4:11:27 PM

Dear Susie:

I live in Bennett Valley not far from the 2300 Bethards Avenue site for a proposed dispensary.

I am really surprised that consumption will be allowed on-site, as is suggested by listing it as a 'lounge'. I thought that on-site consumption was not allowed in Santa Rosa's policy on Cannabis Growing and Dispensaries.

Please explain to me how this proposal is an exception, or put me right about what our policy says.

Thank you!

Anne E. Seeley

--

Anne Seeley

Please note my new email address: aseeleysr@gmail.com

Tel: (707) 526-3925

Mobile (707) 484-8722

From: [Geodeb](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Oppose marijuana dispensary and consumption lounge near Annadel and Safeway shopping centers
Date: Tuesday, January 28, 2020 11:39:42 AM

Dear Santa Rosa City Council and all involved with this proposal:

We are extremely opposed to the proposed marijuana retail dispensary facility that includes a consumption lounge at 2330 Bethards Dr.SR, across the street from Annadel and Safeway shopping centers. Very few areas of Santa Rosa are relative safe when walking, and this area is relatively so, and we would like to keep it that way by avoiding the robberies and threats that have plagued other pot-related facilities and homes. A dispensary-only would be much safer than a consumption lounge, which is an anomaly not permitted in many of our neighboring areas.

As well, we wonder at the record of this owner/manager, because of complaints about product purity. We should only support dispensaries with high standards with appropriate verification and licensing.

Thank you

George and Debra Schneider

707-538-4160

geodeb@sonic.net

From: [Amy Bolten](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Oppose vaping lounge and cannabis store at 2300 Bethards!
Date: Tuesday, January 28, 2020 5:17:00 PM

I cannot express enough how much I oppose this plan. It is inconceivable that the city would allow this in family-friendly residential neighborhood. I am happy to lend my name to any opposition effort.

Best, Amy Bolten

Amy Christopherson Bolten
Broker
Christopherson Properties
565 W. College Avenue
Santa Rosa, CA 95401
707-843-0503
amy@christophersonproperties.net

From: [Diane Cummings](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Opposed to dispensary in Bennett Valley
Date: Wednesday, January 29, 2020 4:32:42 PM

Dear Ms. Murray,

I have lived in Bennett Valley for 30+ years and am definitely in opposition to a dispensary/pot lounge bar in the neighborhood nearby the Annadel shopping center. (Bethards/Yulupa) I have heard the lounge bar has been tabled for now but I am still in opposition of the dispensary. We are promised all sorts of things from the city--security, no reduction in our home values, no odors or smells, no individuals loitering about--it all sounds wonderful doesn't it??? I don't think the people in the eastern part of Santa Rosa are at a loss for how or where to get cannabis if they need it. We do not need to add another dispensary unless you can find a more industrialized area where the above concerns are not impacted. I'm sure you could come up with a better plan that would service both groups--those who support more cannabis dispensaries and young families and concerned citizens who do not want this in our neighborhood. Please consider other options and save our neighborhood.

Thank-you,

Diane Cummings

Kelly Kail
2328 Horseshoe Drive
Santa Rosa, CA 95405

Susie Murray, Senior Planner

Dear Susie Murray,

I am writing you this letter to strongly oppose the proposed marijuana consumption lounge and/or dispensary on the corner of Yulupa and Bethards near the Annadel shopping center.

I grew up in Bennett Valley, and live in Bennett Valley not far from the proposed location and there has never been a more disgraceful addition to any shopping center than this one. There are so many reason I oppose the location of this dispensary. Please see the list of reasons below:

First, we do not need another marijuana dispensary in Santa Rosa, especially in this proposed location. There are over 10 locations in Santa Rosa where individuals can purchase marijuana, have it delivered, and tour marijuana facilities. Santa Rosa is not that large of a city. There is no need for an additional marijuana dispensary. Also, Alternatives East already has a location out on Hampton Way, only five miles away from the proposed location. There is no need for them to have a second location to work out of, especially this close and in the same city.

More importantly, the location at hand is surrounded by elementary schools, daycare facilities, housing developments, and young families who are trying to raise their children in a safe environment away from any drugs, crime, and any amount or increase of individuals who are under the influence of drugs. Legal or not, marijuana alters one's mind state and is not a desirable addition to any neighborhood. Bennett Valley has always been known as a local, family oriented, quaint sector of the greater Santa Rosa. The traffic is light, the people friendly, and the streets safe. It has always been a wonderful place to live, and I would hate to see this change. I grew up in Bennett Valley and my husband and I just recently purchased and moved into a home in Bennett Valley, not far from the planned location of this marijuana dispensary. We are appalled at the thought of even possibly adding a marijuana dispensary in our community neighborhood. We are looking forward to starting and raising a family in Bennett Valley without any marijuana dispensaries in Bennett Valley, especially near neighborhoods where many young children frequent walks and bike rides down the streets, where we currently feel safe and away from harm, and we hope the city planning committee will listen to all of the opposition they are hearing.

One of our neighbors wrote a letter to you and received a reply from Alternatives East. After reviewing the reply he shared with me, I have some notes to add which can be seen in the following paragraphs:

Odor-One person cannot define the odor present from a dispensary, and one person cannot guarantee the odor will not be smelt by the surrounding neighbors or passers-by. In one's opinion, maybe the odor is not as prevalent as some dispensaries or processing plants, but any type of odor coming from the proposed location should be unheard of. Odor mitigation plans have proven to fail in the past. An HVAC system is not the only way odors can be dispensed. Opening and closing of windows and doors, which will happen often and every day, will release the odors present from the store. It is bound to happen with such a potent item and there is no way to guarantee the public will be protected from that.

Traffic-the roads surrounding this area get highly impacted during certain times of the day. There are many people who live around these shopping centers and traffic is already heightened throughout the day. There is no way to tell before opening up a marijuana dispensary the impact it would have on traffic patterns, therefore making it impossible to foresee traffic being unduly impacted or not. Also, more importantly, there are so many people who frequent the roads of Yulupa and Bethards for exercise. Cyclists, walkers, joggers, runners, young kids walking to and from school, etc. There is a great fear of this proposed facility increasing the danger already present with distracted driving. Allowing the sampling of tinctures and edibles and then allowing these consumers to get into their cars and drive should be unlawful. It is outrageous to think this would be allowed, especially in a family oriented neighborhood. Bennett Valley Road is already dangerous enough with reckless, distracted, speeding drivers. We do not need to add marijuana to the mix.

Security-State of the art security systems have not stopped people in the past from causing crimes, and they are not going to stop people now. Why bring another marijuana dispensary into our location to further raise crime that Santa Rosa and the greater surrounding area has experienced ever since marijuana has been legalized? I can't help but think of the many children that pass this location every day and the fear that they and their parents would have if this location is turned into a marijuana dispensary, not knowing what kind of individuals are visiting this location to consume their edibles and tinctures, and then leaving, having no authoritative presence protecting the public from the behavior that results when under the influence of marijuana. People who know they are under surveillance are also smart enough to devise ways to protect themselves, their identity, and mess with monitoring systems so they can commit their crimes unseen. Alternatives East, or any marijuana dispensary, would not be an asset to our community. It is known that Alternatives East's other location has been known to have armed robberies. There was a delivery person carrying 200 joints to be delivered who was robbed at gunpoint. Why on earth would anyone see this as okay and want to bring this into our neighborhood? There are many other avenues we can take to protect our neighborhood.

As for the service Alternatives East feels it provides to the community, it can continue serving the community from its already current location on Hampton Way. It does not need a second location, and in the same city, in order to do so.

Property values-they have ebbed and flowed in Santa Rosa throughout decades. There is no solid evidence that the addition of a marijuana dispensary alone can cause an increase in property values. We have seen the impact first hand in many aspects of property values increasing and decreasing; fires, community populations changing, demand of new homes, the economy, new builds, and more. There is no concrete evidence that a marijuana dispensary is the one factor that could increase property values. I am very certain there would be a huge decline in property values in the homes in Bennett Valley if this is passed and goes through.

Thank you for reading my letter of great opposition against the proposed location of a marijuana dispensary and/or consumption lounge on the corner of Bethards and Yulupa. I would be greatly discouraged and lacking hope in the city planning committee and our county at large if the decision is made to move forward with this proposed plan. Think of our children. Think of our young families. Think of our community. All of my neighbors are appalled at this proposal. 99% of the attendees at the meeting on January 22 raised their hands in opposition. Listen to the people. Please make a wise decision and do not allow this proposal to go through.

Thank you kindly,

Kelly Kail

From: [Kelly Cummings](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] OPPOSED: Marijuana Dispensary, Bethards and Yulupa Avenue
Date: Friday, January 31, 2020 9:50:17 AM
Attachments: [Strongly Opposed.pdf](#)

Dear Susie Murray,

Please see the attached letter in strong opposition, or read the copy and pasted letter below.

I hope to receive a response from you personally, if you have the time. I write this letter with great hope.

Thank you kindly,

Kelly

Kelly Kail
2328 Horseshoe Drive
Santa Rosa, CA 95405

Susie Murray, Senior Planner

Dear Susie Murray,

I am writing you this letter to strongly oppose the proposed marijuana consumption lounge and/or dispensary on the corner of Yulupa and Bethards near the Annadel shopping center.

I grew up in Bennett Valley, and live in Bennett Valley not far from the proposed location and there has never been a more disgraceful addition to any shopping center than this one. There are so many reason I oppose the location of this dispensary. Please see the list of reasons below:

First, we do not need another marijuana dispensary in Santa Rosa, especially in this proposed location. There are over 10 locations in Santa Rosa where individuals can purchase marijuana, have it delivered, and tour marijuana facilities. Santa Rosa is not that large of a city. There is no need for an additional marijuana dispensary. Also, Alternatives East already has a location out on Hampton Way, only five miles away from the proposed location. There is no need for them to have a second location to work out of, especially this close and in the same city.

More importantly, the location at hand is surrounded by elementary schools, daycare facilities, housing developments, and young families who are trying to raise their children in a safe environment away from any drugs, crime, and any amount or increase of individuals who are under the influence of drugs. Legal or not, marijuana alters one's mind state and is not a desirable addition to any neighborhood. Bennett Valley has always been known as a local, family oriented, quaint sector of the greater Santa Rosa. The traffic is light, the people friendly, and the streets safe. It has

always been a wonderful place to live, and I would hate to see this change. I grew up in Bennett Valley and my husband and I just recently purchased and moved into a home in Bennett Valley, not far from the planned location of this marijuana dispensary. We are appalled at the thought of even possibly adding a marijuana dispensary in our community neighborhood. We are looking forward to starting and raising a family in Bennett Valley without any marijuana dispensaries in Bennett Valley, especially near neighborhoods where many young children frequent walks and bike rides down the streets, where we currently feel safe and away from harm, and we hope the city planning committee will listen to all of the opposition they are hearing.

One of our neighbors wrote a letter to you and received a reply from Alternatives East. After reviewing the reply he shared with me, I have some notes to add which can be seen in the following paragraphs:

Odor-One person cannot define the odor present from a dispensary, and one person cannot guarantee the odor will not be smelt by the surrounding neighbors or passers-by. In one's opinion, maybe the odor is not as prevalent as some dispensaries or processing plants, but any type of odor coming from the proposed location should be unheard of. Odor mitigation plans have proven to fail in the past. An HVAC system is not the only way odors can be dispensed. Opening and closing of windows and doors, which will happen often and every day, will release the odors present from the store. It is bound to happen with such a potent item and there is no way to guarantee the public will be protected from that.

Traffic-the roads surrounding this area get highly impacted during certain times of the day. There are many people who live around these shopping centers and traffic is already heightened throughout the day. There is no way to tell before opening up a marijuana dispensary the impact it would have on traffic patterns, therefore making it impossible to foresee traffic being unduly impacted or not. Also, more importantly, there are so many people who frequent the roads of Yulupa and Bethards for exercise. Cyclists, walkers, joggers, runners, young kids walking to and from school, etc. There is a great fear of this proposed facility increasing the danger already present with distracted driving. Allowing the sampling of tinctures and edibles and then allowing these consumers to get into their cars and drive should be unlawful. It is outrageous to think this would be allowed, especially in a family oriented neighborhood. Bennett Valley Road is already dangerous enough with reckless, distracted, speeding drivers. We do not need to add marijuana to the mix.

Security-State of the art security systems have not stopped people in the past from causing crimes, and they are not going to stop people now. Why bring another marijuana dispensary into our location to further raise crime that Santa Rosa and the greater surrounding area has experienced ever since marijuana has been legalized? I can't help but think of the many children that pass this location every day and the fear that they and their parents would have if this location is turned into a marijuana dispensary, not knowing what kind of individuals are visiting this location to consume their edibles and tinctures, and then leaving, having no authoritative presence

protecting the public from the behavior that results when under the influence of marijuana. People who know they are under surveillance are also smart enough to devise ways to protect themselves, their identity, and mess with monitoring systems so they can commit their crimes unseen. Alternatives East, or any marijuana dispensary, would not be an asset to our community. It is known that Alternatives East's other location has been known to have armed robberies. There was a delivery person carrying 200 joints to be delivered who was robbed at gunpoint. Why on earth would anyone see this as okay and want to bring this into our neighborhood? There are many other avenues we can take to protect our neighborhood.

As for the service Alternatives East feels it provides to the community, it can continue serving the community from its already current location on Hampton Way. It does not need a second location, and in the same city, in order to do so.

Property values-they have ebbed and flowed in Santa Rosa throughout decades. There is no solid evidence that the addition of a marijuana dispensary alone can cause an increase in property values. We have seen the impact first hand in many aspects of property values increasing and decreasing; fires, community populations changing, demand of new homes, the economy, new builds, and more. There is no concrete evidence that a marijuana dispensary is the one factor that could increase property values. I am very certain there would be a huge decline in property values in the homes in Bennett Valley if this is passed and goes through.

Thank you for reading my letter of great opposition against the proposed location of a marijuana dispensary and/or consumption lounge on the corner of Bethards and Yulupa. I would be greatly discouraged and lacking hope in the city planning committee and our county at large if the decision is made to move forward with this proposed plan. Think of our children. Think of our young families. Think of our community. All of my neighbors are appalled at this proposal. 99% of the attendees at the meeting on January 22 raised their hands in opposition. Listen to the people. Please make a wise decision and do not allow this proposal to go through.

Thank you kindly,

Kelly Kail

From: [Lisa Stahr](#)
To: [Murray, Susie](#); [Sawyer, John](#)
Subject: [EXTERNAL] Permit Application for 2300 Bethards Drive Project File No. PRJ19-047
Date: Thursday, April 9, 2020 9:10:40 AM

I'm writing to voice my strong opposition to the approval of a permit for a cannabis dispensary and consumption lounge at 2300 Bethards Drive. The increased traffic from people outside this quiet neighborhood, as well as the potential for consumers driving under the influence, are two serious risks not worth taking in our community. The site in question is near many apartments and homes, and the area sees considerable foot traffic, particularly people walking dogs, the elderly, and adults with small children. And because it would be a "destination" dispensary, it will increase traffic on the sections of Bennett Valley Road that link Rohnert Park (through Grange) and Glen Ellen. For those of us who live off Bennett Valley Road in rural Bennett Valley, this road is already a nightmare to drive with its steady stream of accidents, near-accidents, and reckless drivers. The road was never designed to handle the amount of traffic it currently gets; adding more drivers to it is just irresponsible.

Please, for our safety, do not grant this permit for a dispensary in Bennett Valley.

Lisa Stahr
6811 Gardner Ranch Road
Santa Rosa, CA 95404

From: [Tamara Blass](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Petition for Bethards Dispensary
Date: Sunday, January 26, 2020 9:10:48 PM

Dear Ms. Murray,

I attended the neighborhood meeting for the proposed cannabis dispensary at 2300 Bethards Drive and wanted to cast my vote in favor of the application for the following reasons:

I have been a resident and real estate professional in Sonoma County for over 20 years and care deeply about our neighborhoods and community. I genuinely feel that having a well-run business could be good for the area in general.

I believe Dispensary applications should be considered on a neighborhood by neighborhood basis but also seen from the macroeconomic viewpoint as businesses that contribute financially help to improve our communities. Hopefully, this dispensary would contribute financially to our community by hiring locally and contributing increased taxes assessed to dispensaries and be seen as an asset.

I have reviewed this application for “fit” and feel it is compatible with our Bennett Valley neighborhood. First, the area already supports high traffic with wide avenues and adequate access for both residents and neighboring large businesses such as Safeway, the 76 Gas Station, and many contiguous professional office buildings. From what I heard the applicant is not asking for a variance from city signage regulations and that no signs would display that cannabis was sold in the building and that they carefully screen who can enter, only allowing adults and medical patients with valid medical cards. Those protections seem to me to be sufficient as I do not feel it would be in the communities best interest to have bold and out of place signage advertising this kind of business. My hope is that this will be a welcoming Dispensary that will fill a special need in our community, serving our local neighborhood, improving the current establishment and of course, contributing to Santa Rosa's economic needs as well, thru the taxes generated if the business is successful.

My biggest reservation is the petition for a smoking lounge, as I do not feel that having a place where people can aggregate to imbibe is really acceptable for this kind of a neighborhood location. I would like to hear more about how this kind of addition would benefit anyone but overall I am not in favor of what in my mind would be akin to a "bar" and am concerned about drawing people to smoke or vape on-premises in what is mostly a residential neighborhood.is a great idea.

Other than that, I am generally in favor of the applicant's petition for a Dispensary. My hope is that it will be a well-run establishment that will blend in with the community. I do not feel that concerns that it will draw crime are warranted because businesses like this seem to go out of their way to ensure their own and the public's safety in general.

If you have any questions or concerns, please feel free to contact me. Tamara Blass. 707-701-7734

Thank you for your time.

Kind Regards,

Tamara Blass

--

707-703-7734
DRE Lic# 01867908

From: [Susan Chamberlain](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot lounge and retail store, in Bennett Valley!
Date: Sunday, January 26, 2020 2:50:45 PM

Please know that I do not support the proposed, Retail store and especially the lounge , in Bennett Valley! In fact, I and totally, against any such establishment, in family friendly Bennet Valley! Susan Chamberlain, over 40 Year resident in Bennett Valley

From: philbarb611@comcast.net
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot Bar
Date: Sunday, January 26, 2020 5:29:35 PM

My husband, Phil, and I are 32 year residents of Bennett Valley. We have watched our family-friendly area become more dangerous, with car break-ins, robberies, and gang/drug activity.

Now a Pot Bar where people will come to smoke pot, vape, etc. is being planned. We are strongly opposed to this idea, and hope we will be heard. We worry about increases in crime, speeding and DUI issues, and the safety of our children, especially teens.

Please do not ruin the family atmosphere of our area!

Barbara McRae

Sent from my iPhone

From: [Tom & Jeanne](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot dispensary
Date: Monday, January 27, 2020 8:49:48 PM

Excuse me, but this neighborhood is NOT an appropriate location for what amounts to a pot shop and lounge in which to get high. The corner you're proposing this for is loaded with children going to and from school in the mornings and afternoons. This bar/lounge should be in downtown Santa Rosa NOT a family centered community in the Bethards/Yulupa neighborhood. We strongly protest these plans. There has not been enough information distributed to the community. Please reconsider giving a permit to these people. Now is the time to stop this before it's too late. It's a lot easier to say no to this now then to try and shut it down at a later date. Please think and be reasonable!

Sincerely, Tom and Jeanne Nelson

From: [Deanne Wilburn](#)
To: [Murray, Susie](#); [Sawyer, John](#)
Subject: [EXTERNAL] Pot dispensary and Lounge
Date: Thursday, February 20, 2020 3:55:53 PM

I am very concerned about a pot dispensary and lounge being put at the corner of Yulupa and Bethards. This area is a family area and not conducive to this type of business. Besides our own distaste for this business and what it will take away from our neighborhood..we have 4 schools that are located within a short distance to this possible business. Children regularly walk by this intersection throughout the day. They do not need to pass by someone or a group of people that might be high, planning to get high or at best unpredictable and feel unsafe on their way to school or going home. In addition, a short distance away is the SAY center. I think we can all agree that vulnerable teens don't need to have this element so close to their safe haven and will only serve a negative impact on their well being. Finally there are several half way houses within walking distance of this building with individuals that are trying to rehabilitate from either drug and/or alcoholism, sanctioned or sentenced to be in a safe environment and who are very vulnerable to this type of business and falling away from their treatment centers. With this, I hope you will agree as our Santa Rosa representative, that it is time say to "No"

If there are any further meetings regarding this business and its possible approval by the City, I would like to be notified of the date and time. I think you will find that this is not a decision that will be accepted by the Bennett Valley Community.

Thank you for your time.

Deanne Wilburn

From: [barbara.thomas](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot Dispensary in Bennett Valley
Date: Wednesday, January 29, 2020 3:29:20 PM

I was just made aware of having a dispensary on Bethards and Yulupa and would like to let you know I am in favor of it. I am not sure about the vaping lounge because I do not think a lot of people would use it.

Thank you,

Barbara Thomas Bennett Valley resident

From: [Bridget](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot lounge
Date: Tuesday, January 28, 2020 1:33:58 PM

The pot lounge is a terrible idea that will only bring crime to the small corner of Bennet Valley. Pot retail and pot lounges are forbidden in Marin County which means other counties will be coming to our section of Santa Rosa. Multiple stores in this area I've already been robbed and now this lounge is encouraging people to smoke pot and rob people when they leave the store. When the users leave they will deserve a DUI and there are multiple schools that children walk from around this location! It sounds like the owner of the Pot lounge has been robbed at the other pot retail location that doesn't even allow smoking it's only retail. The whole reason this is getting past is for the tax money. Once the city gets the tax money they will spend it in irresponsible ways. This includes a terrible attempt to help the homeless without addressing mental health, drug addiction, or needle exchange. Children won't be safe walking home from a school outside a drug lounge. Californian's will flee this high tax dollar state that seems to be promoting crime and not enforcing punishment.

Bridget

From: [con.con](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot Lounge and establishment on Bethards and Yulupa
Date: Tuesday, January 28, 2020 11:09:25 AM

Dear Planner Murray,

Please understand that we property owners in the neighborhood you propose to allow a Pot Lounge and Establishment permit/license to, are very much aware of the R.I.C.O. law. This of course means we understand our protections against such an unhealthy and property value depreciating consideration!

I will not hesitate to be a part of a lawsuit motion to stop this 'proposal', should this proceed. Know now that you have received this written demand to stop your proposed placement, well in advance of a marijuana establishment in our neighborhood. Surely you can find a safer, more distant and industrial location where the health and wellbeing of neighbors and property values- close by- will not be deminished.

Constance van Groos
conconvg@hotmail.com
zip code; 95405

From: [George Traverso](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot Lounge BV
Date: Monday, January 27, 2020 2:39:57 PM

Dear MsMurray,

As long time residents of Bennett Valley and neighbors of this proposed “ pot lounge”location, we oppose this plan. The city of Santa Rosa is fortunate to have created such an outstanding example of a wonderful place to live! Let’s not ruin it!!!!

This is a family oriented neighborhood around this pot location proposal. There are many elementary schools within walking distance to this area. As teachers we feel these children should not be exposed on their way home from school to the many dangers that this dispensary would present. Let us look at the safety and well being of our children and families rather than putting money and profits first.

Thank you for your attention and acknowledging our concerns.

George and Sandra Traverso

Sent from my iPhone

From: [Marlene Collins](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot Lounge on Bethards Drive,
Date: Friday, January 31, 2020 12:18:34 PM

I live here in BV, only couple blocks from Bethards Drive. Strawberry School is nearby, I want to lend my voice to a definite NO VOTE to have a pot lounge in our neighborhood. It has no place here. There is a rather large vacant former furniture store on Cleveland Ave., same property were K-Mart used to be, why not move there? Absolutely not in a neighborhood with young families, seniors, school. What is this town coming to??? Homelessness, Pot lounges, that is ridiculous.

Not in my quiet neighborhood.

Marlene M. Collins
Marin Drive,
Bennett Valley
Santa Rosa, CA

From: [Grant Glenn](#)
To: [_CityCouncilListPublic](#); [Murray, Susie](#)
Subject: [EXTERNAL] Pot lounge proposal
Date: Tuesday, January 28, 2020 5:23:41 PM

City council,

Looks city council wants to ruin Bennett Valley with pot stores and pot lounges for more revenue .Since pot lounges and pot retail are forbidden in Marin county, the small corner of Bennett Valley will no doubt attract multiple counties worth of idiots and increase crime. What's next? Fentanyl sales? I live blocks away from where this project is being proposed and I want to see my neighborhood safe for children. The jewelry store has been robbed, Chase and Exchange bank have been robbed multiple times and my work truck has been broken into twice and my company has had two trucks stolen from this neighborhood stripped and dumped in Vallejo. These are facts, not opinions!

Criminals will no doubt be back to rob this store. Who will be collateral damage?

Grant

From: [Denise Brandon](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot Lounge
Date: Thursday, February 6, 2020 12:38:26 AM

Susie Murray, Senior Planner;

I am writing to protest the opening of a pot lounge (if that is what you call it) in Bennett Valley. Santa Rosa has already ruined a large part city with with these disgusting smelly places and allowing this stupid Emerald Cup to come into our once nice county.

Bennett Valley is a hub to multiple families and schools. There are around 8 to 10 schools in just this area alone and most families have 2 to 3 children. This is an area with many children in it and the pot heads have no right to invade our family orientated neighborhood. With the fires, and these "lounges" we no longer live in a bedroom community. Please don't let our kids down.

A concerned citizen

This is a confidential email

Sent from my iPhone

From: [Sue Albon](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Pot shop plus pot lounge
Date: Monday, January 27, 2020 3:56:36 PM

Dear Susie,

I live on Old Ranch Drive and walk daily, with my husband who has Alzheimers, past the proposed site for the pot/bar lounge

at Yulupa and Bethards, on our to have coffee at Starbucks. It is one of the few ways I can entertain him. I do not support the project

which does not fit into our neighborhood.

In addition, I should like to point out that we have a sober home, with 15 occupants ,next door to our house on Old Ranch Drive.

They are located there because we are considered to be a drug free neighborhood. The two facilities do not seem to be compatible.

I urge you to act against this decision by our City Council.

Sincerely,

Sue Albon

From: [Christine Cucina](#)
To: [Murray, Susie](#)
Cc: Susan.Gorin@sonoma-county.org
Subject: [EXTERNAL] Proposed Bennett Valley Dispensery
Date: Thursday, January 30, 2020 8:51:48 PM
Attachments: [Alternatives Letter.pdf](#)

Ms. Murray,

We are writing to voice our objection to the application from Karen Kissler of Alternatives cannabis dispensery to open a dispensery and "consumption lounge" at the location of 2300 Bethards Drive in Bennett Valley.

A dispensary and lounge are incongruous with this family-oriented neighborhood. We are particularly concerned with the safety of allowing the consumption lounge to be installed in this location, with access to and from via rural Bennett Valley Drive. I think Ms. Kessler said it best herself in [this](#) April, 2018 article in the Press Democrat: "It is so much safer for our clients to get their items delivered," she added. "No one needs to drive."

In addition, we find Ms. Kissler's letter to neighbors near the location (copy attached) to be presumptuous and disingenous. Presumptuous, given the letterhead name and address of her as-of-yet-unapproved business location. Disingenous in that there is no mention of her plans for a consumption lounge, nor does she see fit to sign her letter in full. It would seem that she anticipated her business would be unappreciated by those to whom she is addressing the letter. We find the assurances she has made in the letter with regards to traffic, odor and security unconvincing.

We trust that you will take the concerns of the neighbors and businesses in the area into consideration when determining whether to approve a permit for Ms. Kissler's business to move into this location.

Kind regards,

Christine and Victor Cucina
2949 Jason Drive
Santa Rosa, CA 95405

cc: Supervisor Susan Gorin, Dictrict 1



ALTERNATIVE2

ALTERNATIVES DISPENSARY (EAST)

2300 Bethards Dr.
Santa Rosa CA 95405
707/525-1420

To: Our Neighbors Nearby 2300 Bethards Dr. (corner of Yulupa)

Re: New Cannabis Dispensary at 2300 Bethards Dr.

Dear Neighbors,

Alternatives has been operating a successful dispensary in Santa Rosa for 10 years serving medical, then recreational, customers who find cannabis helps them with pain from cancer treatments, musculoskeletal pain, arthritis, insomnia, anxiety and depression, opioid alternatives and addiction, PTSD, and a wide range challenges. Many of our customers use cannabis for artistic, creative inspiration, and many just use cannabis (CBD and/or THC) for a "reset" to balance their health and perspective.

With a second location, in east Santa Rosa, we can serve our community even better! 2300 Bethards Dr. is a 1.05 acre parcel located in a mixed commercial office and residential area of Santa Rosa at the corner of Bethards and Yulupa Ave. The building will be shared with long terms office tenants and the dispensary.

We envision a relatively small, neighborhood dispensary specializing in unmatched one-on-one customer service offering cannabis flowers, CBD products, cartridges, edibles, concentrates, topicals and tinctures at affordable prices.

Our surrounding neighbors may have three concerns: 1. Increased traffic, 2. Odor, and 3. Security. Allow us to address each potential concern:

Traffic

2300 Bethards has 63 parking spaces, allowing customers and tenants (and their visitors) ample parking. This exceeds the City's guidelines for parking ratios. Bethards is a main thoroughfare, able to handle traffic beautifully from the surrounding malls (Safeway, etc.) as well as a dispensary.

Odor

We have retained an expert in odor management who consults with companies to provide state of the art air cleaning. In fact, we will exceed the standards hospitals are required to meet, clean fresh air every 10 minutes. Our odor control systems will fully circulate and clean the air every 7 minutes. If there are still unwanted odors, we can even increase our scrubbers to completely clean the air every 5 minutes.

No packaging, processing, trimming or drying of cannabis will be conducted at the dispensary. To contain odors, all cannabis is pre-packaged and is purchased from state licensed cultivators and manufacturers through state-licensed distribution facilities. Engineering controls will be enough to mitigate odor such that cannabis odors will not be detected in the building's lobby or outside of the structure.

Security

The presence of dispensaries actually reduces neighborhood crime because they provide "eyes on the ground" via increased use and enhanced surveillance technology. But we have gone may steps further to provide security for our community.

CCTV cameras: Our security systems exceed the City's and State's requirements. We will have two redundant, separate video camera systems with day/night cameras covering the entire building and streets. Motion detection and glass break sensors are activated during our closed hours (we will be open 9pm to 9am.) Our security systems will be monitored, and information stored. Exterior security cameras are voice and noise enabled.

Security guards will be present when we are open (9am to 9pm,) per Bureau of Cannabis Control regulations. Exterior and interior lighting will provide excellent visibility. Exterior lighting will provide illumination and visibility to outdoor areas where customers may be present while eliminating light pollution and glare onto neighboring properties. All windows will be fully shielded for privacy to confine light and glare to the interior of the structure.

Alternatives only employs local residents and makes every effort to buy from and support our Northern California small farmers. For 10 years, it has always been 100% woman-owned, offering health and dental benefits to its employees, and mandates hiring a culturally, racially and gender-diverse, dedicated staff. We set the bar for excellence and are honored to have received Santa Rosa's support and licensing. Our passion for cannabis is never compromised by huge corporate interests invading the cannabis marketplace and we will never compromise our commitment to offering the finest cannabis on the planet.

If you attend our neighborhood meeting January 22, 2020 from 6-7PM at 637 First St. Santa Rosa, we hope you will support our application.

Wishing you wellbeing and happiness,

Karen for Alternatives West and East

From: [Wayne Seden](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] Proposed Marijuana Dispensary
Date: Wednesday, January 29, 2020 3:32:46 PM

We are concerned about the proposed marijuana dispensary and lounge on the corner of Yulupa and Bethards. We would like to know where this business operation resides within the review and approval process. Can you get back to us with this information.

Thank you.

Wayne and Miriam Seden
3248 Old Ranch Drive
Santa Rosa 95405

Sent from my iPad

From: [Marilee Jensen](#)
To: [Murray, Susie](#)
Subject: [EXTERNAL] PROPOSED MARIJUANA DISPENSARY AND CONSUMPTION LOUNGE NEAR BENNETT VALLEY SHOPPING CENTER
Date: Wednesday, April 8, 2020 5:33:03 PM

Susie, I'm objecting to the approval of a permit for a marijuana dispensary, delivery service and consumption lounge at 2300 Bethards Drive, at Yulupa Ave., adjacent to the Bennett Valley Shopping Center. This is a family area for families in Bennett Valley and that area of Santa Rosa. It is very close to family homes with children, schools, and day care centers. I frequently see children in that immediate area. From my perspective, this type of business would degrade the character of the area and hurt other businesses. Please do not approve this request for a marijuana dispensary, delivery service and Consumption Lounge near the Bennett Valley Shopping Center. There are other places in the Santa Rosa area which would be much more appropriate.. Thank-you. Marilee Jensen

From: [Bridget](#)
To: [KAREN KISSLER](#); [Santa Rosa Govdelivery](#); [Murray, Susie](#)
Subject: [EXTERNAL] Re: About the Dispensary Application at 2300 Bethards...
Date: Tuesday, January 28, 2020 7:11:49 PM

How come a city official isn't emailing me? This sounds like the owner of the dispensary. How come city officials are giving out my email to the owner of the dispensary?

“The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.”

That is tragic if you think that. It is so hard to turn left or right out of CVS parking lot onto Bethards because people are parked on the street and it is hard to see traffic coming. This will also negatively effect cyclist who need to use the bike lanes and having the doors open and close constantly in the bike lane since there is no way your parking lot will be efficient, this was practically admitted by claiming to take the road parking.

No smoking but still consuming? Don't call it a lounge. Its not about the Odor it's about the drug.

My city shouldn't give out my email to the group/faculty I am opposing.

Bridget

On Jan 28, 2020, at 18:50, KAREN KISSLER <mkslr@comcast.net> wrote:

Alternatives East

2300 Bethards Dr.

Santa Rosa CA 95405

Karen Kissler: (415) 250-8888

January 28, 2020

Dear Neighbors,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards

Dr., I would like to thank you for reaching out to find out more about the application. Many of the responses have been supportive, some have been opposed. Overall, many have been opposed to the proposed smoking or vaporizing lounge, connected to the dispensary. ***Because we are responsive to our neighbors and the community, Alternatives East has withdrawn its request for a vaporizing lounge at the location.*** Hence, it will be unlawful for anyone to vape or smoke anywhere on the property, in accordance with Santa Rosa regulations. Like many stores, though, we would like to be allowed to dispense edibles and tinctures. As our planner, Susie Murray stated at our meeting, the City has granted this type of consumption to other dispensaries and allows customers to sample various food products permitted by the state.

Some concerns raised at our meeting were:

Odor:

Attached please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to us pre-packaged.

The report states ¹ :

“We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building would detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City's requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides "eyes on the street." People who know they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a [study from 2017](#)² found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

For the past 10 years, Alternatives has operated a successful dispensary on Hampton Way, near Stony Point and Sebastopol Rd. First serving medicinal, and then recreational cannabis since 2018, Alternatives has been a model participant in our community. Alternatives' annual Warm Sock drive for the homeless and Christmas Toy Drives have brought smiles to many. We have helped transform our neighborhood. When the home next door went into foreclosure, we received permission to paint it and haul away all the garbage on the property. We striped the street, landscaped, paved, and converted an old smog shop that was violating building codes in to a warm, welcoming, safe place. Medically, we have

contributed to studies on the effect of cannabis on Alzheimer patients, cancer patients, and, notably, we brought the brain tumor experts at UCSF and California Pacific Medical Center to study cannabis' effect on brain gliomas. We have sponsored patients in need, give discounts to seniors, veterans, students, and teachers and run educational programs on diverse topics including safe growing techniques and safe use of cannabis. We treat every interaction as an opportunity to listen to individual needs and respond.

Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
- Dispensary staff often volunteer in the local community to clean up the neighborhood
- Reducing crime in the neighborhood in which they are located

Staying Local is Important

Alternatives hires locally, helping people afford to live in our community (we also offer health and dental insurance, pay well above minimum wage, and hire a diverse staff.) Local businesses all benefit from increased use of restaurants, banks, stores, service industries, and more.

Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative, this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

Alternatives is the exact opposite. It has been 100% woman owned

without any outside investors. We give preference to local small, family farmers and manufacturers. We train farmers in complex state and local compliance to support their hard work and reach out to even more farmers to come in from the gray markets and into the light of lab testing and tax contribution.

Bennett Valley has always supported productive citizens who treasure our natural environment, respect others' differences, and appreciate privacy. It also encourages light-heartedness, the arts and music, and spiritual growth. Alternatives East fits Bennett Valley perfectly with its respect and love for nature, discrete and understated presence, and quiet support for all our neighbors and community.

Alternatives hopes you will write a letter supporting our branch, Alternatives East, to that we may continue to provide the finest service to our community possible!

Thank you and Be Well,

Karen Kissler for Alternatives East

PS. If, as a result of this information, you are inclined to withdraw your opposition, we would be very grateful. Susie Murray's email is smurray@srcity.org. Thank you.

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business," "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

<https://www.sciencedaily.com/releases/2017/07/170711125704.htm>

³ "Contact High: The External Effects of Retail Marijuana Establishments on House Prices James Conklin, University of Georgia* Moussa Diop, University of Wisconsin-Madison † and Herman Li, California State University, Sacramento ‡ August 30, 2017. "We find that single family residences close to a retail conversion increased in value by

approximately 8% relative to houses that are located slightly farther away.”
https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

<Odor Mitigation Study Final.pdf>

From: [Mahre, Kali](#)
To: [Lienau, Serena](#)
Cc: [Guhin, David](#); [Sawyer, John](#)
Subject: FW: [EXTERNAL] Fwd: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)
Date: Monday, February 10, 2020 1:42:41 PM
Attachments: [Outlook-1487281959.png](#)
[image001.jpg](#)

Good afternoon,

Council Member Sawyer asked me to share this email from a citizen. I have highlighted her concern in yellow.

Could a response please be generated to the citizen email below within two weeks and cc me for logging? If this should go to another department, please let me know. As always, thank you.

Kali Mahre | Senior Administrative Assistant

City Manager's Office | 100 Santa Rosa Avenue, Room 10 | Santa Rosa, CA 95404
Tel. (707) 543-3011 | Fax (707) 540-3030 | kmahre@srcity.org

Please note, if you do not receive a reply on a Tuesday afternoon, I am assisting with the City Council meeting.



The City Manager's Office is closed every Friday.

From: Sawyer, John <jsawyer@srcity.org>
Sent: Friday, February 7, 2020 11:56 AM
To: Mahre, Kali <KMahre@srcity.org>
Subject: Fw: [EXTERNAL] Fwd: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

Good morning Kali,

Could you check out the second paragraph regarding Email addresses and get it to the right department? Not sure about this issue. The Email addresses may become public once received by the Planning Dept.?.....

Thanks,
John

John J. Sawyer | City Councilman

100 Santa Rosa Ave, Room 10 | Santa Rosa, CA 95404
Tel. (707) 543-3010 - Fax (707) 543-3030
JSawyer@SRCity.org



From: Moira Jacobs <moiraajacobs@comcast.net>
Sent: Thursday, February 6, 2020 11:28 AM
To: Sawyer, John <jsawyer@srcity.org>
Subject: [EXTERNAL] Fwd: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

Dear Mr. Sawyer,

Please see below. I'd like to make sure you know many of us in Bennett Valley are opposed to this project. We are organizing a petition drive against this "project."

Also, can you please have the City staff stop providing private citizen emails to the operator of this drug promotion operation? I don't think that operator should be harassing private citizens.

Apparently any citizen who sends an email complaint about this project has their email provided to the drug operator applicant who is then contacting the citizens directly. That is a breach of privacy and should not be allowed by the City.

Thank you,
Moira Jacobs
Bennett Valley

Begin forwarded message:

From: Moira Jacobs <moiraajacobs@comcast.net>
Date: February 6, 2020 at 11:22:22 AM PST
To: SMurray@srcity.org
Subject: Fwd: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

Hello Susie,

Could you please confirm you have received this?

Thank you,
Moira

Begin forwarded message:

From: Moira Jacobs <moiraajacobs@comcast.net>

Date: January 30, 2020 at 11:36:04 AM PST

Subject: RE: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

Hello Susie,

Regarding: PROJECT ADDRESS - 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

I'd like to communicate my family's strong objection to this proposed location for sale and delivery services of marijuana and other THC related drugs and edible drugs. This is simply NOT compatible in this Bennett Valley neighborhood. We are a family friendly mostly residential area. This proposed project provides real health and safety dangers to the neighborhood. It is incompatible with this residential and pedestrian traffic area.

That particular corner location is a terrible and dangerous location for the regular pedestrian traffic strolling across the sidewalk there. The building abuts very closely to the sidewalk, where children and elders regularly stroll, there's also a bicycle lane at the driveway.

My husband and I strongly oppose this site selling any drug, any THC infused product, as well due to the negative health consequences and the danger of this for all youth passing that building.

Moreover, crime associated with recreational pot sales and delivery services is a very real danger. This same owner had armed robberies at her other locations. One of the armed robberies was a gunman robbing 200 joints from her delivery person in the PARKING LOT. Siting this operation right in the middle of a family friendly residential neighborhood is simply WRONG.

Finally, the net increase in traffic out of that one small driveway, going across the heavily used pedestrian sidewalk and bicycle lane is not a wise location for obvious reasons.

This was a quiet professional building with architects, CPA's, etc, very little car traffic in or out.

Please answer these questions:

- 1) is this owner still trying to get a drug consumption “lounge” approved as well as the proposed retail drug sales and delivery service?
- 2) what THC infused products (marijuana, joints of marijuana, edible forms of THC infused products, dabs, anything with THC - what are the exact products that could be CONSUMED onsite?
- 3) Same above, what exact products could be purchased onsite?
- 4) How many delivery drivers would be there on a daily basis and for what hours?
- 5) How many cars are expected to drive in and out of the single driveway?
- 6) Does SRPD or Sonoma Sherriff have a current method to test for THC in all potential DUIs? If they stop someone for a driving violation or suspected DUI what is current method to test for marijuana or THC levels?
- 7) What is the time frame for this process? Please explain the permit approval process, and timing estimates. What agencies of City of Santa Rosa are involved?
- 8) Please enter this AAA study into the record for this application:
<https://newsroom.aaa.com/2020/01/fatal-crashes-involving-drivers-who-test-positive-for-marijuana-increase-after-state-legalizes-drug/>
- 9) Please enter this report and attach it to this application review process and file:
<https://ajph.aphapublications.org/doi/10.2105/AJPH.2017.303818>
- 10) Please also enter this report into this public record application process:
<https://www.psychologytoday.com/us/blog/the-new-brain/201603/marijuana-use-may-increase-violent-behavior>

Thank you,
Moirra Jacobs
Bennett Valley

From: [Murray, Susie](#)
To: [Karen Massey](#)
Subject: FW: [EXTERNAL] 2300 Bethards cannibas
Date: Tuesday, January 28, 2020 2:52:00 PM
Attachments: [image001.jpg](#)

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: bradford@sonic.net <bradford@sonic.net>
Sent: Monday, January 27, 2020 7:07 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards cannibas

Hi Susy – we live in Bennett Valley and we were not aware of the meeting on January 22 regarding the cannabis application for 2300 Bethards. Can you please provide an update? It appears the application is for retail and delivery? Is a “consumption lounge” also being considered? Sincerely,
Gary and Pam Bradford

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] 2300 Bethards Dr
Date: Monday, January 27, 2020 5:40:00 PM

FYI

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Denise Trione <dtrione@gmail.com>
Sent: Monday, January 27, 2020 5:40 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards Dr

Hello,

I am emailing to voice my opposition for the dispensary and cannabis lounge that is proposed for our Bennett Valley neighborhood. We have children that frequently ride their bikes to Baskin Robbins and Molly's bakery. It is very concerning that we could have patrons of this lounge pulling in and out of driveways at the same intersection.

I cannot understand or support the location of a dispensary and lounge in this family neighborhood. Please consider my strong opposition and desire to keep our neighborhood and children safe.

Thank you,
Denise Trione Hicks
707-529-3876

Sent from Denise Trione Hicks' iPhone

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] 2300 Yulupa
Date: Tuesday, January 28, 2020 2:46:00 PM

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Judy Mahoney <jamahoney@me.com>
Sent: Tuesday, January 28, 2020 2:45 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Yulupa

I feel this is a totally inappropriate place to open a pot lounge. This is a very family friendly area and a pot lounge just does not fit. Please come up with a more appropriate location. The traffic on Bennett Valley Rd does not need the flow of traffic that this project will bring.

There are kids walking and bike riding daily on Bethards and Yulupa, They. don't need to be around a bunch of stoned people.

Judy Mahoney
Sent from my iPad

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Bethards consumption lounge
Date: Tuesday, January 28, 2020 2:53:00 PM

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Charis Fitchett <charisocf@icloud.com>
Sent: Monday, January 27, 2020 7:12 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Bethards consumption lounge

I live off of Summerfield road and am NOT in favor of the cannabis consumption lounge. Too close to neighborhoods with children. Wrong location for this business.
Sent from my iPad

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Bennett Valley Cannabis
Date: Wednesday, January 29, 2020 1:22:00 PM
Attachments: [image001.jpg](#)

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: LAURIE WONNENBERG <wonnenberg1@comcast.net>
Sent: Wednesday, January 29, 2020 10:21 AM
To: Murray, Susie <SMurray@srcity.org>
Cc: Lori bremner <fairwayviewestates@yahoo.com>
Subject: [EXTERNAL] Bennett Valley Cannabis

Dear Susie:

My husband and I have lived in Bennett Valley in Fairway Estates above the golf course for over 30 years. We have raised our kids here and thoroughly love this area. Now our adult children all have homes here within a one mile radius and are raising their young families. We are not unusual. We know of many families who have lived here for 30+ years and whose adult children have all returned to raise their families here as well.

We beg you not to let this cannabis dispensary/lounge be allowed in our residential neighborhood. I am not going to debate the long list of reasons why this is such a bad decision, but I implore you to have the courage and wisdom to direct the owners to one of the many many other suitable more commercial property choices available within the city.

Sincerely,
Laurie & Gunther Wonneberg

cc: Fairway View Estates HOA

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Cannabis Consumption Lounge
Date: Monday, January 27, 2020 5:25:00 PM
Attachments: [image001.jpg](#)

FYI

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Richard Wiseman <ra_wiseman@yahoo.com>
Sent: Monday, January 27, 2020 3:06 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Consumption Lounge

Dear Ms. Murray, I am a home owner and business owner in Bennett Valley and I strongly oppose the proposal to open a cannabis "consumption lounge" at 2300 Bethards Drive.

There is no amount of tax revenue that would justify all of the negatives associated with having stoned outsiders clogging up our streets, and spewing toxic waste into our environment and of course the associated crime that follows. I maintain that the rights of the residents to have a safe and clean neighborhood outweigh any entitlement that stoners feel they have. If you would like to check my references, I live at 2348 Horseshoe Court, and am part owner of the professional office building at 2321 Bethards Drive. I would appreciate a personal reply.

[Richard A. Wiseman DMD](#)

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Cannabis Dispensary 2300 Bethards Santa Rosa
Date: Tuesday, January 28, 2020 2:54:00 PM
Attachments: [image001.jpg](#)

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Millie Sivage <vernonsivage@sbcglobal.net>
Sent: Monday, January 27, 2020 8:08 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Dispensary 2300 Bethards Santa Rosa

Dear Ms. Murray:

Having lived in the Bennett Valley neighborhoods for the past 45 years, I am quite familiar with the location and surroundings of the proposed Dispensary/Lounge. It is adjacent to shopping which draws people of all ages, many of whom live in the apartments nearby and are elderly or families with young children. Many walk to their destinations in this area.

First, I cannot think of any location which would be a reasonable place for such a business and certainly not at 2300 Bethards! To include a "lounge" with the retail area could certainly bring about many undeserved Injuries and/or deaths due to those who drive impaired after having spent some time at the "LOUNGE". Bethards Drive and Bennett Valley Road are long straight streets which make higher than speed limit speeds easy. They are also quick access to Bennett Valley Road over to Petaluma Hill Road as well as Crane Canyon Road....all of which are curvy and can be dangerous at best. The point is why increase the danger by adding this type of business?

I recognize that the area is a mixed retail/residential use and that is what has kept it appealing to the residents mentioned earlier.

I am unequivocally opposed to this business application being approved.

Thank you!

Millie Sivage

Sent from [Mail](#) for Windows 10

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Cannabis Dispensary in Bennett Valley
Date: Monday, January 27, 2020 3:36:00 PM
Attachments: [image001.jpg](#)

FYI

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Peter Caven <pbcaven@gmail.com>
Sent: Sunday, January 26, 2020 9:09 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Dispensary in Bennett Valley

I am a resident of Bennett Valley for over 12 years (6578 Birch Dr, Santa Rosa, CA 95404). I feel that the location of the Dispensary is inappropriate. I understand that there is a consumption lounge that is proposed for this location. As a frequent driver on the "safety challenged" Bennett Valley Rd. I feel the consumption lounge is a really bad idea. Please consider my citizen safety concerns when making your decision. It is much better to error on the side of public safety which will cause no harm, than to make a bad decision that may cause unnecessary fatalities. Regards, Peter Caven (545-2199).

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] cannabis lounge
Date: Tuesday, January 28, 2020 4:05:00 PM

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Ellen Woodward <elliecw@yahoo.com>
Sent: Tuesday, January 28, 2020 6:21 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] cannabis lounge

Dear Ms. Murray,

We are writing as concerned citizens. We moved to Bennett Valley from Orange County in 2014 to retire. We were looking forward to a more relaxed lifestyle with opportunity for outdoor recreation. We are very happy with our quiet, family oriented neighborhood and weekly frequent the stores and restaurants in the immediate vicinity. We feel strongly that a cannabis dispensary/lounge in a residential neighborhood such as ours would be not only a bad idea, but possibly a dangerous one. Not only would the traffic increase in an area where many elderly and families walk on a daily basis, but the opportunity for criminal behavior would definitely increase. As Press Democrat subscribers we have read the stories of robberies (and worse) in the parts of town where cannabis is grown and available. Please help us preserve the safety of our little corner of a town that is increasingly succumbing to big city problems.

Sincerely,

Stan and Ellen Woodward

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Cannabisbus Store and Lounge on Bethards/Yalupa Corner
Date: Monday, January 27, 2020 5:04:00 PM

FYI

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Erica Avon <erica_avon@hotmail.com>
Sent: Monday, January 27, 2020 12:27 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabisbus Store and Lounge on Bethards/Yalupa Corner

Dear Susie,

I am a resident of Bennett Valley and just learned of the proposed cannabis retail and consumption lounge on the corner of Bethards and Yalupa. I am opposed to this idea. In all honestly I don't think I'd ever want this business in our family-oriented neighborhood, but until there are proven ways to test THC in people's systems with regards to driving impaired, it seems irresponsible and negligent for a business to allow public consumption from which people are likely to drive away. It would be dangerous to pedestrians and other drivers as well as opening up the city and the business owner(s) to lawsuits if such accidents do occur.

If there is a mailing list I could get on to be aware of future meetings or petitions, I'd appreciate it.

Regards,

Erica Campos
4709 Carissa Ave
Santa Rosa, CA 95405

From: [Murray, Susie](#)
To: [Rose, William](#)
Cc: [Hartman, Clare](#)
Subject: FW: [EXTERNAL] Fwd: About the Dispensary Application at 2300 Bethards...
Date: Wednesday, January 29, 2020 11:38:00 AM
Attachments: [Odor Mitigation Study Final.pdf](#)
[image003.jpg](#)

Bill,

It's a common practice for me to copy my applicants on any public correspondence I received as well as add a copy to the file. I was not included in the distribution of the email below, but suspect it went out to everyone that's emailed me thus far regarding the Alternatives East dispensary project. I'd like to talk about this during our check in today.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Christine Armigo <carmigo@sbcglobal.net>
Sent: Wednesday, January 29, 2020 1:42 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Fwd: About the Dispensary Application at 2300 Bethards...

Ms. Murray,

I am shocked and disappointed that you gave my name as one voicing opposition to this proposed business owner.

Is this how business is done, sharing our personal information?

I emailed you, Ms Murray, not Ms. Kissler.

Christine Armigo, MSN, RNC
Sent from my iPhone
510-693-2167

Begin forwarded message:

From: KAREN KISSLER <mkslr@comcast.net>
Date: January 28, 2020 at 6:50:39 PM PST
To: "Karen Esq." <mkslr@comcast.net>
Subject: About the Dispensary Application at 2300 Bethards...
Reply-To: KAREN KISSLER <mkslr@comcast.net>

Alternatives East

2300 Bethards Dr.

Santa Rosa CA 95405

Karen Kissler: (415) 250-8888

January 28, 2020

Dear Neighbors,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards Dr., I would like to thank you for reaching out to find out more about the application. Many of the responses have been supportive, some have been opposed. Overall, many have been opposed to the proposed smoking or vaporizing lounge, connected to the dispensary. ***Because we are responsive to our neighbors and the community, Alternatives East has withdrawn its request for a vaporizing lounge at the location.*** Hence, it will be unlawful for anyone to vape or smoke anywhere on the property, in accordance with Santa Rosa regulations. Like many stores, though, we would like to be allowed to dispense edibles and tinctures. As our planner, Susie Murray stated at our meeting, the City has granted this type of consumption to other dispensaries and allows customers to sample various food products permitted by the state.

Some concerns raised at our meeting were:

Odor:

Attached please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to us pre-packaged.

The report states ¹ :

“We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying

of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building would detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City's requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides "eyes on the street." People who know they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a [study from 2017](#)² found that cannabis dispensaries had a positive

effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

For the past 10 years, Alternatives has operated a successful dispensary on Hampton Way, near Stony Point and Sebastopol Rd. First serving medicinal, and then recreational cannabis since 2018, Alternatives has been a model participant in our community. Alternatives' annual Warm Sock drive for the homeless and Christmas Toy Drives have brought smiles to many. We have helped transform our neighborhood. When the home next door went into foreclosure, we received permission to paint it and haul away all the garbage on the property. We striped the street, landscaped, paved, and converted an old smog shop that was violating building codes in to a warm, welcoming, safe place. Medically, we have contributed to studies on the effect of cannabis on Alzheimer patients, cancer patients, and, notably, we brought the brain tumor experts at UCSF and California Pacific Medical Center to study cannabis' effect on brain gliomas. We have sponsored patients in need, give discounts to seniors, veterans, students, and teachers and run educational programs on diverse topics including safe growing techniques and safe use of cannabis. We treat every interaction as an opportunity to listen to individual needs and respond.

Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards

- has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
 - Dispensary staff often volunteer in the local community to clean up the neighborhood
 - Reducing crime in the neighborhood in which they are located

Staying Local is Important

Alternatives hires locally, helping people afford to live in our community (we also offer health and dental insurance, pay well above minimum wage, and hire a diverse staff.) Local businesses all benefit from increased use of restaurants, banks, stores, service industries, and more.

Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative, this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

Alternatives is the exact opposite. It has been 100% woman owned without any outside investors. We give preference to local small, family farmers and manufacturers. We train farmers in complex state and local compliance to support their hard work and reach out to even more farmers to come in from the gray markets and into the light of lab testing and tax contribution.

Bennett Valley has always supported productive citizens who treasure our natural environment, respect others' differences, and appreciate privacy. It also encourages light-heartedness, the arts and music, and spiritual growth. Alternatives East fits Bennett Valley perfectly with its respect and love for nature, discrete and understated presence, and quiet support for all our neighbors and community.

Alternatives hopes you will write a letter supporting our branch, Alternatives East, to that we may continue to provide the finest service to our community possible!

Thank you and Be Well,

Karen Kissler for Alternatives East

PS. If, as a result of this information, you are inclined to withdraw your opposition, we would be very grateful. Susie Murray's email is smurray@srcity.org. Thank you.

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business," "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

<https://www.sciencedaily.com/releases/2017/07/170711125704.htm>

³ "Contact High: The External Effects of Retail Marijuana Establishments on House Prices James Conklin, University of Georgia* Moussa Diop, University of Wisconsin-Madison † and Herman Li, California State University, Sacramento ‡ August 30, 2017. "We find that single family residences close to a retail conversion increased in value by approximately 8% relative to houses that are located slightly farther away." https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Petition for Bethards Dispensary
Date: Monday, January 27, 2020 3:41:00 PM
Attachments: [image001.jpg](#)

FYI

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Tamara Blass <tamarablass@gmail.com>
Sent: Sunday, January 26, 2020 9:11 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Petition for Bethards Dispensary

Dear Ms. Murray,

I attended the neighborhood meeting for the proposed cannabis dispensary at 2300 Bethards Drive and wanted to cast my vote in favor of the application for the following reasons:

I have been a resident and real estate professional in Sonoma County for over 20 years and care deeply about our neighborhoods and community. I genuinely feel that having a well-run business could be good for the area in general. I believe Dispensary applications should be considered on a neighborhood by neighborhood basis but also seen from the macroeconomic viewpoint as businesses that contribute financially help to improve our communities. Hopefully, this dispensary would contribute financially to our community by hiring locally and contributing increased taxes assessed to dispensaries and be seen as an asset.

I have reviewed this application for “fit” and feel it is

compatible with our Bennett Valley neighborhood. First, the area already supports high traffic with wide avenues and adequate access for both residents and neighboring large businesses such as Safeway, the 76 Gas Station, and many contiguous professional office buildings. From what I heard the applicant is not asking for a variance from city signage regulations and that no signs would display that cannabis was sold in the building and that they carefully screen who can enter, only allowing adults and medical patients with valid medical cards. Those protections seem to me to be sufficient as I do not feel it would be in the communities best interest to have bold and out of place signage advertising this kind of business. My hope is that this will be a welcoming Dispensary that will fill a special need in our community, serving our local neighborhood, improving the current establishment and of course, contributing to Santa Rosa's economic needs as well, thru the taxes generated if the business is successful.

My biggest reservation is the petition for a smoking lounge, as I do not feel that having a place where people can aggregate to imbibe is really acceptable for this kind of a neighborhood location. I would like to hear more about how this kind of addition would benefit anyone but overall I am not in favor of what in my mind would be akin to a "bar" and am concerned about drawing people to smoke or vape on-premises in what is mostly a residential [neighborhood](#) is a great idea.

Other than that, I am generally in favor of the applicant's petition for a Dispensary. My hope is that it will be a well-run establishment that will blend in with the community. I do not feel that concerns that it will draw crime are warranted because businesses like this seem to go out of their way to ensure their own and the public's safety in general.

If you have any questions or concerns, please feel free to contact me. Tamara Blass. 707-701-7734

Thank you for your time.

Kind Regards,

Tamara Blass

--

707-703-7734
DRE Lic# 01867908

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Pot lounge and retail store, in Bennett Valley!
Date: Monday, January 27, 2020 3:28:00 PM
Attachments: [image001.jpg](#)

FYI

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Susan Chamberlain <susanchamber@att.net>
Sent: Sunday, January 26, 2020 2:51 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot lounge and retail store, in Bennett Valley!

Please know that I do not support the proposed, Retail store and especially the lounge , in Bennett Valley! In fact, I and totally, against any such establishment, in family friendly Bennet Valley! Susan Chamberlain, over 40 Year resident in Bennett Valley

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Pot lounge
Date: Tuesday, January 28, 2020 4:02:00 PM

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Bridget <bridget_schneider@yahoo.com>
Sent: Tuesday, January 28, 2020 1:34 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot lounge

The pot lounge is a terrible idea that will only bring crime to the small corner of Bennet Valley. Pot retail and pot lounges are forbidden in Marin County which means other counties will be coming to our section of Santa Rosa. Multiple stores in this area I've already been robbed and now this lounge is encouraging people to smoke pot and rob people when they leave the store. When the users leave they will deserve a DUI and there are multiple schools that children walk from around this location! It sounds like the owner of the Pot lounge has been robbed at the other pot retail location that doesn't even allow smoking it's only retail. The whole reason this is getting past is for the tax money. Once the city gets the tax money they will spend it in irresponsible ways. This includes a terrible attempt to help the homeless without addressing mental health, drug addiction, or needle exchange. Children won't be safe walking home from a school outside a drug lounge. Californian's will flee this high tax dollar state that seems to be promoting crime and not enforcing punishment.

Bridget

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Pot Lounge BV
Date: Monday, January 27, 2020 5:23:00 PM

FYI

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: George Traverso <geosan@sbcglobal.net>
Sent: Monday, January 27, 2020 2:40 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot Lounge BV

Dear MsMurray,

As long time residents of Bennett Valley and neighbors of this proposed “ pot lounge”location, we oppose this plan. The city of Santa Rosa is fortunate to have created such an outstanding example of a wonderful place to live! Let’s not ruin it!!!!

This is a family oriented neighborhood around this pot location proposal. There are many elementary schools within walking distance to this area. As teachers we feel these children should not be exposed on their way home from school to the many dangers that this dispensary would present. Let us look at the safety and well being of our children and families rather than putting money and profits first.

Thank you for your attention and acknowledging our concerns.

George and Sandra Traverso

Sent from my iPhone

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Pot Lounge
Date: Monday, January 27, 2020 3:25:00 PM

FYI

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Duane Jensen <dj49@comcast.net>
Sent: Sunday, January 26, 2020 2:08 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot Lounge

Why facilitating getting stoned anywhere, especially away from your home. This project should not even be considered by your department. Seems our city government can't be counted to make any decisions without "input" from constituents.

From: [Murray, Susie](#)
To: [KAREN KISSLER](#)
Subject: FW: [EXTERNAL] Pot shop plus pot lounge
Date: Monday, January 27, 2020 5:28:00 PM

FYI

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Sue Albon <sue@redecho.net>
Sent: Monday, January 27, 2020 3:56 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot shop plus pot lounge

Dear Susie,

I live on Old Ranch Drive and walk daily, with my husband who has Alzheimers, past the proposed site for the pot/bar lounge

at Yulupa and Bethards, on our to have coffee at Starbucks. It is one of the few ways I can entertain him. I do not support the project

which does not fit into our neighborhood.

In addition, I should like to point out that we have a sober home, with 15 occupants ,next door to our house on Old Ranch Drive.

They are located there because we are considered to be a drug free neighborhood. The two facilities do not seem to be compatible.

I urge you to act against this decision by our City Council.

Sincerely,

Sue Albon

From: [Murray, Susie](#)
To: [Murray, Susie](#)
Subject: Fwd: [EXTERNAL] Cannabis Store and Lounge on Bethards/Yalupa Corner
Date: Friday, January 31, 2020 9:28:26 AM

Susie Murray
Sent from my iPhone

Begin forwarded message:

From: Erica Avon <erica_avon@hotmail.com>
Date: January 31, 2020 at 9:04:04 AM PST
To: "Murray, Susie" <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Store and Lounge on Bethards/Yalupa Corner

Dear Susie,

I am a resident of Bennett Valley and just learned of the proposed cannabis retail and consumption lounge on the corner of Bethards and Yalupa. I am opposed to this idea. In all honestly I don't think I'd ever want this business in our family-oriented neighborhood, but until there are proven ways to test THC in people's systems with regards to driving impaired, it seems irresponsible and negligent for a business to allow public consumption from which people are likely to drive away. It would be dangerous to pedestrians and other drivers as well as opening up the city and the business owner(s) to lawsuits if such accidents do occur.

If there is a mailing list I could get on to be aware of future meetings or petitions, I'd appreciate it.

Regards,

Erica Campos
4709 Carissa Ave
Santa Rosa, CA 95405

From: [Murray, Susie](#)
To: [Natalie Mack](#)
Subject: RE: [EXTERNAL] 2300 Bethards
Date: Tuesday, February 4, 2020 2:58:00 PM
Attachments: [image002.jpg](#)

Natalie,

Thank you for taking the time to express your concerns and do it in a polite way. That is very much appreciated.

In terms of other avenues, I always recommend that people first provide their comments in writing. This generally represents their personal concerns. Next, I recommend that people with similar concerns band together before addressing decision makers. Looking at the Oakmont community as a roll model, a united group can be very effective. If you want to watch videos of past meetings (I'd recommend the meeting about pickleball courts), they're available.

I hope that helps.

Susie

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Natalie Mack <mackfloral@gmail.com>
Sent: Wednesday, January 29, 2020 7:43 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards

Hi Susie,

I'm writing to express my concern about the potential of Alternatives Dispensary moving into the complex on Bethards in Bennett Valley. I've intentionally chosen to live in Bennett Valley because it feels safe, not as congested with traffic, and family friendly in comparison to a lot of other areas in Sonoma County. I am extremely concerned that this dispensary and "lounge" - which will allow people to consume/smoke on site - will pose a major danger/risk - increasing traffic in the area and will greatly increase the number of people who are high/under the influence on the road in my

neighborhood. I also worry about robberies and theft - as I have read stories where this same company has been robbed in the middle of the day at gunpoint at their west side dispensary location. There is a high population of kids around 2300 Bethards - walking from the nearby homes and apartments to Safeway, CVS, school etc. and putting a dispensary in the heart of our area is a serious safety risk for multiple reasons and will not yield any positive results for our neighborhood. Thank you for your time and attention to this matter. Please let me know if there are other avenues to express my concerns on this matter or any upcoming city meetings.

Best,
Natalie Mack

From: [Murray, Susie](#)
To: [Murray, Susie](#)
Subject: RE: [EXTERNAL] 2300 Bethards Cannabis application
Date: Thursday, January 30, 2020 5:04:53 PM
Attachments: [image003.jpg](#)

Thank you for taking time to email your comments. I have put a copy of this email in the public file and will provide a copy to the Planning Commission before an action is taken. In the meantime, please see some responses below.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Pat Mai <marvinandpat@gmail.com>
Sent: Tuesday, January 28, 2020 10:45 AM
To: Murray, Susie <SMurray@srcity.org>
Cc: Dowd, Richard <RDowd@srcity.org>; Sawyer, John <jsawyer@srcity.org>; Olivares, Ernesto <EOlivares@srcity.org>; htsjtibbits@srcity.org; Schwedhelm, Tom <tschwedhelm@srcity.org>; Rogers, Chris <CRogers@srcity.org>; Fleming, Victoria <VFleming@srcity.org>; McGlynn, Sean <smcglynn@srcity.org>
Subject: [EXTERNAL] 2300 Bethards Cannabis application

Good Morning Ms. Murray:

We are writing to oppose the proposed Cannabis Dispensary with a Cannabis Consumption Lounge at 2300 Bethards Drive. This is a professional office building, currently with a General Plan designation as Office and Zoning Code CO (Commercial Office). [Pursuant to Zoning Code Table](#)

Changing the use arbitrarily is the wrong thing to do. This is a family oriented neighborhood with hundreds of children walking to and from school to their homes past this building. Even bars serving alcohol have to be licensed individually after being studied by the ABC for background investigations of the owner, number of establishments already existing in the area, as well as social factors in the area. Adding a cannabis consumption establishment in an office designated building is completely inappropriate.

Notice given was extremely limited. Most people are only learning of this through social media and word of mouth. Otherwise, there would be an outcry from neighbors throughout Bennett Valley. Already, a simple jewelry store right across the street has been the target of armed thieves with

shots fired, resulting in customers now being vetted before admission. Police stated that the location at the very edge of the city with multiple routes of escape was a contributing factor to the repeated robberies of the jewelry store. We know the owner of this proposed establishment has already experienced armed robberies at another dispensary location. We do not want this for our neighborhood. This entirely inappropriate business application must be denied.

Marvin and Pat Mai
4743 Woodview Drive
Santa Rosa, CA 95405
marvinandpat@gmail.com

From: [Murray, Susie](mailto:Murray,Susie)
To: bradford@sonic.net
Subject: RE: [EXTERNAL] 2300 Bethards cannibas
Date: Tuesday, January 28, 2020 2:52:00 PM
Attachments: [image001.jpg](#)

Gary & Pam,

Thank you for taking time to provide your comments. I will place a copy in the public file and be sure the Planning Commission receives a copy prior to taking action on the requested Conditional Use Permit. The project is proposing an onsite consumption area for topicals and consumables. No smoking or vaping will be included.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: bradford@sonic.net <bradford@sonic.net>
Sent: Monday, January 27, 2020 7:07 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards cannibas

Hi Susy – we live in Bennett Valley and we were not aware of the meeting on January 22 regarding the cannabis application for 2300 Bethards. Can you please provide an update? It appears the application is for retail and delivery? Is a “consumption lounge” also being considered? Sincerely,
Gary and Pam Bradford

From: [Karen Massey](#)
To: [Murray, Susie](#)
Subject: Re: [EXTERNAL] 2300 Bethards cannibas
Date: Tuesday, January 28, 2020 2:59:09 PM
Attachments: [image001.jpg](#)

Hi Susie, this might not have been for me?

From: "Murray, Susie" <SMurray@srcity.org>
Date: Tuesday, January 28, 2020 at 2:52 PM
To: Karen Massey <KMassey@burbankhousing.org>
Subject: FW: [EXTERNAL] 2300 Bethards cannibas

[CAUTION----FROM EXTERNAL EMAIL]

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: bradford@sonic.net <bradford@sonic.net>
Sent: Monday, January 27, 2020 7:07 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards cannibas

Hi Susy – we live in Bennett Valley and we were not aware of the meeting on January 22 regarding the cannabis application for 2300 Bethards. Can you please provide an update? It appears the application is for retail and delivery? Is a “consumption lounge” also being considered? Sincerely,
Gary and Pam Bradford

From: [Murray, Susie](#)
To: [Denise Trione](#)
Subject: RE: [EXTERNAL] 2300 Bethards Dr
Date: Monday, January 27, 2020 5:40:00 PM

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Denise Trione <dtrione@gmail.com>
Sent: Monday, January 27, 2020 5:40 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards Dr

Hello,

I am emailing to voice my opposition for the dispensary and cannabis lounge that is proposed for our Bennett Valley neighborhood. We have children that frequently ride their bikes to Baskin Robbins and Molly's bakery. It is very concerning that we could have patrons of this lounge pulling in and out of driveways at the same intersection. I cannot understand or support the location of a dispensary and lounge in this family neighborhood. Please consider my strong opposition and desire to keep our neighborhood and children safe.

Thank you,
Denise Trione Hicks
707-529-3876

Sent from Denise Trione Hicks' iPhone

From: [Murray, Susie](#)
To: [Ann Marie McGee](#)
Subject: RE: [EXTERNAL] 2300 Bethards Drive - Proposed use
Date: Tuesday, February 4, 2020 3:44:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Ann Marie McGee <amcgee26@gmail.com>
Sent: Saturday, February 1, 2020 10:17 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards Drive - Proposed use

I live about 1 mile from this address and I am very concerned about the proposed use for this building.

My understanding is that Karen Kissler, a Marin resident and Larkspur attorney, recently purchased this building for the purpose of establishing a retail cannabis dispensary and a consumption lounge as part of her business known as Alternatives.

I feel this is an extremely inappropriate use for a property that is located in very dense residential properties, apartments and single family homes. The traffic for a consumption lounge is unknown but likely to be significant. The business is likely to attract many customers who do not live in this area which is primarily residential.

In addition, the impact on the area businesses for their own parking and image is enormous. And for other tenants in her building, to have their office entrances adjacent to this building is likely to be detrimental. While they can look for alternative locations, that takes time and they have current leases in place.

This proposed use is very out of character to our Bennett Valley neighborhood. This is an area of families and children. Families out walking and enjoying the peaceful character of our beautiful

area. The vast majority of Bennett Valley residents are not likely to be customers for this business establishment.

I was not aware of the topic for the January 22 meeting that was posted on the billboards next to the offices. It seems that a meeting like this with such a significant impact should have had more notice to surrounding residents.

In addition, I have tried to find minutes of the January 22 meeting to no avail and would appreciate a copy.

Please let me know what can be done to further oppose any change permitting for this building and business.

Sincerely,

Ann Marie McGee
4759 Hillsboro Circle
Santa Rosa, CA 95405
(707) 595-3542

From: [Murray, Susie](#)
To: [Frances Sims](#)
Subject: RE: [EXTERNAL] 2300 Bethards
Date: Tuesday, February 4, 2020 2:59:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Frances Sims <sims.frances@gmail.com>
Sent: Wednesday, January 29, 2020 8:42 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards

I vehemently oppose this project. It is certainly not fit for a neighborhood. I suggest you spend some time at this location and get a feel for yourself of the area. Any elected official who approves this project should be voted out. I don't see how a consumption lounge would be considered anything other than a nuisance. It's embarrassing to our "city designed for living" that this ill conceived project has gotten this far.

Frances Sims
2941 Jason Dr, Santa Rosa, CA 95405

From: [Murray, Susie](#)
To: [Judy Mahoney](#)
Subject: RE: [EXTERNAL] 2300 Yulupa
Date: Tuesday, January 28, 2020 4:06:00 PM

Ms. Mahoney,

Thank you for taking time to email your comments. I have put a copy of this email in the public file and will provide a copy to the Planning Commission before an action is taken.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Judy Mahoney <jamahoney@me.com>
Sent: Tuesday, January 28, 2020 2:45 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Yulupa

I feel this is a totally inappropriate place to open a pot lounge. This is a very family friendly area and a pot lounge just does not fit. Please come up with a more appropriate location. The traffic on Bennett Valley Rd does not need the flow of traffic that this project will bring.

There are kids walking and bike riding daily on Bethards and Yulupa, They. don't need to be around a bunch of stoned people.

Judy Mahoney
Sent from my iPad

From: [Murray, Susie](#)
To: [LAURIE WONNENBERG](#)
Subject: RE: [EXTERNAL] Bennett Valley Cannabis
Date: Tuesday, February 4, 2020 3:11:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: LAURIE WONNENBERG <wonnenberg1@comcast.net>
Sent: Wednesday, January 29, 2020 10:21 AM
To: Murray, Susie <SMurray@srcity.org>
Cc: Lori bremner <fairwayviewestates@yahoo.com>
Subject: [EXTERNAL] Bennett Valley Cannabis

Dear Susie:

My husband and I have lived in Bennett Valley in Fairway Estates above the golf course for over 30 years. We have raised our kids here and thoroughly love this area. Now our adult children all have homes here within a one mile radius and are raising their young families. We are not unusual. We know of many families who have lived here for 30+ years and whose adult children have all returned to raise their families here as well.

We beg you not to let this cannabis dispensary/lounge be allowed in our residential neighborhood. I am not going debate the long list of reasons why this is such a bad decision, but implore you to have the courage and wisdom to direct the owners to one of the many many other suitable more commercial property choices available within the city.

Sincerely,
Laurie & Gunther Wonneberg

cc: Fairway View Estates HOA

From: [Murray, Susie](#)
To: [Charis Fitchett](#)
Subject: RE: [EXTERNAL] Bethards consumption lounge
Date: Tuesday, January 28, 2020 2:53:00 PM

Thank you for taking time to provide your comments. I will place a copy in the public file and be sure the Planning Commission receives a copy prior to taking action on the requested Conditional Use Permit.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Charis Fitchett <charisocf@icloud.com>
Sent: Monday, January 27, 2020 7:12 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Bethards consumption lounge

I live off of Summerfield road and am NOT in favor of the cannabis consumption lounge. Too close to neighborhoods with children. Wrong location for this business.
Sent from my iPad

From: [Murray, Susie](#)
To: [Cindy Graf](#)
Subject: RE: [EXTERNAL] BV consumption lounge
Date: Tuesday, February 4, 2020 2:19:00 PM

Thank you for your comments. A copy has been added to the public file, which will be provided to the Planning Commission before action is taken on the requested Conditional Use Permit.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Cindy Graf <costromgraf@gmail.com>
Sent: Tuesday, January 28, 2020 4:24 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] BV consumption lounge

Hello,

Being a resident in Bennett Valley where my children attend Strawberry, I'm absolutely opposed to opening a pot consumption lounge or medicinal store 1/4 mile away from my house. So many children walk home in our neighborhood and cross Bethards (including my children) this is a disaster waiting to happen if this project is approved.

Thank you,
Cindy Graf

Sent from my iPhone

From: [Murray, Susie](#)
To: [Richard Wiseman](#)
Subject: RE: [EXTERNAL] Cannabis Consumption Lounge
Date: Tuesday, February 4, 2020 3:13:00 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Thank you [again] for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Richard Wiseman <ra_wiseman@yahoo.com>
Sent: Wednesday, January 29, 2020 3:25 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: Re: [EXTERNAL] Cannabis Consumption Lounge

Thank you for your response and the referral to Karen Kissler. She sent me a not explaining that the "consumption lounge" idea has be taken off the table. They still plan on offering "tasting". I am still opposed to any cannabis being dispensed in our community and especially in a residential neighborhood with several schools near by.

[Richard A. Wiseman](#)

On Monday, January 27, 2020, 05:25:39 PM PST, Murray, Susie <smurray@srcity.org> wrote:

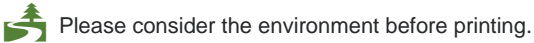
Mr. Wiseman,

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Richard Wiseman <ra_wiseman@yahoo.com>
Sent: Monday, January 27, 2020 3:06 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Consumption Lounge

Dear Ms. Murray, I am a home owner and business owner in Bennett Valley and I strongly oppose the proposal to open a cannabis "consumption lounge" at 2300 Bethards Drive.

There is no amount of tax revenue that would justify all of the negatives associated with having stoned outsiders clogging up our streets, and spewing toxic waste into our environment and of course the associated crime that follows. I maintain that the rights of the residents to have a safe and clean neighborhood outweigh any entitlement that stoners feel they have. If you would like to check my references, I live at 2348 Horseshoe Court, and am part owner of the professional office building at 2321 Bethards Drive. I would appreciate a personal reply.

Richard A. Wiseman DMD

From: [Murray, Susie](#)
To: [HILARY LINES](#)
Subject: RE: [EXTERNAL] Cannabis Dispensary - Yulupa\Bethards - Opposed
Date: Tuesday, February 4, 2020 3:19:00 PM

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: HILARY LINES <hv11@aol.com>
Sent: Thursday, January 30, 2020 10:25 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Dispensary - Yulupa\Bethards - Opposed

Ms. Murray,

I have lived two blocks away from this location for over 20 years and am opposed to having a dispensary and onsite consumption located in this neighborhood. I am not opposed to cannabis or dispensaries in general as they are beneficial to many. But, I don't believe that they should be located in residential areas or small neighborhood strip shopping centers such as this. I think that the one bar/lounge that we have is enough.

Thanks for listening,
Hilary Lines

Sent from my iPad

From: [Murray, Susie](#)
To: [Millie Sivage](#)
Subject: RE: [EXTERNAL] Cannabis Dispensary 2300 Bethards Santa Rosa
Date: Tuesday, January 28, 2020 2:54:00 PM
Attachments: [image001.jpg](#)

Ms. Sivage,

Thank you for taking time to provide your comments. I will place a copy in the public file and be sure the Planning Commission receives a copy prior to taking action on the requested Conditional Use Permit.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Millie Sivage <vernonsivage@sbcglobal.net>
Sent: Monday, January 27, 2020 8:08 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Dispensary 2300 Bethards Santa Rosa

Dear Ms. Murray:

Having lived in the Bennett Valley neighborhoods for the past 45 years, I am quite familiar with the location and surroundings of the proposed Dispensary/Lounge. It is adjacent to shopping which draws people of all ages, many of whom live in the apartments nearby and are elderly or families with young children. Many walk to their destinations in this area.

First, I cannot think of any location which would be a reasonable place for such a business and certainly not at 2300 Bethards! To include a "lounge" with the retail area could certainly bring about many undeserved Injuries and/or deaths due to those who drive impaired after having spent some time at the "LOUNGE". Bethards Drive and Bennett Valley Road are long straight streets which make higher than speed limit speeds easy. They are also quick access to Bennett Valley Road over to Petaluma Hill Road as well as Crane Canyon Road....all of which are curvy and can be dangerous at best. The point is why increase the danger by adding this type of business?

I recognize that the area is a mixed retail/residential use and that is what has kept it appealing to the residents mentioned earlier.

I am unequivocally opposed to this business application being approved.

Thank you!

Millie Sivage

Sent from [Mail](#) for Windows 10

From: [Murray, Susie](#)
To: [Peter Caven](#)
Subject: RE: [EXTERNAL] Cannabis Dispensary in Bennett Valley
Date: Monday, January 27, 2020 3:35:00 PM
Attachments: [image001.jpg](#)

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to the Commission taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Peter Caven <pbcaven@gmail.com>
Sent: Sunday, January 26, 2020 9:09 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Dispensary in Bennett Valley

I am a resident of Bennett Valley for over 12 years (6578 Birch Dr, Santa Rosa, CA 95404). I feel that the location of the Dispensary is inappropriate. I understand that there is a consumption lounge that is proposed for this location. As a frequent driver on the "safety challenged" Bennett Valley Rd. I feel the consumption lounge is a really bad idea. Please consider my citizen safety concerns when making your decision. It is much better to error on the side of public safety which will cause no harm, than to make a bad decision that may cause unnecessary fatalities. Regards, Peter Caven (545-2199).

From: [Murray, Susie](#)
To: ["CHRIS MCGETTIGAN"](#)
Subject: RE: [EXTERNAL] cannabis lounge
Date: Friday, April 17, 2020 7:31:35 AM
Attachments: [image001.jpg](#)

Mr. & Mrs. McGettigan,

Thank you for taking time to email your comments. When I'm able, I'll add a printed copy to the public file and I'll be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: CHRIS MCGETTIGAN <chrismcg1@comcast.net>
Sent: Thursday, April 16, 2020 7:21 PM
To: Murray, Susie <SMurray@srcity.org>; Sawyer, John <jsawyer@srcity.org>
Subject: [EXTERNAL] cannabis lounge

Dear Ms. Murray and Mr. Sawyer,
I hope you will consider advocating for a different location for the Cannabis Lounge. Bethards drive is primarily a residential area with many families with young children. There are two public elementary schools within one mile of the proposed site. Also, the location is in a far corner of the city and doesn't really make sense anyway. We strongly feel that we do NOT want a dispensary in Bennett Valley. I hope you will decide against putting it there.
Sincerely,
Tony and Christine McGettigan

From: [Murray, Susie](#)
To: [Erica Avon](#)
Subject: RE: [EXTERNAL] Cannabisbus Store and Lounge on Bethards/Yalupa Corner
Date: Tuesday, February 4, 2020 3:36:00 PM

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Erica Avon <erica_avon@hotmail.com>
Sent: Friday, January 31, 2020 9:04 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabisbus Store and Lounge on Bethards/Yalupa Corner

Dear Susie,

I am a resident of Bennett Valley and just learned of the proposed cannabis retail and consumption lounge on the corner of Bethards and Yalupa. I am opposed to this idea. In all honestly I don't think I'd ever want this business in our family-oriented neighborhood, but until there are proven ways to test THC in people's systems with regards to driving impaired, it seems irresponsible and negligent for a business to allow public consumption from which people are likely to drive away. It would be dangerous to pedestrians and other drivers as well as opening up the city and the business owner(s) to lawsuits if such accidents do occur.

If there is a mailing list I could get on to be aware of future meetings or petitions, I'd appreciate it.

Regards,

Erica Campos
4709 Carissa Ave
Santa Rosa, CA 95405

From: [Murray, Susie](#)
To: [Carol](#)
Subject: RE: [EXTERNAL] Consumption lounge project - Yulupa/Bethards
Date: Tuesday, February 4, 2020 3:18:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Carol <carolusa@sonic.net>
Sent: Thursday, January 30, 2020 8:55 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Consumption lounge project - Yulupa/Bethards

Susie Murray-

I am responding to the proposal for a Consumption Lounge/Pot Shop opening on the corner of Yulupa/Bethards Drive, Santa Rosa. I live in Bennett Valley off of Bethards Drive and I am opposed to the proposed

pot shop/consumption lounge that is being considered at the corner of Yulupa and Bethard Drive.

First, I am astonished that the surrounding neighborhoods did not receive mailed notices of this proposed business. Instead of a sign is posted in front of the building for the proposed pot shop/consumption lounge site.

Most people either do not see the sign or do not stop and read the sign for various reasons. I did not read the sign because I have been out of town. The City had a **obligation to mail the proposed business permit** to all the residents of Bennett Valley well ahead of the meeting that was held. By not doing so, it appears the City wanted this proposal to be hidden from the community. This proposed business will have a negative impact on the

community. What is the City thinking?

The negative impact:

Children and families in the immediate area. The proposed site is surrounded by homes and apartments that are occupied by families. Pot shops and pot consumption lounges do not belong in a neighborhood with

with children. I am always hearing the City talking about protecting “children”, but now the City is turning a blind eye. There are **schools close by this proposed site**. There is a **bus stop across the street**

from the proposed site that families and children use. Parents walk their children around this area including in front of the building that this business wants to occupy.

Crime. Pot shops bring **crime** to neighborhoods. We hear this constantly in the newspaper about robberies, assaults, and bad behavior around pot shops. This business will also include a pot consumption/lounge that will attract bad behavior. The proposed business owner has a track record of **armed robberies** at his other business site and that is only a pot shop. This is not a business that is acceptable in Bennett Valley. Why would the **City want to invite more crime into a quiet neighborhood?**

A pot consumption lounge? Why is this being considered? Do we need stoned people **driving after vaping?** They will be driving out into an intersection already that has heavy traffic. Will the City be taking responsibility

when people are injured from a stoned driver coming out of the vaping den? There will be **increased traffic**. We don't need this. The proposed site is **incompatible with the neighborhood.**

Sonoma County does not have a pot lounge anywhere. Now City is considering one? No less in a family oriented neighborhood?

What kind of a **City government** would want to thrust this kind of business that includes **selling pot, delivering pot, a consumption lounge for vaping, eating edibles, etc. in FAMILY NEIGHBORHOOD?**

Property values will decrease with this type of business in the Bennett Valley community. Is this business an attractive business that will enhance the neighborhood? No. It does not enhance the

homes and apartments surrounding the proposed business site and it is not compatible with the current surrounding businesses. Come and take a look at the parking lots of the Safeway shopping center and

the Annadel shopping center. Both are heavily trafficked. In the of best times, a person has to be very alert to avoid accidents driving through the parking lots. People specifically coming to the pot shop and

lounge who have been smoking pot - how alert will some of those people be?
Will the **City be taking responsibility of the injuries due to pot use** when
someone is injured due to inattentive driving because of

consumption of pot in the pot lounge? The **City should not give a permit to
this business owner to open a pot shop/and consumption lounge in this
neighborhood.** This type of business should not be any

family oriented neighborhood. Period.

Carol Stewart

2319 Warwick Drive

Santa Rosa, Ca.

542 5701

From: [Murray, Susie](#)
To: [Heather Greer](#)
Subject: RE: [EXTERNAL] Dispensary at Yulupa and Bethards...
Date: Tuesday, February 4, 2020 3:43:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Heather Greer <heathermgreer@gmail.com>
Sent: Friday, January 31, 2020 5:08 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Dispensary at Yulupa and Bethards...

Hello Ms Murray,

I know you've probably been bombarded with emails from those opposing the dispensary proposed in Bennett Valley. I am a homeowner and not in opposition of the dispensary.

I am opposed to the lounge, but only because I feel that people shouldn't be under the influence of anything while driving. Other than that, I am excited that a new business will be joining the neighborhood, and feel that dispensaries are a great way for people to access cannabis for medical and personal needs.

With that said, my only other concern is the speed limit on Yulupa between Bennett Valley Road and Tachevah. It is now at 40mph, which is already too fast for this road, considering residential and business driveways. Also, many children and folks on bicycles use this road daily.

I'm not sure if that can be addressed in the proposal, but that's my two cents. Thank you for opening up the discussion for people to express their concerns. I think many who oppose the dispensary simply don't understand how they operate or the clientele they bring in.

Sincerely,

Heather Greer
(Vista Del Lago resident)

From: [Murray, Susie](#)
To: [Skip Scinto](#)
Subject: RE: [EXTERNAL] FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)
Date: Tuesday, February 4, 2020 3:05:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Skip Scinto <sscinto@mkbattery.com>
Sent: Wednesday, January 29, 2020 9:53 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

It got rejected due to the size.

Skip Scinto
Global Sales
Reserve Power Division
East Penn Manufacturing Co, Inc.
(707)332-7812
www.dekabatteries.com

From: Skip Scinto
Sent: Wednesday, January 29, 2020 9:43 AM
To: 'SMurray@srcity.org' <SMurray@srcity.org>
Subject: FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

Susie,
We received this yesterday from Karen Kissler. I take issues with a lot of what

she is saying.

Although she has withdrawn the request for a smoking/vaporizing lounge, what will stop them from doing this while parked outside of the building.

A major concern with the “consumption” lounge, is after ingesting whatever they purchase, they still have to drive.

I really take exception to her addressing Community Participation and Property Values based on her operation a similar facility on the “West” side of Santa Rosa.

I have attached pictures showing the actual facility. Can someone share with me how she feels that she has improved the property values of the near this location.

If she feels so strongly about staying local, why isn't she doing this where she actually lives, and not here in Santa Rosa.

I am a resident of Bennet Valley, and her statement is typical from someone that doesn't actually reside here. Yes, we are family oriented neighborhood, and for that reason, we do not want our children exposed to this on a daily bases...

I also attached what I believe will be her way of handling the garage flooding issue. I wonder if this even passed code.

Thanks for your consideration on this issue.

Skip Scinto
Global Sales
Reserve Power Division
East Penn Manufacturing Co, Inc.
(707)332-7812
www.dekabatteries.com

From: Kim Le

Sent: Wednesday, January 29, 2020 5:31 AM

To: Skip Scinto <sscinto@mkbattery.com>

Subject: FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

From: KAREN KISSLER [<mailto:mkslr@comcast.net>]

Sent: Tuesday, January 28, 2020 5:44 PM

To: Karen Esq. <mkslr@comcast.net>

Subject: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

****WARNING: External Content****

Dear 2300 Bethards Tenants,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards Dr., I would like to thank you for reaching out to find out more about the application. Because we have had some opposition to the proposed smoking or vaporizing lounge and we want to be responsive to our neighbors, tenants, and friends, **we have withdrawn the request for a smoking/vaporizing lounge at the building.** Hence, it will be unlawful for anyone to vape or smoke anywhere on the property.

Some concerns raised at our meeting were:

Odor:

Enclosed please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to us pre-packaged.

The report states ¹ :

“We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building will detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City's requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides "eyes on the street." People who know they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a [study from 2017](#)² found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

For the past 10 years, Alternatives has operated a successful dispensary on Hampton Way, near Stony Point and Sebastopol Rd. First serving medicinal, and then recreational cannabis since 2018, Alternatives has been a model participant in our community. Alternatives' annual Warm Sock drive for the homeless and Christmas Toy Drives have brought smiles to many. We have helped transform our neighborhood. When the home next door went into foreclosure, we received permission to paint it and haul away all the garbage on the property. We striped the street, landscaped, paved, and converted an old smog shop that was violating building codes in to a warm, welcoming, safe place. Medically, we have contributed to studies on the effect of cannabis on Alzheimer patients, cancer patients, and, notably, we brought the brain tumor experts at UCSF and California Pacific Medical Center to study cannabis' effect on brain gliomas. We have sponsored patients in need, give

discounts to seniors, veterans, students, and teachers and run educational programs on diverse topics including safe growing techniques and safe use of cannabis. We treat every interaction as an opportunity to listen to individual needs and respond.

Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
- Dispensary staff often volunteer in the local community to clean up the neighborhood
- Reducing crime in the neighborhood in which they are located

Staying Local is Important

Alternatives hires locally, helping people afford to live in our community (we also offer health and dental insurance, pay well above minimum wage, and hire a diverse staff.) Local businesses all benefit from increased use of restaurants, banks, stores, service industries, and more.

Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative, this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

Alternatives is the exact opposite. It has been 100% woman owned without any outside investors. We give preference to local small, family farmers and manufacturers. We train farmers in complex state and local compliance to support their hard work and reach out to even more farmers to come in from the gray markets and into the light of lab testing and tax contribution.

Bennett Valley has always supported productive citizens who treasure our natural environment, respect others' differences, and appreciate privacy. It also encourages light heartedness, the arts and music, and spiritual growth. Alternatives East fits Bennett Valley perfectly with its respect and love for nature, discrete and understated

presence, and quiet support for all our neighbors and community.

Alternatives hopes you will write a letter supporting our branch, Alternatives East, to that we may continue to provide the finest service to our community possible!

Please email me back with your thoughts and responses. I look forward to hearing from you!

Thank you and Be Well,

Karen Kissler for Alternatives East

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business," "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

<https://www.sciencedaily.com/releases/2017/07/170711125704.htm>

³ "Contact High: The External Effects of Retail Marijuana Establishments on House Prices James Conklin, University of Georgia* Moussa Diop, University of Wisconsin-Madison † and Herman Li, California State University, Sacramento ‡ August 30, 2017. "We find that single family residences close to a retail conversion increased in value by approximately 8% relative to houses that are located slightly farther away."

https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

From: [Murray, Susie](#)
To: [Christine Armigo](#)
Subject: RE: [EXTERNAL] Fwd: About the Dispensary Application at 2300 Bethards...
Date: Tuesday, February 4, 2020 2:45:00 PM
Attachments: [Odor Mitigation Study Final.pdf](#)
[image003.jpg](#)

Ms. Armigo,

I'm sorry this email from the applicant surprised you. Any correspondence staff receives is part of the public record (project file). As a standard operating procedure, applicant's receive comments about their projects. I tried to make that clear at the Neighborhood Meeting, but that message only reached those that attended the meeting. That said, your response to the applicant's email is helpful.

Thank you.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Christine Armigo <carmigo@sbcglobal.net>
Sent: Wednesday, January 29, 2020 1:42 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Fwd: About the Dispensary Application at 2300 Bethards...

Ms. Murray,

I am shocked and disappointed that you gave my name as one voicing opposition to this proposed business owner.

Is this how business is done, sharing our personal information?

I emailed you, Ms Murray, not Ms. Kissler.

Christine Armigo, MSN, RNC
Sent from my iPhone

510-693-2167

Begin forwarded message:

From: KAREN KISSLER <mkslr@comcast.net>
Date: January 28, 2020 at 6:50:39 PM PST
To: "Karen Esq." <mkslr@comcast.net>
Subject: About the Dispensary Application at 2300 Bethards...
Reply-To: KAREN KISSLER <mkslr@comcast.net>

Alternatives East

2300 Bethards Dr.

Santa Rosa CA 95405

Karen Kissler: (415) 250-8888

January 28, 2020

Dear Neighbors,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards Dr., I would like to thank you for reaching out to find out more about the application. Many of the responses have been supportive, some have been opposed. Overall, many have been opposed to the proposed smoking or vaporizing lounge, connected to the dispensary. ***Because we are responsive to our neighbors and the community, Alternatives East has withdrawn its request for a vaporizing lounge at the location.*** Hence, it will be unlawful for anyone to vape or smoke anywhere on the property, in accordance with Santa Rosa regulations. Like many stores, though, we would like to be allowed to dispense edibles and tinctures. As our planner, Susie Murray stated at our meeting, the City has granted this type of consumption to other dispensaries and allows customers to sample various food products permitted by the state.

Some concerns raised at our meeting were:

Odor:

Attached please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to us pre-packaged.

The report states ¹ :

“We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building would detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City's requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides “eyes on the street.” People who know they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local

businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a [study from 2017](#)² found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

For the past 10 years, Alternatives has operated a successful dispensary on Hampton Way, near Stony Point and Sebastopol Rd. First serving medicinal, and then recreational cannabis since 2018, Alternatives has been a model participant in our community. Alternatives' annual Warm Sock drive for the homeless and Christmas Toy Drives have brought smiles to many. We have helped transform our neighborhood. When the home next door went into foreclosure, we received permission to paint it and haul away all the garbage on the property. We striped the street, landscaped, paved, and converted an old smog shop that was violating building codes in to a warm, welcoming, safe place. Medically, we have contributed to studies on the effect of cannabis on Alzheimer patients, cancer patients, and, notably, we brought the brain tumor experts at UCSF and California Pacific Medical Center to study cannabis' effect on brain gliomas. We have sponsored patients in need, give discounts to seniors, veterans, students, and teachers and run educational programs on diverse topics including safe growing techniques and safe use of cannabis. We treat every interaction as an opportunity to listen to individual needs and respond.

Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
- Dispensary staff often volunteer in the local community to clean up the neighborhood
- Reducing crime in the neighborhood in which they are located

Staying Local is Important

Alternatives hires locally, helping people afford to live in our community (we also offer health and dental insurance, pay well above minimum wage, and hire a diverse staff.) Local businesses all benefit from increased use of restaurants, banks, stores, service industries, and more.

Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative, this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

Alternatives is the exact opposite. It has been 100% woman owned without any outside investors. We give preference to local small, family farmers and manufacturers. We train farmers in complex state and local compliance to support their hard work and reach out to even more farmers to come in from the gray markets and into the light of lab testing and tax contribution.

Bennett Valley has always supported productive citizens who treasure our natural environment, respect others' differences, and appreciate privacy. It also encourages light-heartedness, the arts and music, and spiritual growth. Alternatives East fits Bennett Valley perfectly with its respect and love for nature, discrete and understated presence, and quiet support for all our neighbors and community.

Alternatives hopes you will write a letter supporting our branch, Alternatives East, to that we may continue to provide the finest service to our community possible!

Thank you and Be Well,

Karen Kissler for Alternatives East

PS. If, as a result of this information, you are inclined to withdraw your opposition, we would be very grateful. Susie Murray's email is smurray@srcity.org. Thank you.

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business," "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

<https://www.sciencedaily.com/releases/2017/07/170711125704.htm>

³ "Contact High: The External Effects of Retail Marijuana Establishments on House Prices James Conklin, University of Georgia* Moussa Diop, University of Wisconsin-Madison † and Herman Li, California State University, Sacramento ‡ August 30, 2017. "We find that single family residences close to a retail conversion increased in value by approximately 8% relative to houses that are located slightly farther away." https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

From: [Murray, Susie](#)
To: [Emily Szopsinki](#)
Subject: RE: [EXTERNAL] Issue: Opposition of marijuana consumption lounge in bennet valley
Date: Tuesday, February 4, 2020 3:27:00 PM

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Emily Szopsinki <eakimoff@aim.com>
Sent: Thursday, January 30, 2020 1:04 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Issue: Opposition of marijuana consumption lounge in bennet valley

Hello,

I am a home owner and parent who lives near the proposed marijuana consumption lounge/store on Yulupa and Bethards. I would like to express my deepest concern and opposition to placing such an establishment in our family friendly neighborhood. I am concerned for several reasons: the fact that customers can get high at this establishment and leave, driving through the shopping center and out of bennet valley poses a danger for all driving/walking/cycling in the area. This increases risk of robbery, potentially involving dangerous weapons in our area- as the owner has experienced in her current location. I am also concerned about the type of customers this facility will attract and feel concerned walking in the shopping center with my young daughter knowing this would be there. Please consider these concerns and please advocate to keep bennet valley family friendly and safe.

Thank you,

Emily Szopinski

From: [Murray, Susie](#)
To: [Amy Bolten](#)
Subject: RE: [EXTERNAL] Oppose vaping lounge and cannabis store at 2300 Bethards!
Date: Tuesday, February 4, 2020 2:20:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. A copy has been added to the public file, which will be provided to the Planning Commission before action is taken on the requested Conditional Use Permit.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Amy Bolten <amy@christophersonproperties.net>
Sent: Tuesday, January 28, 2020 5:17 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Oppose vaping lounge and cannabis store at 2300 Bethards!

I cannot express enough how much I oppose this plan. It is inconceivable that the city would allow this in family-friendly residential neighborhood. I am happy to lend my name to any opposition effort.

Best, Amy Bolten

Amy Christopherson Bolten
Broker
Christopherson Properties
565 W. College Avenue
Santa Rosa, CA 95401
707-843-0503
amy@christophersonproperties.net

From: [Murray, Susie](#)
To: [Diane Cummings](#)
Subject: RE: [EXTERNAL] Opposed to dispensary in Bennett Valley
Date: Tuesday, February 4, 2020 3:15:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Diane Cummings <dpcummings5@gmail.com>
Sent: Wednesday, January 29, 2020 4:32 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Opposed to dispensary in Bennett Valley

Dear Ms. Murray,

I have lived in Bennett Valley for 30+ years and am definitely in opposition to a dispensary/pot lounge bar in the neighborhood nearby the Annadel shopping center. (Bethards/Yulupa) I have heard the lounge bar has been tabled for now but I am still in opposition of the dispensary. We are promised all sorts of things from the city--security, no reduction in our home values, no odors or smells, no individuals loitering about--it all sounds wonderful doesn't it??? I don't think the people in the eastern part of Santa Rosa are at a loss for how or where to get cannabis if they need it. We do not need to add another dispensary unless you can find a more industrialized area where the above concerns are not impacted. I'm sure you could come up with a better plan that would service both groups--those who support more cannabis dispensaries and young families and concerned citizens who do not want this in our neighborhood. Please consider other options and save our neighborhood.

Thank-you,

Diane Cummings

From: [Murray, Susie](#)
To: [Kelly Cummings](#)
Subject: RE: [EXTERNAL] OPPOSED: Marijuana Dispensary, Bethards and Yulupa Avenue
Date: Tuesday, February 4, 2020 3:42:00 PM
Attachments: [image001.jpg](#)

Kelly,

My standard response is: Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken. In your case, I would like to also thank you for taking the time to explain your concerns. Staff will be reviewing most of them as part of the application review process, the only exception being property values. If you'd like to talk about that some more, I'd be happy to set aside some time for a short discussion. My direct line is shown below.

Susie

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Kelly Cummings <kelly.elizabeth.cummings@gmail.com>
Sent: Friday, January 31, 2020 9:50 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] OPPOSED: Marijuana Dispensary, Bethards and Yulupa Avenue

Dear Susie Murray,

Please see the attached letter in strong opposition, or read the copy and pasted letter below.

I hope to receive a response from you personally, if you have the time. I write this letter with great hope.

Thank you kindly,

Kelly

Kelly Kail

2328 Horseshoe Drive
Santa Rosa, CA 95405

Susie Murray, Senior Planner

Dear Susie Murray,

I am writing you this letter to strongly oppose the proposed marijuana consumption lounge and/or dispensary on the corner of Yulupa and Bethards near the Annadel shopping center.

I grew up in Bennett Valley, and live in Bennett Valley not far from the proposed location and there has never been a more disgraceful addition to any shopping center than this one. There are so many reason I oppose the location of this dispensary. Please see the list of reasons below:

First, we do not need another marijuana dispensary in Santa Rosa, especially in this proposed location. There are over 10 locations in Santa Rosa where individuals can purchase marijuana, have it delivered, and tour marijuana facilities. Santa Rosa is not that large of a city. There is no need for an additional marijuana dispensary. Also, Alternatives East already has a location out on Hampton Way, only five miles away from the proposed location. There is no need for them to have a second location to work out of, especially this close and in the same city.

More importantly, the location at hand is surrounded by elementary schools, daycare facilities, housing developments, and young families who are trying to raise their children in a safe environment away from any drugs, crime, and any amount or increase of individuals who are under the influence of drugs. Legal or not, marijuana alters one's mind state and is not a desirable addition to any neighborhood. Bennett Valley has always been known as a local, family oriented, quaint sector of the greater Santa Rosa. The traffic is light, the people friendly, and the streets safe. It has always been a wonderful place to live, and I would hate to see this change. I grew up in Bennett Valley and my husband and I just recently purchased and moved into a home in Bennett Valley, not far from the planned location of this marijuana dispensary. We are appalled at the thought of even possibly adding a marijuana dispensary in our community neighborhood. We are looking forward to starting and raising a family in Bennett Valley without any marijuana dispensaries in Bennett Valley, especially near neighborhoods where many young children frequent walks and bike rides down the streets, where we currently feel safe and away from harm, and we hope the city planning committee will listen to all of the opposition they are hearing.

One of our neighbors wrote a letter to you and received a reply from Alternatives East. After reviewing the reply he shared with me, I have some notes to add which can be seen in the following paragraphs:

Odor-One person cannot define the odor present from a dispensary, and one person cannot guarantee the odor will not be smelt by the surrounding neighbors or passers-

by. In one's opinion, maybe the odor is not as prevalent as some dispensaries or processing plants, but any type of odor coming from the proposed location should be unheard of. Odor mitigation plans have proven to fail in the past. An HVAC system is not the only way odors can be dispensed. Opening and closing of windows and doors, which will happen often and every day, will release the odors present from the store. It is bound to happen with such a potent item and there is no way to guarantee the public will be protected from that.

Traffic-the roads surrounding this area get highly impacted during certain times of the day. There are many people who live around these shopping centers and traffic is already heightened throughout the day. There is no way to tell before opening up a marijuana dispensary the impact it would have on traffic patterns, therefore making it impossible to foresee traffic being unduly impacted or not. Also, more importantly, there are so many people who frequent the roads of Yulupa and Bethards for exercise. Cyclists, walkers, joggers, runners, young kids walking to and from school, etc. There is a great fear of this proposed facility increasing the danger already present with distracted driving. Allowing the sampling of tinctures and edibles and then allowing these consumers to get into their cars and drive should be unlawful. It is outrageous to think this would be allowed, especially in a family oriented neighborhood. Bennett Valley Road is already dangerous enough with reckless, distracted, speeding drivers. We do not need to add marijuana to the mix.

Security-State of the art security systems have not stopped people in the past from causing crimes, and they are not going to stop people now. Why bring another marijuana dispensary into our location to further raise crime that Santa Rosa and the greater surrounding area has experienced ever since marijuana has been legalized? I can't help but think of the many children that pass this location every day and the fear that they and their parents would have if this location is turned into a marijuana dispensary, not knowing what kind of individuals are visiting this location to consume their edibles and tinctures, and then leaving, having no authoritative presence protecting the public from the behavior that results when under the influence of marijuana. People who know they are under surveillance are also smart enough to devise ways to protect themselves, their identity, and mess with monitoring systems so they can commit their crimes unseen. Alternatives East, or any marijuana dispensary, would not be an asset to our community. It is known that Alternatives East's other location has been known to have armed robberies. There was a delivery person carrying 200 joints to be delivered who was robbed at gunpoint. Why on earth would anyone see this as okay and want to bring this into our neighborhood? There are many other avenues we can take to protect our neighborhood.

As for the service Alternatives East feels it provides to the community, it can continue serving the community from its already current location on Hampton Way. It does not need a second location, and in the same city, in order to do so.

Property values-they have ebbed and flowed in Santa Rosa throughout decades. There is no solid evidence that the addition of a marijuana dispensary alone can cause an increase in property values. We have seen the impact first hand in many aspects of property values increasing and decreasing; fires, community populations

changing, demand of new homes, the economy, new builds, and more. There is no concrete evidence that a marijuana dispensary is the one factor that could increase property values. I am very certain there would be a huge decline in property values in the homes in Bennett Valley if this is passed and goes through.

Thank you for reading my letter of great opposition against the proposed location of a marijuana dispensary and/or consumption lounge on the corner of Bethards and Yulupa. I would be greatly discouraged and lacking hope in the city planning committee and our county at large if the decision is made to move forward with this proposed plan. Think of our children. Think of our young families. Think of our community. All of my neighbors are appalled at this proposal. 99% of the attendees at the meeting on January 22 raised their hands in opposition. Listen to the people. Please make a wise decision and do not allow this proposal to go through.

Thank you kindly,

Kelly Kail

From: [Murray, Susie](#)
To: "Lisa Stahr"
Subject: RE: [EXTERNAL] Permit Application for 2300 Bethards Drive Project File No. PRJ19-047
Date: Thursday, April 9, 2020 4:58:54 PM
Attachments: [image001.jpg](#)

Ms. Stahr,

Thank you for taking time to send your comments. When I am able, I will put a copy in the public file, which will also be provided to the Planning Commission prior to any action being taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Lisa Stahr <lbstahr@hotmail.com>
Sent: Thursday, April 9, 2020 9:11 AM
To: Murray, Susie <SMurray@srcity.org>; Sawyer, John <jsawyer@srcity.org>
Subject: [EXTERNAL] Permit Application for 2300 Bethards Drive Project File No. PRJ19-047

I'm writing to voice my strong opposition to the approval of a permit for a cannabis dispensary and consumption lounge at 2300 Bethards Drive. The increased traffic from people outside this quiet neighborhood, as well as the potential for consumers driving under the influence, are two serious risks not worth taking in our community. The site in question is near many apartments and homes, and the area sees considerable foot traffic, particularly people walking dogs, the elderly, and adults with small children. And because it would be a "destination" dispensary, it will increase traffic on the sections of Bennett Valley Road that link Rohnert Park (through Grange) and Glen Ellen. For those of us who live off Bennett Valley Road in rural Bennett Valley, this road is already a nightmare to drive with its steady stream of accidents, near-accidents, and reckless drivers. The road was never designed to handle the amount of traffic it currently gets; adding more drivers to it is just irresponsible.

Please, for our safety, do not grant this permit for a dispensary in Bennett Valley.

Lisa Stahr
6811 Gardner Ranch Road
Santa Rosa, CA 95404

From: [Murray, Susie](#)
To: [Tamara Blass](#)
Subject: RE: [EXTERNAL] Petition for Bethards Dispensary
Date: Monday, January 27, 2020 3:41:00 PM
Attachments: [image003.jpg](#)

Ms. Blass,

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to the Commission taking action.

Also, the applicant sent me an email after the Neighborhood Meeting and retracted her request that vaping/smoking be included in the onsite consumption area. I'm expecting a revised narrative as part of the completeness process. My guess is that if you check back in the next month or so, the revised narrative may be available.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Tamara Blass <tamarablass@gmail.com>
Sent: Sunday, January 26, 2020 9:11 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Petition for Bethards Dispensary

Dear Ms. Murray,

I attended the neighborhood meeting for the proposed cannabis dispensary at 2300 Bethards Drive and wanted to cast my vote in favor of the application for the following reasons:

I have been a resident and real estate professional in Sonoma County for over 20 years and care deeply about our neighborhoods and community. I genuinely feel that having a well-run business could be good for the area in general. I believe Dispensary applications should be considered on a

neighborhood by neighborhood basis but also seen from the macroeconomic viewpoint as businesses that contribute financially help to improve our communities. Hopefully, this dispensary would contribute financially to our community by hiring locally and contributing increased taxes assessed to dispensaries and be seen as an asset.

I have reviewed this application for "fit" and feel it is compatible with our Bennett Valley neighborhood. First, the area already supports high traffic with wide avenues and adequate access for both residents and neighboring large businesses such as Safeway, the 76 Gas Station, and many contiguous professional office buildings. From what I heard the applicant is not asking for a variance from city signage regulations and that no signs would display that cannabis was sold in the building and that they carefully screen who can enter, only allowing adults and medical patients with valid medical cards. Those protections seem to me to be sufficient as I do not feel it would be in the communities best interest to have bold and out of place signage advertising this kind of business. My hope is that this will be a welcoming Dispensary that will fill a special need in our community, serving our local neighborhood, improving the current establishment and of course, contributing to Santa Rosa's economic needs as well, thru the taxes generated if the business is successful.

My biggest reservation is the petition for a smoking lounge, as I do not feel that having a place where people can aggregate to imbibe is really acceptable for this kind of a neighborhood location. I would like to hear more about how this kind of addition would benefit anyone but overall I am not in favor of what in my mind would be akin to a "bar" and am concerned about drawing people to smoke or vape on-premises in what is mostly a residential [neighborhood](#).is a great idea.

Other than that, I am generally in favor of the applicant's petition for a Dispensary. My hope is that it will be a well-run establishment that will blend in with the community. I do not feel that concerns that it will draw crime are warranted because businesses like this seem to go out of their way to ensure their own and the public's safety in general.

If you have any questions or concerns, please feel free to

contact me. Tamara Blass. 707-701-7734

Thank you for your time.

Kind Regards,

Tamara Blass

--

707-703-7734
DRE Lic# 01867908

From: [Susan Chamberlain](#)
To: [Murray, Susie](#)
Subject: Re: [EXTERNAL] Pot lounge and retail store, in Bennett Valley!
Date: Monday, January 27, 2020 7:05:23 PM
Attachments: [image001.jpg](#)

Got a Reply!

On Monday, January 27, 2020, 03:27:35 PM PST, Murray, Susie <smurray@srcity.org> wrote:


Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to them taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Susan Chamberlain <susanchamber@att.net>
Sent: Sunday, January 26, 2020 2:51 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot lounge and retail store, in Bennett Valley!

Please know that I do not support the proposed, Retail store and especially the lounge , in Bennett Valley! In fact, I and totally, against any such establishment, in family friendly Bennet Valley! Susan Chamberlain, over 40 Year resident in Bennett Valley

From: [Murray, Susie](#)
To: [Tom & Jeanne](#)
Subject: RE: [EXTERNAL] Pot dispensary
Date: Tuesday, January 28, 2020 2:55:00 PM

Thank you for taking time to provide your comments. I will place a copy in the public file and be sure the Planning Commission receives a copy prior to taking action on the requested Conditional Use Permit.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Tom & Jeanne <jeanne5017@sonic.net>
Sent: Monday, January 27, 2020 8:50 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot dispensary

Excuse me, but this neighborhood is NOT an appropriate location for what amounts to a pot shop and lounge in which to get high. The corner you're proposing this for is loaded with children going to and from school in the mornings and afternoons. This bar/lounge should be in downtown Santa Rosa NOT a family centered community in the Bethards/Yulupa neighborhood. We strongly protest these plans. There has not been enough information distributed to the community. Please reconsider giving a permit to these people. Now is the time to stop this before it's too late. It's a lot easier to say no to this now than to try and shut it down at a later date. Please think and be reasonable!

Sincerely, Tom and Jeanne Nelson

From: [Deanne](#)
To: [Murray, Susie](#)
Subject: Re: [EXTERNAL] Pot dispensary and Lounge
Date: Thursday, February 20, 2020 7:01:35 PM

Dear Ms Murray ,

Thank you for the quick follow up. My address is 4733 Burns Ct Santa Rosa, Ca 95405

Deanne

On Feb 20, 2020, at 5:28 PM, Murray, Susie <SMurray@srcity.org> wrote:

Ms. Wilburn,

Thank you for your comments. I've included a copy in the public file and will provide a copy to decision makers prior to any action taken.

On a separate note, did you receive a notice about the Neighborhood Meeting. If so, you're on the mailing list and will receive a Notice of Public Hearing when scheduled. If you didn't receive a notice, may I have your address? If you'd prefer it didn't go into the public record, please give me a call and I'll add it while you're on the phone.

Thank you.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

<image001.jpg>



Please consider the environment before printing.

From: Deanne Wilburn <sdwilburn@att.net>
Sent: Thursday, February 20, 2020 3:56 PM
To: Murray, Susie <SMurray@srcity.org>; Sawyer, John <jsawyer@srcity.org>
Subject: [EXTERNAL] Pot dispensary and Lounge

I am very concerned about a pot dispensary and lounge being put at the corner of Yulupa and Bethards. This area is a family area and not conducive to this type of business. Besides our own distaste for this business and what it will take away from our neighborhood..we have 4 schools that are located within a short distance to this possible business. Children regularly walk by this intersection throughout the day. They do not need to pass by someone or a group of people that might be high,

planning to get high or at best unpredictable and feel unsafe on their way to school or going home. In addition, a short distance away is the SAY center. I think we can all agree that vulnerable teens don't need to have this element so close to their safe haven and will only serve a negative impact on their well being. Finally there are several half way houses within walking distance of this building with individuals that are trying to rehabilitate from either drug and/or alcoholism, sanctioned or sentenced to be in a safe environment and who are very vulnerable to this type of business and falling away from their treatment centers. With this, I hope you will agree as our Santa Rosa representative, that it is time say to "No"

If there are any further meetings regarding this business and its possible approval by the City, I would like to be notified of the date and time. I think you will find that this is not a decision that will be accepted by the Bennett Valley Community.

Thank you for your time.

Deanne Wilburn

From: [Murray, Susie](#)
To: [barbara.thomas](#)
Subject: RE: [EXTERNAL] Pot Dispensary in Bennett Valley
Date: Tuesday, February 4, 2020 3:13:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: barbara thomas <babbett12@gmail.com>
Sent: Wednesday, January 29, 2020 3:29 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot Dispensary in Bennett Valley

I was just made aware of having a dispensary on Bethards and Yulupa and would like to let you know I am in favor of it. I am not sure about the vaping lounge because I do not think a lot of people would use it.

Thank you,
Barbara Thomas Bennett Valley resident

From: [Murray, Susie](#)
To: [Bridget](#)
Subject: RE: [EXTERNAL] Pot lounge
Date: Tuesday, February 4, 2020 2:17:00 PM

Thank you for your comments. A copy has been added to the public file, which will be provided to the Planning Commission before action is taken on the requested Conditional Use Permit.

Susie Murray | Senior Planner
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Please consider the environment before printing.

-----Original Message-----

From: Bridget <bridget_schneider@yahoo.com>
Sent: Tuesday, January 28, 2020 1:34 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot lounge

The pot lounge is a terrible idea that will only bring crime to the small corner of Bennet Valley. Pot retail and pot lounges are forbidden in Marin County which means other counties will be coming to our section of Santa Rosa. Multiple stores in this area I've already been robbed and now this lounge is encouraging people to smoke pot and rob people when they leave the store. When the users leave they will deserve a DUI and there are multiple schools that children walk from around this location! It sounds like the owner of the Pot lounge has been robbed at the other pot retail location that doesn't even allow smoking it's only retail. The whole reason this is getting past is for the tax money. Once the city gets the tax money they will spend it in irresponsible ways. This includes a terrible attempt to help the homeless without addressing mental health, drug addiction, or needle exchange. Children won't be safe walking home from a school outside a drug lounge. Californian's will flee this high tax dollar state that seems to be promoting crime and not enforcing punishment.

Bridget

From: [George Traverso](#)
To: [Murray, Susie](#)
Subject: Re: [EXTERNAL] Pot Lounge BV
Date: Monday, January 27, 2020 5:52:39 PM

Dear Ms. Murray

That makes no difference... even with the applicant's revised request, we still maintain that such a project is not compatible with our neighborhood. Thank you for your consideration, George Traverso

On Monday, January 27, 2020, 05:23:39 PM PST, Murray, Susie <smurray@srcity.org> wrote:

Mr. Traverso,

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Please also note that shortly after the Neighborhood Meeting, which was held on January 22, 2020, the applicant revised her project description to eliminate the request for vaping/smoking in the onsite consumption area. Please feel free to come review the project materials.

Susie Murray | Senior Planner
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Please consider the environment before printing.

-----Original Message-----

From: George Traverso <geosan@sbcglobal.net>
Sent: Monday, January 27, 2020 2:40 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot Lounge BV

Dear MsMurray,

As long time residents of Bennett Valley and neighbors of this proposed " pot lounge"location, we oppose this plan. The city of Santa Rosa is fortunate to have created such an outstanding example of a wonderful place to live! Let's not ruin it!!!!

This is a family oriented neighborhood around this pot location proposal. There are many elementary schools within walking distance to this area. As teachers we feel these children should not be exposed on their way home from school to the many dangers that this dispensary would present. Let us look at the safety and well being of our children and families rather than putting money and profits first.

Thank you for your attention and acknowledging our concerns.

George and Sandra Traverso

Sent from my iPhone

From: [Murray, Susie](#)
To: [Marlene Collins](#)
Subject: RE: [EXTERNAL] Pot Lounge on Bethards Drive,
Date: Tuesday, February 4, 2020 3:42:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

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Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Marlene Collins <marwolf1942@sbcglobal.net>
Sent: Friday, January 31, 2020 12:18 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot Lounge on Bethards Drive,

I live here in BV, only couple blocks from Bethards Drive. Strawberry School is nearby, I want to lend my voice to a definite NO VOTE to have a pot lounge in our neighborhood. It has no place here. There is a rather large vacant former furniture store on Cleveland Ave., same property were K-Mart used to be, why not move there? Absolutely not in a neighborhood with young families, seniors, school. What is this town coming to??? Homelessness, Pot lounges, that is ridiculous.

Not in my quiet neighborhood.

Marlene M. Collins
Marin Drive,
Bennett Valley
Santa Rosa, CA

From: [Murray, Susie](#)
To: [Grant Glenn](#)
Subject: RE: [EXTERNAL] Pot lounge proposal
Date: Tuesday, February 4, 2020 2:21:00 PM

Thank you for your comments. A copy has been added to the public file, which will be provided to the Planning Commission before action is taken on the requested Conditional Use Permit.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Grant Glenn <grant.glenn41@gmail.com>
Sent: Tuesday, January 28, 2020 5:24 PM
To: _CityCouncilListPublic <citycouncil@srcity.org>; Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot lounge proposal

City council,

Looks city council wants to ruin Bennett Valley with pot stores and pot lounges for more revenue .Since pot lounges and pot retail are forbidden in Marin county, the small corner of Bennett Valley will no doubt attract multiple counties worth of idiots and increase crime. What's next? Fentanyl sales? I live blocks away from where this project is being proposed and I want to see my neighborhood safe for children. The jewelry store has been robbed, Chase and Exchange bank have been robbed multiple times and my work truck has been broken into twice and my company has had two trucks stolen from this neighborhood stripped and dumped in Vallejo. These are facts, not opinions!

Criminals will no doubt be back to rob this store. Who will be collateral damage?

Grant

From: [Murray, Susie](#)
To: [Denise Brandon](#)
Subject: RE: [EXTERNAL] Pot Lounge
Date: Thursday, February 6, 2020 3:09:00 PM

Denise,

Any email sent to me becomes public record. If you'd like to talk to me on the phone, I'll make time for you.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Denise Brandon <twins.kt@icloud.com>
Sent: Thursday, February 6, 2020 12:38 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot Lounge

Susie Murray, Senior Planner;

I am writing to protest the opening of a pot lounge (if that is what you call it) in Bennett Valley. Santa Rosa has already ruined a large part city with with these disgusting smelly places and allowing this stupid Emerald Cup to come into our once nice county.

Bennett Valley is a hub to multiple families and schools. There are around 8 to 10 schools in just this area alone and most families have 2 to 3 children. This is an area with many children in it and the pot heads have no right to invade our family orientated neighborhood. With the fires, and these "lounges" we no longer live in a bedroom community. Please don't let our kids down.

A concerned citizen

This is a confidential email

Sent from my iPhone

From: [Murray, Susie](#)
To: [Sue Albon](#)
Subject: RE: [EXTERNAL] Pot shop plus pot lounge
Date: Monday, January 27, 2020 5:27:00 PM

Sue,

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Sue Albon <sue@redecho.net>
Sent: Monday, January 27, 2020 3:56 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot shop plus pot lounge

Dear Susie,

I live on Old Ranch Drive and walk daily, with my husband who has Alzheimers, past the proposed site for the pot/bar lounge

at Yulupa and Bethards, on our to have coffee at Starbucks. It is one of the few ways I can entertain him. I do not support the project

which does not fit into our neighborhood.

In addition, I should like to point out that we have a sober home, with 15 occupants ,next door to our house on Old Ranch Drive.

They are located there because we are considered to be a drug free neighborhood. The two facilities do not seem to be compatible.

I urge you to act against this decision by our City Council.

Sincerely,

Sue Albon

From: [Murray, Susie](#)
To: [Christine Cucina](#)
Subject: RE: [EXTERNAL] Proposed Bennett Valley Dispensery
Date: Tuesday, February 4, 2020 3:36:00 PM
Attachments: [image001.jpg](#)

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Christine Cucina <4cucinas@gmail.com>
Sent: Thursday, January 30, 2020 8:51 PM
To: Murray, Susie <SMurray@srcity.org>
Cc: Susan.Gorin@sonoma-county.org
Subject: [EXTERNAL] Proposed Bennett Valley Dispensery

Ms. Murray,

We are writing to voice our objection to the application from Karen Kissler of Alternatives cannabis dispensery to open a dispensery and "consumption lounge" at the location of 2300 Bethards Drive in Bennett Valley.

A dispensary and lounge are incongruous with this family-oriented neighborhood. We are particularly concerned with the safety of allowing the consumption lounge to be installed in this location, with access to and from via rural Bennett Valley Drive. I think Ms. Kessler said it best herself in [this](#) April, 2018 article in the Press Democrat: **“It is so much safer for our clients to get their items delivered,”** she added. **“No one needs to drive.”**

In addition, we find Ms. Kissler's letter to neighbors near the

location (copy attached) to be presumptuous and disingenous. Presumptuous, given the letterhead name and address of her as-of-yet-unapproved business location. Disingenous in that there is no mention of her plans for a consumption lounge, nor does she see fit to sign her letter in full. It would seem that she anticipated her business would be unappreciated by those to whom she is addressing the letter. We find the assurances she has made in the letter with regards to traffic, odor and security unconvincing.

We trust that you will take the concerns of the neighbors and businesses in the area into consideration when determining whether to approve a permit for Ms. Kissler's business to move into this location.

Kind regards,

Christine and Victor Cucina
2949 Jason Drive
Santa Rosa, CA 95405

cc: Supervisor Susan Gorin, Dictrict 1

From: [Murray, Susie](#)
To: [Wayne Seden](#)
Subject: RE: [EXTERNAL] Proposed Marijuana Dispensary
Date: Tuesday, February 4, 2020 3:14:00 PM

Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Please consider the environment before printing.

-----Original Message-----

From: Wayne Seden <wseden2003@icloud.com>
Sent: Wednesday, January 29, 2020 3:33 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Proposed Marijuana Dispensary

We are concerned about the proposed marijuana dispensary and lounge on the corner of Yulupa and Bethards. We would like to know where this business operation resides within the review and approval process. Can you get back to us with this information.

Thank you.

Wayne and Miriam Seden
3248 Old Ranch Drive
Santa Rosa 95405

Sent from my iPad

From: [Murray, Susie](#)
To: [Bridget](#)
Subject: RE: [EXTERNAL] Re: About the Dispensary Application at 2300 Bethards...
Date: Tuesday, February 4, 2020 2:37:00 PM
Attachments: [image003.jpg](#)

Bridget,

I'm sorry this email from the applicant surprised you. Any correspondence staff receives is part of the public record (project file). As a standard operating procedure, applicant's receive comments about their projects. I tried to make that clear at the Neighborhood Meeting, but that message only reached those that attended the meeting. That said, your response to the applicant's email is helpful.

Thank you.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Bridget <bridget_schneider@yahoo.com>
Sent: Tuesday, January 28, 2020 7:12 PM
To: KAREN KISSLER <mkslr@comcast.net>; Santa Rosa Govdelivery <srcity.org@service.govdelivery.com>; Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Re: About the Dispensary Application at 2300 Bethards...

How come a city official isn't emailing me? This sounds like the owner of the dispensary. How come city officials are giving out my email to the owner of the dispensary?

“The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.”

That is tragic if you think that. It is so hard to turn left or right out of CVS parking lot onto Bethards because people are parked on the street and it is hard to see traffic coming. This will also negatively effect cyclist who need to use the bike lanes and having the doors open and close constantly in the bike lane since there is no way your parking lot will be efficient, this was practically admitted by

claiming to take the road parking.

No smoking but still consuming? Don't call it a lounge. Its not about the Odor it's about the drug.

My city shouldn't give out my email to the group/faculty I am opposing.

Bridget

On Jan 28, 2020, at 18:50, KAREN KISSLER <mkslr@comcast.net> wrote:

Alternatives East

2300 Bethards Dr.

Santa Rosa CA 95405

Karen Kissler: (415) 250-8888

January 28, 2020

Dear Neighbors,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards Dr., I would like to thank you for reaching out to find out more about the application. Many of the responses have been supportive, some have been opposed. Overall, many have been opposed to the proposed smoking or vaporizing lounge, connected to the dispensary. ***Because we are responsive to our neighbors and the community, Alternatives East has withdrawn its request for a vaporizing lounge at the location.*** Hence, it will be unlawful for anyone to vape or smoke anywhere on the property, in accordance with Santa Rosa regulations. Like many stores, though, we would like to be allowed to dispense edibles and tinctures. As our planner, Susie Murray stated at our meeting, the City has granted this type of consumption to other dispensaries and allows customers to sample various food products permitted by the state.

Some concerns raised at our meeting were:

Odor:

Attached please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to us pre-packaged.

The report states ¹ :

“We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building would detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City’s requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides “eyes on the street.” People who know

they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a [study from 2017](#)² found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

For the past 10 years, Alternatives has operated a successful dispensary on Hampton Way, near Stony Point and Sebastopol Rd. First serving medicinal, and then recreational cannabis since 2018, Alternatives has been a model participant in our community. Alternatives' annual Warm Sock drive for the homeless and Christmas Toy Drives have brought smiles to many. We have helped transform our neighborhood. When the home next door went into foreclosure, we received permission to paint it and haul away all the garbage on the property. We striped the street, landscaped, paved, and converted an old smog shop that was violating building codes in to a warm, welcoming, safe place. Medically, we have contributed to studies on the effect of cannabis on Alzheimer patients, cancer patients, and, notably, we brought the brain tumor experts at UCSF and California Pacific Medical Center to study cannabis' effect on brain gliomas. We have sponsored patients in need, give discounts to seniors, veterans, students, and teachers and run educational programs on diverse topics including safe growing techniques and safe use of cannabis. We treat every interaction as an opportunity to listen to individual needs and respond.

Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in

value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
- Dispensary staff often volunteer in the local community to clean up the neighborhood
- Reducing crime in the neighborhood in which they are located

Staying Local is Important

Alternatives hires locally, helping people afford to live in our community (we also offer health and dental insurance, pay well above minimum wage, and hire a diverse staff.) Local businesses all benefit from increased use of restaurants, banks, stores, service industries, and more.

Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative, this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

Alternatives is the exact opposite. It has been 100% woman owned without any outside investors. We give preference to local small, family farmers and manufacturers. We train farmers in complex state and local compliance to support their hard work and reach out to even more farmers to come in from the gray markets and into the light of lab testing and tax contribution.

Bennett Valley has always supported productive citizens who treasure our natural environment, respect others' differences, and appreciate privacy. It also encourages light-heartedness, the arts and music, and spiritual growth. Alternatives East fits Bennett Valley perfectly with its respect and love for nature, discrete and understated presence, and quiet support for all our neighbors and community.

Alternatives hopes you will write a letter supporting our branch,

Alternatives East, to that we may continue to provide the finest service to our community possible!

Thank you and Be Well,

Karen Kissler for Alternatives East

PS. If, as a result of this information, you are inclined to withdraw your opposition, we would be very grateful. Susie Murray's email is smurray@srcity.org. Thank you.

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business," "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

<https://www.sciencedaily.com/releases/2017/07/170711125704.htm>

³ "Contact High: The External Effects of Retail Marijuana Establishments on House Prices James Conklin, University of Georgia* Moussa Diop, University of Wisconsin-Madison † and Herman Li, California State University, Sacramento ‡ August 30, 2017. "We find that single family residences close to a retail conversion increased in value by approximately 8% relative to houses that are located slightly farther away." https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

<Odor Mitigation Study Final.pdf>

Rec'd
3/13/2020

Hello Ms. Murray:

We are writing to you regarding Karen Kissler's permit application to operate a cannabis dispensary

and lounge at 2300 Bethards Ave, Santa Rosa. We are requesting clarification on the following items:

-We understand that the City code requires dual licensure, city and state, to operate a business. The

Planning Department reviews an applicant's entire past licensure history with the city and state. She has

operated a cannabis dispensary in Santa Rosa since 2012, and has had other marijuana business

ventures before and after that date, locally and/or in other parts of the state.

-The staff report must have all her past history details, as regards any kind of license she may have held

in the past and up to present time. Again, we understand that this report must include city and state

licensures, including legal licenses and business licenses and motor vehicle licenses. If there are any rulings

that disqualify her for opening a business in Santa Rosa, we assume they would be included in a complete

staff report. We are requesting a copy of the staff report.

The planned dispensary/lounge at 2300 Bethards fronts a public sidewalk, and the owner will have no way

to adequately police or monitor activity coming and going to this marijuana facility. This is out of character

for the neighborhood. Unlike the other businesses in the Annadel Shopping Center across the street, such as

Ricardo's and Trattoria Cattaneo, that are set back in the shopping center and can easily monitor activity and respond easily to any issues.

She has also demonstrated repeated disregard for the law. A California state judge issued negative rulings against her and stated that she was "unreliable" which is fairly unprecedented in the legal world. He was the judge sitting on a lawsuit case against Karen Kissler for refusing to pay employees at her Geyserville pot farm their wages owed of \$144,000.

She was also operating an illegal dispensary outside of Santa Rosa limits in 2007 on Santa Rosa Ave. A Sonoma County superior Court judge had struck down Santa Rosa's ruling on pot dispensaries two months earlier, but

Kissler opened her store in defiance of the law and continued operating without a permit. She stated in a Press Democrat article in the past that she had been growing marijuana for "33 years", illegal and against the law in the country and the state.

She was disciplined by a California state licensing authority in 1992 and lost her law license for a period of time.

We also understand she is undertaking a bathroom remodel now at 2300 Bethards without a proper permit.

She also failed to disclose to Planning at the time of her application that she was including a consumption lounge.

And this wording did not appear on the public hearing sign erected outside 2300 Bethards. This history of defiance

of the law and disregard for the rules of the city, state, and county make her unfit and unreliable to open and run a

a cannabis business in our city. She cannot be trusted, as the facts attest. We all know that actions speak louder than

words, and her record clearly shows that you must deny the permit for 2300 Bethards Ave.

Concerned Residents of Bennett Valley

Murray, Susie

From: Costello, Jane K <Jane.Costello@edwardjones.com>
Sent: Wednesday, January 15, 2020 11:10 AM
To: undisclosed.for.privacy
Subject: [EXTERNAL] Project Alternatives Health Collective 2300 Bethards Drive

Dear Susie,

I am writing regarding the Cannabis Retail Facility that has been proposed for 2300 Bethards Dr. I have some concerns regarding the application and the possible affects of such a facility where my Financial Advising business is located.

1. Odor

Cannabis has a very strong odor that permeates the spaces where it is stored. The proposed location shows that the Cannabis will be in a room that shares a wall with my office. The walls in this building are thin and not well insulated. I am concerned about the odor of the stored cannabis breaching the walls. I am also concerned about the affect the odor may have on my elderly clients.

The entire building has a shared HVAC system. Not every office has their own heat and air control. This could cause the odor from the cannabis to permeate other suites.

2. Parking

Parking at 2300 Bethards is already tight. On many occasions the top parking lot is full of employees of the current tenants. The lot under the building, where I park as does my assistant, can flood in the winter and is not usable for extended periods of time. This puts more pressure on the top parking lot. Our clients, who are often elderly, struggle to find parking already. They would not be able to use the lower parking lot because there is no elevator to reach the office suite. Many current tenants do not like to park in the lower lot because it is poorly lit and they are fearful. My assistant and I arrive between 8 am and leave after dark in the winter.

3. Safety

I understand that there is no requirement for a city approved safety plan. The current proposal states that the carriers will be walking by our office door with the cannabis and placing it in the office suite that shares a wall with my business. Because this is a cash business I am concerned about the safety of myself, my assistant and my clients. The proposal as it stands could leave us with no escape route from our office if there was a robbery. The hours of operation are from 9 am to 9 pm. This means that we would be walking into a poorly lit parking facility, in the dark.

Thank you in advance. We will attend the meeting on January 22nd.

Sincerely,

Jane K. Costello

Financial Advisor/Edward Jones

2300 Bethards Drive, Suite H

Santa Rosa, CA 95405

office: 707-579-3784

cell: 209-596-2996

jane.costello@edwardjones.com

www.edwardjones.com

MAKING SENSE OF INVESTING

Jane Costello

Financial Advisor

Edward Jones

2300 Bethards Drive Suite H

Santa Rosa, CA 95405

(707) 579-3784

www.edwardjones.com

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Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 21, 2020 11:38 AM
To: 'Linda Bavo '
Cc: Murray, Susie
Subject: RE: [EXTERNAL] PROJECT ADDRESS - 2300 BETHARDS DR, SANTA ROSA, CA 95405

Ms. Bavo,

Thank you for taking time to provide your comments and concerns. I have responded to some of them in red below. This correspondence will become part of the public file and the Planning Commission will receive a copy prior to taking any action of the requested Conditional Use Permit. In the meantime, I hope you'll attend the Neighborhood Meeting tomorrow evening. I will be there to explain the City's process and the applicant will be there to answer questions about the project.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Linda Bavo <lbavo@sonic.net>
Sent: Monday, January 20, 2020 12:12 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] PROJECT ADDRESS - 2300 BETHARDS DR, SANTA ROSA, CA 95405

I am contacting you regarding the proposed cannabis retail and delivery business to be possibly located at 2300 Bethards Avenue to which I am 100% opposed. I don't believe that this type of industry belongs in a quiet residential neighborhood, nor would it be a positive addition for the majority of homeowners and renters who reside in Bennett Valley.

This area of Bennett Valley has suffered from more than one robbery of a jewelry store and two banks over the past few years. One person died as a result of the jewelry store robbery. Being situated on the edge of Santa Rosa seems to give the message that we are not as protected as other areas in Santa Rosa. Allowing a cannabis retail and delivery store in a residential area for thieves to possibly rob doesn't seem a good fit for this neighborhood.

Young teens hang out in the two strip malls opposite this property. Three schools are located within less than a half mile from 2300 Bethards Avenue. They are; Yulupa Elementary, Matanzas Elementary and Strawberry Elementary. Some of these young students could walk right by 2300 Bethards to and from school or the shopping center. What are the city's

rulings on cannabis retail business being located close to elementary schools? Pursuant to Zoning Code Chapter 20-46, a Cannabis Retail (dispensary) facility cannot be located within 600 feet of a school.

This proposed location also abuts several residences as there are condos located right next door at 2802 – 2824 Yulupa Avenue. What is the city's ruling on location of cannabis businesses in residential neighborhoods? The Zoning Code does not prohibit a dispensary from being located adjacent to residential uses. The project requires a Conditional Use Permit (CUP) for which the Planning Commission may approve or deny the application. If approved, they first have to make the following six findings:

1. The proposed use is allowed within the applicable zoning district and complies with all other applicable provisions of this Zoning Code and the City Code;
2. The proposed use is consistent with the General Plan and any applicable specific plan;
3. The design, location, size, and operating characteristics of the proposed activity would be compatible with the existing and future land uses in the vicinity;
4. The site is physically suitable for the type, density, and intensity of use being proposed, including access, utilities, and the absence of physical constraints;
5. Granting the permit would not constitute a nuisance or be injurious or detrimental to the public interest, health, safety, convenience, or welfare, or materially injurious to persons, property, or improvements in the vicinity and zoning district in which the property is located; and
6. The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA).

There are already three cannabis retail stores located just a few miles away along Santa Rosa Avenue and Petaluma Road that should serve the purpose of cannabis consumers in the Bennett Valley district. What is the city's ruling on how many cannabis businesses are allowed in the city or how close to each other can they be located? Zoning Code Chapter 20-46 does not allow dispensaries to be located within 600 feet of another dispensary.

The applicant, Karen Kissler already owns a retail cannabis property at 1603 Hampton Way in another section of Santa Rosa that is commercial. How many retail cannabis business can one person be involved in within the Santa Rosa city limits? There is not restriction on how many cannabis-related uses one person can be involved with. Why would this applicant want to be located in a residential neighborhood knowing that the business will cause controversy?

These are just a few questions and concerns that come to mind that I hope you can address and take into consideration to deny this inappropriate application.

Thank you.

Linda Bavo
2357 Morningside Circle
Santa Rosa CA 95405

lbavo@sonic.net
707-538-5254 (h)
707-433-0978 (w)

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 21, 2020 9:18 AM
To: 'Stan Walker'
Cc: Murray, Susie
Subject: RE: [EXTERNAL] Proposed Cannabis Facility, 2300 Bethards Drive

Mr. Walker,

Thank you for taking the time to send your comments and concerns. A copy of this correspondence will be added to the public file and will also be provided to decision makers before any action is taken.

To address your questions, the subject site is located within the CO (Commercial Office) zoning district. Commercial, residential and industrial uses are distributed around the City. There are many residential neighborhoods located adjacent to both commercial and industrial land uses. A cannabis dispensary is permitted in the CO zoning district with the approval of a Conditional Use Permit. The Planning Commission can approve or deny a Conditional Use Permit application. To approve the use permit, the Planning Commission must first make six findings:

1. The proposed use is allowed within the applicable zoning district and complies with all other applicable provisions of this Zoning Code and the City Code;
2. The proposed use is consistent with the General Plan and any applicable specific plan;
3. The design, location, size, and operating characteristics of the proposed activity would be compatible with the existing and future land uses in the vicinity;
4. The site is physically suitable for the type, density, and intensity of use being proposed, including access, utilities, and the absence of physical constraints;
5. Granting the permit would not constitute a nuisance or be injurious or detrimental to the public interest, health, safety, convenience, or welfare, or materially injurious to persons, property, or improvements in the vicinity and zoning district in which the property is located; and
6. The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA).

With regard to property values, I am not the expert, although I don't expect this would have any more impact than other retail uses. I would suggest, however, that you contact a property appraiser who would be able to address that with some expertise on the topic.

I hope you will attend the Neighborhood Meeting this Wednesday evening. I will spend some time to explain the process and the applicant will be there to address your concerns. Otherwise, if you would like visit the office and review the application materials, I would be happy to set aside some time to explain the process.

I hope this helps.

Susie

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

☑☑ Please consider the environment before printing.

-----Original Message-----

From: Stan Walker <stanwalker5@gmail.com>

Sent: Sunday, January 19, 2020 2:22 PM

To: Murray, Susie <SMurray@srcity.org>

Subject: [EXTERNAL] Proposed Cannabis Facility, 2300 Bethards Drive

Dear Susie,

Thank you for the public notifications about this proposed cannabis dispensary.

I live on Tuxedo Place. A quiet cul de sac across from this location. I am concerned about this marijuana distribution center being placed in an area dominated by apartments, condominiums and single family homes. Safety and security is a significant concern. On Tuxedo Place we have seven families with young children. As grandparents, we have ten young grandchildren ages 1-11 who visit us weekly. There are two elementary schools within walking distance. Bennett Valley Golf Course and Galvin Park are a short walk up the street. Increased traffic with undesirable people and the potential for crime is a serious concern. How will this facility will impact the safety and security of our neighborhood?

Will there be a negative impact on our property values? Can you provide any statistics where other dispensaries have been located in residential neighborhoods? It seems like it would be more appropriate that a medical marijuana dispensary be located near a medical facilities or at least in a industrial/commercial warehouse area, not in a residential neighborhood.

Thank you for your work in keeping Santa Rosa a wonderful place to call home.

Sincerely,

Stan Walker

707-974-6836

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 21, 2020 8:37 AM
To: 'Courtney McLaughlin'
Cc: Murray, Susie
Subject: RE: [EXTERNAL] Proposed Dispensary @ 2300 Bethards Drive, Santa Rosa - Alternatives

Ms. McLaughlin,

Thank you for taking the time to provide your comments. I will include a copy in the public file and be sure decision makers see it before any action is taken.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Courtney McLaughlin <courtney.mclaughlin@maine.edu>
Sent: Sunday, January 19, 2020 12:14 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Proposed Dispensary @ 2300 Bethards Drive, Santa Rosa - Alternatives

Greetings Ms. Murray,

My name is Courtney McLaughlin and I am the mother of a young child living in the neighborhood close to a new cannabis dispensary proposal (Montgomery Drive.)

I wholeheartedly support the application to open a cannabis dispensary at 2300 Bethards Drive, Santa Rosa! I am familiar with Alternatives Dispensary in Roseland area and I am truly looking forward to having an Alternatives Dispensary right in my neighborhood. From the customer's perspective, Alternatives is a safe, clean, and wonderful place to shop. I know that they will open and odor free, safe and secure, careful and kind branch that will serve medical patients and recreational users alike. I can attest that they will conscientiously listen to the neighbors' feedback and serve our community well.

I know many people are automatically against dispensaries in their neighborhoods but I know Alternatives will be sensitive to our concerns while continuing to supply the highest quality cannabis.

Thank you for the opportunity to speak in favor of this application. If you have any questions, I encourage you to contact me.

Courtney McLaughlin

Thank you,

Courtney McLaughlin

Please excuse any spelling, grammatical or typing errors as this correspondence was sent from my mobile device.

Murray, Susie

From: Murray, Susie
Sent: Friday, January 17, 2020 12:46 PM
To: Murray, Susie
Subject: Fwd: [EXTERNAL] Alternative Health Collective 2300 Bethards Dr. Santa Rosa

Susie Murray
Sent from my iPhone

Begin forwarded message:

From: Martin Pang <mr.martinpang@gmail.com>
Date: January 17, 2020 at 8:46:55 AM PST
To: Eva Chu <evakchu@gmail.com>, Martin Pang <mr.martinpang@gmail.com>, "Murray, Susie" <SMurray@srcity.org>
Subject: [EXTERNAL] Alternative Health Collective 2300 Bethards Dr. Santa Rosa

Thank you Susie for the post card notifying neighbors of the impending application for dispensary.

I live across the street with my family on Tuxedo Place. Our cul de sac is a very tight nit community, and we all get along together very well. We had seen the big billboards posted and knew this was potentially going to happen.

There are 7 families with children ages 3-12 living in our court. My concern is 1) safety measures/plan that the dispensary will have in place to insure that not only their property/product is protected, but also the neighbors that live nearby can go on with a quiet piece of mind. We all bought and live near commercial zoning-in fact, some of the homes share property lines with commercial properties, however dispensaries are "different " then a jewelry store or coffee shop. Families like mine get nervous and concerned when a cannabis business is so close. Increased traffic, undesirable people coming into the neighborhood, potential for increased crime are our main concerns. Can you have the applicant address these topics? 2) how will this effect property values in my neighborhood having a dispensary so close? Is there data out there from current dispensaries that show significant movement in values to surrounding residential properties when they are put in? I have noticed that the "coming soon" Mercy dispensary and Organican off of E. Todd Road are relatively far from other residential sites. These are near or in light industrial, auto commercial warehouse type neighborhoods. I would guess that with a dispensary so close, it would make my home less desirable and thus worth less to a potential buyer. As an example, it would be countered if there was a new public park or swimming center being put in, that would probably increase my home value, and not negatively adversely effect it.

My knee jerk reaction is not the typical "not in my neighborhood" speech. In fact, I support dispensaries and am a client at some of them in town. My immediate response is that this dispensary does not conform with the current neighborhood plan. It would stick out like a sore thumb. There are two elementary schools nearby, a family friendly shopping center, 3 public parks, a public golf course, and open space/hiking/biking paths 4 blocks away on the back side of Annadel State Park. It would make more sense to allow this dispensary to operate closer to the current examples of existing dispensaries. Near warehouse/industrial/commercial zones/neighborhoods. Not tucked between Gainsborough subdivision and Bennett Valley/annadel heights.

I will try to make the January 22nd meeting, but in case I cannot, do you mind addressing some of these questions and concerns if I cannot be there?

Thank you for all that you do for our great city.

Best regards,
Martin Pang
707-548-9683

Murray, Susie

From: Trish Mattson <tmattsono@aol.com>
Sent: Tuesday, January 14, 2020 6:32 PM
To: Murray, Susie
Subject: [EXTERNAL] Application for 2300 Bethards Dr

I received the Notice of Application for 2300 Bethards Dr. I am a very concerned neighbor, and I am against this application being passed.

As the sign in front of the building states, it is a Professional Office Building, not a drug store. I see many children either walking or riding their bikes to and from school everyday.

To allow them to be exposed to secondhand smoke is not acceptable.

Please do NOT approve the application.

Patricia Mattson
2387 Morningside Circle
SR 95405

Murray, Susie

From: Skip Scinto <sscinto@mkbattery.com>
Sent: Tuesday, January 14, 2020 1:03 PM
To: Murray, Susie
Subject: [EXTERNAL] 2300 Bethards DR Concerns
Attachments: Image_00001.pdf; Image_00002.pdf; Letter to Susie Murray.docx

Susie,

I understand that you will be responsible for overseeing the upcoming meeting for the Alternatives Health Collective use permit.

I have attached both the letter that was sent to some on the building tenants, and my letter addressing my concerns of allowing this to pass.

In addition to being a tenant of the building, I also reside about two blocks away.

I am trying to attend the meeting on the 22nd, but I may have to be out of the country on business.

I also left you a voice message on this matter.

Please contact me if you need any additional information from me.

Take Care,

Skip Scinto
Global Sales
Reserve Power Division
East Penn Manufacturing Co, Inc.
(707)332-7812
www.dekabatteries.com



ALTERNATIVE2

ALTERNATIVES DISPENSARY (EAST)

2300 Bethards Dr.
Santa Rosa CA 95405
707/525-1420

To: Our Neighbors Nearby 2300 Bethards Dr. (corner of Yulupa)

Re: New Cannabis Dispensary at 2300 Bethards Dr.

Dear Neighbors,

Alternatives has been operating a successful dispensary in Santa Rosa for 10 years serving medical, then recreational, customers who find cannabis helps them with pain from cancer treatments, musculoskeletal pain, arthritis, insomnia, anxiety and depression, opioid alternatives and addiction, PTSD, and a wide range challenges. Many of our customers use cannabis for artistic, creative inspiration, and many just use cannabis (CBD and/or THC) for a "reset" to balance their health and perspective.

With a second location, in east Santa Rosa, we can serve our community even better! 2300 Bethards Dr. is a 1.05 acre parcel located in a mixed commercial office and residential area of Santa Rosa at the corner of Bethards and Yulupa Ave. The building will be shared with long terms office tenants and the dispensary.

We envision a relatively small, neighborhood dispensary specializing in unmatched one-on-one customer service offering cannabis flowers, CBD products, cartridges, edibles, concentrates, topicals and tinctures at affordable prices.

Our surrounding neighbors may have three concerns: 1. Increased traffic, 2. Odor, and 3. Security. Allow us to address each potential concern:

Traffic

2300 Bethards has 63 parking spaces, allowing customers and tenants (and their visitors) ample parking. This exceeds the City's guidelines for parking ratios. Bethards is a main thoroughfare, able to handle traffic beautifully from the surrounding malls (Safeway, etc.) as well as a dispensary.

Odor

We have retained an expert in odor management who consults with companies to provide state of the art air cleaning. In fact, we will exceed the standards hospitals are required to meet, clean fresh air every 10 minutes. Our odor control systems will fully circulate and clean the air every 7 minutes. If there are still unwanted odors, we can even increase our scrubbers to completely clean the air every 5 minutes.

No packaging, processing, trimming or drying of cannabis will be conducted at the dispensary. To contain odors, all cannabis is pre-packaged and is purchased from state licensed cultivators and manufacturers through state-licensed distribution facilities. Engineering controls will be enough to mitigate odor such that cannabis odors will not be detected in the building's lobby or outside of the structure.

Security

The presence of dispensaries actually reduces neighborhood crime because they provide "eyes on the ground" via increased use and enhanced surveillance technology. But we have gone may steps further to provide security for our community.

CCTV cameras: Our security systems exceed the City's and State's requirements. We will have two redundant, separate video camera systems with day/night cameras covering the entire building and streets. Motion detection and glass break sensors are activated during our closed hours (we will be open 9pm to 9am.) Our security systems will be monitored, and information stored. Exterior security cameras are voice and noise enabled.

Security guards will be present when we are open (9am to 9pm,) per Bureau of Cannabis Control regulations. Exterior and interior lighting will provide excellent visibility. Exterior lighting will provide illumination and visibility to outdoor areas where customers may be present while eliminating light pollution and glare onto neighboring properties. All windows will be fully shielded for privacy to confine light and glare to the interior of the structure.

Alternatives only employs local residents and makes every effort to buy from and support our Northern California small farmers. For 10 years, it has always been 100% woman-owned, offering health and dental benefits to its employees, and mandates hiring a culturally, racially and gender-diverse, dedicated staff. We set the bar for excellence and are honored to have received Santa Rosa's support and licensing. Our passion for cannabis is never compromised by huge corporate interests invading the cannabis marketplace and we will never compromise our commitment to offering the finest cannabis on the planet.

If you attend our neighborhood meeting January 22, 2020 from 6-7PM at 637 First St. Santa Rosa, we hope you will support our application.

Wishing you wellbeing and happiness,

Karen for Alternatives West and East

I have been a tenant at 2300 Bethards for 20+ years, and would like to take issue with their addressing the three concerns:

Traffic

They state that they will have 63 parking spaces. Not knowing the building, we have 29 parking spaces plus 2 Handicap spaces in the outside parking lot. The additional 32 spaces are located in the parking garage under the building. During the winter storms, this area will flood, eliminating the 32 spaces.

Odor

This only applies to the inside of the building. My suite, Q is part of and controlled by the same system in Suite F. Looking at the proposed building plans, Suite F and A will become the actual sales store. Unless they are planning to replace the entire heating and AC system, my office will have some odor concerns, In addition, there are a lot of children that pass in front of the building everyday going to and from school. What about the people smoking outside, or in their cars prior to entering the building, and a school bus stop just down on Yulupa from the corner of Bethards.

Security

I am very concerned about the security for operating the sale of their products every day from 9 am to 9 pm.

We had a similar situation with a tenant that tried to operate a court drug rehab program that ended up having every office in the building broken into after hours.

I will try to attend the meeting on the 22nd at 6 pm, but I may be out of town on business.

We need to protect our neighborhood.....

Thank you for your support.

Robert Scinto

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 5:19 PM
To: Nadia Mansfield
Subject: RE: [EXTERNAL] Cannabis Dispensary Yulupa/Bethards.

Nadia,

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

 Please consider the environment before printing.

-----Original Message-----

From: Nadia Mansfield <lovelaughlive13@icloud.com>
Sent: Monday, January 27, 2020 1:37 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Dispensary Yulupa/Bethards.

Hi Susan!

This is a terrible idea. There are so many schools/daycare in the area that this establishment will not be a good fit for our Bennett Valley neighborhood.

My vote is a "no"

Thank you,

Nadia

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 5:19 PM
To: Diana Klein
Subject: RE: [EXTERNAL] Bennett valley pot store

Diana,

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

 Please consider the environment before printing.

-----Original Message-----

From: Diana Klein <dlk@sonic.net>
Sent: Monday, January 27, 2020 2:34 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Bennett valley pot store

Hi

I live in Bennett Valley and am very concerned about a pot store in our neighborhood. Can you let me know the status and/or what can be done to express my "NO VOTE".

Thanks

Diana

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 5:13 PM
To: Erica Avon
Subject: RE: [EXTERNAL] Cannabis Store and Lounge on Bethards/Yalupa Corner

Erica,

I've added your name to the mailing list so you should be receiving future notices. Please don't be alarmed if you don't receive anything for several months; the Conditional Use Permit review process takes some time.

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

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-----Original Message-----

From: Erica Avon <erica_avon@hotmail.com>
Sent: Monday, January 27, 2020 12:27 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Store and Lounge on Bethards/Yalupa Corner

Dear Susie,

I am a resident of Bennett Valley and just learned of the proposed cannabis retail and consumption lounge on the corner of Bethards and Yalupa. I am opposed to this idea. In all honestly I don't think I'd ever want this business in our family-oriented neighborhood, but until there are proven ways to test THC in people's systems with regards to driving impaired, it seems irresponsible and negligent for a business to allow public consumption from which people are likely to drive away. It would be dangerous to pedestrians and other drivers as well as opening up the city and the business owner(s) to lawsuits if such accidents do occur.

If there is a mailing list I could get on to be aware of future meetings or petitions, I'd appreciate it.

Regards,

Erica Campos
4709 Carissa Ave
Santa Rosa, CA 95405

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 5:18 PM
To: 'Nadia Mansfield'
Subject: RE: [EXTERNAL] Cannabis Dispensary Yulupa/Bethards.

Nadia,

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

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-----Original Message-----

From: Nadia Mansfield <lovelaughlive13@icloud.com>
Sent: Monday, January 27, 2020 1:37 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Dispensary Yulupa/Bethards.

Hi Susan!

This is a terrible idea. There are so many schools/daycare in the area that this establishment will not be a good fit for our Bennett Valley neighborhood.

My vote is a "no"

Thank you,

Nadia

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 4:35 PM
To: m sc
Subject: RE: [EXTERNAL] proposed bennett valley cannabis outlet concerns

Morris,

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to the Commission taking action.

Also, the applicant sent me an email after the Neighborhood Meeting and retracted her request that vaping/smoking be included in the onsite consumption area. I'm expecting a revised narrative as part of the completeness process. My guess is that if you check back in the next month or so, the revised narrative may be available.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: m sc <mschay@gmail.com>
Sent: Monday, January 27, 2020 11:10 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] proposed bennett valley cannabis outlet concerns

Dear Susie, Good Morning, I was at the January 22 2020 discussion group ,and as per your request , I'm listing my concerns. I will summarize as possible

1. Crime: I believe the proposed outlet would attract criminal activity.
2. Traffic : I believe this outlet would lead to increased traffic congestion and driver safety issues under the influence of cannabis.
3. Danger to the community: I believe given the nature of a cannabis outlet, and documented history, incidents of violent behavior would occur on a somewhat regular basis.
4. Children : I believe a cannabis outlet in this neighborhood would both be a bad influence to neighborhood children and put their safety at risk.
5. Summery: I feel a cannabis outlet in this neighborhood is completely inappropriate and would degrade the quiet ,peaceful, nature of this bennett valley neighborhood.

Susie, thank you for your efforts and hard work. Lord bless always,it was nice meeting you

Morris V. Chay 3070 yulupa ave 95405
Golden Tee HomeOwners Association
(a fellow civil Servant for 18 years) ha ha
take care. (707)843-0219

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 5:24 PM
To: George Traverso
Subject: RE: [EXTERNAL] Pot Lounge BV

Mr. Traverso,

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Please also note that shortly after the Neighborhood Meeting, which was held on January 22, 2020, the applicant revised her project description to eliminate the request for vaping/smoking in the onsite consumption area. Please feel free to come review the project materials.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

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-----Original Message-----

From: George Traverso <geosan@sbcglobal.net>
Sent: Monday, January 27, 2020 2:40 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot Lounge BV

Dear MsMurray,

As long time residents of Bennett Valley and neighbors of this proposed "pot lounge" location, we oppose this plan. The city of Santa Rosa is fortunate to have created such an outstanding example of a wonderful place to live! Let's not ruin it!!!!

This is a family oriented neighborhood around this pot location proposal. There are many elementary schools within walking distance to this area. As teachers we feel these children should not be exposed on their way home from school to the many dangers that this dispensary would present. Let us look at the safety and well being of our children and families rather than putting money and profits first.

Thank you for your attention and acknowledging our concerns.

George and Sandra Traverso
Sent from my iPhone

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 5:26 PM
To: Richard Wiseman
Subject: RE: [EXTERNAL] Cannabis Consumption Lounge

Mr. Wiseman,

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Richard Wiseman <ra_wiseman@yahoo.com>
Sent: Monday, January 27, 2020 3:06 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Consumption Lounge

Dear Ms. Murray, I am a home owner and business owner in Bennett Valley and I strongly oppose the proposal to open a cannabis "consumption lounge" at 2300 Bethards Drive. There is no amount of tax revenue that would justify all of the negatives associated with having stoned outsiders clogging up our streets, and spewing toxic waste into our environment and of course the associated crime that follows. I maintain that the rights of the residents to have a safe and clean neighborhood outweigh any entitlement that stoners feel they have. If you would like to check my references, I live at 2348 Horseshoe Court, and am part owner of the professional office building at 2321 Bethards Drive. I would appreciate a personal reply.

Richard A. Wiseman DMD

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 5:27 PM
To: 'Gail Cafferata'
Subject: RE: [EXTERNAL] Letter in opposition to Pot Lounge and Dispensary at Yulupa and Bethards

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Gail Cafferata <revgailc@gmail.com>
Sent: Monday, January 27, 2020 3:28 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Letter in opposition to Pot Lounge and Dispensary at Yulupa and Bethards

The Rev. Gail Cafferata, Ph.D.
Priest Associate
The Church of the Incarnation
550 Mendocino Avenue
Santa Rosa, CA 95401
707-953-0202 (cell)

revgailc@gmail.com

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 5:28 PM
To: Sue Albon
Subject: RE: [EXTERNAL] Pot shop plus pot lounge

Sue,

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

☑☑Please consider the environment before printing.

-----Original Message-----

From: Sue Albon <sue@redecho.net>
Sent: Monday, January 27, 2020 3:56 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot shop plus pot lounge

Dear Susie,

I live on Old Ranch Drive and walk daily, with my husband who has Alzheimers, past the proposed site for the pot/bar lounge

at Yulupa and Bethards, on our to have coffee at Starbucks. It is one of the few ways I can entertain him. I do not support the project

which does not fit into our neighborhood.

In addition, I should like to point out that we have a sober home, with 15 occupants ,next door to our house on Old Ranch Drive.

They are located there because we are considered to be a drug free neighborhood. The two facilities do not seem to be compatible.

I urge you to act against this decision by our City Council.

Sincerely,

Sue Albon

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 3:26 PM
To: Duane Jensen
Subject: RE: [EXTERNAL] Pot Lounge

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to them taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

 Please consider the environment before printing.

-----Original Message-----

From: Duane Jensen <dj49@comcast.net>
Sent: Sunday, January 26, 2020 2:08 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot Lounge

Why facilitating getting stoned anywhere, especially away from your home. This project should not even be considered by your department. Seems our city government can't be counted to make any decisions without "input" from constituents.

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 3:28 PM
To: 'Susan Chamberlain'
Subject: RE: [EXTERNAL] Pot lounge and retail store, in Bennett Valley!

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to them taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Susan Chamberlain <susanchamber@att.net>
Sent: Sunday, January 26, 2020 2:51 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot lounge and retail store, in Bennett Valley!

Please know that I do not support the proposed, Retail store and especially the lounge, in Bennett Valley! In fact, I and totally, against any such establishment, in family friendly Bennett Valley! Susan Chamberlain, over 40 Year resident in Bennett Valley

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 3:29 PM
To: philbarb611@comcast.net
Subject: RE: [EXTERNAL] Pot Bar

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to them taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

 Please consider the environment before printing.

-----Original Message-----

From: philbarb611@comcast.net <philbarb611@comcast.net>
Sent: Sunday, January 26, 2020 5:30 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot Bar

My husband, Phil, and I are 32 year residents of Bennett Valley. We have watched our family-friendly area become more dangerous, with car break-ins, robberies, and gang/drug activity.

Now a Pot Bar where people will come to smoke pot, vape, etc. is being planned. We are strongly opposed to this idea, and hope we will be heard. We worry about increases in crime, speeding and DUI issues, and the safety of our children, especially teens.

Please do not ruin the family atmosphere of our area!

Barbara McRae

Sent from my iPhone

Murray, Susie


From: Murray, Susie
Sent: Monday, January 27, 2020 3:30 PM
To: 'storms'
Subject: RE: [EXTERNAL] Cannabis dispensary

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to them taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: storms <storms@sonic.net>
Sent: Sunday, January 26, 2020 5:32 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis dispensary

Dear Ms. Murray:

I live close to this proposed cannabis business at the corner of Bethards & Yulupa.

I wholeheartedly say NO to giving them a permit. We are a family-friendly neighborhood, and do not want cannabis-seekers flocking to our neighborhood.

This kind of business belongs in an **industrial business park**, NOT a middle class neighborhood.

Please deny this permit. I'm sure they can find a suitable location elsewhere.

Ann Storms
Bennett Valley

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 3:35 PM
To: Peter Caven
Subject: RE: [EXTERNAL] Cannabis Dispensary in Bennett Valley

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to the Commission taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Peter Caven <pbcaven@gmail.com>
Sent: Sunday, January 26, 2020 9:09 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Dispensary in Bennett Valley

I am a resident of Bennett Valley for over 12 years (6578 Birch Dr, Santa Rosa, CA 95404). I feel that the location of the Dispensary is inappropriate. I understand that there is a consumption lounge that is proposed for this location. As a frequent driver on the "safety challenged" Bennett Valley Rd. I feel the consumption lounge is a really bad idea. Please consider my citizen safety concerns when making your decision. It is much better to error on the side of public safety which will cause no harm, than to make a bad decision that may cause unnecessary fatalities. Regards, Peter Caven (545-2199).

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 3:42 PM
To: Tamara Blass
Subject: RE: [EXTERNAL] Petition for Bethards Dispensary

Ms. Blass,

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to the Commission taking action.

Also, the applicant sent me an email after the Neighborhood Meeting and retracted her request that vaping/smoking be included in the onsite consumption area. I'm expecting a revised narrative as part of the completeness process. My guess is that if you check back in the next month or so, the revised narrative may be available.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Tamara Blass <tamarablass@gmail.com>
Sent: Sunday, January 26, 2020 9:11 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Petition for Bethards Dispensary

Dear Ms. Murray,

I attended the neighborhood meeting for the proposed cannabis dispensary at 2300 Bethards Drive and wanted to cast my vote in favor of the application for the following reasons:

I have been a resident and real estate professional in Sonoma County for over 20 years and care deeply about our neighborhoods and community. I genuinely feel that having a well-run business could be good for the area in general.

I believe Dispensary applications should be considered on a neighborhood by neighborhood basis but also seen from the macroeconomic viewpoint as businesses that contribute financially help to improve our communities. Hopefully, this dispensary would contribute financially to our community by hiring locally and

contributing increased taxes assessed to dispensaries and be seen as an asset.

I have reviewed this application for "fit" and feel it is compatible with our Bennett Valley neighborhood. First, the area already supports high traffic with wide avenues and adequate access for both residents and neighboring large businesses such as Safeway, the 76 Gas Station, and many contiguous professional office buildings. From what I heard the applicant is not asking for a variance from city signage regulations and that no signs would display that cannabis was sold in the building and that they carefully screen who can enter, only allowing adults and medical patients with valid medical cards. Those protections seem to me to be sufficient as I do not feel it would be in the communities best interest to have bold and out of place signage advertising this kind of business. My hope is that this will be a welcoming Dispensary that will fill a special need in our community, serving our local neighborhood, improving the current establishment and of course, contributing to Santa Rosa's economic needs as well, thru the taxes generated if the business is successful.

My biggest reservation is the petition for a smoking lounge, as I do not feel that having a place where people can aggregate to imbibe is really acceptable for this kind of a neighborhood location. I would like to hear more about how this kind of addition would benefit anyone but overall I am not in favor of what in my mind would be akin to a "bar" and am concerned about drawing people to smoke or vape on-premises in what is mostly a residential neighborhood. is a great idea.

Other than that, I am generally in favor of the applicant's petition for a Dispensary. My hope is that it will be a well-run establishment that will blend in with the community. I do not feel that concerns that it will draw crime are warranted because businesses like this seem to go out of their way to ensure their own and the public's safety in general.

If you have any questions or concerns, please feel free to contact me.
Tamara Blass. 707-701-7734

Thank you for your time.

Kind Regards,

Tamara Blass

707-703-7734
DRE Lic# 01867908

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 3:43 PM
To: Christine Armigo
Subject: RE: [EXTERNAL] Yulupa/Bethards Cannabis Dispensary Disapproval

Ms. Armigo,

Thank you for taking the time to provide your comments. I've placed a copy in the public file and will provide a copy to the Planning Commission prior to the Commission taking action.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Christine Armigo <carmigo@sbcglobal.net>
Sent: Monday, January 27, 2020 1:39 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Yulupa/Bethards Cannabis Dispensary Disapproval

Dear Ms. Murray,

Due to family circumstances, I have been unable to attend any of the meetings regarding this proposal.

I object to this location for such a business in our quiet, family-focused community. Many children are still safely able to walk/bike independently to the two small shopping centers here and a location allowing for sales and use of cannabis would contribute to increased, intoxicated traffic in the area proposed. As a long-time tax-paying, property-owning resident and grandmother here in Bennett Valley, I disagree with this location for this business.

Sincerely,

Christine Armigo, MSN, RNC-NIC

Adjunct Faculty, Maternal Child Nursing

ADN Program, Santa Rosa Junior College

Staff RN, NICU

Sutter Santa Rosa Regional Hospital

Murray, Susie

From: Gabe McCarthy <gabe.mccarthy@gmail.com>
Sent: Monday, January 13, 2020 10:36 AM
To: Murray, Susie
Subject: [EXTERNAL] Proposed Dispensary @ 2300 Bethards DR

Dear Susan Murray,

I am writing to convey my **disapproval of the proposed project** - it's incredibly close to a young-family neighborhood, around the corner from an elementary school and just down the road from another! Hundreds of children walk directly past this corner on the way to/from school every day; not just to school, but to access nearby family restaurants and the ice cream parlor.

I get it, it's legal - so are car dealerships - and this isn't a suitable place for either (just an example). Security guards, inevitably *impaired* drivers, added traffic, and crime are all inseparable from a business like this - and all of these will irreparably change the face of this neighborhood.

Gabe McCarthy
707-888-9526
Resident/neighbor off nearby Knolls Dr.

Murray, Susie

From: Natasha Van Leuven <nmborowicz@gmail.com>
Sent: Monday, January 13, 2020 2:55 PM
To: Murray, Susie
Subject: [EXTERNAL] Neighbor Comments: Proposed Dispensary at 2300 BETHARDS DR, SANTA ROSA, CA 95405

Hi, Susie -

I saw on Next Door that there is an upcoming hearing for a proposed dispensary at 2300 Bethards Drive in Santa Rosa. While I am unable to attend, I wanted to send you my comments.

I live in the Gainsborough neighborhood which is approximately 2-blocks from where the proposed dispensary is going to be. I am in full support of this dispensary. Currently, the only dispensaries are located downtown or in the industrial areas of our city. Very inconvenient for those who use the product and do not grow their own.

I myself do not partake in consuming or smoking cannabis, but I know for many it helps with a plethora of illnesses, stressors, traumas and so on.

I do not worry about this type of business bringing in the "wrong" type of people. Those who shop at dispensaries are responsible community members and security is always top of the line at the dispensaries I have been to. Also, having various locations make this product available to a larger demographic of people, especially our elders, who may not be able to make it all the way downtown and who could potentially benefit from using the product.

I hope these comments are helpful moving forward!

Best,
Natasha V.

THE REV. GAIL LEE CAFFERATA, PH.D.
4794 HILLSBORO CIRCLE
SANTA ROSA, CA 95405
revgailc@gmail.com
707-953-0202 (CELL)

January 27, 2020

Dear Ms. Murray,

I am writing to oppose the permit for a pot dispensary and pot lounge at the corner of Bethards and Yulupa Avenues. This use of space is completely incompatible with our residential community and belongs downtown so tourists as well as residents who want to use it can enjoy its benefits, people can walk to it, and there is ample public transportation.

I am opposed for many reasons, the most important that people purchasing pot and even worse, consuming it there, would be extremely dangerous to the many pedestrians including parents with children and baby strollers, the elderly, people with disabilities such as those using wheelchairs or walkers, and bicyclists. I am 74 years old and walk through that intersection just about every day. A pot lounge (Perish the thought!) has the potential for those impaired by pot to hit or injure pedestrians like me with cars, trucks, motorcycles and other vehicles. Impaired consumers of pot would threaten the many children walking home from school on either Yulupa or Bethards. Besides local schools being a destination, there are school bus stops on Bethards from which about 10-15 children walk home (I can get the numbers). Further, a pot lounge sending out impaired consumers has the potential to increase traffic accidents at an already busy intersection.

We do not have a regular police presence because our neighborhood is peaceful. I've lived here for 20 years and have never seen a police car patrolling except one planted (rarely!) to catch traffic scofflaws. It's bad enough that we have drag races on Bethards and Summerfield (and the folks are never caught), and sideshows on Yulupa (one person caught?). An out of control driver recently ran through the barrier and fence at the end of Summerfield! Heaven knows how many more accidents like this would happen with impaired strangers lost or trying to evade police in a chase.

A pot dispensary and lounge will attract out-of-town car drag or sideshow racers and spectators who will endanger our people and property by criminal activity and racing away to avoid police capture, vagrants who might settle into homelessness in nearby shopping centers and parking lots. It will attract burglars and robbers to our quiet neighborhood. Running out of cash, they would say, "Aha! I didn't realize there were so many apartments and homes I could break into here so easily!" A pot lounge will become a fatally "attractive nuisance" to a

community whose peace and quiet I have come to love for the 20 years we have lived here.

I am a pastor, an Episcopal priest who serves at The Church of the Incarnation on Mendocino Avenue. I know our city's people and places. As a pastor and priest, I know what is in the common good and what is not. Pot may be legal, but there are places where pot dispensaries and "lounges" should go, and the corner of Bethards and Yulupa is not one of them. These establishments belong in commercial areas, not residential ones. There is absolutely no moral reason why our community should tolerate a pot dispensary, even worse, a pot lounge (that Marin County bans) there. Not one! There are many ethical reasons why there should be no permit for this facility. Dispensaries can be outright dangerous and harmful (witness robberies at other pot dispensaries), and they have the potential to cause harm not only to the community as I've described above, but also to the user, for whom pot may be a gateway drug.

I implore you to listen to your consciences and constituencies who live near Bethards and Yulupa and do the right thing. Find another place for these establishments!

Sincerely,

The Rev. Gail Cafferata

Murray, Susie

From: Murray, Susie
Sent: Monday, January 27, 2020 5:41 PM
To: Denise Trione
Subject: RE: [EXTERNAL] 2300 Bethards Dr

Thank you for sending in your comments. I've added a copy to the public file and will be sure the Planning Commission receives a copy prior to taking action.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

☑☑ Please consider the environment before printing.

-----Original Message-----

From: Denise Trione <dtrione@gmail.com>
Sent: Monday, January 27, 2020 5:40 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards Dr

Hello,

I am emailing to voice my opposition for the dispensary and cannabis lounge that is proposed for our Bennett Valley neighborhood. We have children that frequently ride their bikes to Baskin Robbins and Molly's bakery. It is very concerning that we could have patrons of this lounge pulling in and out of driveways at the same intersection. I cannot understand or support the location of a dispensary and lounge in this family neighborhood. Please consider my strong opposition and desire to keep our neighborhood and children safe.

Thank you,
Denise Trione Hicks
707-529-3876

Sent from Denise Trione Hicks' iPhone

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 28, 2020 3:19 PM
To: libbyshutton@yahoo.com
Subject: 2300 Bethards - Neighborhood Meeting Follow-up

Hi Libby,

Thank you for the phone message. I'll give you a call back shortly. For now, the requested email is included below.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: KAREN KISSLER <mkslr@comcast.net>
Sent: Thursday, January 23, 2020 3:13 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Re: 2300 Bethards - Neighborhood Meeting Follow-up

It does help! Thank you so much for handling the meeting with great poise and efficiency!

We are going to withdraw our request for a consumption lounge with anything more than just edibles and tinctures. In other words, we won't have customers smoking or vaporizing onsite.

That should take care of 90% of the questions. I wish. ;-)

Once again, thank you so much for all your help and support.. I look forward to whatever comes next.

Karen

On January 23, 2020 at 1:26 PM "Murray, Susie" <SMurray@srcity.org> wrote:

Karen,

I've attached my chicken-scratch notes from last night's Neighborhood Meeting, which are nothing official but are sometimes helpful. I recommend you be prepared to respond to each of the items listed when we move forward to the Planning Commission hearing. I also attached the sign-in sheet for your reference.

I hope this helps.

Susie

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

Murray, Susie

From: KAREN KISSLER <mkslr@comcast.net>
Sent: Thursday, January 23, 2020 3:13 PM
To: Murray, Susie
Subject: [EXTERNAL] Re: 2300 Bethards - Neighborhood Meeting Follow-up

It does help! Thank you so much for handling the meeting with great poise and efficiency!

We are going to withdraw our request for a consumption lounge with anything more than just edibles and tinctures. In other words, we won't have customers smoking or vaporizing onsite.

That should take care of 90% of the questions. I wish. ;-)

Once again, thank you so much for all your help and support.. I look forward to whatever comes next.

Karen

On January 23, 2020 at 1:26 PM "Murray, Susie" <SMurray@srcity.org> wrote:

Karen,

I've attached my chicken-scratch notes from last night's Neighborhood Meeting, which are nothing official but are sometimes helpful. I recommend you be prepared to respond to each of the items listed when we move forward to the Planning Commission hearing. I also attached the sign-in sheet for your reference.

I hope this helps.

Susie

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 28, 2020 4:02 PM
To: Bridget
Subject: RE: [EXTERNAL] Pot lounge

Bridget,

Thank you for taking time to email your comments. I have put a copy of this email in the public file and will provide a copy to the Planning Commission before an action is taken.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

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-----Original Message-----

From: Bridget <bridget_schneider@yahoo.com>
Sent: Tuesday, January 28, 2020 1:34 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot lounge

The pot lounge is a terrible idea that will only bring crime to the small corner of Bennet Valley. Pot retail and pot lounges are forbidden in Marin County which means other counties will be coming to our section of Santa Rosa. Multiple stores in this area I've already been robbed and now this lounge is encouraging people to smoke pot and rob people when they leave the store. When the users leave they will deserve a DUI and there are multiple schools that children walk from around this location! It sounds like the owner of the Pot lounge has been robbed at the other pot retail location that doesn't even allow smoking it's only retail. The whole reason this is getting past is for the tax money. Once the city gets the tax money they will spend it in irresponsible ways. This includes a terrible attempt to help the homeless without addressing mental health, drug addiction, or needle exchange. Children won't be safe walking home from a school outside a drug lounge. Californian's will flee this high tax dollar state that seems to be promoting crime and not enforcing punishment.

Bridget

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 28, 2020 4:06 PM
To: 'Ellen Woodward'
Subject: RE: [EXTERNAL] cannabis lounge

Thank you for taking time to email your comments. I have put a copy of this email in the public file and will provide a copy to the Planning Commission before an action is taken.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

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-----Original Message-----

From: Ellen Woodward <elliecw@yahoo.com>
Sent: Tuesday, January 28, 2020 6:21 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] cannabis lounge

Dear Ms. Murray,

We are writing as concerned citizens. We moved to Bennett Valley from Orange County in 2014 to retire. We were looking forward to a more relaxed lifestyle with opportunity for outdoor recreation. We are very happy with our quiet, family oriented neighborhood and weekly frequent the stores and restaurants in the immediate vicinity. We feel strongly that a cannabis dispensary/lounge in a residential neighborhood such as ours would be not only a bad idea, but possibly a dangerous one. Not only would the traffic increase in an area where many elderly and families walk on a daily basis, but the opportunity for criminal behavior would definitely increase. As Press Democrat subscribers we have read the stories of robberies (and worse) in the parts of town where cannabis is grown and available. Please help us preserve the safety of our little corner of a town that is increasingly succumbing to big city problems.

Sincerely,

Stan and Ellen Woodward

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 28, 2020 4:07 PM
To: 'Judy Mahoney'
Subject: RE: [EXTERNAL] 2300 Yulupa

Ms. Mahoney,

Thank you for taking time to email your comments. I have put a copy of this email in the public file and will provide a copy to the Planning Commission before an action is taken.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

 Please consider the environment before printing.

-----Original Message-----

From: Judy Mahoney <jamahoney@me.com>
Sent: Tuesday, January 28, 2020 2:45 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Yulupa

I feel this is a totally inappropriate place to open a pot lounge. This is a very family friendly area and a pot lounge just does not fit. Please come up with a more appropriate location. The traffic on Bennett Valley Rd does not need the flow of traffic that this project will bring.

There are kids walking and bike riding daily on Bethards and Yulupa, They. don't need to be around a bunch of stoned people.

Judy Mahoney
Sent from my iPad

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 28, 2020 2:52 PM
To: bradford@sonic.net
Subject: RE: [EXTERNAL] 2300 Bethards cannibas

Gary & Pam,

Thank you for taking time to provide your comments. I will place a copy in the public file and be sure the Planning Commission receives a copy prior to taking action on the requested Conditional Use Permit. The project is proposing an onsite consumption area for topicals and consumables. No smoking or vaping will be included.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: bradford@sonic.net <bradford@sonic.net>
Sent: Monday, January 27, 2020 7:07 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards cannibas

Hi Susy – we live in Bennett Valley and we were not aware of the meeting on January 22 regarding the cannabis application for 2300 Bethards. Can you please provide an update? It appears the application is for retail and delivery? Is a “consumption lounge” also being considered? Sincerely, Gary and Pam Bradford

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 28, 2020 2:53 PM
To: 'Charis Fitchett'
Subject: RE: [EXTERNAL] Bethards consumption lounge

Thank you for taking time to provide your comments. I will place a copy in the public file and be sure the Planning Commission receives a copy prior to taking action on the requested Conditional Use Permit.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

 Please consider the environment before printing.

-----Original Message-----

From: Charis Fitchett <charisoct@icloud.com>
Sent: Monday, January 27, 2020 7:12 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Bethards consumption lounge

I live off of Summerfield road and am NOT in favor of the cannabis consumption lounge. Too close to neighborhoods with children. Wrong location for this business.
Sent from my iPad

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 28, 2020 2:55 PM
To: Millie Sivage
Subject: RE: [EXTERNAL] Cannabis Dispensary 2300 Bethards Santa Rosa

Ms. Sivage,

Thank you for taking time to provide your comments. I will place a copy in the public file and be sure the Planning Commission receives a copy prior to taking action on the requested Conditional Use Permit.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Millie Sivage <vernonsivage@sbcglobal.net>
Sent: Monday, January 27, 2020 8:08 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Cannabis Dispensary 2300 Bethards Santa Rosa

Dear Ms. Murray:

Having lived in the Bennett Valley neighborhoods for the past 45 years, I am quite familiar with the location and surroundings of the proposed Dispensary/Lounge. It is adjacent to shopping which draws people of all ages, many of whom live in the apartments nearby and are elderly or families with young children. Many walk to their destinations in this area.

First, I cannot think of any location which would be a reasonable place for such a business and certainly not at 2300 Bethards! To include a "lounge" with the retail area could certainly bring about many undeserved Injuries and/or deaths due to those who drive impaired after having spent some time at the "LOUNGE". Bethards Drive and Bennett Valley Road are long straight streets which make higher than speed limit speeds easy. They are also quick access to Bennett Valley Road over to Petaluma Hill Road as well as Crane Canyon Road....all of which are curvy and can be dangerous at best. The point is why increase the danger by adding this type of business?

I recognize that the area is a mixed retail/residential use and that is what has kept it appealing to the residents mentioned earlier.

I am unequivocally opposed to this business application being approved.

Thank you!

Millie Sivage

Sent from Mail for Windows 10

Murray, Susie

From: Murray, Susie
Sent: Tuesday, January 28, 2020 2:55 PM
To: 'Tom & Jeanne'
Subject: RE: [EXTERNAL] Pot dispensary

Thank you for taking time to provide your comments. I will place a copy in the public file and be sure the Planning Commission receives a copy prior to taking action on the requested Conditional Use Permit.

Susie Murray | Senior Planner
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org

 Please consider the environment before printing.

-----Original Message-----

From: Tom & Jeanne <jeanne5017@sonic.net>
Sent: Monday, January 27, 2020 8:50 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Pot dispensary

Excuse me, but this neighborhood is NOT an appropriate location for what amounts to a pot shop and lounge in which to get high. The corner you're proposing this for is loaded with children going to and from school in the mornings and afternoons. This bar/lounge should be in downtown Santa Rosa NOT a family centered community in the Bethards/Yulupa neighborhood. We strongly protest these plans. There has not been enough information distributed to the community. Please reconsider giving a permit to these people. Now is the time to stop this before it's too late. It's a lot easier to say no to this now then to try and shut it down at a later date. Please think and be reasonable!

Sincerely, Tom and Jeanne Nelson

City of Santa Rosa

AUG 17 2020

July 28th, 2020

Dear Ms. Murray:

Planning & Economic
Development Department

As a Santa Rosa City Planner, I know you are well aware of the proliferation of cannabis dispensaries in Sonoma County, and particularly in Santa Rosa. First of all, I'd like to point out the dictionary definition of a dispensary—"A room where medicines are prepared and provided." Note the word **'medicines'**.

I have stopped referring to "cannabis dispensaries", and instead, call them what they are, marijuana drug shops. The pot "business" consortiums have spent a lot of money and time investing in PR firms that help them word their products and pot shops, such that the general public (and our government agencies) are soothed by the benign-sounding lingo: "medical marijuana", "wellness business" and "Mercy Dispensary".

I am writing to you at this moment, because it seems almost on a bi-weekly basis, I see yet another new marijuana shop pop up in Santa Rosa. How many do we need?? There is no legal test for marijuana impairment for a person driving under the influence of pot. It is solely an individual judgement call by an officer of the law. Why have we set ourselves up for a problem of this magnitude?

My senior mother lives in Southern California, and recently my brother, who lives close by, suggested she try a cannabis gummy product for her insomnia. My first concern was not only her age, but interactions with her prescription medications and a marijuana product. I went to Drugs.com where I was able to compare every medication she is on with a cannabis product. I was alarmed to see that her blood pressure medication and her prescription pain medication BOTH interacted significantly with a marijuana gummy. A cannabis product can either enhance a prescription drug's effect or hinder it. This occurs in the liver, which filters drugs and other metabolic by-products. The bottom line is, cannabis can either make some prescription medications MORE potent or LESS potent, either way is highly undesirable!

With the ageing population in Sonoma County and the average daily intake of important prescription medications high, this is very concerning. I know that most people, because of cannabis' savvy marketing, falsely believe that cannabis products are "natural", "safe", and can be mixed and matched with their regular prescription meds.

I urge you to strongly consider putting the breaks on this runaway "industry". Especially now, during a pandemic, when inhaling marijuana smoke & toxins makes one much more susceptible to Covid-19. We don't need impaired people in our community, with decreased mental functions either.

Murray, Susie

From: Christine Cucina <4cucinas@gmail.com>
Sent: Thursday, January 30, 2020 8:51 PM
To: Murray, Susie
Cc: Susan.Gorin@sonoma-county.org
Subject: [EXTERNAL] Proposed Bennett Valley Dispensery
Attachments: Alternatives Letter.pdf

Ms. Murray,

We are writing to voice our objection to the application from Karen Kissler of Alternatives cannabis dispensery to open a dispensery and "consumption lounge" at the location of 2300 Bethards Drive in Bennett Valley.

A dispensary and lounge are incongruous with this family-oriented neighborhood. We are particularly concerned with the safety of allowing the consumption lounge to be installed in this location, with access to and from via rural Bennett Valley Drive. I think Ms. Kessler said it best herself in this April, 2018 article in the Press Democrat: "It is so much safer for our clients to get their items delivered," she added. "No one needs to drive."

In addition, we find Ms. Kissler's letter to neighbors near the location (copy attached) to be presumptuous and disingenous. Presumptuous, given the letterhead name and address of her as-of-yet-unapproved business location. Disingenous in that there is no mention of her plans for a consumption lounge, nor does she see fit to sign her letter in full. It would seem that she anticipated her business would be unappreciated by those to whom she is addressing the letter. We find the assurances she has made in the letter with regards to traffic, odor and security unconvincing.

We trust that you will take the concerns of the neighbors and businesses in the area into consideration when determining whether to approve a permit for Ms. Kissler's business to move into this location.

Kind regards,

Christine and Victor Cucina
2949 Jason Drive
Santa Rosa, CA 95405

cc: Supervisor Susan Gorin, District 1



ALTERNATIVE2

ALTERNATIVES DISPENSARY (EAST)

2300 Bethards Dr.
Santa Rosa CA 95405
707/525-1420

To: Our Neighbors Nearby 2300 Bethards Dr. (corner of Yulupa)

Re: New Cannabis Dispensary at 2300 Bethards Dr.

Dear Neighbors,

Alternatives has been operating a successful dispensary in Santa Rosa for 10 years serving medical, then recreational, customers who find cannabis helps them with pain from cancer treatments, musculoskeletal pain, arthritis, insomnia, anxiety and depression, opioid alternatives and addiction, PTSD, and a wide range challenges. Many of our customers use cannabis for artistic, creative inspiration, and many just use cannabis (CBD and/or THC) for a "reset" to balance their health and perspective.

With a second location, in east Santa Rosa, we can serve our community even better! 2300 Bethards Dr. is a 1.05 acre parcel located in a mixed commercial office and residential area of Santa Rosa at the corner of Bethards and Yulupa Ave. The building will be shared with long term office tenants and the dispensary.

We envision a relatively small, neighborhood dispensary specializing in unmatched one-on-one customer service offering cannabis flowers, CBD products, cartridges, edibles, concentrates, topicals and tinctures at affordable prices.

Our surrounding neighbors may have three concerns: 1. Increased traffic, 2. Odor, and 3. Security. Allow us to address each potential concern:

Traffic

2300 Bethards has 63 parking spaces, allowing customers and tenants (and their visitors) ample parking. This exceeds the City's guidelines for parking ratios. Bethards is a main thoroughfare, able to handle traffic beautifully from the surrounding malls (Safeway, etc.) as well as a dispensary.

Odor

We have retained an expert in odor management who consults with companies to provide state of the art air cleaning. In fact, we will exceed the standards hospitals are required to meet, clean fresh air every 10 minutes. Our odor control systems will fully circulate and clean the air every 7 minutes. If there are still unwanted odors, we can even increase our scrubbers to completely clean the air every 5 minutes.

No packaging, processing, trimming or drying of cannabis will be conducted at the dispensary. To contain odors, all cannabis is pre-packaged and is purchased from state licensed cultivators and manufacturers through state-licensed distribution facilities. Engineering controls will be enough to mitigate odor such that cannabis odors will not be detected in the building's lobby or outside of the structure.

Security

The presence of dispensaries actually reduces neighborhood crime because they provide "eyes on the ground" via increased use and enhanced surveillance technology. But we have gone many steps further to provide security for our community.

CCTV cameras: Our security systems exceed the City's and State's requirements. We will have two redundant, separate video camera systems with day/night cameras covering the entire building and streets. Motion detection and glass break sensors are activated during our closed hours (we will be open 9pm to 9am.) Our security systems will be monitored, and information stored. Exterior security cameras are voice and noise enabled.

Security guards will be present when we are open (9am to 9pm,) per Bureau of Cannabis Control regulations. Exterior and interior lighting will provide excellent visibility. Exterior lighting will provide illumination and visibility to outdoor areas where customers may be present while eliminating light pollution and glare onto neighboring properties. All windows will be fully shielded for privacy to confine light and glare to the interior of the structure.

Alternatives only employs local residents and makes every effort to buy from and support our Northern California small farmers. For 10 years, it has always been 100% woman-owned, offering health and dental benefits to its employees, and mandates hiring a culturally, racially and gender-diverse, dedicated staff. We set the bar for excellence and are honored to have received Santa Rosa's support and licensing. Our passion for cannabis is never compromised by huge corporate interests invading the cannabis marketplace and we will never compromise our commitment to offering the finest cannabis on the planet.

If you attend our neighborhood meeting January 22, 2020 from 6-7PM at 637 First St. Santa Rosa, we hope you will support our application.

Wishing you wellbeing and happiness,

Karen for Alternatives West and East

Murray, Susie

From: Emily Szopsinki <eakimoff@aim.com>
Sent: Thursday, January 30, 2020 1:04 PM
To: Murray, Susie
Subject: [EXTERNAL] Issue: Opposition of marijuana consumption lounge in bennet valley

Hello,

I am a home owner and parent who lives near the proposed marijuana consumption lounge/store on Yulupa and Bethards. I would like to express my deepest concern and opposition to placing such an establishment in our family friendly neighborhood. I am concerned for several reasons: the fact that customers can get high at this establishment and leave, driving through the shopping center and out of bennet valley poses a danger for all driving/walking/cycling in the area. This increases risk of robbery, potentially involving dangerous weapons in our area- as the owner has experienced in her current location. I am also concerned about the type of customers this facility will attract and feel concerned walking in the shopping center with my young daughter knowing this would be there. Please consider these concerns and please advocate to keep bennet valley family friendly and safe.

Thank you,

Emily Szopinski

Murray, Susie

From: beverly saul <beverlysaul@yahoo.com>
Sent: Thursday, January 30, 2020 1:07 PM
To: Murray, Susie
Subject: [EXTERNAL] 2300 Bethards

Dear Ms Murray, PLEASE PLEASE, do not OK the pot business @ the 2300 Bethards location, it is a very busy corner right across from 2 shopping centers, bus stops and lots of Children crossing in all the crosswalks,it would be very dangerous for all. I for one will be afraid to drive to Safeway and Cvs , for my grocery's and med's knowing how dangerous it will become at that spot. Thank You so much

Beverly Saul

4798 Tarton Dr.

Santa Rosa Ca, 95405

Sent from Yahoo Mail. [Get the app](#)

Murray, Susie

From: Natasha Blass <natashablass@gmail.com>
Sent: Thursday, January 30, 2020 4:28 PM
To: Murray, Susie
Subject: [EXTERNAL] In Support of the Dispensary

Dear Ms. Murray,

I wanted to write to express strong support for the cannabis dispensary on the corner of Bethards and Yulupa.

I don't think dispensary businesses should be treated any differently than any other business allowed to operate in our neighborhoods. In fact I think they should be given preferential treatment because a lot of my friends who work in the cannabis industry need legitimate jobs which are few and far between. I don't think dispensaries can advertise what they sell and all of the dispensaries I've been to are respectful and mindful of the surrounding community. The proposed dispensary is contained within an office building, The perfect place for a discreet neighborhood dispensary.

My family and I welcome all points of view no matter how different. Mostly, I want to be able to drive somewhere close to my home, where I feel comfortable, and stop by on my way from work.

I feel a tasteful Dispensary is no different from any of the surrounding commercial businesses which sell groceries, liquor, takeout food, gasoline, bodywork, dental services, or any other business! I trust the city would regulate this business as much as it does any other.

I and my family welcome to Dispensary at this location.

Thank you for taking the time to read this letter!

--

Natasha Blass
[415-532-5701](tel:415-532-5701)
www.natashablass.com

Murray, Susie

From: KAREN KISSLER <mkslr@comcast.net>
Sent: Tuesday, January 28, 2020 8:08 PM
To: Murray, Susie
Subject: [EXTERNAL] Re: Email Responses

Of course. Sorry if it was inappropriate to respond directly to people; I hope it was all right. But of course I won't respond to anyone else without speaking with you first.

Thank you,
Karen

> On January 28, 2020 at 7:53 PM "Murray, Susie" <SMurray@srcity.org> wrote:
>
>
> Karen,
>
> Please call me tomorrow morning before you send more responses.
>
> Thank you.
>
> Susie Murray
> Sent from my iPhone

Murray, Susie

From: Linda Bavo <lbavo@sonic.net>
Sent: Tuesday, January 28, 2020 11:29 PM
To: Murray, Susie
Subject: RE: [EXTERNAL] PROJECT ADDRESS - 2300 BETHARDS DR, SANTA ROSA, CA 95405

Hello again, Susie – I did attend the meeting last week and wanted to thank you for conducting the meeting and all the information. I do have two more questions:

Can you tell me approximately how long the CUP process will take before a decision is made?

Also, I received an email from Karen Kissler, the applicant this evening. I did not give her my email or name directly and don't recall if I wrote down anything other than my name and address on the sign-up sheet at the public meeting last week. The email information that she sent was nicely written and informative, but it felt odd that she reached out in this way. The email was addressed to "Dear Neighbors", so I was not the only one receiving her email. I'm assuming that she got this information from the sign-up sheet that was passed around at the public meeting last Wednesday.

Is it normal for the city to release the names, etc. of persons who attend these types of public meeting?

Thank you.

Linda

From: Murray, Susie <SMurray@srcity.org>
Sent: Tuesday, January 21, 2020 11:38 AM
To: 'Linda Bavo ' <lbavo@sonic.net>
Cc: Murray, Susie <SMurray@srcity.org>
Subject: RE: [EXTERNAL] PROJECT ADDRESS - 2300 BETHARDS DR, SANTA ROSA, CA 95405

Ms. Bavo,

Thank you for taking time to provide your comments and concerns. I have responded to some of them in red below. This correspondence will become part of the public file and the Planning Commission will receive a copy prior to taking any action of the requested Conditional Use Permit. In the meantime, I hope you'll attend the Neighborhood Meeting tomorrow evening. I will be there to explain the City's process and the applicant will be there to answer questions about the project.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



From: Linda Bavo <lbavo@sonic.net>
Sent: Monday, January 20, 2020 12:12 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] PROJECT ADDRESS - 2300 BETHARDS DR, SANTA ROSA, CA 95405

I am contacting you regarding the proposed cannabis retail and delivery business to be possibly located at 2300 Bethards Avenue to which I am 100% opposed. I don't believe that this type of industry belongs in a quiet residential neighborhood, nor would it be a positive addition for the majority of homeowners and renters who reside in Bennett Valley.

This area of Bennett Valley has suffered from more than one robbery of a jewelry store and two banks over the past few years. One person died as a result of the jewelry store robbery. Being situated on the edge of Santa Rosa seems to give the message that we are not as protected as other areas in Santa Rosa. Allowing a cannabis retail and delivery store in a residential area for thieves to possibly rob doesn't seem a good fit for this neighborhood.

Young teens hang out in the two strip malls opposite this property. Three schools are located within less than a half mile from 2300 Bethards Avenue. They are; Yulupa Elementary, Matanzas Elementary and Strawberry Elementary. Some of these young students could walk right by 2300 Bethards to and from school or the shopping center. What are the city's rulings on cannabis retail business being located close to elementary schools? Pursuant to Zoning Code Chapter 20-46, a Cannabis Retail (dispensary) facility cannot be located within 600 feet of a school.

This proposed location also abuts several residences as there are condos located right next door at 2802 – 2824 Yulupa Avenue. What is the city's ruling on location of cannabis businesses in residential neighborhoods? The Zoning Code does not prohibit a dispensary from being located adjacent to residential uses. The project requires a Conditional Use Permit (CUP) for which the Planning Commission may approve or deny the application. If approved, they first have to make the following six findings:

1. The proposed use is allowed within the applicable zoning district and complies with all other applicable provisions of this Zoning Code and the City Code;
2. The proposed use is consistent with the General Plan and any applicable specific plan;
3. The design, location, size, and operating characteristics of the proposed activity would be compatible with the existing and future land uses in the vicinity;
4. The site is physically suitable for the type, density, and intensity of use being proposed, including access, utilities, and the absence of physical constraints;
5. Granting the permit would not constitute a nuisance or be injurious or detrimental to the public interest, health, safety, convenience, or welfare, or materially injurious to persons, property, or improvements in the vicinity and zoning district in which the property is located; and
6. The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA).

There are already three cannabis retail stores located just a few miles away along Santa Rosa Avenue and Petaluma Road that should serve the purpose of cannabis consumers in the Bennett Valley district. What is the city's ruling on how many cannabis businesses are allowed in the city or how close to each other can they be located? Zoning Code Chapter 20-46 does not allow dispensaries to be located within 600 feet of another dispensary.

The applicant, Karen Kissler already owes a retail cannabis property at 1603 Hampton Way in another section of Santa Rosa that is commercial. How many retail cannabis business can one person be involved in within the Santa Rosa city limits? **There is not restriction on how many cannabis-related uses one person can be involved with.** Why would this applicant want to be located in a residential neighborhood knowing that the business will cause controversy?

These are just a few questions and concerns that come to mind that I hope you can address and take into consideration to deny this inappropriate application.

Thank you.

Linda Bavo
2357 Morningside Circle
Santa Rosa CA 95405

lbavo@sonic.net
707-538-5254 (h)
707-433-0978 (w)

Murray, Susie

To: Christine Armigo
Subject: RE: [EXTERNAL] Fwd: About the Dispensary Application at 2300 Bethards...
Attachments: Odor Mitigation Study Final.pdf

Ms. Armigo,

I'm sorry this email from the applicant surprised you. Any correspondence staff receives is part of the public record (project file). As a standard operating procedure, applicant's receive comments about their projects. I tried to make that clear at the Neighborhood Meeting, but that message only reached those that attended the meeting. That said, your response to the applicant's email is helpful.

Thank you.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Christine Armigo <carmigo@sbcglobal.net>
Sent: Wednesday, January 29, 2020 1:42 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Fwd: About the Dispensary Application at 2300 Bethards...

Ms. Murray,

I am shocked and disappointed that you gave my name as one voicing opposition to this proposed business owner.

Is this how business is done, sharing our personal information?

I emailed you, Ms Murray, not Ms. Kissler.

Christine Armigo, MSN, RNC
Sent from my iPhone
510-693-2167

Begin forwarded message:

From: KAREN KISSLER <mkslr@comcast.net>
Date: January 28, 2020 at 6:50:39 PM PST

To: "Karen Esq." <mkslr@comcast.net>
Subject: About the Dispensary Application at 2300 Bethards...
Reply-To: KAREN KISSLER <mkslr@comcast.net>

Alternatives East

2300 Bethards Dr.

Santa Rosa CA 95405

Karen Kissler: (415) 250-8888

January 28, 2020

Dear Neighbors,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards Dr., I would like to thank you for reaching out to find out more about the application. Many of the responses have been supportive, some have been opposed. Overall, many have been opposed to the proposed smoking or vaporizing lounge, connected to the dispensary. ***Because we are responsive to our neighbors and the community, Alternatives East has withdrawn its request for a vaporizing lounge at the location.*** Hence, it will be unlawful for anyone to vape or smoke anywhere on the property, in accordance with Santa Rosa regulations. Like many stores, though, we would like to be allowed to dispense edibles and tinctures. As our planner, Susie Murray stated at our meeting, the City has granted this type of consumption to other dispensaries and allows customers to sample various food products permitted by the state.

Some concerns raised at our meeting were:

Odor:

Attached please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to us pre-packaged.

The report states ¹ :

"We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building would detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City's requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides "eyes on the street." People who know they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a [study from 2017](#)² found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

For the past 10 years, Alternatives has operated a successful dispensary on Hampton Way, near Stony Point and Sebastopol Rd. First serving medicinal, and then recreational cannabis since 2018, Alternatives has been a model participant in our community. Alternatives' annual Warm Sock drive for the homeless and Christmas Toy

Drives have brought smiles to many. We have helped transform our neighborhood. When the home next door went into foreclosure, we received permission to paint it and haul away all the garbage on the property. We striped the street, landscaped, paved, and converted an old smog shop that was violating building codes in to a warm, welcoming, safe place. Medically, we have contributed to studies on the effect of cannabis on Alzheimer patients, cancer patients, and, notably, we brought the brain tumor experts at UCSF and California Pacific Medical Center to study cannabis' effect on brain gliomas. We have sponsored patients in need, give discounts to seniors, veterans, students, and teachers and run educational programs on diverse topics including safe growing techniques and safe use of cannabis. We treat every interaction as an opportunity to listen to individual needs and respond.

Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
- Dispensary staff often volunteer in the local community to clean up the neighborhood
- Reducing crime in the neighborhood in which they are located

Staying Local is Important

Alternatives hires locally, helping people afford to live in our community (we also offer health and dental insurance, pay well above minimum wage, and hire a diverse staff.) Local businesses all benefit from increased use of restaurants, banks, stores, service industries, and more.

Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative, this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

Alternatives is the exact opposite. It has been 100% woman owned without any outside investors. We give preference to local small, family farmers and manufacturers. We

train farmers in complex state and local compliance to support their hard work and reach out to even more farmers to come in from the gray markets and into the light of lab testing and tax contribution.

Bennett Valley has always supported productive citizens who treasure our natural environment, respect others' differences, and appreciate privacy. It also encourages light-heartedness, the arts and music, and spiritual growth. Alternatives East fits Bennett Valley perfectly with its respect and love for nature, discrete and understated presence, and quiet support for all our neighbors and community.

Alternatives hopes you will write a letter supporting our branch, Alternatives East, to that we may continue to provide the finest service to our community possible!

Thank you and Be Well,

Karen Kissler for Alternatives East

PS. If, as a result of this information, you are inclined to withdraw your opposition, we would be very grateful. Susie Murray's email is smurray@srcity.org. Thank you.

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

<https://www.sciencedaily.com/releases/2017/07/170711125704.htm>

³ "Contact High: The External Effects of Retail Marijuana Establishments on House Prices James Conklin, University of Georgia* Moussa Diop, University of Wisconsin-Madison † and Herman Li, California State University, Sacramento ‡ August 30, 2017. "We find that single family residences close to a retail conversion increased in value by approximately 8% relative to houses that are located slightly farther away."
https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

Murray, Susie

From: Murray, Susie
Sent: Tuesday, February 4, 2020 2:38 PM
To: Bridget
Subject: RE: [EXTERNAL] Re: About the Dispensary Application at 2300 Bethards...

Bridget,

I'm sorry this email from the applicant surprised you. Any correspondence staff receives is part of the public record (project file). As a standard operating procedure, applicant's receive comments about their projects. I tried to make that clear at the Neighborhood Meeting, but that message only reached those that attended the meeting. That said, your response to the applicant's email is helpful.

Thank you.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Bridget <bridget_schneider@yahoo.com>
Sent: Tuesday, January 28, 2020 7:12 PM
To: KAREN KISSLER <mkslr@comcast.net>; Santa Rosa Govdelivery <srcity.org@service.govdelivery.com>; Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Re: About the Dispensary Application at 2300 Bethards...

How come a city official isn't emailing me? This sounds like the owner of the dispensary. How come city officials are giving out my email to the owner of the dispensary?

"The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic."

That is tragic if you think that. It is so hard to turn left or right out of CVS parking lot onto Bethards because people are parked on the street and it is hard to see traffic coming. This will also negatively effect cyclist who need to use the bike lanes and having the doors open and close constantly in the bike lane since there is no way your parking lot will be efficient, this was practically admitted by claiming to take the road parking.

No smoking but still consuming? Don't call it a lounge. Its not about the Odor it's about the drug.

My city shouldn't give out my email to the group/faculty I am opposing.

Bridget

On Jan 28, 2020, at 18:50, KAREN KISSLER <mkslr@comcast.net> wrote:

Alternatives East

2300 Bethards Dr.

Santa Rosa CA 95405

Karen Kissler: (415) 250-8888

January 28, 2020

Dear Neighbors,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards Dr., I would like to thank you for reaching out to find out more about the application. Many of the responses have been supportive, some have been opposed. Overall, many have been opposed to the proposed smoking or vaporizing lounge, connected to the dispensary. ***Because we are responsive to our neighbors and the community, Alternatives East has withdrawn its request for a vaporizing lounge at the location.*** Hence, it will be unlawful for anyone to vape or smoke anywhere on the property, in accordance with Santa Rosa regulations. Like many stores, though, we would like to be allowed to dispense edibles and tinctures. As our planner, Susie Murray stated at our meeting, the City has granted this type of consumption to other dispensaries and allows customers to sample various food products permitted by the state.

Some concerns raised at our meeting were:

Odor:

Attached please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to us pre-packaged.

The report states ¹ :

"We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building would detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City's requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides "eyes on the street." People who know they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a [study from 2017](#)² found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

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Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
- Dispensary staff often volunteer in the local community to clean up the neighborhood
- Reducing crime in the neighborhood in which they are located

Staying Local is Important

Alternatives hires locally, helping people afford to live in our community (we also offer health and dental insurance, pay well above minimum wage, and hire a diverse staff.) Local businesses all benefit from increased use of restaurants, banks, stores, service industries, and more.

Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative,

this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

Alternatives is the exact opposite. It has been 100% woman owned without any outside investors. We give preference to local small, family farmers and manufacturers. We train farmers in complex state and local compliance to support their hard work and reach out to even more farmers to come in from the gray markets and into the light of lab testing and tax contribution.

Bennett Valley has always supported productive citizens who treasure our natural environment, respect others' differences, and appreciate privacy. It also encourages light-heartedness, the arts and music, and spiritual growth. Alternatives East fits Bennett Valley perfectly with its respect and love for nature, discrete and understated presence, and quiet support for all our neighbors and community.

Alternatives hopes you will write a letter supporting our branch, Alternatives East, so that we may continue to provide the finest service to our community possible!

Thank you and Be Well,

Karen Kissler for Alternatives East

PS. If, as a result of this information, you are inclined to withdraw your opposition, we would be very grateful. Susie Murray's email is smurray@srcity.org. Thank you.

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

<https://www.sciencedaily.com/releases/2017/07/170711125704.htm>

³ "Contact High: The External Effects of Retail Marijuana Establishments on House Prices James Conklin, University of Georgia* Moussa Diop, University of Wisconsin-Madison † and Herman Li, California State University, Sacramento ‡ August 30, 2017. "We find that single family residences close to a retail conversion increased in value by approximately 8% relative to houses that are located slightly farther away."
https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

<Odor Mitigation Study Final.pdf>

Murray, Susie

To: Natalie Mack
Subject: RE: [EXTERNAL] 2300 Bethards

Natalie,

Thank you for taking the time to express your concerns and do it in a polite way. That is very much appreciated.

In terms of other avenues, I always recommend that people first provide their comments in writing. This generally represents their personal concerns. Next, I recommend that people with similar concerns band together before addressing decision makers. Looking at the Oakmont community as a roll model, a united group can be very effective. If you want to watch videos of past meetings (I'd recommend the meeting about pickleball courts), they're available.

I hope that helps.

Susie

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Natalie Mack <mackfloral@gmail.com>
Sent: Wednesday, January 29, 2020 7:43 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards

Hi Susie,

I'm writing to express my concern about the potential of Alternatives Dispensary moving into the complex on Bethards in Bennett Valley. I've intentionally chosen to live in Bennett Valley because it feels safe, not as congested with traffic, and family friendly in comparison to a lot of other areas in Sonoma County. I am extremely concerned that this dispensary and "lounge" - which will allow people to consume/smoke on site - will pose a major danger/risk - increasing traffic in the area and will greatly increase the number of people who are high/under the influence on the road in my neighborhood. I also worry about robberies and theft - as I have read stories where this same company has been robbed in the middle of the day at gunpoint at their west side dispensary location. There is a high population of kids around 2300 Bethards - walking from the nearby homes and apartments to Safeway, CVS, school etc. and putting a dispensary in the heart of our area is a serious safety risk for multiple reasons and will not yield any positive results for our neighborhood. Thank you for your time and attention to this matter. Please let me know if there are other avenues to express my concerns on this matter or any upcoming city meetings.

Best,
Natalie Mack

Murray, Susie

From: Frances Sims <sims.frances@gmail.com>
Sent: Wednesday, January 29, 2020 8:42 AM
To: Murray, Susie
Subject: [EXTERNAL] 2300 Bethards

I vehemently oppose this project. It is certainly not fit for a neighborhood. I suggest you spend some time at this location and get a feel for yourself of the area. Any elected official who approves this project should be voted out. I don't see how a consumption lounge would be considered anything other than a nuisance. It's embarrassing to our "city designed for living" that this ill conceived project has gotten this far.

Frances Sims
2941 Jason Dr, Santa Rosa, CA 95405

Murray, Susie

From: Skip Scinto <sscinto@mkbattery.com>
Sent: Wednesday, January 29, 2020 9:53 AM
To: Murray, Susie
Subject: [EXTERNAL] FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)
Attachments: IMG_20200129_083020078.jpg; IMG_20200129_083321071.jpg

It got rejected due to the size.

Skip Scinto
Global Sales
Reserve Power Division
East Penn Manufacturing Co, Inc.
(707)332-7812
www.dekabatteries.com

From: Skip Scinto
Sent: Wednesday, January 29, 2020 9:43 AM
To: 'SMurray@srcity.org' <SMurray@srcity.org>
Subject: FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

Susie,

We received this yesterday from Karen Kissler. I take issues with a lot of what she is saying. Although she has withdrawn the request for a smoking/vaporizing lounge, what will stop them from doing this while parked outside of the building.

A major concern with the "consumption" lounge, is after ingesting whatever they purchase, they still have to drive.

I really take exception to her addressing Community Participation and Property Values based on her operation a similar facility on the "West" side of Santa Rosa.

I have attached pictures showing the actual facility. Can someone share with me how she feels that she has improved the property values of the near this location.

If she feels so strongly about staying local, why isn't she doing this where she actually lives, and not here in Santa Rosa.

I am a resident of Bennet Valley, and her statement is typical from someone that doesn't actually reside here. Yes, we are family oriented neighborhood, and for that reason, we do not want our children exposed to this on a daily bases...

I also attached what I believe will be her way of handling the garage flooding issue. I wonder if this even passed code.

Thanks for your consideration on this issue.

Skip Scinto
Global Sales
Reserve Power Division
East Penn Manufacturing Co, Inc.
(707)332-7812
www.dekabatteries.com

From: Kim Le
Sent: Wednesday, January 29, 2020 5:31 AM
To: Skip Scinto <sscinto@mkbattery.com>
Subject: FW: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

From: KAREN KISSLER [<mailto:mkslkr@comcast.net>]
Sent: Tuesday, January 28, 2020 5:44 PM
To: Karen Esq. <mkslkr@comcast.net>
Subject: from Karen Kissler Dispensary Updates (Smoking Lounge withdrawn)

****WARNING: External Content****

Dear 2300 Bethards Tenants,

On behalf of Alternatives East, the proposed dispensary at 2300 Bethards Dr., I would like to thank you for reaching out to find out more about the application. Because we have had some opposition to the proposed smoking or vaporizing lounge and we want to be responsive to our neighbors, tenants, and friends, **we have withdrawn the request for a smoking/vaporizing lounge at the building.** Hence, it will be unlawful for anyone to vape or smoke anywhere on the property.

Some concerns raised at our meeting were:

Odor:

Enclosed please find the revised report of Yorke Engineers confirming that we will not be packaging, processing, trimming, or drying cannabis at the store as it will come to us pre-packaged.

The report states ¹ :

"We understand that Alternatives East Unit A will be a cannabis dispensary facility in which no packaging, processing, trimming, or drying of cannabis will be conducted. All cannabis will be pre-packaged and purchased from state licensed cultivators and manufacturers through state licensed distribution facilities. Retail of properly pre-packaged products will have significantly reduced odors compared to cannabis production facilities or loose product facilities.

We also understand that Unit B will be a consumption lounge and will allow certain specified consumption modes such as tinctures and edibles. No vaporizing or smoking will be permitted.

It is our opinion that an odor mitigation plan can be developed and implemented that will result in no substantial odors outside the proposed facilities. Alternatives East has proposed, and Yorke

recommends, that the odor mitigation plan and associated ventilation system be designed and certified by an appropriate professional and maintained properly. (Emph. Added.)

Because the store will have its own HVAC system, none of the other tenants in the building will detect odors that might come from the store (if any did escape.)

Traffic:

We will conduct a survey which will satisfy the City's requirements that traffic will not be unduly impacted because of the new store. The extra-wide avenues surrounding Bethards and Yulupa are more than sufficient to handle auto traffic.

Security:

Sean Cooke manager of All Guard Security attended the neighborhood meeting and was able to assure attendees (before and after the meeting) that modern, state of the art security will be utilized. Our high-tech security will be discreet, nearly invisible, and thorough.

Many studies have shown that increased security in neighborhoods prevents crime because it provides "eyes on the street." People who know they are under surveillance behave differently because they feel their actions are under scrutiny and being recorded.

Many times, when trouble or traffic accidents occur, the police turn to local businesses for security footage to determine what happened. In this way, Alternatives East will be an asset to our community.

But a study from 2017 ² found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they are located, and have lowered crime, for the same reason that restaurants reduce crime in the neighborhoods in which they are located.

Researchers from the study reported, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity." Some other ways dispensaries reduce crime are by maintaining well lit areas, keeping surrounding vegetation trimmed and attractive, and dispensary staff are trained to report suspicious activity.

Community Participation:

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Property Values:

While the new store will occupy only about 2500SF of the 17,000SF building, the store will have a positive economic impact on our neighborhood. Per a recent [study](#)³ that looked at dispensaries (referred to as retail conversions in the study) and housing, "single family residences close to a retail conversion (within 0.1 miles) increased in value by approximately 8.4% relative to houses that are located slightly farther from a conversion..." A rise of 8.4% in the value of a home is significant for nearby homeowners.

Dispensaries increase property values in the surrounding area by:

- Renovating commercial properties (maintenance on 2300 Bethards has been neglected for many years)
- Encouraging other types of businesses to relocate near the dispensary
- Dispensary staff often volunteer in the local community to clean up the neighborhood
- Reducing crime in the neighborhood in which they are located

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Moreover, big canna-business has arrived in town. Most new dispensaries opening are funded by multi-million dollar investors who have been promised huge returns and glitzy stores that will sell national brands with the best advertising. While it may be lucrative, this business model draws money away from local, small farmers and chef-manufacturers who just can't compete.

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Alternatives hopes you will write a letter supporting our branch, Alternatives East, to that we may continue to provide the finest service to our community possible!

Please email me back with your thoughts and responses. I look forward to hearing from you!

Thank you and Be Well,

¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business," "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

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https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf





Murray, Susie

From: Christine Armigo <carmigo@sbcglobal.net>
Sent: Wednesday, January 29, 2020 1:42 AM
To: Murray, Susie
Subject: [EXTERNAL] Fwd: About the Dispensary Application at 2300 Bethards...
Attachments: Odor Mitigation Study Final.pdf

Ms. Murray,

I am shocked and disappointed that you gave my name as one voicing opposition to this proposed business owner.

Is this how business is done, sharing our personal information?

I emailed you, Ms Murray, not Ms. Kissler.

Christine Armigo, MSN, RNC
Sent from my iPhone
510-693-2167

Begin forwarded message:

From: KAREN KISSLER <mkslr@comcast.net>
Date: January 28, 2020 at 6:50:39 PM PST
To: "Karen Esq." <mkslr@comcast.net>
Subject: About the Dispensary Application at 2300 Bethards...
Reply-To: KAREN KISSLER <mkslr@comcast.net>

Alternatives East

2300 Bethards Dr.

Santa Rosa CA 95405

Karen Kissler: (415) 250-8888

January 28, 2020

Dear Neighbors,

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Karen Kissler for Alternatives East

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¹ Pg.1, Para. 3

² Univ. of Calif. Irvine study, Journal of Urban Economics/Marshall School of Business, "Our results demonstrate that the dispensaries were not the crime magnets that they were often described as, but instead reduced crime in their immediate vicinity," said Jacobson...Jacobson added, "We can conclude from our research that retail businesses are effective in lowering crime, even when the retail business is a medical marijuana dispensary."

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https://wsbfiles.wsb.wisc.edu/digital/mdiop/intellcont_journal/contact_high_public-1.pdf

Murray, Susie

From: Maryln Smith <marylnsmith2904@gmail.com>
Sent: Tuesday, January 28, 2020 4:08 PM
To: Murray, Susie
Subject: [EXTERNAL] Proposed All Purpose Pot Spot at 2300 Bethards

What are you and your fellow city employees smoking? What sane person would even consider locating such a sleazy business anywhere Santa Rosa. Is this some clever plan to move the many losers who congregate downtown to the outer neighborhoods?

Use your heads and reject this ridiculous application.

Murray, Susie

From: Cindy Graf <costromgraf@gmail.com>
Sent: Tuesday, January 28, 2020 4:24 PM
To: Murray, Susie
Subject: [EXTERNAL] BV consumption lounge

Hello,

Being a resident in Bennett Valley where my children attend Strawberry, I'm absolutely opposed to opening a pot consumption lounge or medicinal store 1/4 mile away from my house. So many children walk home in our neighborhood and cross Bethards (including my children) this is a disaster waiting to happen if this project is approved.

Thank you,
Cindy Graf

Sent from my iPhone

Murray, Susie

From: Amy Bolten <amy@christophersonproperties.net>
Sent: Tuesday, January 28, 2020 5:17 PM
To: Murray, Susie
Subject: [EXTERNAL] Oppose vaping lounge and cannabis store at 2300 Bethards!

I cannot express enough how much I oppose this plan. It is inconceivable that the city would allow this in family-friendly residential neighborhood. I am happy to lend my name to any opposition effort.

Best, Amy Bolten

Amy Christopherson Bolten
Broker
Christopherson Properties
565 W. College Avenue
Santa Rosa, CA 95401
707-843-0503
amy@christophersonproperties.net

Murray, Susie

From: Grant Glenn <grant.glenn41@gmail.com>
Sent: Tuesday, January 28, 2020 5:24 PM
To: _CityCouncilListPublic; Murray, Susie
Subject: [EXTERNAL] Pot lounge proposal

City council,

Looks city council wants to ruin Bennett Valley with pot stores and pot lounges for more revenue .Since pot lounges and pot retail are forbidden in Marin county, the small corner of Bennett Valley will no doubt attract multiple counties worth of idiots and increase crime. What's next? Fentanyl sales? I live blocks away from where this project is being proposed and I want to see my neighborhood safe for children. The jewelry store has been robbed, Chase and Exchange bank have been robbed multiple times and my work truck has been broken into twice and my company has had two trucks stolen from this neighborhood stripped and dumped in Vallejo. These are facts, not opinions! Criminals will no doubt be back to rob this store. Who will be collateral damage?

Grant

Murray, Susie

From: Denise Brandon <twins.kt@icloud.com>
Sent: Thursday, February 6, 2020 12:38 AM
To: Murray, Susie
Subject: [EXTERNAL] Pot Lounge

Susie Murray, Senior Planner;

I am writing to protest the opening of a pot lounge (if that is what you call it) in Bennett Valley. Santa Rosa has already ruined a large part city with with these disgusting smelly places and allowing this stupid Emerald Cup to come into our once nice county.

Bennett Valley is a hub to multiple families and schools. There are around 8 to 10 schools in just this area alone and most families have 2 to 3 children. This is an area with many children in it and the pot heads have no right to invade our family orientated neighborhood. With the fires, and these "lounges" we no longer live in a bedroom community. Please don't let our kids down.

A concerned citizen

This is a confidential email

Sent from my iPhone

Murray, Susie

From: Murray, Susie
Sent: Wednesday, February 12, 2020 11:59 AM
To: nrchrdsn@sonic.net
Subject: RE: [EXTERNAL] 2300 Bethards

Ms. Richardson,

The purpose for those signs was to announce the Neighborhood Meeting that occurred on January 22nd. Pursuant to Zoning Code Chapter 20-66, the signs must be removed within 15 days of the meeting. New signs will be posted when a public hearing is scheduled.

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Nancy and Brantly Richardson <nrchrdsn@sonic.net>
Sent: Tuesday, February 11, 2020 5:02 PM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] 2300 Bethards

Hello, Ms. Murray, I noticed the two signs have been removed noticing the proposed cannabis dispensary at 2300 Bethards. What's the story? Nancy Richardson

Murray, Susie

From: Murray, Susie
Sent: Thursday, February 6, 2020 4:32 PM
To: Moira Jacobs
Subject: Re: [EXTERNAL] Fwd: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

I received it. Thanks much.

Susie Murray
Sent from my iPhone

On Feb 6, 2020, at 11:22 AM, Moira Jacobs <moiraajacobs@comcast.net> wrote:

Hello Susie,

Could you please confirm you have received this?

Thank you,
Moira

Begin forwarded message:

From: Moira Jacobs <moiraajacobs@comcast.net>
Date: January 30, 2020 at 11:36:04 AM PST
Subject: RE: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

Hello Susie,

Regarding: PROJECT ADDRESS - 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

I'd like to communicate my family's strong objection to this proposed location for sale and delivery services of marijuana and other THC related drugs and edible drugs. This is simply NOT compatible in this Bennett Valley neighborhood. We are a family friendly mostly residential area. This proposed project provides real health and safety dangers to the neighborhood. It is incompatible with this residential and pedestrian traffic area.

That particular corner location is a terrible and dangerous location for the regular pedestrian traffic strolling across the sidewalk there. The building abuts very closely to the sidewalk, where children and elders regularly stroll, there's also a bicycle lane at the driveway.

My husband and I strongly oppose this site selling any drug, any THC

infused product, as well due to the negative health consequences and the danger of this for all youth passing that building.

Moreover, crime associated with recreational pot sales and delivery services is a very real danger. This same owner had armed robberies at her other locations. One of the armed robberies was a gunman robbing 200 joints from her delivery person in the PARKING LOT. Siting this operation right in the middle of a family friendly residential neighborhood is simply WRONG.

Finally, the net increase in traffic out of that one small driveway, going across the heavily used pedestrian sidewalk and bicycle lane is not a wise location for obvious reasons. This was a quiet professional building with architects, CPA's, etc, very little car traffic in or out.

Please answer these questions:

- 1) is this owner still trying to get a drug consumption "lounge" approved as well as the proposed retail drug sales and delivery service?
- 2) what THC infused products (marijuana, joints of marijuana, edible forms of THC infused products, dabs, anything with THC - what are the exact products that could be CONSUMED onsite?
- 3) Same above, what exact products could be purchased onsite?
- 4) How many delivery drivers would be there on a daily basis and for what hours?
- 5) How many cars are expected to drive in and out of the single driveway?
- 6) Does SRPD or Sonoma Sherriff have a current method to test for THC in all potential DUIs? If they stop someone for a driving violation or suspected DUI what is current method to test for marijuana or THC levels?
- 7) What is the time frame for this process? Please explain the permit approval process, and timing estimates. What agencies of City of Santa Rosa are involved?
- 8) Please enter this AAA study into the record for this application:
<https://newsroom.aaa.com/2020/01/fatal-crashes-involving-drivers-who-test-positive-for-marijuana-increase-after-state-legalizes-drug/>
- 9) Please enter this report and attach it to this application review process and file:
<https://ajph.aphapublications.org/doi/10.2105/AJPH.2017.303818>
- 10) Please also enter this report into this public record application process:
<https://www.psychologytoday.com/us/blog/the-new-brain/201603/marijuana-use-may-increase-violent-behavior>

Thank you,
Moir Jacobs
Bennett Valley

Murray, Susie

From: Kelly Cummings <kelly.elizabeth.cummings@gmail.com>
Sent: Monday, February 24, 2020 9:44 AM
To: Murray, Susie
Subject: Re: [EXTERNAL] OPPOSED: Marijuana Dispensary, Bethards and Yulupa Avenue

Hello Susie,

I apologize for my late reply. Thank you for your response. My main concerns are addressed in the letter and I don't want to take up more of your time discussing property values as I am sure you are very busy. I would say that is not the primary concern, which I am sure you have clearly heard from our community and the surrounding neighborhood the great desire to not allow another marijuana dispensary, especially in the proposed location. I have talked to many people in surrounding neighborhoods not only in my own direct neighborhood, but within a couple miles surrounding, and have heard nothing but opposition for this proposed location from many diverse individuals. Neighbors have asked me if I knew of any future meetings where this topic will be addressed and discussed so we can come make a stand against this proposal.

Please let me know what can be done on our part to stop any motion forward of this proposed marijuana dispensary and next steps for our neighborhood community.

Thank you kindly,

Kelly

On Tue, Feb 4, 2020 at 3:42 PM Murray, Susie <SMurray@srcity.org> wrote:

Kelly,

My standard response is: Thank you for your comments. I've added a copy to the public record (project file) and will provide a copy to the Planning Commission prior to any action taken. In your case, I would like to also thank you for taking the time to explain your concerns. Staff will be reviewing most of them as part of the application review process, the only exception being property values. If you'd like to talk about that some more, I'd be happy to set aside some time for a short discussion. My direct line is shown below.


Susie

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Kelly Cummings <kelly.elizabeth.cummings@gmail.com>
Sent: Friday, January 31, 2020 9:50 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] OPPOSED: Marijuana Dispensary, Bethards and Yulupa Avenue

Dear Susie Murray,

Please see the attached letter in strong opposition, or read the copy and pasted letter below.

I hope to receive a response from you personally, if you have the time. I write this letter with great hope.

Thank you kindly,

Kelly

Kelly Kail

2328 Horseshoe Drive

Santa Rosa, CA 95405

Susie Murray, Senior Planner

Dear Susie Murray,

I am writing you this letter to strongly oppose the proposed marijuana consumption lounge and/or dispensary on the corner of Yulupa and Bethards near the Annadel shopping center.

I grew up in Bennett Valley, and live in Bennett Valley not far from the proposed location and there has never been a more disgraceful addition to any shopping center than this one. There are so many reason I oppose the location of this dispensary. Please see the list of reasons below:

First, we do not need another marijuana dispensary in Santa Rosa, especially in this proposed location. There are over 10 locations in Santa Rosa where individuals can purchase marijuana, have it delivered, and tour marijuana facilities. Santa Rosa is not that large of a city. There is no need for an additional marijuana dispensary. Also, Alternatives East already has a location out on Hampton Way, only five miles away from the proposed location. There is no need for them to have a second location to work out of, especially this close and in the same city.

More importantly, the location at hand is surrounded by elementary schools, daycare facilities, housing developments, and young families who are trying to raise their children in a safe environment away from any drugs, crime, and any amount or increase of individuals who are under the influence of drugs. Legal or not, marijuana alters one's mind state and is not a desirable addition to any neighborhood. Bennett Valley has always been known as a local, family oriented, quaint sector of the greater Santa Rosa. The traffic is light, the people friendly, and the streets safe. It has always been a wonderful place to live, and I would hate to see this change. I grew up in Bennett Valley and my husband and I just recently purchased and moved into a home in Bennett Valley, not far from the planned location of this marijuana dispensary. We are appalled at the thought of even possibly adding a marijuana dispensary in our community neighborhood. We are looking forward to starting and raising a family in Bennett Valley without any marijuana dispensaries in Bennett Valley, especially near neighborhoods where many young children frequent walks and bike rides down the streets, where we currently feel safe and away from harm, and we hope the city planning committee will listen to all of the opposition they are hearing.

One of our neighbors wrote a letter to you and received a reply from Alternatives East. After reviewing the reply he shared with me, I have some notes to add which can be seen in the following paragraphs:

Odor-One person cannot define the odor present from a dispensary, and one person cannot guarantee the odor will not be smelt by the surrounding neighbors or passers-by. In one's opinion, maybe the odor is not as prevalent as some dispensaries or processing plants, but any type of odor coming from the proposed location should be unheard of. Odor mitigation plans have proven to fail

in the past. An HVAC system is not the only way odors can be dispensed. Opening and closing of windows and doors, which will happen often and every day, will release the odors present from the store. It is bound to happen with such a potent item and there is no way to guarantee the public will be protected from that.

Traffic-the roads surrounding this area get highly impacted during certain times of the day. There are many people who live around these shopping centers and traffic is already heightened throughout the day. There is no way to tell before opening up a marijuana dispensary the impact it would have on traffic patterns, therefore making it impossible to foresee traffic being unduly impacted or not. Also, more importantly, there are so many people who frequent the roads of Yulupa and Bethards for exercise. Cyclists, walkers, joggers, runners, young kids walking to and from school, etc. There is a great fear of this proposed facility increasing the danger already present with distracted driving. Allowing the sampling of tinctures and edibles and then allowing these consumers to get into their cars and drive should be unlawful. It is outrageous to think this would be allowed, especially in a family oriented neighborhood. Bennett Valley Road is already dangerous enough with reckless, distracted, speeding drivers. We do not need to add marijuana to the mix.

Security-State of the art security systems have not stopped people in the past from causing crimes, and they are not going to stop people now. Why bring another marijuana dispensary into our location to further raise crime that Santa Rosa and the greater surrounding area has experienced ever since marijuana has been legalized? I can't help but think of the many children that pass this location every day and the fear that they and their parents would have if this location is turned into a marijuana dispensary, not knowing what kind of individuals are visiting this location to consume their edibles and tinctures, and then leaving, having no authoritative presence protecting the public from the behavior that results when under the influence of marijuana. People who know they are under surveillance are also smart enough to devise ways to protect themselves, their identity, and mess with monitoring systems so they can commit their crimes unseen. Alternatives East, or any marijuana dispensary, would not be an asset to our community. It is known that Alternatives East's other location has been known to have armed robberies. There was a delivery person carrying 200 joints to be delivered who was robbed at gunpoint. Why on earth would anyone see this as okay and want to bring this into our neighborhood? There are many other avenues we can take to protect our neighborhood.

As for the service Alternatives East feels it provides to the community, it can continue serving the community from its already current location on Hampton Way. It does not need a second location, and in the same city, in order to do so.

Property values-they have ebbed and flowed in Santa Rosa throughout decades. There is no solid evidence that the addition of a marijuana dispensary alone can cause an increase in property values. We have seen the impact first hand in many aspects of property values increasing and decreasing; fires, community populations changing, demand of new homes, the economy, new builds, and more. There is no concrete evidence that a marijuana dispensary is the one factor that

could increase property values. I am very certain there would be a huge decline in property values in the homes in Bennett Valley if this is passed and goes through.

Thank you for reading my letter of great opposition against the proposed location of a marijuana dispensary and/or consumption lounge on the corner of Bethards and Yulupa. I would be greatly discouraged and lacking hope in the city planning committee and our county at large if the decision is made to move forward with this proposed plan. Think of our children. Think of our young families. Think of our community. All of my neighbors are appalled at this proposal. 99% of the attendees at the meeting on January 22 raised their hands in opposition. Listen to the people. Please make a wise decision and do not allow this proposal to go through.

Thank you kindly,

Kelly Kail

Murray, Susie

From: Murray, Susie
Sent: Friday, February 21, 2020 5:30 PM
To: Moira Jacobs
Subject: RE: [EXTERNAL] Fwd: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

Ms. Jacobs,


Please see my responses to you questions below. I apologize for the time it took to respond. I get a lot of email and this one inadvertently was buried. Let me know if you have any more questions.

Susie

Susie Murray | Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | smurray@srcity.org



 Please consider the environment before printing.

From: Murray, Susie
Sent: Thursday, February 6, 2020 4:32 PM
To: Moira Jacobs <moiraaajacobs@comcast.net>
Subject: Re: [EXTERNAL] Fwd: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

I received it. Thanks much.

Susie Murray
Sent from my iPhone

On Feb 6, 2020, at 11:22 AM, Moira Jacobs <moiraaajacobs@comcast.net> wrote:

Hello Susie,

Could you please confirm you have received this?

Thank you,
Moira

Begin forwarded message:

From: Moira Jacobs <moiraaajacobs@comcast.net>
Date: January 30, 2020 at 11:36:04 AM PST
Subject: RE: 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

Hello Susie,

Regarding: PROJECT ADDRESS - 2300 BETHARDS DR, SANTA ROSA, CA 95405 (@YULUPA)

I'd like to communicate my family's strong objection to this proposed location for sale and delivery services of marijuana and other THC related drugs and edible drugs. This is simply NOT compatible in this Bennett Valley neighborhood. We are a family friendly mostly residential area. This proposed project provides real health and safety dangers to the neighborhood. It is incompatible with this residential and pedestrian traffic area.

That particular corner location is a terrible and dangerous location for the regular pedestrian traffic strolling across the sidewalk there. The building abuts very closely to the sidewalk, where children and elders regularly stroll, there's also a bicycle lane at the driveway.

My husband and I strongly oppose this site selling any drug, any THC infused product, as well due to the negative health consequences and the danger of this for all youth passing that building.

Moreover, crime associated with recreational pot sales and delivery services is a very real danger. This same owner had armed robberies at her other locations. One of the armed robberies was a gunman robbing 200 joints from her delivery person in the PARKING LOT. Siting this operation right in the middle of a family friendly residential neighborhood is simply WRONG.

Finally, the net increase in traffic out of that one small driveway, going across the heavily used pedestrian sidewalk and bicycle lane is not a wise location for obvious reasons. This was a quiet professional building with architects, CPA's, etc, very little car traffic in or out.

Please answer these questions:

- 1) is this owner still trying to get a drug consumption "lounge" approved as well as the proposed retail drug sales and delivery service? **A Conditional Use Permit application was submitted in December 2019; the applicant is requesting to operate a Cannabis Retail facility (dispensary), with delivery service and onsite consumption.**
- 2) what THC infused products (marijuana, joints of marijuana, edible forms of THC infused products, dabs, anything with THC - what are the exact products that could be CONSUMED onsite? **If the project is approved, edibles and topicals would be allowed. Any form of smoking is prohibited by the City's Smoking Ordinance.**
- 3) Same above, what exact products could be purchased onsite? **If the**

project is approved, cannabis products could be sold.

4) How many delivery drivers would be there on a daily basis and for what hours? At present, the project has been deemed incomplete, so staff has not completed an in-depth review of the application materials. The application materials, including all public correspondence, are available for review by any member of the public.

5) How many cars are expected to drive in and out of the single driveway? Vehicle trip generation was not provided with the application. I expect to have more materials submitted in early March 2020, all of which will be added to the file. Again, the file is available for public review.

6) Does SRPD or Sonoma Sheriff have a current method to test for THC in all potential DUIs? If they stop someone for a driving violation or suspected DUI what is current method to test for marijuana or THC levels? Here is the response received from our Police Department:

There is not a presumptive test for THC at this time as there is for alcohol (breathalyzer). Officers are trained as drug recognition experts. Officers are trained to identify someone under the influence as they would any other controlled substances or medication other than alcohol. There is a blood test administered later for court.

There is ongoing work in the scientific industry on a presumptive test for THC but nothing recognized by the courts at this time.

7) What is the time frame for this process? Please explain the permit approval process, and timing estimates. What agencies of City of Santa Rosa are involved? The project was deemed incomplete, meaning I'm waiting on additional information, which I expect to receive in early March. At that point, assuming I have everything I need, I'll deem the project complete and forward project materials to other City departments, outside agencies, and other review bodies for review. That review can take several months. I don't anticipate any other meetings to be scheduled until at least June. I understand that's a long time to wait without hearing anything from. Please feel free to check back with me in April or May, and I'm happy to give you a status update.

8) Please enter this AAA study into the record for this application: <https://newsroom.aaa.com/2020/01/fatal-crashes-involving-drivers-who-test-positive-for-marijuana-increase-after-state-legalizes-drug/> I'm having a hard time printing this article. Would you please either email a pdf or send a hard copy?

9) Please enter this report and attach it to this application review process and file: <https://ajph.aphapublications.org/doi/10.2105/AJPH.2017.303818> This article has been added to the file.

10) Please also enter this report into this public record application process: <https://www.psychologytoday.com/us/blog/the-new-brain/201603/marijuana-use-may-increase-violent-behavior> I'm having a hard time printing this article. Would you please either email a pdf or send a hard copy?

Thank you,
Maira Jacobs
Bennett Valley

FREE



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MANAGEMENT**
SONOMA COUNTY



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People are more resilient when their cultural needs and values are represented, respected and supported. People recover more quickly from difficulties and disasters when they are understood.

Lower-Risk Cannabis Use Guidelines: A Comprehensive Update of Evidence and Recommendations

Benedikt Fischer, PhD, Cayley Russell, MA, Pamela Sabioni, PhD, Wim van den Brink, MD, PhD, Bernard Le Foll, MD, PhD, Wayne Hall, PhD, Jürgen Rehm, PhD, and Robin Room, PhD

Background. Cannabis use is common in North America, especially among young people, and is associated with a risk of various acute and chronic adverse health outcomes. Cannabis control regimes are evolving, for example toward a national legalization policy in Canada, with the aim to improve public health, and thus require evidence-based interventions. As cannabis-related health outcomes may be influenced by behaviors that are modifiable by the user, evidence-based Lower-Risk Cannabis Use Guidelines (LRCUG)—akin to similar guidelines in other health fields—offer a valuable, targeted prevention tool to improve public health outcomes.

Objectives. To systematically review, update, and quality-grade evidence on behavioral factors determining adverse health outcomes from cannabis that may be modifiable by the user, and translate this evidence into revised LRCUG as a public health intervention tool based on an expert consensus process.

Search methods. We used pertinent medical search terms and structured search strategies, to search MEDLINE, EMBASE, PsycINFO, Cochrane Library databases, and reference lists primarily for systematic reviews and meta-analyses, and additional evidence on modifiable risk factors for adverse health outcomes from cannabis use.

Selection criteria. We included studies if they focused on potentially modifiable behavior-based factors for risks or harms for health from cannabis use, and excluded studies if cannabis use was assessed for therapeutic purposes.

Data collection and analysis. We screened the titles and abstracts of all studies identified by the search strategy and assessed the full texts of all potentially eligible studies for inclusion; 2 of the authors independently extracted the data of all studies included in this review. We created Preferred Reporting Items for Systematic Reviews and Meta-Analyses flow-charts for each of the topical searches. Subsequently, we summarized the evidence by behavioral factor topic, quality-graded it by following standard (Grading of Recommendations Assessment, Development, and Evaluation; GRADE) criteria, and translated it into the LRCUG recommendations by the author expert collective on the basis of an iterative consensus process.

Main results. For most recommendations, there was at least “substantial” (i.e., good-quality) evidence. We developed 10 major recommendations for lower-risk use: (1) the most effective way to avoid cannabis use–related health risks is abstinence, (2) avoid early age initiation of cannabis use (i.e., definitively before the age of 16 years), (3) choose low-potency tetrahydrocannabinol (THC) or balanced THC-to-cannabidiol (CBD)–ratio cannabis products, (4) abstain from using synthetic cannabinoids, (5) avoid combusted cannabis inhalation and give preference to nonsmoking use methods, (6) avoid deep or other risky inhalation practices, (7) avoid high-frequency (e.g., daily or near-daily) cannabis use, (8) abstain from cannabis-impaired driving, (9) populations at higher risk for cannabis use–related health problems should avoid use altogether, and (10) avoid combining previously mentioned risk behaviors (e.g., early initiation and high-frequency use).

Authors’ conclusions. Evidence indicates that a substantial extent of the risk of adverse health outcomes from cannabis use may be reduced by informed behavioral choices among users. The evidence-based LRCUG serve as a population-level education and intervention tool to inform such user choices toward improved public health outcomes. However, the LRCUG ought to be systematically communicated and supported by key regulation measures (e.g., cannabis product labeling, content regulation) to be effective. All of these measures are concretely possible under emerging legalization regimes, and should be actively implemented by regulatory authorities. The population-level impact of the LRCUG toward reducing cannabis use–related health risks should be evaluated.

Public health implications. Cannabis control regimes are evolving, including legalization in North America, with uncertain impacts on public health. Evidence-based LRCUG offer a potentially valuable population-level tool to reduce the risk of adverse health outcomes from cannabis use among (especially young) users in legalization contexts, and hence to contribute to improved public health outcomes. (*Am J Public Health*. 2017;107:e1–e12. doi:10.2105/AJPH.2017.303818)

PLAIN-LANGUAGE SUMMARY

Cannabis (e.g., marijuana) products are used by many (especially young) people, yet use comes with various health risks. As cannabis use and distribution are becoming legal in different countries (e.g., Canada), efforts are needed to reduce health risks from use. Therefore, a group of international experts developed the Lower-Risk Cannabis Use Guidelines (LRCUG). The LRCUG are based on scientific evidence, identifying

behaviors within the user’s control that influence the risk of health consequences from cannabis use. Our expert group systematically reviewed up-to-date evidence, and translated it into concrete recommendations on how to practically reduce such health risks. A total of 10 concrete recommendations are provided (similar to guidelines in other areas of health) extending, for example, to age of cannabis use initiation, use frequency or patterns, cannabis products (i.e., low- vs

high-tetrahydrocannabinol content) used, and cannabis use and driving. Especially in settings where cannabis use is legal and regulated, the LRCUG can be distributed by health authorities as a science-based information tool for cannabis users to modify their use toward reducing at least some of the health risks. Hence, the LRCUG may function as a valuable measure to reduce negative health outcomes from cannabis use in environments where such use is legal.

Cannabis is the most commonly used illicit drug globally, and Canada has among the highest use rates.^{1,2} Some 10% to 15% of general-population adults and 25% to 30% of adolescents or young adults report current (i.e., past-year) cannabis use.³ Although the public health burden of cannabis use is clearly smaller than for alcohol, tobacco, and other illicit drugs, it is associated with risks for various adverse health outcomes, although causality is not established for all of these (for key reviews see Degenhardt et al.,² Volkow et al.,⁴ Hall and Degenhardt,⁵ World Health Organization,⁶ and National Academies of Science, Engineering, and Medicine⁷). Strongest evidence exists for the following associations: acute cognitive and psychomotor impairments, motor-vehicle accidents (MVAs), brain development and chronic functioning, dependence and psychosis, pulmonary or bronchial system problems, and poorer pregnancy outcomes.⁴⁻¹² A substantial proportion of these problems occurs in users who initiated use in adolescence or continued to use frequently into adulthood.^{4,13-17} Internationally, dependence has been assessed as the only contributor to cannabis-attributable disease burden^{2,18}; in Canada, the main contributors have been identified as being MVAs and disorders (e.g., dependence).^{19,20}

Prohibition of recreational cannabis use has long been the dominant policy model,^{21,22} yet it has been increasingly recognized as ineffective. As a consequence, a growing number of jurisdictions has implemented cannabis policy reforms, including full legalization approaches for use and supply. Legalization has been implemented in several US states and in Uruguay,²³⁻²⁶ and awaits nationwide implementation in Canada—the first G7 country—to be enacted shortly.^{27,28} The Canadian legalization framework emphasizes objectives of public health, although experiences from US legalization states suggest that public health outcomes there have not necessarily been improved throughout.²⁵

Extensive data suggest that many cannabis use-associated harms—or at least their severity—are influenced by modifiable behavioral factors or user choices. Moreover, in legalization environments, there is opportunity for interventions to modify

cannabis users' behavior toward improved public health outcomes. Expert assessments of evidence have generated similar population-oriented interventions for alcohol^{29,30} and other health areas (e.g., nutrition, sexual health, and physical activity).³¹⁻³⁵ Thus, Lower-Risk Cannabis Use Guidelines (LRCUG) may be a worthwhile public health intervention for cannabis, particularly following legalization of use. Although an initial version of LRCUG was developed for Canada several years ago,³⁶ scientific evidence on cannabis use and outcomes has substantially evolved since then; this article presents a comprehensive evidence update and corresponding revisions of the original LRCUG's recommendations. The LRCUG are primarily aimed at individuals, initially in the context of Canada, who have made the choice to use cannabis, as a knowledge-based tool to lower their risk of harms. As such, the LRCUG constitute an evidence-based resource for governments and other relevant organizations for implementation; they may be adapted for application in sociocultural contexts other than North America.

METHODS

Two main methodological components underlie the revised LRCUG: (1) a set of systematic reviews of modifiable risk factors for cannabis use-related health harms and (2) grading of this evidence and the revision of the LRCUG's recommendations by expert author consensus. We conducted the systematic reviews in accordance with Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Guidelines.³⁷

ABOUT THE AUTHORS

Benedikt Fischer, Cayley Russell, Pamela Sabioni, and Jürgen Rehm are with the Institute for Mental Health Policy Research, Centre for Addiction and Mental Health, University of Toronto, Toronto, Ontario. Wim van den Brink is with the Amsterdam Institute for Addiction Research, Department of Psychiatry, Academic Medical Center, University of Amsterdam, Amsterdam, The Netherlands. Bernard Le Foll is with the Translational Addiction Research Laboratory, Campbell Family Mental Health Research Institute, Centre for Addiction and Mental Health, Toronto. Wayne Hall is with the Centre for Youth Substance Abuse Research, Faculty of Health and Behavioural Sciences, University of Queensland, Brisbane, Australia. Robin Room is with the Centre for Alcohol Policy Research, La Trobe University, Melbourne, Australia.

Correspondence should be sent to Benedikt Fischer, PhD, Institute for Mental Health Policy Research, Centre for Addiction and Mental Health, 33 Russell St, Toronto, Ontario, M5S 2S1, Canada (e-mail: benedikt.fischer@utoronto.ca). Reprints can be ordered at <http://www.ajph.org> by clicking the "Reprints" link.

This article was accepted March 25, 2017.

doi: 10.2105/AJPH.2017.303818

To identify relevant systematic reviews and meta-analyses on the different risk factor topics, we searched studies published in any language (January 1, 2010, to December 30, 2016) in the following databases: MEDLINE, EMBASE, PsycINFO, and Cochrane Library for Systematic Reviews. We developed separate search strategies for each review topic; these were based on the strategy developed for MEDLINE but revised appropriately for each database (see Appendix A, available as a supplement to the online version of this article at <http://www.ajph.org>, for details). In addition, we consulted the recent seminal reviews on cannabis and health from the World Health Organization⁶ and the US National Academies of Sciences, Engineering, and Medicine⁷ as relevant systematic review sources. We checked the reference lists of all relevant studies, and hand-searched relevant articles to identify additional relevant studies not retrieved by the electronic searches.

Inclusion and Exclusion Criteria

We included studies if they focused on potentially modifiable behavior-based factors for risks or harms of cannabis use, and we excluded them if cannabis was assessed for therapeutic purposes. We developed specific inclusion and exclusion criteria for each topic of this review (see Appendix B, available as a supplement to the online version of this article at <http://www.ajph.org>, for details).

Two of the authors (C. R. and P. S.) independently screened the titles and abstracts of all publications identified by the search strategy. We retrieved all potentially eligible studies as full-text articles and independently assessed them for inclusion and exclusion. In instances of doubt or

discordance, the review authors discussed the data and reached consensus for all such cases without the need for arbitration. P. S. and C. R. independently extracted data from all studies included in this systematic review (see Figure A, available as a supplement to the online version of this article at <http://www.ajph.org>, for PRISMA flow charts for each of the subtopic searches).

Evidence Grading and Recommendations Development

We quality-graded the resulting evidence according to a widely used grading scheme^{38,39} in a 2-step process. Four of the authors (B. F., J. R., C. R., and P. S.) first did this individually and then full author group consensus was developed. Evidence grades assigned are included with the recommendations (see the box on the next page); an extended version of the recommendations with detailed explanation of the evidence grades is available as a supplement to the online version of this article (available at <http://www.ajph.org>). The selected studies were rated according to the following evidence grades (i.e., same criteria as used by the National Academies of Sciences, Engineering, and Medicine⁷):

1. **Conclusive:** based on good-quality studies and no credible opposing findings;
2. **Substantial:** based on several supportive findings from good-quality studies with few opposing studies;
3. **Moderate:** based on several supportive findings from good- to fair-quality studies with few or no credible opposing findings; a general conclusion can be made, but limitations, including chance, bias, and confounding factors, cannot be ruled out;
4. **Limited:** supportive findings from fair-quality studies or mixed findings with most favoring one conclusion, or no firm conclusions; and
5. **None or Insufficient:** based on mixed findings, a single poor study, or the endpoint has not been studied, with substantial uncertainty attributable to chance, bias, and confounding factors.

Importantly, most studies reviewed were cross-sectional and naturalistic, implying caution with causal interpretations and conclusions about the magnitudes of effects.

We then translated the reviewed evidence into revised recommendations using established process standards.^{39–42} This again involved a 2-step process: 2 of the authors (B. F., J. R.) generated draft recommendations (either by revising original or drafting new recommendations) and the authors subsequently discussed and collectively revised the recommendations until they reached consensus. Both the topical evidence reviews and corresponding recommendations are presented in sequential order related to the cannabis use continuum.

RESULTS

The results are presented by subtopics of evidence informing the LRCUG recommendations.

Early Use Initiation

There is substantial evidence that early onset (e.g., before age 18 years) cannabis use is associated with a higher risk of dependence and later problem outcomes. This may be because cannabis use in adolescence impairs various aspects of brain development, especially if intensive and ongoing during the brain development period (until the mid-20s).^{43–46} For example, early-onset cannabis users have shown alterations of white and gray brain matter and cortical thickness^{47–49}; lowered functional connectivity, IQ, and cognitive functioning⁵⁰; and greater behavioral impulsivity.⁵¹ These may reflect factors explaining both early onset of cannabis use and later outcomes.

Associations between early-onset cannabis use and mental health problems and dependence outcomes are well-established.^{52–54} Compared with later onset, early-onset users commonly used cannabis more intensively and subsequently showed poorer cognitive and executive functioning.⁵⁵ The risk of cannabis dependence was almost double in early- versus late-onset users (1 in 6 vs 1 in 10, respectively).⁵⁶ Among cannabis-dependent users, early onset is associated with subsequent poorer attention, verbal learning and memory, impulse control, and executive functioning outcomes.^{57,58}

Individual studies have documented further associations for early-onset use, for

example with elevated risk of developing mental health problems, including depressive symptoms,^{59,60} and psychotic symptoms.^{61,62} Conversely, no associations were found between cannabis use and psychosis,⁶¹ or reduced IQ,⁶³ among those initiating use after age 18 years. In a longitudinal sibling-pair study, those initiating use before age 16 years had increased risk of nonaffective psychosis (odds ratio [OR] = 2.2; 95% confidence interval [CI] = 1.1, 4.5), delusions (OR = 4.2; 95% CI = 4.2, 5.8), and experiencing hallucinations (OR = 2.8; 95% CI = 1.9, 4.1); the association persisted when examined in sibling pairs.⁶⁴ Early-use initiators (by age 14 years) were 4 times more likely to develop cannabis dependence and 3 times more likely to have an MVA than those starting use after age 21 years.⁶⁵ In a subsample of male twins discordant for cannabis use, early-onset users had elevated risk of subsequent other substance use, and for alcohol and illegal drug dependence, compared with controls.^{66,67} In a meta-analysis of longitudinal studies, never-users of cannabis by age 18 years had greater odds of high-school and university degree attainment, compared with those who started use before age 15 years.⁶⁸ Other studies demonstrated poorer educational outcomes, including a risk of early school leaving or postsecondary degree noncompletion.^{17,69}

Choice of Cannabis Products

In recent years, the psychoactive properties of cannabis products have substantially changed with evolving production techniques. Although cannabis contains many cannabinoids, a consistent increase in levels of tetrahydrocannabinol (THC)—the main psychoactive agent—in cannabis has been observed over the past decades,⁷⁰ rising to as much as 20% to 25% or more in some places.^{6,71–73} Meanwhile, cannabis concentrates or synthetic cannabinoid products can contain up to 80% to 90% THC or more potent cannabinoid agonists.^{6,71,74}

High THC content in cannabis has been identified as a risk factor for acute and chronic adverse outcomes, including mental health problems and dependence.^{4,5,75} For example, frequent use of high-potency cannabis (“skunk”) has been associated with marked effects on memory, increased

RECOMMENDATIONS

Recommendation 1: The most effective way to avoid any risks of cannabis use is to abstain from use. Those who decide to use need to recognize that they incur risks of a variety of—acute and long-term—adverse health and social outcomes. These risks will vary in their likelihood and severity with user characteristics, use patterns, and product qualities, and so may not be the same from user to user or use episode to another. *[Evidence Grade: None required.]*

Recommendation 2: Early initiation of cannabis use (i.e., most clearly that which begins before age 16 years) is associated with multiple subsequent adverse health and social effects in young adult life. These effects are particularly pronounced in early-onset users who also engage in intensive and frequent use. This may be in part because frequent cannabis use affects the developing brain. Prevention messages should emphasize that, the later cannabis use is initiated, the lower the risks will be for adverse effects on the user's general health and welfare throughout later life. *[Evidence Grade: Substantial.]*

Recommendation 3: High THC-content products are generally associated with higher risks of various (acute and chronic) mental and behavioral problem outcomes. Users should know the nature and composition of the cannabis products that they use, and ideally use cannabis products with low THC content. Given the evidence of CBD's attenuating effects on some THC-related outcomes, it is advisable to use cannabis containing high CBD:THC ratios. *[Evidence Grade: Substantial.]*

Recommendation 4: Recent reviews on synthetic cannabinoids indicate markedly more acute and severe adverse health effects from the use of these products (including instances of death). The use of these products should be avoided. *[Evidence Grade: Limited.]*

Recommendation 5: Regular inhalation of combusted cannabis adversely affects respiratory health outcomes. While alternative delivery methods come with their own risks, it is generally preferable to avoid routes of administration that involve smoking combusted cannabis material (e.g., by using vaporizers or edibles). Use of edibles eliminates respiratory risks, but the delayed onset of psychoactive effect may result in the use of larger than intended doses and subsequently increased (mainly acute, e.g., from impairment) adverse effects. *[Evidence Grade: Substantial.]*

Recommendation 6: Users should avoid practices such as "deep inhalation," breath-holding, or the Valsalva maneuver to increase psychoactive ingredient absorption when smoking cannabis, as these practices disproportionately increase the intake of toxic material into the pulmonary system. *[Evidence Grade: Limited.]*

Recommendation 7: Frequent or intensive (e.g., daily or near-daily) cannabis use is strongly associated with higher risks of experiencing adverse health and social outcomes related to cannabis use. Users should be aware and vigilant to keep their own cannabis use—and that of friends, peers, or fellow users—occasional (e.g., use only on 1 day/week, weekend use only, etc.) at most. *[Evidence Grade: Substantial.]*

Recommendation 8: Driving while impaired from cannabis is associated with an increased risk of involvement in motor-vehicle accidents. It is recommended that users categorically refrain from driving (or operating other machinery or mobility devices) for at least 6 hours after using cannabis. This wait time may need to be longer, depending on the user and the properties of the specific cannabis product used. Besides these behavioral recommendations, users are bound by locally applicable legal limits concerning cannabis impairment and driving. The use of both cannabis and alcohol results in multiply increased impairment and risks for driving, and categorically should be avoided. *[Evidence Grade: Substantial.]*

Recommendation 9: There are some populations at probable higher risk for cannabis-related adverse effects who should refrain from using cannabis. These include individuals with predisposition for, or a first-degree family history of, psychosis and substance use disorders, as well as pregnant women (primarily to avoid adverse effects on the fetus or newborn). These recommendations, in part, are based on precautionary principles. *[Evidence Grade: Substantial.]*

Recommendation 10: While data are sparse, it is likely that the combination of some of the risk behaviors listed above will magnify the risk of adverse outcomes from cannabis use. For example, early-onset use involving frequent use of high-potency cannabis is likely to disproportionately increase the risks of experiencing acute or chronic problems. Preventing these combined high-risk patterns of use should be avoided by the user and a policy focus. *[Evidence Grade: Limited.]*

Note. A detailed rationale for each evidence grade is provided as a supplement to the online version of this article at <http://www.ajph.org>.

paranoia, and greater dependence severity in (especially younger) users in the United Kingdom.⁷⁶ In a case-control study, use of high-THC cannabis was associated with a 3-times-elevated risk of psychotic disorder and, hence, with 1 in 4 of incident cases.⁷⁷ Use of high-potency “wax dabs” has been linked to cannabis-induced psychosis among individuals with no psychiatric history.⁷⁸

There is some evidence that users of cannabis products with higher THC potency titrate their doses (i.e., use less of higher-potency products to achieve desired psychoactive effects).^{5,79} Among experienced users, a positive association between THC concentration and cannabis dose per joint has been observed, but the THC concentration was negatively associated with inhalation volume, leading to only a partial titration of dose (i.e., high-THC product users still obtained more THC than low-THC product users).⁸⁰ Similarly, in another naturalistic study, the amount of cannabis per joint was negatively associated with THC concentrations, estimating a 0.1-gram reduction in the amount of cannabis used if it contained 14% versus 4% THC content.⁸¹

Other cannabinoids besides THC may influence the adverse effects of cannabis. Specifically, cannabidiol (CBD) is increasingly understood as a cannabinoid that may attenuate some of THC’s adverse effects.^{82–86} Several randomized controlled trials and systematic reviews suggest that CBD can block the psychotogenic effects of THC,^{83,87–90} and mitigate THC’s intoxicating, sedating, and cardiovascular effects.⁸⁶ However, a systematic review concluded that high doses of CBD are needed to inhibit the effects of even low doses of THC.⁹¹

A recent development has been the availability of potent synthetic cannabinoid products (e.g., Spice, K2). These have a distinct pharmacology and toxicology and have been associated with an array of severe adverse side effects, including acute cognitive impairment, psychosis and anxiety, strokes and seizures, myocardial infarction, tachycardia, nausea, and fatalities.^{92–94} These effects are commonly more severe than those from organic cannabis use.^{95,96} Another systematic review similarly found

adverse acute and chronic mental effects (e.g., anxiety, psychosis, dependence) to be common among regular users of synthetic cannabinoid products.⁹⁷ Emergency department contacts related to synthetic cannabinoids have increased among younger users in recent years.^{98–100}

Cannabis Use Practices

Although alternative use practices exist, smoking burnt (combusted) cannabis remains the most common route of administration in North America,^{101,102} commonly in combination with tobacco.^{6,103} These use practices are associated with a variety of risks.

Systematic reviews and major studies have identified various pulmonary or bronchial problems (e.g., coughing, excessive sputum, wheezing, shortness of breath) as well as acute bronchitis and impaired respiratory functioning associated with cannabis smoking.^{11,104–108} Although many of these symptoms appear to be associated with use intensity, they may be reversible following cessation.^{109,110} Findings are more equivocal for other respiratory diseases. For example, emphysematous lung bullae have been detected among young cannabis smokers.¹¹¹ There is mixed evidence for associations of cannabis smoking with lung cancer, with only some studies reporting associations; among those showing associations, the risk is moderately elevated (1.5- to 4-fold)^{108,112–114} and associations continue to be inconclusive mainly because of confounding by tobacco use.^{113,114}

Some specific cannabis smoking practices can acutely increase respiratory health risks. For example, breath-holding or deep inhalation practices—intended to intensify the absorption of psychoactive components—increase the intake of hazardous byproducts (e.g., carcinogens, tar and other toxins, carbon monoxide).^{113,115–118} These effects are further amplified by concurrent smoking of cannabis and tobacco.

Various alternative administration routes for cannabis use have emerged, which, however, come with their own risks. For example, bongs or water pipes may reduce burnt particle inhalation while increasing tar or particulate matter intake; infectious disease (e.g., pulmonary tuberculosis)

transmission has also been reported among users.^{119–121} As for newer options, vaporizer devices eliminate cannabis combustion and thus reduce toxic compound intake and related pulmonary problems.^{122,123} In 2 experimental studies, respiratory problems (including bronchitis) significantly improved among users switching to vaporizer use, but the lag in onset of psychoactive effects led to higher dosing.^{124,125} However, no rigorous studies exist on the long-term effects of vaporizer use.¹²⁶ For cannabis e-cigarette devices, formaldehyde particles have been detected at higher voltage that may expose users to risky toxins.¹²⁷ “Dabbing” (the inhaling of flash-vaporized cannabis concentrates) has been associated with elevated risks of hydrocarbon burns and inhalation of solder, rust, and benzene, in addition to greater impairment, tolerance, and withdrawal symptoms.^{71,128,129}

Ingested (e.g., edible or liquid or oils) cannabis products eliminate the risks of inhalation of combusted cannabis smoke or vapor.¹¹⁵ Concerns exist that “edibles” may lower the perceived risks of using cannabis (e.g., leading to earlier initiation or increased use). Other acute risks include the delayed absorption of THC and consequently delayed onset of psychoactive effects that reduces edibles users’ ability to titrate their doses.¹²⁸ This may result in larger-than-intended amounts of THC consumed, possibly contributing to increases in edibles-related poisonings and hospitalizations where these products are available (e.g., Colorado^{130,131}). Furthermore, edible cannabis products can also be accidentally ingested by children who then require treatment.¹³²

Frequency or Intensity of Use

Frequency or intensity of use is a strong predictor of both acute and chronic cannabis-related problems. Use intensity or frequency is a common epidemiological proxy measure, which is typically defined as (near-) daily use and compared with less-frequent use. Ideally, these indicators should be complemented by other measures, such as dose or potency, but this is rarely the case.¹³³ Frequent cannabis use has increased substantially among (especially younger) users in the United States.¹³⁴

Systematic reviews have found associations between the frequency or intensity of cannabis use and various adverse health outcomes, including mental health problems,^{5,10,135,136} cardiovascular problems,¹³⁷ MVAs,¹³⁸ suicidality,¹³⁹ changes in brain structure, and neurocognitive effects.^{140,141} Specifically, neuroimaging studies have found morphological brain alterations and neurocognitive effects in both adolescents and adults related to intensity of cannabis use.^{140–142} In case-control studies, use intensity has had an inverse association with brain volume and structure integrity.^{143–146} Thus, the magnitude of brain abnormalities and the persistence of acute impairment of executive functions (e.g., cognition, memory, psychomotor control) may be influenced by use intensity.^{9,147,148} At the same time, there is evidence for tolerance effects resulting in reduced cognitive impairment among frequent or chronic users.^{148,149}

Key individual studies complement the previously mentioned review findings on mental health and other outcomes. For instance, studies from various countries have identified cannabis use frequency as a predictor of psychosis,^{150–152} depressive symptoms, mania, and suicide.^{153–155} In a longitudinal cohort, daily cannabis use was associated with anxiety disorder (OR = 2.5; 95% CI = 1.2, 5.2) and cannabis dependence (OR = 2.2; 95% CI = 1.1, 4.4); those with persistent daily cannabis use at age 29 years remained at elevated odds for anxiety disorder (OR = 3.2; 95% CI = 1.1, 9.2).¹⁵⁶ The risk of cannabis dependence was 5-fold among daily versus infrequent users in Australia.¹⁵⁷ Frequent use predicted dependence severity among adult users in the United Kingdom.⁷⁶ An exception may be a Dutch study in which use frequency was not associated with incidence of dependence; however, this study involved frequent and age-limited users only.¹⁵⁸ In combined analyses of longitudinal cohorts, daily cannabis users by age 17 years had significant reductions in high-school completion and degree attainment (OR = 0.4; 95% CI = 0.2, 0.7), and increased odds of later cannabis dependence (OR = 18.0; 95% CI = 9.4, 34.1), other illicit drug use (OR = 7.8; 95% CI = 4.5, 13.6), and suicide attempts (OR = 6.8;

95% CI = 2.0, 22.9).¹⁵⁹ Similar associations with educational, socioeconomic, and other substance use outcomes have been shown.^{5,17,160–162} Several studies have found that MVA risk is increased among frequent users.^{163,164} Use frequency also predicted higher overall and specific problem domain outcomes on the Alcohol, Smoking, and Substance Involvement Screening Test; daily or near-daily users were at least 9 times more likely to experience problems than infrequent users.¹⁶⁵

Cannabis Use and Driving

Cannabis use acutely impairs key executive functions critical for driving, including cognition, attention, memory, decision-making, and psychomotor functioning. This occurs in a dose-dependent way, although the magnitude and persistence of impairments may vary with use patterns, THC concentration, tolerance, metabolism, and other factors.^{9,147,148,166} Some of these impairments have been found to persist after acute intoxication, particularly in chronic users.⁹

Following cannabis intake, peak THC plasma concentrations (around 100 ng/mL) are usually reached within approximately 5 to 30 minutes and generally taper off approximately 2 to 4 hours later.^{149,167–170} However, intoxication and cognitive impairments may persist beyond THC plasma concentration peaks, yet typically clear within approximately 3 to 6 hours.^{149,170–173} Higher THC or other cannabinoid concentration or ingested cannabis products (with an extended absorption period) can have more pronounced and persistent effects.^{171,174} Although these effects are based on the typical pharmacokinetics of THC, they may vary with inhalation intensity, lung capacity, and other factors.⁶

Epidemiological studies have clearly established that acute cannabis impairment increases the risk of MVA involvement, including fatal collisions (a notable exception: National Highway Traffic Safety Administration¹⁷⁵). Several meta-analyses and reviews concluded that there is an approximate 1.3- to 3-fold (low-to-medium magnitude) increase in MVA risk after cannabis use.^{8,163,164,176} A recent Canadian case-crossover study found cannabis use to

be associated with a 4-fold increase in MVA involvement.¹⁷⁷ Risk of MVA involvement increases in a dose-related way with THC concentration or frequency of cannabis use.^{163,164} This risk is substantially higher when cannabis and alcohol use are combined.^{178–182}

As cannabis-impaired driving has become more common, especially among young drivers,^{183–187} attempts have been made to define threshold levels of blood-THC concentration equivalent to blood-alcohol content limits. This has been methodologically challenging, and no gold-standard threshold exists. Some studies concluded that blood-THC concentrations ranging from about 2 to 8 nanograms per milliliter (ng/mL; whole blood) resulted in the equivalent driving impairment to 0.05 blood-alcohol content,^{164,179,188} whereas the final recommendations of the Driving Under the Influence of Drugs, Alcohol, and Medicines study were 1 ng/mL in whole blood or saliva.¹⁸⁹ Some US states with *per se* laws have blood-THC concentration limits of 5 ng/mL (whole blood), whereas some European countries (e.g., Norway, the Netherlands) have thresholds of less than 5 ng/mL,^{189–191} and others (e.g., Australia) have defined any detectable recent use as impairment.¹⁹² These legal limits, which cannot be reliably self-assessed by users, may thus translate into stricter restrictions on driving than the behavioral parameters outlined previously.

Special Risk Populations

Some users with pre-existing conditions should probably abstain from using cannabis. For example, several studies have concluded that a substantial proportion of cannabis-attributable psychosis occurs among users with a family or personal history of psychosis, and a genetic predisposition to psychosis may be triggered or amplified by cannabis use.^{5,193–197} Assuming that risk of psychosis from family history and cannabis use are multiplicative, someone with a first-degree relative with a history of psychosis has a 10% baseline risk, which is doubled if they become regular users.^{62,198} It is unclear whether such dynamics also exist for other mental health risks, such as depression, anxiety, or suicide,

for which associations with cannabis have been shown.^{154,155,199–202} However, previous experiences with or family histories of substance use disorders should encourage prudence for cannabis use.

A systematic review found that women who used cannabis during pregnancy had increased odds of anemia (pooled OR = 1.4; 95% CI = 1.1, 1.7), decreased birth weight (pooled OR = 1.8; 95% CI = 1.0, 3.0), and placement in neonatal care units (pooled OR = 2.0; 95% CI = 1.3, 3.2).¹² Maternal cannabis use has been associated with fetal growth reduction and decreased birth weight in newborns,²⁰³ as well as with child development and behavior problems, poor school performance, and illicit drug use in children.^{204–207} Case-control studies have found associations for different cancers among children when maternal cannabis use occurred during pregnancy, but provide weak evidence for causal associations.^{137,208–210}

DISCUSSION

Cannabis control policy in Canada, reflecting developments elsewhere, is shifting to legalization of recreational use and supply, with the declared objective of improving public health outcomes.^{27,28} Experiences from other jurisdictions have suggested that legalization does not necessarily—at least in the short run—translate into consistent public health improvements but may increase specific problems.^{24,25,211,212} Nonetheless, one of the distinct advantages of legalization is that it allows open and direct information of users on risk behaviors, product properties, and more with the aim of reducing harmful outcomes from use.^{22,213,214} Evidence-based guidelines for cannabis users on how to reduce risks for acute and chronic harms from use, if widely adopted, may reduce the harm burden for both individuals and the population, and thus constitute a valuable public health tool. On this basis, we have undertaken a comprehensive update and revision, based on a systematic review of new evidence, of previously developed LRCUG for Canada.³⁶ These were developed when cannabis was still criminally prohibited; however, impending legalization has entailed strong reasons and demand for updated LRCUG.

As the data show, cannabis use is associated with a variety of health risks, including several for which the evidence is “substantial.” The primary challenge for public health-oriented cannabis policy is to prevent adolescent or young adult cannabis users from developing severe—acute or chronic—health problems from use.^{4,16,215} Our review has identified multiple concrete risk factors for cannabis-related health problems, which are modifiable by the user, offering the potential for reduced risks based on recommendations as presented by the LRCUG. Most of the evidence of risk factors and outcomes underlying the recommendations is “substantial” as per established evidence-grading standards.^{7,39}

For example, frequent or intense cannabis use is a well-documented determinant of several key adverse health outcomes and a behavior that can be modified by users. Similarly, the evidence for risks associated with early initiation of cannabis use is strong. Successfully addressing this risk factor hinges on effective prevention efforts (e.g., by parents, teachers, and peers) to delay first use. For cannabis-impaired driving, the strong evidence for risk of MVAs warrants the categorical recommendation that users abstain from driving for at least the acute period of impairment identified by current scientific evidence. For other risk factors—for example, the use of alternative delivery methods for cannabis use to avoid smoking-related health harms—the evidence is weaker because of an absence of rigorous studies. Here, better studies and data are urgently needed. Similarly, the evidence base for special risk populations to warrant abstention from cannabis use is relatively thin, and thus limited to the 2 subgroups indicated. There may be empirical grounds to extend future recommendations to other subgroups (e.g., with cardiovascular or other predispositions to specific health problems).

On the basis of our rigorous review methodology and expert consensus-based evidence grading and recommendations development, we are confident in the overall quality and relevance of the recommendations presented. At the same time, specific cannabis use-related risk factors and outcomes are influenced by other (intrinsic and extrinsic) factors (e.g., genetic profiles, cobehaviors, socio-environmental factors); thus, the applicability of

the recommendations certainly varies among individual users.^{6,216–220} Also unclear is the extent of concrete health harm that may be avoided from each of the recommendations; this should be systematically assessed.

Importantly, behavior-oriented public health interventions like the LRCUG require effective implementation and uptake to have impact.^{221,222} In addition, they need to be supported by information for users—for example, about the specific content details of cannabis products, facilitated by measures such as product testing and labeling.²¹⁴ The implementation of interventions like the LRCUG does not fall into the realm of science but requires systematic efforts by governmental and non-governmental institutions and other key stakeholders. The evidence for impact of similar endeavors (e.g., alcohol-, food and nutrition-, and safer sex-related guidelines) in other areas is mixed.^{33–35,223,224}

Given impending legalization, an acute need for public health tools to further population-oriented prevention goals exists in Canada, which the revised LRCUG aim to serve. The LRCUG can be adapted for use in other sociocultural environments beyond North America. Ideally, their impact should be evaluated toward an evidence base concerning effective public health interventions within the emerging cannabis policy paradigm of legalization. **AJPH**

CONTRIBUTORS

B. Fischer led the overall study and article writing. B. Fischer, P. Sabioni, and J. Rehm designed the data search and analysis strategy. J. Rehm led the evidence quality grading. C. Russell and P. Sabioni executed the data searches, extraction, and summaries. All authors (including W. van den Brink, B. Le Foll, W. Hall, and R. Room) equally and substantially contributed to data analysis and interpretation, evidence quality grading, and article and recommendations drafting and revising, as well as approved the final version of the article.

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HUMAN PARTICIPANT PROTECTION

Institutional review board approval was not needed for this study as it did not involve human participants.

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