

Murray, Susie

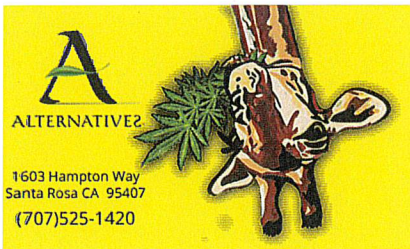
From: KAREN KISSLER <mkslr@comcast.net>
Sent: Tuesday, March 2, 2021 11:46 PM
To: Ross, Adam
Subject: Re: FW: [EXTERNAL] 2300 Bethards Application
Attachments: March 1 2021 from Cameron Nye clarification.docx

Follow Up Flag: Follow up
Flag Status: Completed

Dear Adam,

Thank you for forwarding our neighbor's, Ms. Hutton's, concerns. I hope you have a moment to review my responses. Concerning the traffic report explanation attached from W-Trans, I have requested the traffic engineer put this clarification on his letterhead so that it can be part of your record. I think it explains his findings quite well.

Thank you for your kind support.
Karen



ALTERNATIVES Dispensary + Delivery
1603 Hampton Way
Santa Rosa CA 95407
ph 707/525-1420

CA10-0000010LIC

www.alternativesca.com

alternativescollective@gmail.com

On 02/26/2021 1:15 PM Ross, Adam <aross@srcity.org> wrote:

FYI

Adam Ross | Interim Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4705 | aross@srcity.org

From: Libby Hutton <libbyshutton@yahoo.com>
Sent: Friday, February 26, 2021 1:13 PM
To: Ross, Adam <ARoss@srcity.org>
Cc: storms <storms@sonic.net>; Sawyer, John <jsawyer@srcity.org>
Subject: Re: [EXTERNAL] 2300 Bethards Application

Hi Adam,

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1. Trustworthiness and credibility of the applicant given the findings of the Sonoma County Superior Court Judge Ottenweller and the opinion of the Court of Appeals in McClain v. Kissler (2019) 39 Cal.App.5th 399, 417-418 and her previous record of non-compliance with rules and laws relating to cannabis in Sonoma County;

In 2015, I hired two alleged cannabis growers to provide medical cannabis for our dispensary. Our contract required they grow healthy, usable cannabis but, instead, they produced toxic, diseased cannabis that they demanded to be paid for. Alternatives paid them substantially for the cannabis that passed California's rigorous testing standards but we refused to pay them for cannabis that had to be destroyed. There were cross-lawsuits but we stood our ground and we refused to serve contaminated cannabis.

This was a breach of contract lawsuit and did not involve Alternatives' compliance with state or local laws or ordinances. Alternatives is in its 11th year and has always been fully compliant with all requirements.

2. Concerns about traffic were not limited to the concerns about the immediate traffic around the dispensary. The concerns about Roseland based traffic around the proposed dispensary are confirmed by the applicant's own traffic study estimating an increase of **daily** trips in that area of **546**.

Murray, Susie

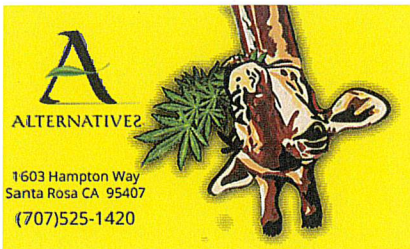
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The concerns expressed at the neighborhood meeting also related to the proposed use of the dispensary as the applicant's hub for an extensive cannabis distribution center sending out vehicles throughout the area including Rohnert Park and the entire Southeastern area. This concern is **not** addressed in the traffic study procured by the applicant nor has the applicant provided any information as to how many vehicles she intends to utilize. Even if an estimate were to be provided, the applicant's credibility renders this issue of great concern and unpredictability due to the questions surrounding any representations she might make and the absence of any ability by the City to enforce compliance;

Alternatives does not intend to use 2300 Bethards as a distribution center, but merely as a location from which to make one-on-one deliveries. We are not requesting a distribution license (in any event, the site is not zoned for distribution.) The report cannot address a negative as we do not intend to use the second site as a distribution center.

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Our neighbor's concern the City lacks the "ability... to enforce compliance" misstates the City's extensive Code Enforcement department dedicated to assuring compliance with local and state codes and ordinances. We have no intention to use this site for any purpose beyond that requested: as a discreet, safe, modern, inviting, clean, and compliant retail outlet offering tested and healthy cannabis to medical patients and those adults choosing to use it.

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"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 email contradicts the representation now being made and which has been incorporated in the first version of the Staff Report. There is every reason to believe that potential customers will be consuming

Cameron J. Nye
Associate Engineer
Pronouns: he, him, his

Office 707.542.9500 ext. 320 Direct 707.284.7749
490 Mendocino Avenue, Suite 201 Santa Rosa, CA 95401
www.w-trans.com

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cannabis in some form on-site and driving under the influence. This concern is compounded by the fact that many customers might already have consumed cannabis and would be returning for more, thereby increasing the likelihood of impaired drivers traveling throughout the neighborhood.

Thank you for allowing us to clarify: Alternatives will not allow anyone to ingest, apply, or use cannabis in the dispensary, in the building, or anywhere on the property. Our original application was modeled on San Francisco's ordinance allowing vaping lounges. After we received neighborhood feedback opposing a vaping lounge, we responded and withdrew that request. We then modified our request to consumption of edibles and use of topicals, but withdrew that modification as well. We have sought to emphasize in many formats and manners that we are not now requesting permission to allow cannabis to be consumed or used in any form on our property.

Thank you for your ongoing investigation and consideration of the very serious questions about the omission of the significant and legitimate neighborhood objections and concerns about this proposal. These have been verbalized since the outset of this proposal. The proposed approval is inconsistent with the City's own ordinance limiting dispensaries to industrial and commercial areas and away from residential areas. It is incompatible with the neighborhood and the previous use of the building and creates significant health and safety risks to the neighborhood. A recommendation allowing the dispensary to conduct business at this location constitutes an indefensible imposition of these risks on our neighborhood.

In its wisdom, and with the support and approval of our voters, the City has honored Alternatives and other dispensaries with permission to serve cannabis to members of our community who choose to use it. Our ordinance reflects an enlightened public policy of allowing dispensaries in *all areas of our city*, without requiring or forcing concentrations in economically challenged, lower-income areas. The City applies our zoning code without discrimination, treating everyone on the socio-economic spectrum fairly and justly. We have clarifying ordinances that adequately describe and control for appearance, signage, hours, etc. and trust the City to enforce those ordinances. We will certainly comply with every relevant ordinance and answer every question and concern that arises. In fact, we have appointed a community liaison to respond to all neighbor concerns: Karen Kissler is available via email 24/7 and as we announced during our brief (continued) Feb. 25 hearing, that email address is mkslr@comcast.net.

We respect every member of our community's right and privilege to follow their own beliefs and frequent those stores which reflect those beliefs. We only ask the reciprocal; that medical and adult cannabis users also be allowed their beliefs in safe and local access to cannabis in their own neighborhoods.

Elizabeth S. Hutton

On Feb 26, 2021, at 9:33 AM, Ross, Adam <ARoss@srcity.org> wrote:

Good Morning Libby,

As a follow up to my email I sent you yesterday, I want to confirm that last night's February 25, 2021, Planning Commission meeting, the Commission continued Item 10.2, the Alternatives East Cannabis Retail (dispensary) project to the March 25, 2021, Planning Commission Meeting. Staff will send out a new notice and the applicant will provide two onsite signs that Staff will verify the onsite signage complies with Section 20-66.020 of the Zoning Code for Public Noticing. Further, I will update the Staff Report and Staff's PowerPoint presentation to include the neighborhood's concern that the project will bring crime to this location.

Thank you,

Adam Ross | Interim Senior Planner

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

Tel. (707) 543-4705 | aross@srcity.org

<image001.jpg>

From: Libby Hutton <libbyshutton@yahoo.com>
Sent: Thursday, February 25, 2021 1:42 PM
To: Ross, Adam <ARoss@srcity.org>
Cc: storms <storms@sonic.net>; Sawyer, John <jsawyer@srcity.org>
Subject: [EXTERNAL] 2300 Bethards Application

Hi Adam,

I'm proceeding on the assumption that this item will not be heard today and that it will be continued. Therefore I won't plan to log in on the Zoom hearing.

In the meantime, I've been reading through the materials which were included in the attachments including your report. I was astounded to read the summary at page 12 of the "community concerns" as expressed at the neighborhood meeting. Those concerns

as listed in the report did not even mention crime as a concern. That meeting drew an overflow crowd on a rainy night which necessitated its being moved to a larger space. Increased crime as a result of a dispensary was a focal point of the discussion and concerns. It is a HUGE issue, and for good reason. I realize you apparently were relying on Susie Murray's summary. If she omitted that issue, that is super concerning and a dereliction of her duties to accurately report the meeting and concerns of the community. I am seriously wondering why she failed to document and relay that enormous concern to you and anyone else reviewing the application, most notably, the Planning Commission itself.

Obviously there is more to discuss but wanted to bring that to your immediate attention in addition to the other very important concerns and issues.

Thank you,

Libby

Libby Hutton

libbyshutton@yahoo.com

Elizabeth S. Hutton

Cameron Nye <cnye@w-trans.com>
3/1/2021 8:54 AM
To KAREN KISSLER

Hi Karen,

Following up on our phone conversation, I wanted to respond in writing to the comment about the daily trip generation. I have copied Table 1 from the report below for ease of reference. As shown below, the project would be expected to result in 546 new daily trips on average; however, it is important to note that this number was based on ITE data collected at sites in Colorado during the early years of such sales being legal, which was considered the best data available at the time your study was initiated. Recently, W-Trans has collected trip generation data at seven dispensaries in the North Bay Area, including four in the City of Santa Rosa. This new data collection effort has identified that local rates are consistent with those published by ITE for the p.m. peak hour but are **substantially lower** over the course of an entire day. The difference in daily rates is likely because the ITE data was collected shortly after recreational marijuana was legalized in Colorado so there was a heightened level of excitement associated with the newness of the industry and the resulting rates reflect this elevated level of trip activity.

As the industry has stabilized in the North Bay Area and more dispensaries have opened for business customers have more options so the trip generation of any single dispensary has decreased. Based on the new data that we have collected, we would expect your project to generate about one-quarter of the daily trips that were estimated previously so the new total would be about 120 daily trips. I also want to mention that the daily trip number is not what is important in terms of traffic. The peak hour numbers are what determine whether or not an operational analysis of the surrounding roadway network is necessary and since your project would result in fewer than 50 new peak hour trips, it can be presumed to have an acceptable effect on surrounding streets per City policy.

Let me know if you want to discuss further.

Thanks,
Cameron

Cameron J. Nye
Associate Engineer
Pronouns: he, him, his

Office 707.542.9500 ext. 320 Direct 707.284.7749
490 Mendocino Avenue, Suite 201 Santa Rosa, CA 95401
www.w-trans.com

Murray, Susie

From: Alex Mayorga <alexmayorga495@gmail.com>
Sent: Friday, March 12, 2021 11:49 AM
To: Ross, Adam
Subject: [EXTERNAL] I support Alternatives East!

Dear staff planner

I support the new dispensary because it is closer to where I live in Bennett Valley. That would reduce traffic and that's better for the environment. In fact, I can bike! I support dispensaries in neighborhoods because it's better than people using cigarettes.

It would be a great cash flow to the City and people in the area.

Alex Mayorga

(415)858-5022

Murray, Susie

From: Libby Hutton <libbyshutton@yahoo.com>
Sent: Saturday, March 6, 2021 1:33 PM
To: Ross, Adam
Subject: Re: [EXTERNAL] 2300 Bethards Application

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Adam,

Thank you for forwarding the applicant's responses to some of my concerns.

Just by way of clarification, the final paragraph paragraph was a bit confusing. From your email, it was my understanding that these are Ms. Kissler's responses however she seems to be attempting to speak for the City as she describes "Our ordinance" and how the City applies it. I just wanted to confirm that this is her interpretation and was not written by anyone from the City.

I also would appreciate your providing me with some other information.

(1) Has the Planning and Economic Development staff ever recommended a dispensary application be denied?
(a) if so, on what grounds?

(2) Has the Planning Commission ever overridden a staff recommendation for granting a dispensary application?

Thank you for your clarification on the foregoing.

Libby Hutton
libbyshutton@yahoo.com

Elizabeth S. Hutton

On Mar 4, 2021, at 9:48 AM, Ross, Adam <ARoss@srcity.org> wrote:

Hi Libby,

Please see the applicant's response to your concerns. I have added this to the public record.

Adam Ross | Interim Senior Planner

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Flag Status: Completed

Hi Adam,

This is in response to your email of March 6, 2021, in which you incorporated Ms. Kissler's responses to some of my concerns. Her responses did not alleviate my concerns and, as explained, below, affirmed and magnified my previous objections. I know your role in this process is very important. I am not fully conversant with how you assess these issues however I assume you delve into the reasoning and validity of what is presented to you by an applicant and consider those concerns before making any recommendation to the Planning Commission. Ms. Kissler's latest responses and her revised traffic assessment verify and expand my previously detailed concerns for the following reasons. For ease of distinguishing these most recent comments, I am highlighting them in blue.

Thank you for your email. By way of clarification, please note that the additional neighborhood concerns which were expressed at the original neighborhood meeting, and include the following:

1. Trustworthiness and credibility of the applicant given the findings of the Sonoma County Superior Court Judge Ottenweller and the opinion of the Court of Appeals in *McClain v. Kissler* (2019) 39 Cal.App.5th 399, 417-418 and her previous record of non-compliance with rules and laws relating to cannabis in Sonoma County;

In 2015, I hired two alleged cannabis growers to provide medical cannabis for our dispensary. Our contract required they grow healthy, usable cannabis but, instead, they produced toxic, diseased cannabis that they demanded to be paid for. Alternatives paid them substantially for the cannabis that passed California's rigorous testing standards but we refused to pay them for cannabis that had to be destroyed. There were cross-lawsuits but we stood our ground and we refused to serve contaminated cannabis.

This was a breach of contract lawsuit and did not involve Alternatives' compliance with state or local laws or ordinances. Alternatives is in its 11th year and has always been fully compliant with all requirements.

Ms. Kissler's recitation of the alleged basis for her non-payment to the cannabis growers is not responsive to the concerns and history I raised in my previous correspondence. My concerns about that case are unrelated to the merits of her transactions with her growers. That case is relevant to the pending application because in *McClain v. Kissler*, Judge Ottenweller of the Sonoma County Superior Court found Ms. Kissler not to be credible. The Court of Appeals deferred to that assessment, noting, "Kissler had lied under penalty of perjury at least once before." The concern here is about the applicant's credibility. I'm sure your City Attorney would affirm to you that it is exceptionally unusual for a

court to comment on an attorney in this way. The issue of credibility infects every aspect of this application and why the neighborhood has good reason to be extraordinarily concerned about this application.

Ms. Kissler's assertion that Alternatives "has always been fully compliant with all requirements" in the past eleven years conveniently overlooks her own history of having initiated delivery of cannabis to Sonoma in 2018, contrary to City regulations, as well as her opening of a dispensary on Santa Rosa Avenue in 2010, without a permit. That history is detailed in my previous correspondence dated February 19, 2021. Ms. Kissler is Alternatives. As the Court in McClain v. Kissler noted, at page 410, "[T]here was 'no distinction between Ms. Kissler and Alternatives,' which, it observed, '[s]he founded, established and is its CEO, Secretary and CFO, ...'[s]he reports only to herself.'" Given the foregoing, Ms. Kissler's effort to distinguish her own history of non-compliance from that of Alternatives is unavailing.

2. Concerns about traffic were not limited to the concerns about the immediate traffic around the dispensary. The concerns about Roseland-based traffic around the proposed dispensary are confirmed by the applicant's own traffic study estimating an increase of **daily** trips in that area of **546**.

The foregoing purported summary of my concerns obviously is inaccurate and unreadable. I would ask that you refer to my objection itself and make it clear to any other readers that Ms. Kissler's "version" is that, alone, and does not accurately reflect what I had written.

That being said, the substance of her response is truly alarming. With her application she submitted a self-procured study of Trip Generation Estimate dated February 16, 2021, from W-Trans, complete with stamped certifications as to the writers' qualifications. Now, just over two weeks later, in response to his "phone conversation" with Ms. Kissler, the Cameron Nye's "expert opinion" has abruptly changed as evidenced by the March 1, 2021 email Ms. Kissler attached from him. Now Ms. Nye's original estimate of 546 daily trips has plummeted to an estimate to 120 daily trips, an 80% drop. This radical change of opinion goes directly to the issue of Ms. Kissler's credibility. Mr. Nye's justification for his newfound opinion defies belief. He claims the new number is based on data collected from Colorado as opposed to data collected from Santa Rosa, which he insinuates wasn't available before. His new opinion cannot withstand scrutiny. The original report (two weeks earlier) specifically stated it was relying on data from dispensaries in Santa Rosa and the County of Sonoma and made repeated reference to his reliance on data from Santa Rosa and Sonoma County. It made no reference to Colorado. This manipulation of information and so-called "expert opinion" is shocking on so many levels. It negates the veracity any opinion Ms. Kissler has presented in regard to this application as to this issue and any others, or that she might solicit in the future as to the application. This underscores the issue of her credibility. At this point I presume you and the Planning Commission will agree no credible assessment as to traffic impact has been presented.

Please see W-Trans response to this inquiry on their attached March 1, 2021 statement. In relevant part, it states, "Based on the new data that we have collected, we would expect your project to generate about one-quarter of the daily trips that were estimated previously so the new total would be about 12 daily trips. I also want to mention that the daily trip number is not what is important in terms of traffic. The peak hour numbers are what determine whether or not an operational analysis of the surrounding roadway network is necessary and since your project would result in fewer than 50 new peak hour trips, it can be presumed to have an acceptable effect on surrounding streets per City policy."

The concerns expressed at the neighborhood meeting also related to the proposed use of the dispensary as the applicant's hub for an extensive cannabis distribution center sending out vehicles throughout the area including Rohnert Park and the entire Southeastern area. This concern is **not** addressed in the traffic study procured by the applicant nor has the applicant provided any information as to how many vehicles she intends to utilize. Even if an estimate were to

beavaping, the applicant's credibility renders this issue of great convapingnd unpredictability due to the questions surrounding any representations she might make and the absentopicalsy ability by the City to enforce compliance;

As with the previous response, Ms. Kissler has misquoted my concerns as emailed to you with unintelligible words. I again would ask that you and anyone reviewing this matter please refer to my original email to confirm the language and my description of the concerns.

As to Ms. Kissler's response, she suggests she is not intending this location to be a distribution center. The difficulty here is one of semantics. Clearly Ms. Kissler is not applying for a distribution center, but the question is when a delivery service becomes a de facto distribution center. This building has underground parking so the fleet and number of delivery vehicles is not easily visible. Ms. Kissler suggests I am doubting the City's ability to enforce regulations. In fact, I have great respect for our City servants and employees. I am suggesting that whether it's called a delivery service or a distribution center, there is virtually no way to for the City to monitor the frequency of the traffic and deliveries and the distinction between "delivery service" and "distribution center" disappears. If the application with the delivery service is approved, there will be no holds barred. The issue here goes straight to the credibility of the applicant. There is nothing to prevent her from using that location as the hub for her distribution and there is no reason to believe her assertions to the contrary.

Alternatives does not intend to use 2300 Bethards as a distribution center, but merely as a location from which to make one-on-one deliveries. We are not requesting a distribution license (in any event, the site is not zoned for distribution.) The report cannot address a negative as we do not intents to use the second site as a distribution center.

Currently, Alternatives owns 3 vehicles (two Prius' and a Kia Elantra) that are located at the Roseland dispensary. Only 2 of the 3 vehicles are utilized on a regular basis (the third is called in for busy afternoons/evenings.) Until we open Alternatives East, we cannot gauge interest in delivery. Local Bennett Valley residents currently getting deliveries might prefer to stop in to the shop, reducing local trips. But we do estimate that, given Roseland's proximity to Hwy. 101, that the bulk of deliveries will generate from the Roseland shop. Please note that report states, delivery "may reasonably be expected to reduce the trips generated.

Our neighbor's concern the City lacks the "ability... to enforce compliance" misstates the City's extensive Code Enforcement department dedicated to assuring compliance with local and state codes and ordinances. We have no intention to use this site for any purpose beyond that requested: as a discreet, safe, modern, inviting, clean, and compliant retail outlet offering tested and healthy cannabis to medical patients and those adults choosing to use it.

3. Finally, at the neighborhood meeting there were serious concerns expressed about the fact that potential customers would be consuming cannabis and driving in an impaired and dangerous condition. The original application included a "lounge" for consumption. The representation now is that there would not be consumption on site, however that representation is contradicted by the applicant's own email to Susie Murray dated 1/23/20 in which she indicated,

"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 email contradicts the representation now being made and which has been incorporated in the first version of the Staff Report. There is every reason to believe that potential customers will be consuming cannabis in some form on-site and driving under the influence. This concern is compounded by the fact that many customers might already have consumed cannabis and would be returning for more, thereby increasing the likelihood of impaired drivers traveling throughout the neighborhood.

Thank you for allowing us to clarify: Alternatives will not allow anyone to ingest, apply, or use cannabis in the dispensary, in the building, or anywhere on the property. Our original application was modeled on San Francisco's ordinance allowing vaping lounges. After we received neighborhood feedback opposing a vaping lounge, we responded and withdrew that request. We then modified our request to consumption of edibles and use of topicals, but withdrew that modification as well. We have sought to emphasize in many formats and manners that we are not now requesting permission to allow cannabis to be consumed or used in any form on our property.

Thank you for your ongoing investigation and consideration of the very serious questions about the omission of the significant and legitimate neighborhood objections and concerns about this proposal. These have been verbalized since the outset of this proposal. The proposed approval is inconsistent with the City's own ordinance limiting dispensaries to industrial and commercial areas and away from residential areas. It is incompatible with the neighborhood and the previous use of the building and creates significant health and safety risks to the neighborhood. A recommendation allowing the dispensary to conduct business at this location constitutes an indefensible imposition of these risks on our neighborhood.

In its wisdom, and with the support and approval of our voters, the City has honored Alternatives and other dispensaries with permission to serve cannabis to members of our community who choose to use it. Our ordinance reflects an enlightened public policy of allowing dispensaries in *all areas of our city*, without requiring or forcing concentrations in economically challenged, lower-income areas. The City applies our zoning code without discrimination, treating everyone on the socio-economic spectrum fairly and justly. We have clarifying ordinances that adequately describe and control for appearance, signage, hours, etc. and trust the City to enforce those ordinances. We will certainly comply with every relevant ordinance and answer every question and concern that arises. In fact, we have appointed a community liaison to respond to all neighbor concerns: Karen Kissler is available via email 24/7 and as we announced during our brief (continued) Feb. 25 hearing, that email address is mkslkr@comcast.net.

We respect every member of our community's right and privilege to follow their own beliefs and frequent those stores which reflect those beliefs. We only ask the reciprocal; that medical and adult cannabis users also be allowed their beliefs in safe and local access to cannabis in their own neighborhoods.

I will confess some confusion as to Ms. Kissler's use of the pronoun "our" in regard to this issue. She is not a resident of Santa Rosa or Sonoma County. She resides either in Marin or in Berkeley. Similarly, I find her pronouncements as to the public policy of Santa Rosa's to be erroneous and presumptuous. The ordinance allows dispensaries to be in commercial areas away from residential areas. Her attempt to describe the objection to her application as some sort of economic-social issue is utterly devoid of support - a red herring aimed at distracting the Planning Commission from the true issues. The fact is that dispensaries do not belong in residential areas of any type. This proposed dispensary sits squarely in a densely populated area - the parking lot actually borders a condominium complex. Directly across the street is a school bus stop. As to economics, if Ms. Kissler actually knew the neighborhood, she would discover that it is economically and socially diverse with extensive Section 8 housing. Neither this neighborhood nor any neighborhood, should be burdened with the risks of increased crime and traffic which are indisputably inherent in the existence of a dispensary. While Ms. Kissler would like to frame this as a difference of beliefs, this is yet another case of her sleight of

hand. The fact is this is big business and Ms. Kissler is the only person to gain financially from the opening of a dispensary. This is not a referendum as to social issues or beliefs.

Given all of the foregoing concerns and questions as to this applicant and this application I would respectfully submit to you and the Planning Commission that this application should be denied.

Thank you again for your consideration,

Elizabeth S. Hutton

Libby Hutton
libbyshutton@yahoo.com

Elizabeth S. Hutton

Murray, Susie

From: Libby Hutton <libbyshutton@yahoo.com>
Sent: Friday, February 26, 2021 1:13 PM
To: Ross, Adam
Cc: storms; Sawyer, John
Subject: Re: [EXTERNAL] 2300 Bethards Application

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Adam,

Thank you for your email. By way of clarification, please note that the additional neighborhood concerns which were expressed at the original neighborhood meeting, and include the following:

1. Trustworthiness and credibility of the applicant given the findings of the Sonoma County Superior Court Judge Ottenweller and the opinion of the Court of Appeals in McClain v. Kissler (2019) 39 Cal.App.5th 399, 417-418 and her previous record of non-compliance with rules and laws relating to cannabis in Sonoma County;
2. Concerns about traffic were not limited to the concerns about the immediate traffic around the dispensary. As to that issue, the concerns about increased traffic around the proposed dispensary are confirmed by the applicant's own traffic study estimating an increase of **daily** trips in that area of **546**. The concerns expressed at the neighborhood meeting also related to the proposed use of the dispensary as the applicant's hub for an extensive cannabis distribution center sending out vehicles throughout the area including Rohnert Park and the entire Southeastern area. This concern is **not** addressed in the traffic study procured by the applicant nor has the applicant provided any information as to how many vehicles she intends to utilize. Even if an estimate were to be given, the applicant's credibility renders this issue of great concern and unpredictability due to the questions surrounding any representations she might make and the absence of any ability by the City to enforce compliance;
3. Finally, at the neighborhood meeting there were serious concerns expressed about the fact that potential customers would be consuming cannabis and driving in an impaired and dangerous condition. The original application included a "lounge" for consumption. The representation now is that there would not be consumption on site, however that representation is contradicted by the applicant's own email to Susie Murray dated 1/23/20 in which she indicated,

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That email contradicts the representation now being made and which has been incorporated in the first version of the Staff Report. There is every reason to believe that potential customers will be consuming cannabis in some form on-site and driving under the influence. This concern is compounded by the fact that many customers might already have consumed cannabis and would be returning for more, thereby increasing the likelihood of impaired drivers traveling throughout the neighborhood.

Thank you for your ongoing investigation and consideration of the very serious questions about the omission of the significant and legitimate neighborhood objections and concerns about this proposal. These have been verbalized since the outset of this proposal. The proposed approval is inconsistent with the City's own ordinance limiting dispensaries to industrial and commercial areas and away from residential areas. It is incompatible with the neighborhood and the previous use of the building and creates significant health and safety risks to the neighborhood. A recommendation

allowing the dispensary to conduct business at this location constitutes and indefensible imposition of these risks on our neighborhood.

Elizabeth S. Hutton

On Feb 26, 2021, at 9:33 AM, Ross, Adam <ARoss@srcity.org> wrote:

Good Morning Libby,

As a follow up to my email I sent you yesterday, I want to confirm that last night's February 25, 2021, Planning Commission meeting, the Commission continued Item 10.2, the Alternatives East Cannabis Retail (dispensary) project to the March 25, 2021, Planning Commission Meeting. Staff will send out a new notice and the applicant will provide two onsite signs that Staff will verify the onsite signage complies with Section [20-66.020](#) of the Zoning Code for Public Noticing. Further, I will update the Staff Report and Staff's PowerPoint presentation to include the neighborhood's concern that the project will bring crime to this location.

Thank you,

Adam Ross | Interim Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4705 | aross@srcity.org

<image001.jpg>

From: Libby Hutton <libbyshutton@yahoo.com>
Sent: Thursday, February 25, 2021 1:42 PM
To: Ross, Adam <ARoss@srcity.org>
Cc: storms <storms@sonic.net>; Sawyer, John <jsawyer@srcity.org>
Subject: [EXTERNAL] 2300 Bethards Application

Hi Adam,

I'm proceeding on the assumption that this item will not be heard today and that it will be continued. Therefore I won't plan to log in on the Zoom hearing.

In the meantime, I've been reading through the materials which were included in the attachments including your report. I was astounded to read the summary at page 12 of the "community concerns" as expressed at the neighborhood meeting. Those concerns as listed in the report did not even mention crime as a concern. That meeting drew an overflow crowd on a rainy night which necessitated its being moved to a larger space. Increased crime as a result of a dispensary was a focal point of the discussion and concerns. It is a HUGE issue, and for good reason. I realize you apparently were relying on Susie Murray's summary. If she omitted that issue, that is super concerning and a dereliction of her duties to accurately report the meeting and concerns of the community. I am seriously wondering why she failed to document and relay that enormous concern to you and anyone else reviewing the application, most notably, the Planning Commission itself.

Obviously there is more to discuss but wanted to bring that to your immediate attention in addition to the other very important concerns and issues.

Thank you,

Libby

Libby Hutton
libbyshutton@yahoo.com

Elizabeth S. Hutton

Murray, Susie

From: Lucy Wilkes <hhlwilkes@me.com>
Sent: Thursday, March 11, 2021 11:37 AM
To: Ross, Adam
Subject: [EXTERNAL] Cannabis

Follow Up Flag: Follow up
Flag Status: Completed

Dear Adam Ross,

I just wanted to express my support for the 5300 Bethards Avenue location for a cannabis dispensary. I know people who are helped with a number of medical issues. It is found to be beneficial for many ailments,

Count me in as a vote for this location to house a dispensary.

Lucy Wilkes
Rincon Valley

Murray, Susie

From: Ross, Adam
Sent: Thursday, February 25, 2021 1:31 PM
To: Moira Jacobs
Subject: RE: [EXTERNAL] What You Need to Know (And What We're Working to Find Out) About Products Containing Cannabis or Cannabis-derived Compounds, Including CBD | FDA

Hi Moira,

Here is the link to the Planning Commission Website: <https://srcity.org/1339/Planning-Commission> that has a JOIN HERE link on it as you scroll down. Below, I have also included the Zoom Website link, where you would enter the Webinar ID to join as well as the phone number to call if you would like to join via phone.

<https://www.zoom.us/join> and enter the Webinar ID: 988 0836 6416
Phone (Toll Free): 888-475-4499 and enter the Webinar ID: 988 0836 6416

Of course, please feel free to share this with anyone you wish.

Adam Ross | Interim Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4705 | aross@srcity.org



From: Moira Jacobs <moiraajacobs@comcast.net>
Sent: Tuesday, February 23, 2021 6:13 PM
To: Ross, Adam <ARoss@srcity.org>
Subject: [EXTERNAL] What You Need to Know (And What We're Working to Find Out) About Products Containing Cannabis or Cannabis-derived Compounds, Including CBD | FDA

Mr. Ross,

Could you please attach these two documents to the 2300 Bethards application?

- 1) attached is data on Colorado, they are a few years ahead of CA in their legalization and some of the negative impacts.
- 2) below a health effects notice on CBD by the FDA

Thank you,
Moira Jacobs

This FDA risk report only covers CBD concerns:

1. CBD has the potential to harm you, and harm can happen even before you become aware of it.
 - CBD can cause liver injury.
 - CBD can affect how other drugs you are taking work, potentially causing serious side effects.
 - Use of CBD with alcohol or other drugs that slow brain activity, such as those used to treat anxiety, panic, stress, or sleep disorders, increases the risk of sedation and drowsiness, which can lead to injuries.
 - Male reproductive toxicity, or damage to fertility in males or male offspring of women who have been exposed, has been reported in studies of animals exposed to CBD.
2. CBD can cause side effects that you might notice. These side effects should improve when CBD is stopped or when the amount used is reduced.
 - Changes in alertness, most commonly experienced as somnolence (drowsiness or sleepiness).
 - Gastrointestinal distress, most commonly experienced as diarrhea and/or decreased appetite.
 - Changes in mood, most commonly experienced as irritability and agitation.
3. There are many important aspects about CBD that we just don't know, such as:
 - What happens if you take CBD daily for sustained periods of time?
 - What level of intake triggers the known risks associated with CBD?
 - How do different methods of consumption affect intake (e.g., oral consumption, topical, smoking or vaping)?
 - What is the effect of CBD on the developing brain (such as on children who take CBD)?
 - What are the effects of CBD on the developing fetus or breastfed newborn?
 - How does CBD interact with herbs and other plant materials?
 - Does CBD cause male reproductive toxicity in humans, as has been reported in studies of animals?

<https://www.fda.gov/consumers/consumer-updates/what-you-need-know-and-what-were-working-find-out-about-products-containing-cannabis-or-cannabis>

Murray, Susie

From: Douglas Keehner <dmk47@humboldt.edu>
Sent: Saturday, February 27, 2021 1:01 PM
To: Ross, Adam
Subject: [EXTERNAL] Please approve Alternatives East!

Greetings

My name is Douglas Keehner, Jr. and I believe that this dispensary will bring an immeasurable amount city tax revenue will be generated from this type of business being opened, which is not something you can get from other businesses. It will be popular destination for locals and lessen the carbon footprint of travel by having an eastside neighborhood location.

It is important that we have women owned businesses that have a positive effect on our community and I believe Alternatives has proven that in their 10 years of business.

I do not believe that this will not have a negative impact on the youth in the area as Alternatives has been known to pay exceptional attention to state guidelines that prevent illegal youth consumption.

I believe that there are nothing but positive reasons to approve this business.

If I am unable to speak at the hearing, please let this stand as my statement.

Thank you for your time and I look forward to seeing this improvement to our neighborhood.

Douglas Keehner
[209-409-4690](tel:209-409-4690) (cell)

Murray, Susie

From: Ross, Adam
Sent: Friday, February 26, 2021 9:13 AM
To: Libby Hutton
Cc: Sawyer, John; storms
Subject: RE: [EXTERNAL] Public Records Act Request

Good Morning Libby,

Here is a link to the City's [Public Records Request](#) webpage. You will find a link on the webpage to submit your request.

Adam Ross | Interim Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4705 | aross@srcity.org

From: Libby Hutton <libbyshutton@yahoo.com>
Sent: Friday, February 26, 2021 7:43 AM
To: Ross, Adam <ARoss@srcity.org>
Cc: Sawyer, John <jsawyer@srcity.org>; storms <storms@sonic.net>
Subject: [EXTERNAL] Public Records Act Request

Dear Adam,

This is a request pursuant to the California Public Records Act for the production on any and all communications between Susie Murray and Karen Kissler individually or as Alternatives, A Health Collective. This includes any and all written and electronic communications including any deleted emails. Time is of the essence in this regard given the rescheduled hearing regarding 2300 Bethards. Beginning today, the City has 10 days to respond to this request.

Thank you for your anticipated cooperation.

Libby Hutton
libbyshutton@yahoo.com

Elizabeth S. Hutton

Murray, Susie

From: Ross, Adam
Sent: Thursday, February 25, 2021 2:15 PM
To: Pat Mai
Subject: RE: [EXTERNAL] Feb 25 meeting

Hi Marvin and Pat,

Here is the link to the Planning Commission Website: <https://srcity.org/1339/Planning-Commission> that has a JOIN HERE link under the Virtual Meetings heading. Below, I have also included the Zoom Website link, where you would enter the Webinar ID to join as well as the phone number to call if you would like to join via phone.

<https://www.zoom.us/join> and enter the Webinar ID: 988 0836 6416
Phone (Toll Free): 888-475-4499 and enter the Webinar ID: 988 0836 6416

Of course, please feel free to share this with anyone you wish.

Adam Ross | Interim Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4705 | aross@srcity.org



From: Pat Mai <marvinandpat@gmail.com>
Sent: Thursday, February 25, 2021 2:05 PM
To: Ross, Adam <ARoss@srcity.org>
Subject: [EXTERNAL] Feb 25 meeting

Adam:

Is it possible to attend the Zoom meeting today? Will there be time for public comments?

Thanks,
Marvin and Pat Mai

Murray, Susie

From: Ross, Adam
Sent: Thursday, February 25, 2021 2:15 PM
To: Pat Mai
Subject: RE: [EXTERNAL] Feb 25 meeting

Hi Marvin and Pat,

Here is the link to the Planning Commission Website: <https://srcity.org/1339/Planning-Commission> that has a JOIN HERE link under the Virtual Meetings heading. Below, I have also included the Zoom Website link, where you would enter the Webinar ID to join as well as the phone number to call if you would like to join via phone.

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Phone (Toll Free): 888-475-4499 and enter the Webinar ID: 988 0836 6416

Of course, please feel free to share this with anyone you wish.

Adam Ross | Interim Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4705 | aross@srcity.org



From: Pat Mai <marvinandpat@gmail.com>
Sent: Thursday, February 25, 2021 2:05 PM
To: Ross, Adam <ARoss@srcity.org>
Subject: [EXTERNAL] Feb 25 meeting

Adam:

Is it possible to attend the Zoom meeting today? Will there be time for public comments?

Thanks,
Marvin and Pat Mai

From: [Linda Bavo](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL] 2300 Bethards Avenue CUP Application
Date: Monday, March 1, 2021 9:43:28 PM
Attachments: [2300 Bethards LLC.docx](#)

Hi Adam – I understand that you are replacing Susie Murray in regards to the CUP application from Karen Kissler. As this has been over a year long process with delays from Covid and with a new city planner taking over, I thought I should resend a letter that I had sent many months ago to the city council and Susie in case it has not been seen by you.

Thank you.

Linda Bavo

I recently attended a public informational Planning Department meeting hosted by Susie Murray, Senior Planner pertaining to the application of a CUP for 2300 Bethards Avenue. The proposed CUP is for a Cannabis dispensary and delivery service. In addition, the applicant, Karen Kissler informed the attendees that she will also be applying for a cannabis lounge at the same address. Her application also asks for extended hours, 8:00 AM – 10:00 PM

It was explained at the Wednesday, January 21st public meeting, that the Santa Rosa City Council and Planning Department adhere to the State of California laws when reviewing CUP applications for cannabis related businesses. I since have come to understand that the City Council members & Planning Department have held off setting up any more specific rules for cannabis CUP applicants until the businesses prove successful.

I also understand that very little consideration was given to the general population's concerns about the locations of cannabis dispensaries with the exception of the down town area. Nor were limits set on how many CUPs would be allowed.

This doesn't seem like a very fair proposition to the people of Santa Rosa. Aren't our elected officials supposed to represent everyone equally? Where are the balanced guidelines for our city planners to follow? I can think of no other industry that has received this kind of preference in Santa Rosa ever.

Elected city officials are expected to set stands and policies such as the No Smoking ordinances of a few years ago. With at least two CUP applicants now applying for cannabis lounges, it's time that clear and balanced rules be established (as stated in a PD article in 2018) in order to be fair to both the residences and business owners and to uphold the standards of our city.

Controversy is abundant in Bennett Valley since Karen Kisslers intentions have become known to place her second dispensary at 2300 Bethards Avenue along with delivery service and a lounge.

- 1) It seems there are no restrictions on which types of commercial areas the dispensary can be located in. The property at 2300 Bethards is zoned commercial office space. It is not a retail commercial space. Bennett Valley is mostly comprised of homes, duplexes, condos and apartments with just a small amount of commercial property located primarily on Yulupa Avenue surrounded by homes. This scenario is repeated throughout other small neighborhood shopping centers in Santa Rosa.
- 2) Usually certain types of commercial business are located on specified properties throughout the city. An example would be a used car lot, pet kennel, gun store or an adult book store. None of these businesses would be appropriate for a small and intimate neighborhood shopping area.

Specifying which commercial areas or even light industrial areas would be suitable for cannabis related operations is one of the most important, yet still lacking guidelines for the cannabis business. Commercial and light industrial locations along the 101 corridor or other main arteries seems most rational to the citizens of Santa Rosa.

- 3) There is a No Smoking ordinance in Santa Rosa that prohibits smoking or vaping, cigarettes and cannabis. Based on this very clearly written city ordinance, there should be no cannabis lounges allowed. I sincerely hope that the City Council members will not try and deviate from this very important health ordinance.

- 4) Edible cannabis products are unpredictable. Allowing edible cannabis products in a lounge situation could prove litigious and costly for a new cannabis dispensary operator. Standard monitoring methods of such products are unavailable. Police do not even have devices to use in cases of driving under the influence of cannabis.
- 5) Per lack of a city ordinance, it is currently deemed acceptable for a cannabis dispensary to be located next door to a residence with no set back limits. Yet, there is a 600 foot set back allowed for schools.

2300 Bethards is located right next to 20 townhouse apartments (2802 – 2842 Yulupa Avenue). A child spends much more time in their home than in a school. Why is the city not willing to be consistent in this area at this time? The 600 foot set back ordinance needs to be immediately amended to include residences in fairness to occupant's concern for their enjoyment of property, safety and property values.

- 6) It has been duly noted that the CUP for the Fox Den Dispensary on Montgomery Drive was allowed even though the Kiwi Preschool and Child Care business lies within the 600 foot set back. Why would the city council and/or planning department not show consideration for this business that contains children just like a school?

Both of these exceptions to the 600 foot set back ordinance are inconsistent, show no consideration for children or any resident near a cannabis dispensary and should be amended to help achieve harmony between the new cannabis industry participants and the citizens of Santa Rosa.

- 7) We have a huge homeless population, many with drug addiction. Won't making cannabis available just about anywhere in Santa Rosa exasperate this problem?

Karen Kissler made it crystal clear at the January 21st public meeting that she "loves" cannabis. Her desire to expand her business leaves no consideration for the Bennett Valley neighborhood in which her building is located in. The fear, should she receive a permit, is that the remaining tenants in the building will vacate and eventually Karen Kissler will want to use her whole building for the cannabis industry. That would be a disaster for property values in any Santa Rosa residential neighborhood.

If the Santa Rosa City Council members want the cannabis industry to succeed; then please take the time now to set fair rules for all; especially the 175,000 people who call Santa Rosa their home.

Thank you

Linda Bavo

Santa Rosa CA 95405

lbavo@sonic.net

A resident of Santa Rosa since 1963

From: [Ariel Brien](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL] I support Bennet Valley Dispensary
Date: Thursday, March 11, 2021 3:59:10 PM

- > Dear City
- >
- > I go to Alternatives at least 2 times a week. Another location would be wonderful. I enjoy Alternatives company. I am moving closer to the other side of the city and it would be closer to my new home!
- >
- > Please approve this Use Permit!
- >
- > Ariel Brien (707) 980-1011
- > Please contact me if you have any questions.

From: [Murray, Susie](#)
To: [Ross, Adam](#)
Subject: Fwd: [EXTERNAL] Dispensary (Bethard) Bennet Valley
Date: Wednesday, March 3, 2021 6:56:19 PM

FYI

Susie Murray
Sent from my iPhone

Begin forwarded message:

From: Jeana Gmail <jeanagarcia@gmail.com>
Date: March 3, 2021 at 6:49:03 PM PST
To: "Murray, Susie" <SMurray@srcity.org>
Subject: [EXTERNAL] Dispensary (Bethard) Bennet Valley

I agree with adding a dispensary in this shopping center. It will save lots of mileage/gas for everyone in this area who currently have to drive to Cotati or Sebastopol, and will keep taxes in our neighborhood.

Jeana Garcia

Sent from my iPhone

From: [Jeremy Hamilton](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL] Fwd:
Date: Saturday, February 27, 2021 2:00:24 PM

To Planning Commission
Application of Alternatives East

I have been a resident of Sonoma County since I was 6 and I am now 25. I don't believe there has ever been a dispensary in Bennett Valley but I think it would be very beneficial if we have Alternatives East because it would help the residents of that area; it would be closer so they don't have to drive across town. It would certainly help me with my commute across town as I am a customer of Alternatives in Roseland.

There are a bunch of other beneficial health businesses and it would be compatible with them. It would also open some job opportunities in the area as well.

I am aware that they are going to have the odor under control with different filters so it should not bother the community. Customers will most likely respect the rules about not medicating onsite. There will also be high tech security to help monitor activity.

I believe this use fits in well in that my part of Santa Rosa.

I will try to speak at the hearing but please note my support.

Jeremy Hamilton

(707) 495-9673

jeremybrandonhamilton@gmail.com

From: [Ross, Adam](#)
To: [Pat Mai](#)
Subject: RE: [EXTERNAL] Fwd: Cannabis Dispensary, 2300 Bethards
Date: Thursday, February 25, 2021 10:44:00 AM
Attachments: [image001.jpg](#)

Hi Pat,

Thank you for your Public Comment. I have added this to the public record and it will be weighed in the decision making process.

Adam Ross | Interim Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4705 | aross@srcity.org



From: Pat Mai <marvinandpat@gmail.com>
Sent: Wednesday, February 24, 2021 7:58 PM
To: Ross, Adam <ARoss@srcity.org>
Subject: [EXTERNAL] Fwd: Cannabis Dispensary, 2300 Bethards

Good Morning Mr. Ross:

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

Changing the use arbitrarily is a wrong thing to do. This is a family oriented neighborhood with hundreds of children walking to and from school to their apartments and homes past this building. Adding a cannabis dispensary in an office designated building is completely inappropriate.

Notices given have been 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 the 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 robbers 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: [Symone Martinez](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL] Alternative East
Date: Tuesday, March 9, 2021 1:50:14 PM

To whom this may concern,

My name is Simone Martinez and I am a local from Santa Rosa California. I'm writing this email to show my support for Alternative Health Collective East. I feel that opening a new club on the east side of Santa rosa will open a lot of opportunities for the community in the area. Our original location has been a big part of santa rosa and to see with the second locate we will be able to open new jobs as well helping the people with their Health needs.

From: [maria.mendoza](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL]
Date: Saturday, February 27, 2021 2:21:02 PM

My name is Maria Mendoza and I was born and raised in Santa Rosa.

My family lives in Bennett Valley on Neotomas (second generation.) I and my family fully support Alternatives and their vision that they carry with their cannabis products. I do understand that some people may be opposed to the structure of a dispensary but I would say that it is a big opportunity for the community that is Bennett Valley as well as bringing more traffic and more awareness of medicine. I believe it will bring more value to our homes because of the increase in consumerism. Cannabis helps people cope with the hard times we are all experiencing.

I have been a customer of Alternatives for many years and the amount of support, knowledge and that the staff carry is one of a kind. It will be good to have a place closer to my home where I feel comfortable and always welcomed. The dispensary should not be portrayed in a negative way as it is the future of medicine and helps so many people.

I don't believe it will increase crime because cannabis should not be linked to crime as it is a way to give yourself something back. To some people, it might be a stigma to be around but it is really just a pharmacy and totally appropriate.

Please contact me if you would like,

Yours,

Maria

Murray, Susie

From: George Traverso <geosan@sbcglobal.net>
Sent: Monday, March 8, 2021 7:55 PM
To: Ross, Adam
Subject: [EXTERNAL] Fw: CANNABIS DISPENSARY AT 2300 BETHARDS

----- Forwarded Message -----

From: George Traverso <geosan@sbcglobal.net>
To: Marvin Mai <maimarvin57@gmail.com>; Pat Mai <marvinandpat@gmail.com>; Ashley Klaus <ashleyklaus84@gmail.com>
Sent: Thursday, February 25, 2021, 02:37:17 PM PST
Subject: Fw: CANNABIS DISPENSARY AT 2300 BETHARDS

----- Forwarded Message -----

From: George Traverso <geosan@sbcglobal.net>
To: aross@srcity.com <aross@srcity.com>
Sent: Thursday, February 25, 2021, 02:35:54 PM PST
Subject: CANNABIS DISPENSARY AT 2300 BETHARDS

Good Afternoon Mr. Ross:

We live at 2933 Jason Drive in Santa Rosa. We have enjoyed living at this spot for almost fifty years. Our home is adjacent to the Bennett Valley Golf Course and about a ten minute walk to the proposed cannabis dispensary at 2300 Bethards Avenue. We are opposed to the planned dispensary. We feel that the site is not conducive to the makeup of our neighborhood. Children walk to and from school in front of the proposed site location. This is a family-oriented neighborhood. Such a facility should not be considered in a residential area. Traffic is an issue that presents another problem for the site at the corner of Bethards and Yulupa Avenues. Increased auto traffic that this business will generate exposes a major concern for us and those who live here. We stand with many in our neighborhood that oppose such a plan. We implore you not to proceed with this inappropriate undertaking.

Respectfully, Sandra and George Traverso

From: [Ellen Silk](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL] Support for Bennett Valley Dispensary
Date: Monday, March 1, 2021 2:24:35 PM

Dear Planning Commission,

Please approve the dispensary at Bethards and Yulupa because as a Santa Rosa resident, I would appreciate more employment opportunities in the Santa Rosa City limits. I am very familiar with the proposed location and feel it is a great fit for the neighborhood because of the traffic flow and the accessibility to eastern Santa Rosa. Because of its location I feel that more people in the Bennett Valley area would benefit from having closer access to cannabis.

I am a 5 yr. resident of Santa Resident and am active in my neighborhood. I am also a mom of an 8 yr old son and don't see how this would pose any problem to his development or that of his peers. It is my understanding that Alternatives is a company that adheres to strict standards of compliance already in the Santa Rosa area.

I may not be able to speak at the hearing but I would like my support to be heard on this matter.

Thank you for your attention and action on this important matter!

Ellen Silk

(707) 396-8664

From: [Spencer Oldfield](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL]
Date: Monday, March 1, 2021 2:48:56 PM

Hi my name is Spencer Oldfield and I am writing in support of the dispensary proposal at Bethards and Yulupa! I am an expectant father and third generation Santa Rosan.

I support the project because it is closer my home.

Currently, I am travelling all the way across town for Alternatives' great deals and friendly atmosphere. I have been visiting Alternatives for many years now and they have the medicine I need at a fair price.

I understand arguments opposing the dispensary location but feel they don't reflect the needs of our local economy. They don't seem to understand that Santa Rosa already has regulations in place to prevent old stigmas that are no long relevant or reflect the current state of legal cannabis. The cannabis marketplace is now far more inclusive than ever before and Santa Rosa is progressive enough to support California voters' approval.

As an expectant dad, I do not feel that when we walk past the new dispensary, as we certainly intend to do, that we will somehow suddenly make poor decisions. It's an office building with satisfied customers, and nothing more.

I am excited to hear there may be more traffic in the neighborhood because under Covid, we personally know restaurants and so many small businesses have been closing. The area needs an infusion of healthy places that are essential businesses to contribute to our local economy!

Thank you for approving this important project!

Spencer Oldfield

(707) 326-0998

Murray, Susie

From: storms <storms@sonic.net>
Sent: Thursday, March 4, 2021 7:03 AM
To: Ross, Adam
Subject: [EXTERNAL] Multiple San Francisco puppies get sick after ingesting marijuana at Lafayette Park

<https://www.sfgate.com/local/article/Multiple-San-Francisco-puppies-sick-after-weed-15997301.php>

Dear Mr. Ross:

After reading this article today in the San Francisco Chronicle, I am extremely alarmed at the probability that if the pot shop opens at 2300 Bethards Avenue, people will take their marijuana purchases to Galvin Park to smoke and/or ingest THC-containing drugs. Galvin Park, as you may know, is approximately 3 city blocks from the pot facility.

These marijuana products that may be purchased at this pot shop are of every conceivable form and strength: cigarettes, edibles, and other items that pets can easily ingest. If you have ever been a dog owner, you know how their keen sense of smell works, and they eat EVERYTHING.

Not only am I concerned about our pets at the park, and their unsuspecting owners, but more importantly, families with small children or toddlers who crawl around on the grass or walkways. I am a mother, and when my son was small, it took constant vigilance to keep watch over him while in public places. They too put EVERYTHING in their mouths. It happens so quickly, you often do not know they have put something in their mouth and swallowed it.

This would be a horrible tragedy if a small child or someone's pet ingested a toxic marijuana product at our Galvin Park. This is largely avoidable by disallowing a marijuana drug store to operate in our residential area around 2300 Bethards.

This dispensary should have never been granted a CUP and additionally, there are many other valid & critical reasons it should not be allowed to open in a non-commercial residential area. These issues have been made crystal clear by many emails, phone calls, and petition signatures to Planning and the city of Santa Rosa.

Sincerely,

Ann Storms

Murray, Susie

From: Ron Bendorff <rbendorff@gmail.com>
Sent: Thursday, February 25, 2021 1:35 PM
To: Ross, Adam
Subject: [EXTERNAL] Conditional Use Permit for Alternatives East

Dear Mr. Ross,

I would like to express my support for the proposed cannabis sales facility identified as "Alternatives East" which is being considered by the Planning Commission this afternoon. As a former municipal planner I appreciate the regulations pertaining to these facilities and how well they help integrate such facilities into the community fabric. Cannabis has been shown to be an effective alternative medicine and no sales facilities are currently located in the Bennett Valley area. Such a facility would be a good addition to the area and provide a needed service.

Thank you for your attention and I look forward to your approval of this conditional use permit.

Ron Bendorff
Bennett Valley Resident

ALTERNATIVES, A HEALTH COLLECTIVE

Alternatives East
2300 Bethards Dr.
Santa Rosa CA 95407
415-250-8888

November 20, 2020

To: Susie Murray
City of Santa Rosa Planning Dept.
100 Santa Rosa Ave.
Santa Rosa CA 95401

Re: CUP for Medical and Adult Use Dispensary and Delivery
Owner: 2300 Bethards Dr., LLC. by Karen Kissler
Zoning: CO
Purpose: Letter of Support from a building tenant

Dear Ms. Murray,

Thank you for processing Alternatives' application for a CUP to operate a cannabis dispensary at 2300 Bethards Dr., Santa Rosa.

One of the long-term tenants of the building, William Adams, would like to express his support for the conditional use permit to allow Alternatives to own and operate a cannabis dispensary in the building he co-occupies. Please accept his signature, below, indicating his support.

As always, Alternatives appreciates your support, as well.

X Bill Adams Dated: 11/24/2020
Bill Adams, 2300 Bethards Dr. Santa Rosa, Suite T

I am in Cathedral City near the "Perez Corridor", one of the most heavily concentrations of cannabis dispensaries in the Palm Springs area. While I don't use cannabis, I have a friend who uses CBD oil for her carpal tunnel pain.

Very Truly Yours,

Karen Kissler, Director

I have gone into the dispensaries with her, and they are incredibly clean and very business-like establishments with multiple security checks. If Alternatives East is as well run, I would have no problem with it in the building; however, I would be very much against having a cannabis lounge in the building.

Bill Adams

Murray, Susie

From: Simon Albon <Simon@redecho.net>
Sent: Thursday, February 25, 2021 3:58 PM
To: Ross, Adam
Subject: [EXTERNAL] Support Of Dispensary at Yulupa and Bethesda

Follow Up Flag: Follow up
Flag Status: Flagged

Hello,

I wanted to write and offer my support of the dispensary at yulupa and Bethards. They provide great jobs, tax revenues and are so secure that they are great for the the neighborhood.

Simon

Murray, Susie

From: Nathaniel Roth <rothnathaniel3@gmail.com>
Sent: Saturday, February 27, 2021 1:33 PM
To: Ross, Adam
Subject: [EXTERNAL] We Support the Bennett Valley Dispensary

Hello, my name is Nathaniel and I have lived in Bennett Valley all my life with my family. Three of my brothers are pastors and my father is a Chaplain and we do a great deal of community outreach and service. We have found cannabis is beneficial for many illnesses but specifically anxiety, depression and mental illness. I have personally helped friends and family overcome their anxiety and depression with medicinal cannabis. I don't think there will be negative effects bringing this dispensary into the community. If anything, there will be positive effects that the community might not even be aware of due to the negative stigma and misinformation around cannabis.

Everyone on the Alternatives staff can educate the community about the positive effects of cannabis and show the true benefits and power of cannabis plant.

There will not be negative traffic impacts in the area as it will bring more people to the area which needs MORE commerce due to the COVID-19 virus. I believe more people will go there during busiest times of the day which is consistent with other businesses in the area such as Safeway. It will bring much needed income to the area that is already set up as a retail hub. The location fits perfectly as it's between a plates studio and a massage therapy center. All emphasizing health and balance. Tax revenue will be increased significantly, bringing more money for the children (schools) and if the community is very concerned, the money could be used for cannabis education.

I am a customer of Alternatives in Roseland and having a location closer to me will be more convenient. I would feel safest going to a Bennett Valley dispensary, especially because it is in my Bennett Valley neighborhood. Throughout the years of going to Alternatives, I have received excellent service and education on medicinal cannabis products. The staff is knowledgeable, friendly, and always willing to help. Mostly, I like their discreet, professional, quiet vibe of the dispensary and look forward to visiting my "sanctuary" close to my home!

Please feel free to contact me if you have any questions.

Yours Truly,

Nathaniel Roth

(707) 307-3852

Rothnathaniel3@gmail.com