

Maloney, Mike

From: Maloney, Mike
Sent: Thursday, March 25, 2021 1:53 PM
To: _PLANCOM - Planning Commission
Cc: Ross, Adam
Subject: 3.25.21 Planning Commission Meeting Item 9.2 - Alternatives East Dispensary - File No. CUP19-117
Attachments: Applicant Presentation as of 3.25.21.pdf; Late Correspondence as of 3.25.21.pdf; Site Plan as of 3.25.21.pdf; Staff Presentation as of 3.25.21.pdf

****Please do not reply to all****

Chair Weeks and Members of the Planning Commission:

Two questions were raised regarding the operational standards as they relate to Zoning Code Requirements.

The first question asked by a Commissioner was in regard to the visibility of entrance as required in Zoning Code Section [20-46.080\(D\)\(5\)](#), which requires an unobscured storefront entrance be visible from the public right-of-way and why the project had not been conditioned to provide a dedicated entrance facing the street. This was a very good question. Staff's initial interpretation of Zoning Code Section 20-46.(D)(5) was that the intent was to prevent dispensaries from having hidden entries to avoid safety concerns and Staff felt that this project had met the intent because the public entrance to Suite A was right behind the entry of the building. However, after further review and analysis of this Zoning Code Section, Staff determined that the proposed entrance did not comply with the requirement. However, after discussing with the applicant, the applicant has agreed to modify the entry which removed the current front entry to Suite A and provide a new direct entry from the building's exterior facing the public right-of-way. The applicant has also removed an unnecessary internal entrance to Suite A. An updated floor plan has been uploaded to the Agenda for your review and consideration for tonight's item. This will be identified in Staff's presentation tonight as well. Please note that the Commission has the opportunity to propose Conditions of Approval as it relates to the location of the front entryway in addition to other Conditions of Approval.

The second question submitted by a Commissioner asked whether there are any provisions in the City Code that requires that a suite with common space be required to have a dedicated ventilation system to avoid cannabis odors from escaping the suite and into the rest of the building. In short, yes. Zoning Code Section [20-46.050\(H\)](#) dictates that odor cannot escape the walls of any cannabis business in the City, which includes those that are located in office suites. The Odor Mitigation Plan included with this packet requires that the project provide dedicated ventilation systems with engineering controls such as carbon filters and administrative controls such as staff training that includes quickly closing doors and routine checks. This Odor Mitigation Plan would be finalized and approved by the Building Division prior to issuance of the Building Permit. If in the future that there is a failure in odor control should the project be approved and operate, then Code Enforcement would become involved and implement warnings, fines, or revocation of the Conditional Use Permit.

Please find four documents for your review and consideration, which are provided as Late Correspondence located in the Legislative Portal included as Late Correspondence on tonight's agenda for your consideration for tonight's Planning Commission Meeting Item No. 9.2 – Alternatives East (Dispensary).

- Public Correspondence received after the last Public Correspondence forwarded to the Commission on Tuesday March 23, 2021.
- An updated Applicant Presentation showing the updated floor plan.
- An updated floor plan that removes the front interior entrance to Suite A, and adds a new front entrance for customers on the outside of the building.

- Updated Staff presentation to reflect the proposed change

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



Ross, Adam

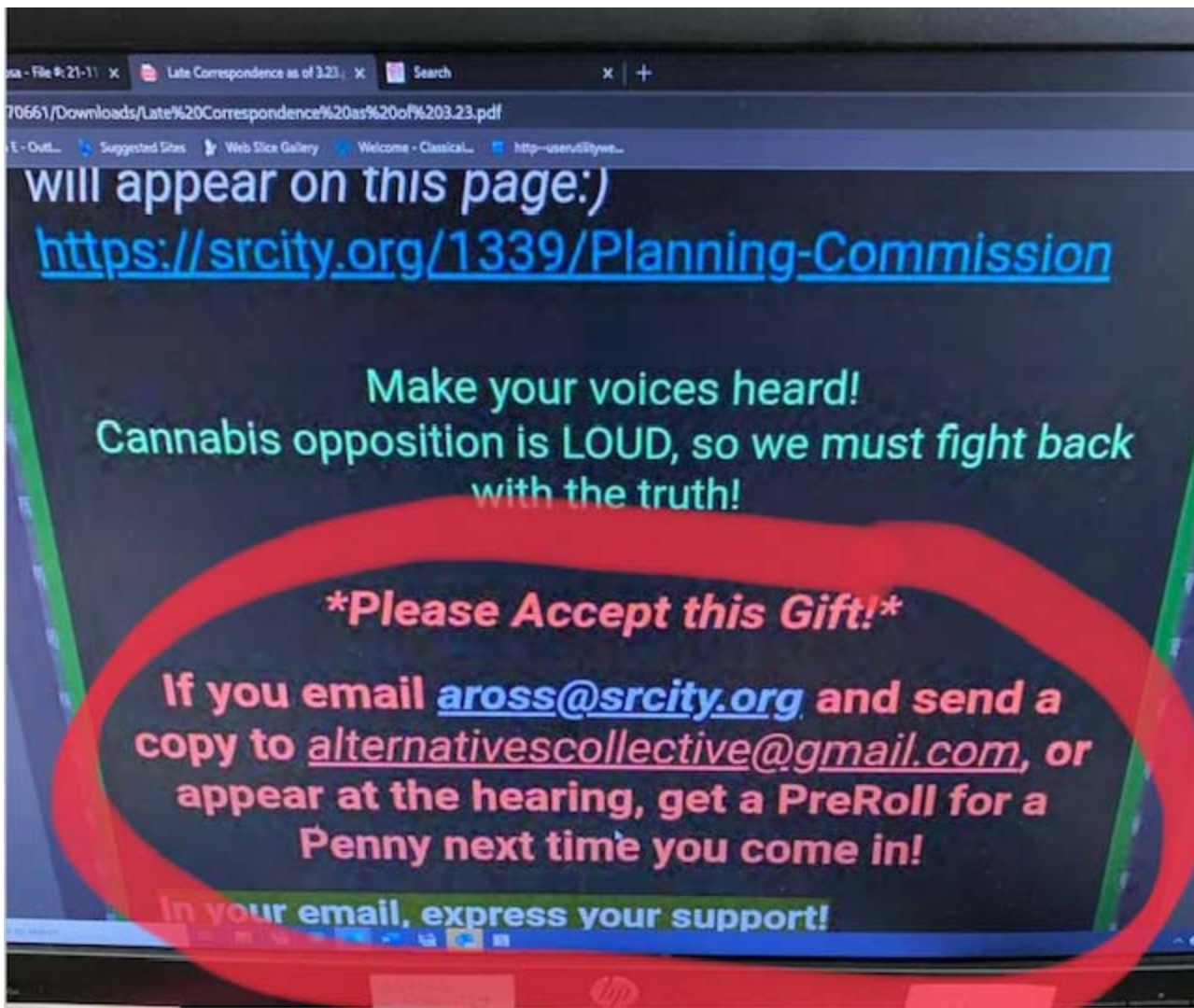
From: Planning Shared
Sent: Thursday, March 25, 2021 8:19 AM
To: Ross, Adam
Subject: Fw: [EXTERNAL] Proposed cannabis site

Thank you,
Conor McKay
City Planner

From: Carole Galeazzi <galeazzicarole34@gmail.com>
Sent: Wednesday, March 24, 2021 4:42 PM
To: Planning Shared <planning@srcity.org>
Cc: Santa Rosa Building Dept <building@srcity.org>
Subject: [EXTERNAL] Proposed cannabis site

This was posted today. The proprietor is offering a “pre-roll” joint in exchange for a vote. I hope this is brought to the attention of city leaders and the permitting department

Carole Galeazzi
3013 Santa Juanita Ct
Santa Rosa, Ca 9405
707-495-1953



Sent from my iPad

Ross, Adam

From: Ro Castro <rolovesmusic@gmail.com>
Sent: Thursday, March 25, 2021 3:11 AM
To: alternativescollective@gmail.com; Ross, Adam
Subject: [EXTERNAL] Fwd: Alternative east

----- Forwarded message -----

From: **Ro Castro** <rolovesmusic@gmail.com>
Date: Thu, Mar 25, 2021, 03:09
Subject: Alternative east
To: <atrippel@srcity.org>

Hello,

I am asking to please approve the alternative east. This establishment has always been by the book and need recognition for being discreet. I commute just for this establishment. Out of all the establishments that have been approved this place should be granted. They will not harm any environmental issues, nor will this establishment make sonoma County look bad. This establishment will help those who can't travel to the main alternative that live on the outside of the city. Sonoma County can help medicate more people and continue to be discreet. Just like mercy wellness, Alternatives has a huge client base. Even out of town travels preferred this establishment over others.

Ross, Adam

From: Tmp Rmp <cmnlawn@gmail.com>
Sent: Wednesday, March 24, 2021 12:07 PM
To: Ross, Adam
Subject: [EXTERNAL] Bethards dispensary
Attachments: Screenshot_20210324-115545.png

Karen has done nothing to improve her first location 1603 hampton way Santa Rosa CA , no on site security , (she uses cameras as the state minimum) there's been robberies of her dispensary that have been unreported . . Having the dispensary in bennet valley would change the character of the neighborhood by bringing in dangerous criminals.the dispensary would be closest to the street which would increase the already terrible traffic on yulupa ave .

Karen has unqualified employees currently running her dispensary off 1603 hampton way sr ca . There's been cases where the manager of the dispensary made people quit / feel unsafe and she continues to employ those people. She's been nothing short of a money grab

The dispensary would NOT make bennet valley safer it would actually being the quality of properties down. There's multi million dollar homes right up the street . Kids walk / ride around .

To add, Karen has done everything in her power to make this dispensary happen. She's a money hungry , unorganized business owner who simply tries to manipulate people into what she wants. She's traded reviews for discounts in store , had a sheet of paper for people to sign about how "good" alternatives is and how you believe it would be a good "fit" in bennet valley . Once you completed that paper you got 10% off.

Not a good idea karen doesn't even live in Sonoma county , so how would she know that it would be good for the neighborhood ? I live here and believe this is not a good situation having a dispensary in bennett valley
Attached is an email I was sent from alternatives . Fishy fishy

Ross, Adam

From: Samantha Keomee <samanthakeomee@icloud.com>
Sent: Wednesday, March 24, 2021 10:35 PM
To: Ross, Adam
Subject: [EXTERNAL] Alternatives Health

Hi!

I'm emailing to support alternative health dispensary to come to the east side! My commute to alternatives health on Bethards, would make it so much easier for me to get my medication! There are a lot of people who would benefit from this location opening up! Please consider my email as support to open up here on the east side! Thank you for taking your time to ready this!

Best regards,

Samantha Keomee

Ross, Adam

From: GaryKaren Geerdes <gjgkag@gmail.com>
Sent: Wednesday, March 24, 2021 10:23 AM
To: Ross, Adam
Cc: Trippel, Andrew
Subject: [EXTERNAL] Application for cannabis dispensary at 2300 Bethards Dr.

Follow Up Flag: Follow up
Flag Status: Completed

Dear Mr. Adam Ross,

I want to express my opposition to the proposed cannabis dispensary at 2300 Bethards Dr.

There are many reasons why this conditional use permit should be rejected. The increase in traffic (an ever changing story), the safety of the surrounding area, and the fact that this project abuts residential property are just a few. These concerns and many more have been thoughtfully, clearly, and thoroughly explained in correspondence to your department from Moira Jacobs, Linda Bavo, Libby Hutton, and many other concerned residents of Bennett Valley. For that reason, I feel no need to reiterate all of them, but feel that the concerns have fallen on deaf ears. I am very interested in the answers to Ms. Hutton's questions in her March 6 correspondence. To paraphrase, has your department ever recommended a dispensary application be denied? If so why? Has the Planning commission ever overridden a staff recommendation?

The arguments of the proponents show a lack of research on the proposal. Comments about supporting local business people when the person making the true profit doesn't reside in Sonoma county let alone Santa Rosa. Or high-tech cameras make it safe when the applicant's other establishment has been robbed at gunpoint.

My wife and I live close enough that she walks to Safeway four or more times a week, yet we first heard of this project on Feb 25, 2021. I feel there are still many of my neighbors that have not heard of the project and thus have not had a chance to write to you. You are hearing from a small fraction of the people that are truly in opposition to it. Yet, if all the evidence your department has received showing why approving this CUP is a mistake isn't enough, I am at a loss. All I can ask is that you look at the effect, not only on this neighborhood, but the city at large. I do not envy you. You have a job that there is absolutely no way to make everyone happy. I just hope that you aspire to do what is right for the future of the community.

Sincerely,
Gary Geerdes

Ross, Adam

From: Vicki Wilson <vw030573@gmail.com>
Sent: Tuesday, March 23, 2021 2:05 PM
To: Ross, Adam
Subject: [EXTERNAL] A new dispensary

Good afternoon! I am Vicki Wilson, a resident of Sonoma County and I think a new dispensary on the east side of Santa Rosa is a sound decision to be made for both the city of Santa Rosa as well as the fine people that bring us Alternatives...

Alternatives is a wonderful business ran by people that seem to know what it takes to be successful in the ever booming Marijuana industry. Any neighborhood would be lucky to have a them open a new store in their area. They run a tight ship at their maiden location and it is always a pleasure to come to their store. Having a new east side dispensary would be so helpful to so many people. Please allow Alternatives to grow! Thank you for your time. .. Vicki Wilson



ALTERNATIVE2

Alternatives Dispensary + Delivery

2300 Bethards Dr.

Santa Rosa CA 95405

We Support *Alternatives East* at
2300 Bethards Dr., Santa Rosa!

Dear City of Santa Rosa:

Please approve Alternatives Dispensary's application for a Cannabis Dispensary at 2300 Bethards Dr. because:

I, or family members, live in Bennett Valley and having Alternatives East at 2300 Bethards Dr. would improve our neighborhood!

I work in Bennett Valley and a dispensary at 2300 Bethards Dr. would make it easier to buy my cannabis (less driving time means less traffic in our city, save me time, and be much more convenient.)

I visit Bennett Valley. Alternatives East would be a great asset to the neighborhood.

(Optional) Here are some more reasons I support *Alternatives East*:

I care a lot for the environment and it's convenient to save gas. Everyone is always friendly and the atmosphere is always welcoming.

Signature: 

Print Name: genesis campa

Phone and Email: 707 235 5771 gencampa@gmail.com

Called
3/24
VM



ALTERNATIVE2

Alternatives Dispensary + Delivery

2300 Bethards Dr.
Santa Rosa CA 95405

***We Support Alternatives East at
2300 Bethards Dr., Santa Rosa!***

Dear City of Santa Rosa:

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I visit Bennett Valley. Alternatives East would be a great asset to the neighborhood.

(Optional) Here are some more reasons *I support Alternatives East*:

_____ *better access to dispensaries on the* _____
_____ *east side of town.* _____

Signature: _____ *caly* _____

Print Name: _____ *caly lawson* _____

Phone and Email: _____ *calylawson14@gmail.com* _____
707 318-9780

*called
3/24
VM*



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(Optional) Here are some more reasons I support *Alternatives East*:

It provides a safe and appointed spot to purchase
items! It causes less people to purchase from
unsafe sources where we don't know what goes into
their products.

Signature: Luisa Gonzalez

Print Name: Luisa Gonzalez

Phone and Email: (415) 654 9671 gonzalezluisa14@yahoo.com

Called
3/24
VM



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I visit Bennett Valley. Alternatives East would be a great asset to the neighborhood.

(Optional) Here are some more reasons I support *Alternatives East*:

Cannabis is a growing field of healing
and this would be a great benefit
for the entire community.

Signature: Michael Myers

Print Name: Michael Myers

Phone and Email: (707) 508-5729

Called
3/24
VM



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(Optional) Here are some more reasons I support *Alternatives East*:

Signature: Alexis Paige

Print Name: Alexis Paige

Phone and Email: 707-322-4503 willawick@live.com

Called
3/24
VM



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(Optional) Here are some more reasons I support *Alternatives East*:

Signature: 

Print Name: Alex Ortman

Phone and Email: 707 292-6069 ackortman@gmail.com

Called
mail box
Full



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(Optional) Here are some more reasons *I support Alternatives East:*

Signature: Dalyn Phillips

Print Name: Dalyn Phillips

Phone and Email: 7078899259

dalynelizabeth@hotmail.com

called
3/24
speaker



ALTERNATIVE2

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2300 Bethards Dr.

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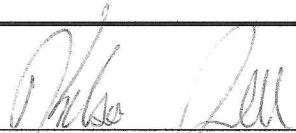
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(Optional) Here are some more reasons I support *Alternatives East*:

Signature: 

Print Name: Kelso Zell

Phone and Email: 970-481-6325 Kizell@gmail.com

Called
3/24
Speaker.



ALTERNATIVE2

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(Optional) Here are some more reasons *I support Alternatives East:*

Signature: Joe Joaquin

Print Name: Joe Joaquin

Phone and Email: JOAQUIN 850 Gmail / r.com



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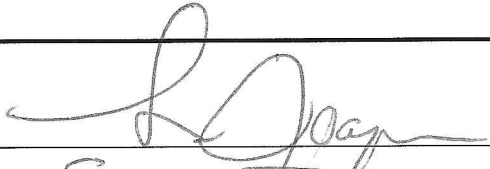
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(Optional) Here are some more reasons *I support Alternatives East:*

Signature: 

Print Name: Sonna Joaquin

Phone and Email: 707 364-0212

*Called 3124
maybe
Speaker*



ALTERNATIVE2

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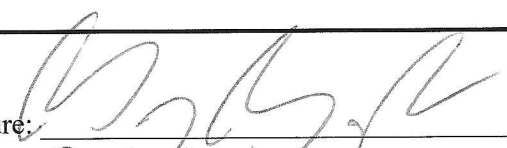
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I visit Bennett Valley. Alternatives East would be a great asset to the neighborhood.

(Optional) Here are some more reasons *I support Alternatives East:*

Signature: 

Print Name: Billy Buerck

Phone and Email: (707) 703-8148

Called
3/24
VM



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I visit Bennett Valley. Alternatives East would be a great asset to the neighborhood.

(Optional) Here are some more reasons *I support Alternatives East:*

Alternatives has a great selection and prices!

Signature: 

Print Name: Eduardo Calderon

Phone and Email: (707)481-6627

*called
3/21
VM*



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I visit Bennett Valley. Alternatives East would be a great asset to the neighborhood.

(Optional) Here are some more reasons I support *Alternatives East*:

It will improve the driving distance
for me. Also will wanna purchase
more product! will help the
community come together

Signature:

Print Name: Elias Velazquez

Phone and Email: 707 8889 - 5222

Phone
line
busy
x2



ALTERNATIVE2

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(Optional) Here are some more reasons I support *Alternatives East*:

All the weed + smoke comes
from you! ;)

thank you for
the greens + medicine!!!

Signature: _____

Print Name: _____

Frankie J

Phone and Email: _____

FGMRNIKE@GMAIL.COM

(707) 293-3910 / ~~509-444-4444~~

Called