

Super Chavez Market

1480 Guerneville Road • Santa Rosa • CA 95403
superchavezmarket2@att.net • 707-328-2618 • Fax 707-468-1621

Feb 28, 2026

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

RE: Project 1478 Guerneville Road-MD Market

The purpose of this letter is to voice our concerns regarding the project for MD Market at 1478 Guerneville Road, Santa Rosa, CA.

First of all, we are located adjacent to the proposed project. We own Super Chavez Market-a full-service grocery store including a large meat department, bakery, vegetables, groceries, and taqueria. We are a family-owned business and we personally operate the store together with members of the neighborhood. We have been in business since 2018. During this time, the neighborhood residents have welcomed us and we have become a part of the community. We know many customers personally and we strive to meet their needs.

Secondly, when our CUP Permit was approved it came with very strict rules including hours of operation. Our CUP Permit requires that we close promptly at 9:00 PM. Now that we have been operating in the area for nearly 9 years, we understand the need for early closing hours. Although the neighborhood is generally peaceful during the day, it tends to contain a high level of crime during the night. We had a major burglary that occurred at about 10pm in the recent past. Thankfully the store was closed due to the CUP Permit rules and thus no employees were present. In addition, we regularly have our windows and front doors broken. Law enforcement has been called numerous times after we close due to these issues. We do not see the value in having another market located adjacent to us with an alcohol license with extended operating hours. This, in our opinion, would only increase crime in the area. In addition, if a hard liquor license is operated it would draw undesirable customers to the neighborhood.

Finally, our store currently employees 25 people. Many of them full-time that depend on this job to support their families. In addition, we hire students and work around their schedule so they can work and attend school at the same time. We run on extremely tight margins and we would have no choice but to lay off employees if our sales dropped.

Thank you for listening to our concerns regarding this project,

Ana Chavez-Serrano
Fernando Serrano
Vicente Chavez
Margarita Chavez

Re: [EXTERNAL] Request of Liquor store at 1478 Gerneville Rd

From Les Shipley [REDACTED]
Date Thu 2/19/2026 12:37 PM
To Toomians, Kristinae <KToomians@srcity.org>

Thank you for such an outstanding explanation. It appears that the change in regulations might potentially open a window for MD Market to obtain a liquor license and extended hours. But in reality the area has not changed with significant residential behind that property and professional offices adjacent to the store. In my mind, that creates a contradiction of what is best for the area.

Also, there are many stores selling alcohol already in the area and no need for another store which would potentially lower land values and increase crime. Hopefully, the planning commission recognizes this situation. Thanks again for your amazing insight.

Sincerely,
Les Shipley

On Thu, Feb 19, 2026 at 10:06 AM Toomians, Kristinae <KToomians@srcity.org> wrote:

Hi Dr. Shipley,

Thank you for your thoughtful questions. I appreciate the opportunity to provide additional clarification.

In response to your first question, the regulations currently in effect allow neighborhood-serving retail uses, including stores that sell alcoholic beverages, within commercial zoning districts applicable to this site. Alcohol sales and extended hours are not automatically permitted. They require approval of a Conditional Use Permit (CUP). Through this discretionary process, the Planning Commission evaluates operational considerations such as hours of operation, noise, lighting, and compatibility with surrounding uses, and may apply conditions of approval to address those topics.

For your second question, the CUP process itself has not fundamentally changed since 2024. Since that time, however, the City adopted General Plan 2050 and completed associated zoning updates. Under the previous General Plan, this property, as well as the market property across the street, carried a Public/Institutional (PI) land use designation. With the adoption of General Plan 2050, both properties were redesignated Transit Village Mixed Use. This updated designation supports a broader mix of uses, including retail and neighborhood-serving commercial uses, consistent with the City's long-range planning policies. As a result, the current application is evaluated under the updated land use designation and zoning regulations now in effect.

Regarding your third question, General Plan 2050 does not grant automatic entitlement for a liquor store or extended hours. The General Plan establishes land use designations and policy guidance. While the Transit Village Mixed Use designation supports retail uses, specific operational characteristics such as alcohol sales and hours of operation remain subject to discretionary review through the CUP process.

In response to your final question, General Plan 2050 updates the City's policy direction to reflect current community priorities, State housing laws, sustainability goals, and long-term development objectives. It replaces the prior General Plan with updated policies addressing land use, housing, transportation, environmental considerations, and economic development.

I hope this explanation is helpful. Please feel free to contact me if you would like to discuss this further.

Sincerely,

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR
Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404 | Tel. (707) 543-4692

Coming Soon!

The Planning, Building, and Engineering Divisions of the City of Santa Rosa's Planning and Economic Development Department will fully transition to an online application submittal process through the Accela Citizen Access platform.

Learn more about the Online Permitting System [here](#).



From: Les Shipley [REDACTED]
Sent: Wednesday, February 18, 2026 6:48 PM
To: Toomians, Kristinae <KToomians@srcity.org>
Subject: Re: [EXTERNAL] Request of Liquor store at 1478 Gerneville Rd

Hi again,
Thank you for keeping us informed. By the way, in your email, you stated "The current application is being processed under the regulations now in effect." Can you answer a few questions for me?

1. Do the regulations that are now in effect allow for him to operate a liquor store with extended hours?
2. Are the regulations different now than they were in 2024 when the initial application was made?
3. You mentioned that the city adopted General Plan 2050. Does that allow for the liquor store and extended hours?
4. What is the basic difference between the General Plan 2050 and the previous plan?

Thank you for your efforts and will see you on March 12th.
Sincerely,

Les Shipley

On Wed, Feb 18, 2026 at 8:30 AM Toomians, Kristinae <KToomians@srcity.org> wrote:

Dear Dr. Shipley,

Thank you for your email and for staying engaged in the MD Market proposal. I appreciate the time and input you and your neighbors have provided over the past several years.

Regarding the prior neighborhood meeting, those informal meetings are not recorded, and formal minutes are not prepared. They are designed to allow early dialogue between the applicant, staff, and the community. For that reason, detailed attendance records are not maintained or distributed.

To clarify the project's history, the earlier MD Market proposal was not formally withdrawn. After the neighborhood meeting, the applicant chose not to move forward at that time. Since then, the City adopted the General Plan 2050 update along with associated zoning and rezoning changes. These legislative actions revised land use designations and development regulations Citywide. The current application is being processed under the regulations now in effect.

I understand that you and other nearby residents have expressed strong concerns about this proposal, both previously and more recently. The upcoming Planning Commission hearing is intended to provide a public forum where those concerns may be shared directly with the Commission for consideration as part of their decision-making process.

Please also note that the public hearing originally scheduled for February 26, 2026, has been continued due to a noticing publication timing error. The hearing will now be held on:

Planning Commission Meeting

Date: March 12, 2026

Time: At or after 4:30 p.m.

Location: City Hall Council Chambers, 100 Santa Rosa Avenue

This continuance ensures compliance with noticing requirements and preserves full public participation rights.

Meeting access information, agenda materials, and staff reports will be available at: srcity.org/pc

Written comments may be submitted prior to the hearing if you wish to provide input for the public record.

Please don't hesitate to contact me if you have questions or need assistance accessing the meeting materials.

Sincerely,

KRISTINAE TOOMIANS | SENIOR PLANNER | ENVIRONMENTAL COORDINATOR

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

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Learn more about the **Online Permitting System** [here](#).



From: Les Shipley [REDACTED]

Sent: Tuesday, February 17, 2026 7:05 PM

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

Subject: [EXTERNAL] Request of Liquor store at 1478 Gerneville Rd

Hi,

About 1.5 years ago, MD Market asked for a liquor license in the old Kelly Moore paint store. We met in an informal meeting with you, the requesting party, and several neighbors in the area. We all express concerns and after hearing what the requesting party's request, we vehemently opposed any approval for that license. The request was subsequently withdrawn and we never hear anything further.

Today I received a notice of public hearing the MD Liquors is requesting a liquor and even worse, extended hours from 6:00 am to midnight.

Do you have minutes from that meeting?

Also, do you have the names of the people who attended?

We would like to attend the Planning Commission meeting.

Thank you for your assistance.

Sincerely,

Dr. Les Shipley

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Dr. Shipley & Laservue Associates

(707) 525-9920

Fax (707) 525-0844

drlshipley@gmail.com

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Dr. Shipley & Laservue Associates
(707) 525-9920
Fax (707) 525-0844
drlshipley@gmail.com

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Dr. Shipley & Laservue Associates
(707) 525-9920
Fax (707) 525-0844
drlshipley@gmail.com

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[EXTERNAL] MD Market

From Hayley Gary [REDACTED]
Date Tue 2/17/2026 6:44 PM
To Toomians, Kristinae <KToomians@srcity.org>

Dear Kristinae,

I would like to share my support for the proposed MD Market on Guerneville Road. A nearby market would make it much easier for me to grab a quick lunch or snack during my break without having to drive out of the area.

With limited time during the workday, having a convenient and accessible option close by would help me use my break more efficiently and return to work on time. I believe this would be a practical and positive addition to the community.

Thank you for your consideration.

Sincerely, Hayley Gary

[EXTERNAL] Support for Proposed MD Market on Guerneville Road

From Navroop Batth [REDACTED]
Date Tue 2/17/2026 6:19 PM
To Toomians, Kristinae <KToomians@srcity.org>

Dear Kristinae,

I am writing to express my support for the proposed MD Market on Guerneville Road. Having a nearby option would provide easy accessibility during lunch hours and short breaks, allowing my team and me to quickly grab a snack or drink without needing to make a trip to the grocery store.

Currently, when I try to purchase a sandwich during lunch, I often have to wait in a long lines at Whole Foods. By the time I am able to grab my food, my lunch break is nearly over. A convenient, local option would save valuable time and better serve those who work and live in the area.

I believe this market would be a practical and beneficial addition to the community.

Thank you for considering this feedback.

Best,

Navroop Batth

[EXTERNAL] Support for New MD Liquors Location

From Kylie McBain [REDACTED]
Date Tue 2/17/2026 1:33 PM
To Toomians, Kristinae <KToomians@srcity.org>

Dear Kristinae,

I am writing to support the proposed market in this location.

This addition would benefit the neighboring residential community by providing convenient access to a wide range of grocery items without the need to wait in long lines at other grocery stores. It would also reduce congestion at existing grocery stores and offer residents a practical, high-quality alternative close to home.

I strongly encourage approval of this project as it would be a valuable and convenient resource for the surrounding area.

Best regards,
Kylie McBain

[EXTERNAL] MD Liquor

From Rafa Vigil [REDACTED]
Date Wed 2/18/2026 10:36 AM
To Toomians, Kristinae <KToomians@srcity.org>

Dear Kristinae,

I am writing to share my support for the proposed MD Liquors location.

I have visited other MD Liquors stores and have always been impressed by how clean, organized, and convenient they are. The shopping experience is consistently pleasant and efficient, which makes a big difference for customers.

I would be genuinely excited to have a new location so close to my home. Having a well-maintained, convenient store within walking distance would be a great addition to the neighborhood and a valuable resource for local residents.

Thank you for considering this feedback.

Sincerely,

Rafael

[EXTERNAL] MD Market

From Sayra [REDACTED]
Date Fri 2/27/2026 7:31 PM
To Toomians, Kristinae <KToomians@srcity.org>

Dear Kristinae,

I am writing to express my support and excitement for the new MD Market planned for Guerneville Road.

Growing up, I remember going to MD Market as a kid, and it was always a positive experience. Whether it was grabbing snacks, light groceries, or a beverage, the store was consistently clean, well organized, and welcoming. Over the past 25 years, I've continued visiting various MD Market locations, and that quality and neatness has always stood out to me.

Having a new MD Market open right here in my neighborhood would truly feel like a full circle moment. The thought of being able to take my own children there—just like I went as a child—means so much to me. It would be incredibly special to share that experience with them.

In addition, developing the currently empty and abandoned lot into a thriving, well maintained market would greatly benefit our community. A new store would be far safer and more inviting than an unused property. It would create a clean, active space that feels secure for families and children in the area.

I am genuinely looking forward to having a new store nearby and believe it would be a wonderful addition to our community.

Thank you for your time and consideration.

Sincerely
Sayra

[EXTERNAL] Proposed market on Guerneville Road

From Tania Mendoza [REDACTED]
Date Fri 2/20/2026 7:29 PM
To Toomians, Kristinae <KToomians@srcity.org>

Dear City of Santa Rosa Planning Department,

I am writing to express my strong support for the proposed market on Guerneville Road.

As a nearby resident, I believe this would be an excellent location for a convenient neighborhood market. I live close to the proposed site, and having the ability to walk in and quickly grab essentials like snacks, milk, or other everyday items would make a big difference in my daily routine.

Currently, I often need to drive to stores such as Target or Whole Foods for basic items. A small, local market within walking distance would not only be more convenient for residents like me, but it would also reduce short car trips and help ease traffic in the area. It would encourage more walkability and strengthen the sense of community in our neighborhood.

I appreciate the City's consideration of projects that improve accessibility and convenience for residents. Please consider my support for this proposed market.

Thank you for your time and attention.

Sincerely,
Tania M

Sent from my iPhone

[EXTERNAL] MD Liquors

From teresa sanchez [REDACTED]
Date Wed 2/18/2026 9:07 AM
To Toomians, Kristinae <KToomians@srcity.org>

Dear Kristinae,

I am writing to express my support for the proposed MD Liquors location. I have had positive experiences at other MD Liquors stores, which are consistently clean, organized, and convenient.

Having a location within walking distance would be a valuable addition to the neighborhood. Thank you for considering my support.

Sincerely,
Teresa Sanchez

[EXTERNAL] Opposition to MD MarketCheyenne Almeraz 

Mon 7/8/2024 3:05 PM

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

To Whom It May Concern,

I am writing to express my strong opposition, shared by my colleagues, regarding the proposal to open a new liquor store next door to our workplace, Dr. Shipley & Associates.

As an optometrist office, our primary concern is the safety and well-being of our patients and staff. We have already been dealing with issues related to homeless individuals and unsafe situations in our vicinity. The addition of a liquor store is likely to exacerbate these problems, attracting more individuals who may cause disturbances and potentially endanger our community.

We believe that opening a liquor store next to a healthcare facility is not in the best interest of the neighborhood. It will undermine the sense of security that is essential for our patients and staff. We respectfully request that you reconsider the approval of this establishment.

Thank you for your attention to this matter. We trust that you will take our concerns into account and prioritize the safety and well being of our community.

Sincerely,

Cheyenne Almeraz
Office Assistant
Dr. Shipley & Associates

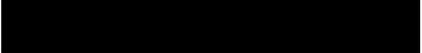
[EXTERNAL] MD market in the old Kelly Moore paints buildingEryn Lugger 

Mon 7/8/2024 2:46 PM

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

To whom it may concern,

I am sending this in hopes you will take into account putting an MD market on Guernville road will be a hindrance to the businesses neighboring the area as well as the low income housing behind and complexes across the street. The parking lot at this address is not big enough to accommodate this business and create a bigger traffic issue than there already is at this intersection and will bring more transients to the area endangering the people living/working here. We have issues already, this will just add to creating less safety in the area. Chavez Market is a great market and this will be a hindrance to them and their customers as well as ours. We have a hard time keeping this away and putting a business like this next door to our place of work is just inviting/creating a larger problem. There is already a liquor store a block away in the shopping center on Range ave. and Guerneville road which attracts a large group of people making others feel unsafe. As someone that works and lives in this area I am writing this in hopes you will consider our safety in this matter. Thank you!

[EXTERNAL] Re: Proposed Project 1478 Guerneville Rd, Santa Rosa, Ca 95403Jen Franceschi 

Mon 7/8/2024 3:17 PM

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

Project Name- MD Market

Project Address 1478 Guerneville Rd, Santa Rosa, Ca 95403

To whom it may concern,

There are many concerns regarding the possibility of Liquor retail store with extended hours going in at the old Kelly Moore paints. For several years now working right next door at the Optometry office in the business park next to this property we have constantly battled with transients.

The LAST thing we need is a late night market to attract more hanging out and creating more of a mess. This is Not good for any of the surrounding businesses and for safety of the area and for all of Us..... We share the adjoining property line that has become a drug hang out and has been evacuated over and over again... Its not fun..

Not far from here we already have a market that has become a major problem.

How about a flower shop?.....

Please consider our concerns and the safety of the residents and of all the well established small businesses that have been here for decades.

Thanks for your time

Sincerely,

Jen Franceschi

Dr Shipley & Laservue Associates

(707) 525-9920

Fax (707) 525 0844

jenfshipleeye@gmail.comdrlshiple@gmail.com

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Thank you for your compliance

[EXTERNAL] 1478 Guerneville Rd - Kelly Moore**Katharine Meredith** 

Mon 7/8/2024 2:57 PM

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

Hello Kristinae,

I have strong feelings about the notice of application for 1478 Guerneville Road. Normally, when I read these notices out loud, I think, "Okay, good for them!" However, this time was different. As I read it, my heart sank, and my husband, who also lives here, immediately asked, "When is this happening? When do we have to move out?"

We live next door to the old Kelly Moore, and the area is a pinnacle spot for a large demographic of people. Although it has to be balanced and thought about carefully. We have the train, which I am all for, even though I don't use it. I think it brings mainly good to the area. The people I see getting off it at the Coddington stop are of two types: younger office workers who work in surrounding buildings and laborers who are going to meet up with their crew early in the morning. Occasionally, there are rougher people who migrate toward Steele Lane or walk through Coddington Mall Apartments to get to the trail. The trails around here attract unhoused people or people suffering from addiction.

I sometimes walk my dog around the block, but the needles, broken glass, cigarette butts, and cockroaches make this walk rather scary. I usually opt to drive to a better neighborhood to walk around or walk inside the apartment complex itself. It's an almost-super-unpleasant place to live. This year alone, I've been woken up to gunshots 10 feet from my bedroom window, and a person was stabbed on my mailbox—both times the aggressor was attracted to the area because of the connection through Coddington Mall Apartments to the trail. I am deeply concerned that introducing a liquor store to this area will exacerbate these issues

Before I lived in the Coddington Mall Apartments, I used to live at Parc Station apartments, which borders the old Kelly Moore. Parc Station started off as a very pleasant place. It was an old folks home that opened up. Keeping the cheaper rent and bad management, it started to become a magnet for questionable behavior. I have had full wine bottles hurled at me, I have been chased, I have been threatened, and I have walked into people doing drugs in the stairwell multiple times. I have watched drug deals and domestic violence happen. I've had my house staked out to be broken into, and I have had my stuff stolen. I have lived here for seven years. This is a rough spot to be in, but it's the only spot to live in that is affordable, and I can see some form of normal life, like people playing outside with their kids. I can walk my dog or take my garbage out at night. Although vigilant and aware, I can go out at night as a young woman.

If a liquor store with late operating hours is established here, I fear the area will become an extremely undesirable place to live. I am strongly opposed to a liquor store in this neighborhood, as it will disrupt the already delicate balance we have in this area. I want to afford housing without dealing with increased violence and theft.

Kelly Moore was a positive influence that deterred loitering. We had workers early in the morning, and the nearby parking lot hosted outdoor events and food almost every day, creating a great environment for the working class. We need a business that positively impacts this area, which is already struggling with addiction issues.

Thank you,
Katharine

[EXTERNAL] MD Market proposal: 1478 Guerneville Rd, Santa Rosa, CA 95403

Katrina Gutierrez [REDACTED]

Mon 7/8/2024 3:03 PM

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

Good Afternoon Kristinae Toomians,

I am reaching out to you to express my objection and concern for the proposed business project "MD Market".

I work in the Optometry office that is directly next door to the proposed site (Dr. Shipley & Associates) and I have for the past 6 years. In my time here I have seen an increase in crime and at times we have had to lock the doors due to illegal activities that were transpiring on or near our property. We have an ongoing matter with people using the shrubs adjacent to us and the proposed site. Statistics show an increase in crime and violent crime in areas near liquor stores.

Transients have brought drugs and drug paraphernalia onto our property. EMS has been called to assist an unconscious person with a needle in their arm on our front sidewalk. We have had fires set on the side of our property, which neighbors an apartment complex where many families live. My coworkers and I have had many alarming encounters in the area and often unruly people attempt to come into our place of business. We have called police to assist a man that was bleeding from the face from an assault and we feared that the assailant might follow him and enter our office. I could go on to list countless specific events that have occurred. My main objective is to signify that a liquor store will bring a negative impact to this area.

I am sure you are aware that many government aid offices share our parking lot. Women, children and families can often be seen walking to and from appointments. There is a nearby bus stop and the Smart Train that brings an abundance of foot traffic. We urge the city to work on decreasing crime in this area. Opening a liquor store that stays open until midnight will surely not help. The rise in crime and loitering that will ensue will have a negative impact on our business and the surrounding small businesses and residents of this area.

We have been in business for over thirty years and are a staple in this community. I ask you to please consider how broadly this business would negatively impact us and the surrounding areas. We wish to maintain a safe and welcoming environment for the many patients that rely on us year after year. We wish for people to feel safe walking to and from their cars and to be able to enjoy sitting outside.

I urge you to consider the negative impact that the proposed business would have on this community and halt the development of this project.

Thank you for your time and consideration,

Katrina Gutierrez,

Dr. Shipley & Laservue Associates

Main: (707) 525-9920

Direct: (707) 525 1047

Fax (707) 525-0844

katrinagshipleeye@gmail.com

drishipley@gmail.com

eyewear-santarosa.com

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Thank you for your compliance

[EXTERNAL] Liquor Store

Tammy Harper 

Mon 7/8/2024 12:28 PM

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

Hi I see there's a plan for a new business on Guerneville rd. A liquor store. I work right next store at an Eye Dr office. This location already has many homeless and is heavily police patrolled a liquor store would be a detriment to business in the area!!! Please please rethink this location. We need more family friendly business in the area. Thank you, Tammy Harper

Sent from my iPhone

[EXTERNAL] Project MD Market input

Tina Perricone [REDACTED]

Mon 7/8/2024 1:30 PM

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

Cc: Tina Perricone [REDACTED] >

Hello I just received the notice of application for this modification of the old paint store into a liquor store open until midnight.

I am very much against this business and hours for a number of reasons.

I live in the Coddington apartment complex building which is behind Chavez Market, at the cul-de-sac of Herbert street. Poor Herbert street. It already is a limbo land of abandoned cars, stolen bicycles and homeless people (who deserve to have a place to live), as well as a pit stop for the jerk who do the sideshows and spin donuts and race down Guernville and Dutton roads. When Kelly Moore was in business their delivery trucks would use our parking lot to pull into and turn around at all hours and make a ton of noise waking people up at all hours, idling in the lot and their hydraulic brakes etc.

Its truly bad enough having Chavez market there. To have a liquor store there at all AND being open until midnight invites drunks to buy there, and hide in the shadows of our parking lot, our bushes and redwood trees. It would make our already compromised location (think noise pollution from guernville/dutton road) further noisy and unsafe. Do you think people will turn off their car music as they stop to buy beer? No. The sound carries way too well. Why should our complex suffer more? There are so many crimes in this area that the police helicopter is constantly above us.

Please, I am strongly arguing against allowing this business to occupy this space.

Please do not hesitate to contact me by email or phone if you have any questions.

Tina Perricone

Local hospice worker
[REDACTED]

[EXTERNAL] MD Market proposal:1478 Guerneville Rd. Santa Rosa CA 95403**Sonia Rodriguez** 

Tue 7/9/2024 11:05 AM

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

Hi Kristinae Toomians,

I am writing to you regarding my objection and my concern for the proposed business project MD market.

I work in the business located next to the property MD market wants to open on Guerneville Rd. I think this is a bad idea for the area. It gets bad as it is each day. My concern is for the apartments, businesses, pedestrians, and our office's safety. I don't wish to get any more unwanted people that bring more crime to the area. I have experienced first hand unsafe activities with transients drug and alcohol use and paraphernalia in the bushes between our office and the proposed property. The sale of alcohol during late hours of the evening to this location is inviting more crime/unsafe activities to this area, the residents, smart train passengers and the businesses here. No to the MD market!

Please take this into consideration.

Sincerely, Sonia Rodriguez

Sonia R.

Dr. Shipley and Laservue Associates

(707) 525-9920

Fax (707)525 0844

Soniarshipleyeye@gmail.com

[EXTERNAL] Questions about 1478 Guerneville Rd application

Les Shipley

Tue 7/9/2024 11:24 AM

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

I am Dr. Les Shipley of Dr. Shipley and Associates and I have the building next to 1478 Guerneville Rd building. I have tried to call you twice about the request for a Liquor store. Please let us know when I can call to discuss this. Since we have until July 19th to respond, time is of the essence. Thank you and look forward to our conversation with you.

Sincerely,

Dr. Les Shipley

CC: Erick L. Guzman, attorney-at-law

Dr. Shipley & Laservue Associates

(707) 525-9920

Fax (707) 525-0844

drshipley@gmail.com

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[EXTERNAL] MD Market project

George Nguyen [REDACTED]

Thu 7/11/2024 7:33 PM

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

Hi Kristinae,

This proposed MD Market project on 1478 Guerneville Rd raises several concerns

- 1) There are already Mini market, Super Chevaz,...selling alcoholic beverages all day and late into the evening attracting certain individuals with questionable sobriety
- 2) The project is likely to promote early-age/youth drinking and smoking
- 3) The project likely increases foot-traffic and loud vehicular noises that can be of nuisance for residents nearby such as those living very near in Coddington Mall Apartments
- 4) Areas cluttered with cheap liquor stores likely go down in property value of the neighborhood -> less property tax collected by the city.
- 5) We can limit the hours to 9pm max

Best regards,

George Nguyen

[EXTERNAL] MD Market proposal

Jim Toste [REDACTED]

Sat 7/13/2024 4:38 PM

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

Hello, I am writing about the proposal for 1478 Guerneville Rd., Santa Rosa. I live at Coddington Mall Apartments, and we have learned that a liquor store is proposed for that location.

This is a terrible idea. There are numerous apartment buildings near the address, as well as condos and houses, with families, children and seniors residing there. A liquor store, especially one open to midnight, could cause all kinds of problems and bring danger and crime to the neighborhood.

Customers wishing to purchase alcohol already have various choices in the area, at Whole Foods, Target, and Safeway, as well as other liquor stores close by.

I strongly urge the City of Santa Rosa to prevent this store from going forward. Please think of all the neighborhood residents who absolutely do not want it.

Thank you.

James Toste

[EXTERNAL] Opposition to allow MD Liquors occupy 1478 Guernville Rd, 95403

Les Shipley [REDACTED]

Sun 7/14/2024 6:33 PM

To:Toomians, Kristinae <KToomians@srcity.org>;Les Shipley [REDACTED] >

Dear Kirstinae Toomians,

I would like to lodge a formal opposition to allow MD Liquors occupy 1478 Guernville Rd, 95403 for the following reasons:

- 1.My building and the others in our complex are professional buildings. We offer professional services. In the past we have had numerous cases of criminal activity, homeless persons, and persons sitting and sleeping next to my building with empty alcohol bottles. We have worked hard with the police to curtail this activity. Having this type of establishment would likely increase the cases of criminal activity, homeless persons, and persons sitting and sleeping next to my building.
- 2.We have many patients who enter our building. Many are children. Many are young women. And many are elderly. This type of activity would cause fear and reluctance and inhibit their ability to obtain health care from us.
- 3.My employees also would not feel safe as we have faced that issue in the past. In the winter, they arrive and leave when it is dark thus causing apprehension and fear on their part.
- 4.Parking: Already there is a grocery store on the corner of Coffey lane & Guerneville which does not have enough parking. My building is parking for patients and staff as well as clients and staff in the other office in my building. It would cause and inconvenience and safety issue for my patients to park far away.
- 5.Current zoning does not allow alcohol sales and extended hours until midnight. Why change the zoning for some individual to profit at the expense of others?
- 6.There are other several stores in the nearby area already providing those goods. There is no benefit to the public to have this store at this location.

In conclusion, there are other reasons for our dissent. But I just wanted my initial response to be on record.

Sincerely,
Dr.Les Shipley

CC: Erick L. Guzman, attorney-at-law

PS-Can you send a return email that you received my formal complaint?

--

Dr. Shipley & Laservue Associates
(707) 525-9920
Fax (707) 525-0844
drlshipley@gmail.com

CONFIDENTIALITY NOTICE: The information contained in this message is proprietary, confidential, and/or otherwise protected from disclosure. If you are not the intended recipient, please: (i) delete the message and all copies; (ii) do not disclose, copy, distribute or use the message in any manner; and (iii) notify the sender immediately. In addition, please be aware that any message addressed to our domain is subject to archiving and review by persons other than the intended recipient. Thank you.

[EXTERNAL] MD Market Project

Kimberly Tilton [REDACTED]

Thu 7/18/2024 1:00 PM

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

Hello Ms. Toomians,

I am writing to express my opposition to the MD Market project located at 1478 Guerneville Rd.

I live at 2001 Range Avenue, which is a sprawling apartment complex that reaches back past the Herbert St cul de sacs, both the North and South ends of Herbert, to the SMART train tracks. My apartment is about 100 yards from that old Kelly Moore paint store. I strenuously object to putting a liquor store there, particularly a store that will be open until midnight.

This apartment community includes many elderly and disabled tenants. We have a quiet and safe complex. After the Super Chavez market came in, there was an uptick in traffic and even two (that I know of) gunshot episodes. There is also a footpath that connects the two ends of Herberts St that cuts right through the middle of our complex. The new market also brought with it much more foot traffic there as well.

Having a liquor store would draw even more people and traffic to this very small cul de sac, as well as a larger amount of foot traffic between the two ends of Herbert St. This new clientele will draw traffic, on foot and by car, that includes people who are drunk and unruly in a way that current traffic is not. Having a liquor store open until midnight, where disorderly people are bound to congregate, in our quiet neighborhood is terrifying to me, a disabled and elderly woman living all alone. It will bring a level of fear to my life that is unacceptable. I cannot afford to move and do not wish to have even more people walking by my front patio, which is vulnerable to mayhem and theft.

Even without the liquor store, we have a homeless problem with the unhoused stealing things off our patios. A liquor store will draw even more homeless people and the late hours would encourage them to hang out in our small cul de sac, even more than they already do. Having to call the police for a nuisance that would not otherwise be there would take resources from more dangerous crimes occurring in our city.

There is another apartment complex that backs up right next to that space as well. We all are just trying to live our lives without any additional stress and turmoil. People who just want a safe place to live should not be subjected to the elements that a liquor store would bring to our area. Statistics show that in areas where liquor stores are introduced, crime rates rise significantly.

I urge you to please consider the amount of traffic, noise, unruly behaviour, and crime that such a project would introduce into our quiet and, heretofore safe, community. Please reject this proposal to modify the usage of this zone. Do not allow a nonconforming retail establishment, namely this liquor store, to occupy a space so close to residential communities.

Thank you for your consideration,

Kimberly Tilton
[REDACTED]



Kristinae Toomians
Senior Planner, City of Santa Rosa
KToomians@srcity.org

Dear Kristinae Toomians,

July 17, 2024

I am writing to object to the project "MD Market" under consideration at 1478 Guerneville Rd. The area surrounding this address consists of a residential neighborhood, a family grocery store, and multiple small businesses. I have worked in one of these businesses for the past 14 years. This has long been a peaceful area, but recently, has been plagued by incidents of vandalism, contraband-dumping, and loitering. All of the people involved in these incidents have been under the influence of alcohol or other substances. This has led to uneasiness of residents and businesses alike. It has also caused more of a burden on the police, as they have been called many times for assistance.

Please take into consideration the families and businesses in this neighborhood. Allowing this proposed liquor store to open will bring in the type of foot traffic and loitering, which will in turn bring violence and crime. As stated in the in article referenced below "multiple studies have found that more places to buy alcohol in a neighborhood are connected with higher violent crime rates. Conversely, reducing the hours of sale and density of places to purchase alcohol is associated with less violence."¹ Additionally, they state that "cities can use their land use powers to influence where and when alcohol is sold within their borders." This has been shown to effectively impact violence prevention.

The included articles illustrate how allowing liquor stores into neighborhoods negatively impact the residents' health *via* incidents of driving under the influence, increased binge drinking, and increased juvenile alcohol use². Alarmingly, a study on juvenile alcohol use showed that as early as middle school, one third of adolescents report alcohol use. Additionally, the study reports that alcohol availability within a 0.5 mile radius of the juveniles' home is associated with higher odds of lifetime drinking.³ Therefore, limiting the number of these outlets in residential neighborhoods would have a widespread benefit for youths.

Many businesses are located within close a vicinity of this proposed liquor store. These are small businesses, several with a long history in the area, and they have felt a sense of safe community there for decades. People of all ages work in and patronize these establishments. In the recent years however, some have become more hesitant to walk to the car alone at night due to the above-mentioned increase of illicit activities witnessed. Fortunately, the police have answered several calls to aid in keeping the area safe. Hard work has been put into maintaining a secure environment for the neighborhood overall, and in keeping businesses open and thriving here. Allowing this liquor store to open presents another threat to safety and to the well-being of the businesses.

In summary, please consider that this premises is located in a residential area and the operation of this liquor store would interfere with the quiet enjoyment of the property of the residents of the area. Additionally, issuance of the license to the premises would tend to create a law enforcement problem, or

aggravate an existing police problem, as outlined above. (Bus . & Prof . Code § 23958.) Please support the local, adjacent businesses and homeowners in reconsidering this project.

Thank you very much for your consideration in the safeguarding of our community. I am happy to provide additional resources, be it community member support or community study reports to further endorse this cause.

Sincerely,

Margot Guzman

“I, Margot Guzman, declare under penalty of perjury that I am the protestant herein; that I have read the above protest and know the contents thereof; that the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe them to be true.”

1. “Here is how cities can reduce violent crime by regulating alcohol sales” by David Jernigan, Route Fifty June 12, 2021; localnewsmatters.org
2. “Concentration of bars, liquor stores negatively impacts health of area residents” | KPBS Public Media; By Emilyn Mohebbi / Podcast Producer, Maureen Cavanaugh / KPBS Midday Edition Co-Host; Published December 16, 2021
3. “Adolescents Growing Up in Neighborhoods with More Liquor Stores are More Likely to Drink” recoveryanswers.org; Shih, R. A., Mullins, L., Ewing, B. A., Miyashiro, L., Tucker, J. S., Pedersen, E. R., . . . D’Amico, E. J. (2015). Associations between neighborhood alcohol availability and young adolescent alcohol use. *Psychol Addict Behav*, 29(4), 950-959. doi:10.1037/adb0000081

[EXTERNAL] MD Market

Cameron Belvedere [REDACTED]

Tue 7/23/2024 3:11 PM

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

Good afternoon Kristinae,

I would like to express my support for MD Market moving into 1478 Guerneville Rd. Their other markets in town are always well kept and conveniently located. I would much rather see a locally run company succeed and always prefer shopping locally rather than a 7-11 or other gas station chain corporate convenience store.

Please consider allowing them to move into the property. If there's anything I can help clarify, feel free to contact me.

Thank you,

Cameron Belvedere
[REDACTED]

[EXTERNAL] MD Market

Sayra Hernandez [REDACTED]

Sat 7/27/2024 9:52 AM

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

Good morning,

I am emailing you today in regards to the vacant building on 1478 Guerneville RD.

We are excited about MD Market coming into our neighborhood. Right now this building is vacant with a ton of homeless people wandering the area. Cars have been getting broken into since the building became vacant. I live in the apartment building right behind the vacant building. With MD Market taking over that building, we would have a sense of security that the building is being watched over. I love going to their MD markets in Santa Rosa. They are always clean, and bring a sense of security when I enter the store. They have reasonable prices and keep their products fresh up to date. I think this is a wonderful opportunity for this neighborhood and community.

Please consider allowing an MD market in this neighborhood that will bring security and cleanliness.

Thank you

[EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

Janice Shipley [REDACTED]

Wed 7/31/2024 4:40 PM

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

Cc: Les Shipley [REDACTED]

From: Janice Shipley <janshipley@hotmail.com>**Sent:** Wednesday, July 31, 2024 11:16 AM**Cc:** Les Shipley <drshipley@hotmail.com>**Subject:** 1478 Guerneville Rd. zoning

Dear Ms Toomians,

I wanted to connect with you to ask a few questions about the application for a modification to a legally nonconforming retail use of the property at 1478 Guerneville Rd, and left a phone message for you. I was sorry to have missed the deadline for responding to a post card that arrived at my house about this just after I left to take children to camp and then serve as camp nurse for a few weeks. July is a tricky month to respond to such inquiries, as so many people are on vacation. As such, may I ask if there is a possibility to **extend the deadline** for those of us who missed the opportunity to respond due to not being home?

Secondly, may I ask you to **put me on any email or written communication** with regard to the application for a liquor store at the above address which wishes to change the current zoning and be open for extended hours, which current zoning does not allow. I would appreciate being included in any updates about this, as I am a co-owner of the property at 1430 Guerneville Rd. which is right next door to the property for sale. I would very much like to be present at any City discussions about it.

Also, may I ask if the property at 1478 Guerneville Rd has already been sold? The For Sale sign is still up.

I understand that you are seeking responses (hopefully still) and mine is that a liquor store, open til midnight, is inappropriate for the residential community in that area, as well as all the professional offices that do business in Coddington Plaza. In case I do not hear from you in time, I am just going to list a few topics to discuss should you be willing to hear my objections:

This is a professional office plaza, not a retail area. And the neighborhood is residential.

Recruiting new office leases in the Coddington plaza would be made more difficult by having a liquor store next door.

Our property would be devalued.

Our employees would feel unsafe arriving at and leaving work, particularly in the Winter when it's dark.

Our patients would feel uncomfortable, and possibly unsafe, and our business would probably decline.

The City would have to install increased lighting systems to deter crime in the area, which is already an issue. And increase police presence.

Parking is already impacted on that corner and side street due to people riding the SMART train, as well as use of the market on that corner.

I project that liquor store customers could impact the parking in our parking lot, which serves some people with limited vision, many elderly and disabled, many children. During tax season the parking is even more impacted for the tax office next door. So **liability for all of us would increase.**

Traffic on Guerneville Rd. Can be very impacted, especially during rush hours, and when the SMART train goes through. Traffic accidents could increase due to the difficult turn onto the small road when traveling West.

Congestion and crime in the area may increase due to SMART train people and others arriving at night to buy alcohol.

Police presence has had to be increased due to homeless people sleeping, (and drinking and using hypodermic needles) next to our building. This would definitely increase with a liquor store next door.

There are numerous other locations to purchase alcohol late at night in close proximity. Safeway on Mendocino, Safeway on Guerneville and Marlow, Seven Eleven stores, such as on W. Steele Lane and Coffee Ln, also at 1760 Piner Rd, and 136 College Ave. Not to mention the large liquor outlets on Santa Rosa Ave, and Industrial Drive.

So sorry to go on and on, but I wanted to have an opportunity to express my concerns. There is **no benefit to the community** for a late night alcohol store at this location. There are only negatives.

If you wish to discuss these points, please do contact me. My cell phone number is 707-235-1421. I look forward to hearing from you about any progress with this unfortunate application and hope you will include me in any correspondence about it.

Thank you for listening.

Janice Shipley, RN

Re: [EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

Janice Shipley [REDACTED]

Wed 9/4/2024 7:58 PM

To: Toomians, Kristinae <KToomians@srcity.org>; Les Shipley <[REDACTED]>

Hi again, Kristinae,

Thanks for sharing these files. I read some of the application information as well as Trip Generation Analysis. I would like to share my observations about the **TRAFFIC** issue. Here are some observations I made. (Get ready with your eyeglasses and cup of coffee!)

The new property owner wishes to have his alcohol sales store in a residential and business professionally zoned district open from 6 am to 12 Midnight daily, and **also** have a 7 day a week out-office business running from 7 am to 5 pm daily. Does that mean MORE traffic with 2 parts of his business operating at the same time?

Having checked the web sites of public transportation along Guerneville Road and the SMART train commuter traffic, I discovered that:

SMART train makes 38 trips each weekday, from 4 am until 10 pm, and 10 trips daily on Saturdays and Sundays from 7 am to 8 or 9 pm

Sonoma County Transit also has bus routes, but I wasn't able to determine rates and times

Santa Rosa City Bus (Route 15 along Guerneville Rd) states it supplies 10 buses per hour.

The **Trip Generation Analysis** in the file you sent showed an average of 243 net NEW daily trips in the Guerneville Rd area in question, a change since the closure of the former paint store. The study did not specify that these were privately owned automobiles, but having not stated anything to the contrary, I am assuming these were private cars. It was also stated that only the AM peak pass-by hours assigned to supermarket shoppers were tabulated, and at 43 locations. The AM peak pass-by hours were then also applied to the afternoon peak hour and a 24% general rate from the Trip Generation Manual was applied. As a result there was a general increase of 223 trips on a daily basis. And the City's analysis was that fewer than 50 peak hour trips was not significant.

Here are the problems I see with that analysis. First, the afternoon peak pass-by hours were not tabulated; they were inferred by looking at the morning supermarket pass-by rate. Second, it appears that only car pass-bys were evaluated. Not taken into consideration were the buses (10 per hour along that corridor) and the SMART train's 38 trips per weekday. So my inclination is to think that the Trip Generation analysis was very under-reported. Population wise, there were likely more individuals than cars or trains on these routes, which would increase the foot traffic as well as the automobile traffic on this corridor. Additionally, have you ever tried to go from East to West on Guerneville Rd. In the afternoon rush hour? The SMART train holds up traffic all the way to Coddington library for about 10 minutes during each of those crossings daily. The hold-up is as long in the opposite direction.

As cars are being delayed in traffic there is another issue: **AIR QUALITY**, not only from idling vehicles, but from the SMART trains. Vapors hover in the air over the intersection of Guerneville Rd., Herbert St., Dutton Ave, Coffey Lane for some time, affecting the residential neighborhoods as well as the businesses. Has there been an Air Quality study in that area of Santa Rosa?

The request to add an alcohol beverage store to a dense residential area and an area with increased traffic and rush hour congestion seems to me at odds with safety common sense. The store would be open many more hours than the Trip Generation analysis reports, as they only evaluated the morning.

supermarket crowd. And the air quality would be worsening. Additionally, the applicant's statement that he would "not be generating traffic outside a radius of 2-3 miles" is not looking clearly what traffic would be generated inside a radius of a half a mile. But that's apparently not his concern. Nothing in this logic appears to be in keeping with improving the safety and quality of the neighborhood.

The **PATRONAGE** at the proposed store was stated by the applicant as being about "5 minutes each." So much for quality of service. I am hoping he did not mean that there would be 'drive-through' service, but that was not stated. I can't see spending about 5 minutes to order hot food or sandwiches and then speedily depart into traffic. Another safety factor is that there are a number of people who make U turns at the intersection of Guerneville Rd and Herbert St so they can travel East to access the professional offices adjacent to the proposed store. This will further impact the traffic issues, and possibly cause some accidents.

NOISE is also a factor. Increased traffic, more trains and buses, more pedestrians, increased delivery trucks, all generate more noise than not having an extra very busy "5 minute" shop in the area. The residents in the apartments adjacent to the proposed store are sure to feel the impact of that.

PARKING is already an issue. Herbert St. along the side of the proposed store is always full of parked cars, and the former (currently vacant) paint store is now daily at least half full of parked cars, and is sometimes full. The parking available at Chavez Market is only for customers of that store. Parking for the SMART train is inadequate, and difficult to walk to for some lots. There is occasional overflow of cars parked at professional business offices adjacent to the former paint store.

Believe it or not, I have more concerns. But I'll save some for tomorrow.
Thanks for listening.
Janice S.

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

Sent: Wednesday, September 4, 2024 2:25 PM

To: Les Shipley [REDACTED]; Janice Shipley [REDACTED]

Subject: Re: [EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

Hi Dr. Shipley,

Yes, the garage on D and 2nd Streets is a City-owned garage, and the first hour is free. Our meeting should last an hour (between 5 and 6 pm). Occasionally, meetings will end earlier if we run out of questions/comments, but I suspect our meeting will take the entire hour.

If I was attending this meeting as a member of the public, I would park in the surface lot at City Hall at 1st & D Street, which is directly across the street from our meeting room on 1st Street. There are a few rows dedicated to the visiting public that do not require a permit (there's a "2-Hour Parking" sign), and parking there is free after 6 pm.

<https://www.srcity.org/2591/Downtown-Parking>

KRISTINAE TOOMIANS | SENIOR PLANNER

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

Tel. (707) 543-4692 | Fax (707) 543-3269 | KToomians@SRCity.org



From: Les Shipley [REDACTED]
Sent: Wednesday, September 4, 2024 1:39 PM
To: Toomians, Kristinae <KToomians@srcity.org>; Janice Shipley <janshipley@hotmail.com>
Subject: Re: [EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

Hi, this is Dr. Shipley. Thank you for sending the information. I just wanna make sure the best place to park for the meeting. Is that garage off of D St. and 2nd St.. That correct?

Sent from [Outlook](#)

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Wednesday, September 4, 2024 5:12 PM
To: Janice Shipley [REDACTED]
Cc: Les Shipley [REDACTED]
Subject: Re: [EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

Hi Ms. Shipley,

Yes, I can share a link to the application files. There's a site plan and floor plan: [Guerneville Rd - 1478 - CUP24-027 - MD Liquor](#)

I shared numerous comments against the project with the applicant.

KRISTINAE TOOMIANS | SENIOR PLANNER

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543 4692 | Fax (707) 543 3269 | KToomians@SRCity.org



From: Janice Shipley [REDACTED]
Sent: Wednesday, September 4, 2024 9:37 AM
To: Toomians, Kristinae <KToomians@srcity.org>
Cc: Les Shipley [REDACTED]
Subject: Re: [EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

Good morning Kristinae,

Does your office have a copy of the Santa Rosa City Plan which I can access? I would be happy to come in and view it or get some documentation online if you can give me the source.

Thank you,
Janice Shipley

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Tuesday, September 3, 2024 3:45 PM
To: Janice Shipley [REDACTED]
Cc: Les Shipley [REDACTED]
Subject: Re: [EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

Hi Ms. Shipley,

Did you receive the mailed notice (attached)? They should have gone out last Friday to all owners and occupants within 600 feet of the property. We are still analyzing the project, and the scheduled neighborhood meeting is being held during the initial review process in response to a lot of interest from the neighbors. No decisions will be made at the Neighborhood Meeting. It will be an opportunity for the applicant to present the project and the neighbors to ask questions and voice their concerns.

KRISTINAE TOOMIANS | SENIOR PLANNER

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4692 | Fax (707) 543-3269 | KToomians@SRCity.org



From: Janice Shipley [REDACTED]
Sent: Friday, August 30, 2024 9:24 PM
To: Toomians, Kristinae <KToomians@srcity.org>
Cc: Les Shipley [REDACTED]
Subject: Re: [EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

Hello Kristinae,

I was surprised to see a sign suddenly appear at 1478 Guerneville Rd this afternoon, just at the eve of the 3 day Labor Day weekend. We have not received the promised 10 day ahead (I presumed business days) of the neighborhood meeting listed on the sign. The sign does not directly face Guerneville Rd, so I'm not sure how visible that will be for those who want to attend the meeting. We still have lots of questions regarding safety, traffic, parking, hours of operation, change in zoning of medium density residential dwellings as well as business office zoning, plus some questions about the requested sales components, signage, impact on the adjacent professional offices, and the actual need for another alcohol store in such proximity to others in Santa Rosa, as well as the many local wineries. Has there been an alcohol sale density study done? Or an environmental and safety impact report? It would be advantageous to put a notice in the Press Democrat about the meeting too.

Appreciate your ongoing data collecting,

Janice Shipley

From: Toomians, Kristinae <KToomians@srcity.org>
Sent: Thursday, August 1, 2024 3:51 PM
To: Janice Shipley [REDACTED]
Cc: Les Shipley [REDACTED]
Subject: Re: [EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

Hi Ms. Shipley,

Thank you for your voicemail and message. You did not miss the deadline. Your comments will be incorporated into the project file. Due to the neighborhood interest in this project, I've asked the applicant to apply for a Neighborhood Meeting. We will schedule a meeting at City Hall on a Monday in the future. A notice will be mailed out 10 days in advance. Comments can always be submitted at any time up until the future hearing. The review body for Conditional Use Permits is the Planning Commission. I'm not able to look up sale information, but I show that the owner is BMR Lands, LLC.

KRISTINAE TOOMIANS | SENIOR PLANNER

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543 4692 | Fax (707) 543 3269 | KToomians@SRCity.org



From: Janice Shipley [REDACTED]
Sent: Wednesday, July 31, 2024 4:40 PM
To: Toomians, Kristinae <KToomians@srcity.org>
Cc: Les Shipley [REDACTED]
Subject: [EXTERNAL] Opposition to 1478 Guerneville Rd. zoning change for one individual

From: Janice Shipley [REDACTED]
Sent: Wednesday, July 31, 2024 11:16 AM
Cc: Les Shipley [REDACTED]
Subject: 1478 Guerneville Rd. zoning

Dear Ms Toomians,

I wanted to connect with you to ask a few questions about the application for a modification to a legally nonconforming retail use of the property at 1478 Guerneville Rd, and left a phone message for you. I was sorry to have missed the deadline for responding to a post card that arrived at my house about this just after I left to take children to camp and then serve as camp nurse for a few weeks. July is a tricky month to respond to such inquiries, as so many people are on vacation. As such, may I ask if there is a possibility to **extend the deadline** for those of us who missed the opportunity to respond due to not being home?

Secondly, may I ask you to **put me on any email or written communication** with regard to the application for a liquor store at the above address which wishes to change the current zoning and be open for extended hours, which current zoning does not allow. I would appreciate being included in any updates about this, as I am a co-owner of the property at 1430 Guerneville Rd. which is right next door to the property for sale. I would very much like to be present at any City discussions about it.

Also, may I ask if the property at 1478 Guerneville Rd has already been sold? The For Sale sign is still up.

I understand that you are seeking responses (hopefully still) and mine is that a liquor store, open til midnight, is inappropriate for the residential community in that area, as well as all the professional offices that do business in Coddington Plaza. In case I do not hear from you in time, I am just going to list a few topics to discuss should you be willing to hear my objections:

This is a professional office plaza, not a retail area. And the neighborhood is residential.

Recruiting new office leases in the Coddington plaza would be made more difficult by having a liquor store next door.

Our property would be devalued.

Our employees would feel unsafe arriving at and leaving work, particularly in the Winter when it's dark.

Our patients would feel uncomfortable, and possibly unsafe, and our business would probably decline.

The City would have to install increased lighting systems to deter crime in the area, which is already an issue. And increase police presence.

Parking is already impacted on that corner and side street due to people riding the SMART train, as well as use of the market on that corner.

I project that liquor store customers could impact the parking in our parking lot, which serves some people with limited vision, many elderly and disabled, many children. During tax season the parking is even more impacted for the tax office next door. So ***liability for all of us would increase.***

Traffic on Guerneville Rd. Can be very impacted, especially during rush hours, and when the SMART train goes through. Traffic accidents could increase due to the difficult turn onto the small road when traveling West.

Congestion and crime in the area may increase due to SMART train people and others arriving at night to buy alcohol.

Police presence has had to be increased due to homeless people sleeping, (and drinking and using hypodermic needles) next to our building. This would definitely increase with a liquor store next door.

There are numerous other locations to purchase alcohol late at night in close proximity. Safeway on Mendocino, Safeway on Guerneville and Marlow, Seven Eleven stores, such as on W. Steele Lane and Coffee Ln, also at 1760 Piner Rd, and 136 College Ave. Not to mention the large liquor outlets on Santa Rosa Ave, and Industrial Drive.

So sorry to go on and on, but I wanted to have an opportunity to express my concerns. There is ***no benefit to the community*** for a late night alcohol store at this location. There are only negatives.

If you wish to discuss these points, please do contact me. My cell phone number is 707-235-1421. I look forward to hearing from you about any progress with this unfortunate application and hope you will include me in any correspondence about it.

Thank you for listening.

Janice Shipley, RN

Super Chavez Market

1480 Guerneville Road • Santa Rosa • CA 95403
superchavezmarket2@att.net • 707-328-2618 • Fax 707-468-1621

September 6, 2024

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

RE: Project 1478 Guerneville Road-MD Market

The purpose of this letter is to voice our concerns regarding the project for MD Market at 1478 Guerneville Road, Santa Rosa, CA.

First of all, we are located adjacent to the proposed project. We own Super Chavez Market-a full-service grocery store including a large meat department, bakery, vegetables, groceries, and taqueria. We are a family-owned business and we personally operate the store together with members of the neighborhood. We have been in business since 2018. During this time, the neighborhood residents have welcomed us and we have become a part of the community. We know many customers personally and we strive to meet their needs.

Secondly, when our CUP Permit was approved it came with very strict rules including hours of operation. Our CUP Permit requires that we close promptly at 9:00 PM. Now that we have been operating in the area for nearly 7 years, we understand the need for early closing hours. Although the neighborhood is generally peaceful during the day, it tends to contain a high level of crime during the night. We had a major burglary that occurred at about 10pm in the recent past. Thankfully the store was closed due to the CUP Permit rules and thus no employees were present. In addition, we regularly have our windows and front doors broken. Law enforcement has been called numerous times after we close due to these issues. We do not see the value in having another market located adjacent to us with an alcohol license with extended operating hours. This, in our opinion, would only increase crime in the area. In addition, if a hard liquor license is operated it would draw undesirable customers to the neighborhood.

Finally, our store currently employees 25 people. Many of them full-time that depend on this job to support their families. In addition, we hire students and work around their schedule so they can work and attend school at the same time. We run on extremely tight margins and we would have no choice but to lay off employees if our sales dropped.

Thank you for listening to our concerns regarding this project,

Ana Chavez-Serrano
Fernando Serrano
Vicente Chavez
Margarita Chavez

[EXTERNAL] MD Liquor-Guerneville Rd

Kyle Hopkins <[REDACTED]>

Mon 9/9/2024 2:36 PM

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

Hi Kristinae,

I wanted to let you know that I am in support of the MD Liquor group opening the store/office on Guerneville Rd. I have known Mangal and Harmon for years and they run a great clean business. You could visit their Yulupa Ave or Mission Blvd store to see for yourself.

Thank You,

Kyle Hopkins

[EXTERNAL] Project - MD Market 1478 Guerneville Road, Santa Rosa, CA 95403

Patty Goodwin [REDACTED]

Mon 9/9/2024 10:00 AM

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

Good Morning Ms. Toomians,

We are the owners of Coddington Mall Apartments, 2001 Range Ave, Santa Rosa, CA 95401. We share the Cul de Sac with the old Kelly Moore Paints building at 1478 Guerneville Road where the proposed Liquor store is applying for a nonconforming public use permit. We are concerned and prefer that a liquor store no operate in that space. The Coddington area is already struggling with rising crime rates and to have a liquor right next to our 230 unit apartment complex is concerning for the safety of our residents.

We are asking that a use permit to change the zoning not be approved to allow a liquor store in the building that was a former paint store.

Thank you.

Patty Goodwin

Pine Creek Properties

www.pinecreekrentals.com

P.O. Box 11218

Santa Rosa, CA 95406

(P) 707 578 1125 x 11 | (F) 707 578 1132

[EXTERNAL] comments re application for MD Market 1478 Guerneville Rd, public hearing 9/9/2024

Paula Taubman <[REDACTED]>

Sat 9/7/2024 2:44 PM

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

Re: MD Market

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Dear Ms. Toomians,

I own a unit at Villa Rosa.

I am opposed to this project. There is already a liquor/convenience store (including selected food items) , Liquor Mart, at 3096 Coffey Ln that is .9 miles, or 3 minutes by car from Villa Rosa. Liquor Mart's hours are Mon-Sat 7:00 a.m. to 11:00 p.m (Sunday hours are 8:00 a.m. -11:00 p.m.)

The proposed MD Market is the same distance away from Villa Rosa and also takes 3 minutes by car to get to.

Liquor /convenience stores can be magnets for criminal activity. In fact, according to "Patch" a robbery did occur at Liquor Mart on Feb.7, 2019 (excerpt from "Patch" below): "

"SONOMA COUNTY, CA -- The Sonoma County Alliance, a Santa Rosa-based business advocacy group, is offering a reward of up to \$2,500 for information leading to the arrest and conviction of the person who robbed a Sonoma County liquor store this week.

The robbery occurred at the MD Liquor & Food store at 2446 W. Third St. at Fulton Road. An armed man wearing a red bandana robbed the west Santa Rosa liquor store on Tuesday, Feb. 7, police said.

The robber brandished a handgun at the clerk and escaped with cash. No shots were fired and the clerk was not injured, according to police."

Since we already have a liquor/convenience store in the area, there is no need for a second store, especially a business that may invite late night hanging out and potential criminal activity.

Respectfully submitted,

Paula Taubman,
[REDACTED]

[EXTERNAL] MD Market proposal meeting

margot shipley [REDACTED]

Tue 9/10/2024 10:21 PM

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

Hello Kristinae,

I want to thank you again for setting up the neighborhood meeting between Harman Dhillon and the neighbors concerned about his MD Market project.

Many great ideas were shared on both sides of the table, it was nice for people to voice their thoughts and concerns.

However, Mr. Dhillon did not inspire confidence in the people whose lives he may be affecting. It is true that the neighborhood is in need of a tenant in the vacant building in question. The tenant that would be welcomed would be one which helps the area improve and thrive.

As many of the participants stated, there are already a large quantity of stores selling alcohol in the immediate area. Saturating the area even more will not only be a detriment to the established businesses there, but will also attract more of the negative behaviors that go hand in hand with this type of vice.

The group at the meeting came to the consensus that we would welcome Mr. Dhillon's business headquarters, or even an upscale deli/market.

Please hear us, as we voice our concerns for the greater good of the neighborhood, and want to do what's best for the surrounding area and beyond.

Thank you again for your consideration,

Margot Guzman

[EXTERNAL] 1478 Guerneville Rd

Nima Kazeroonian [REDACTED]

Tue 9/10/2024 2:24 PM

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

Cc: Pradip Pandey <[REDACTED]>

Hi Kristinae,

I hope this message finds you well. I'm writing on behalf of Kwik Shop at 1311 Guerneville Rd, and I've CC'd the owner, Pradip, as well.

We recently noticed a notice posted on the property about a liquor store opening up, proposed by MD Liquor. We have a couple of serious concerns that we'd like to address:

1. **Community Impact:** If this liquor store opens, that will bring the total number of beer/wine/liquor stores to around eight within just a half-mile radius. Is there a law that restricts the number of alcohol-selling establishments within a certain proximity of each other? The saturation of these types of businesses can significantly affect the neighborhood, and we feel it's important to keep the community in mind.
2. **Economic Pressure:** In this struggling economy, it's already tough to stay afloat with all the new city regulations surrounding tobacco that have been implemented over the past 24 months. Adding direct competition so close to existing businesses like ours, which have been staples in this community, feels detrimental.

We would like to formally oppose this new liquor store, but we're not sure of the process. Could you please guide us on how to go about this? Additionally, do you know how far along they are in the approval process?

Looking forward to your guidance.

Best regards,
Nima Kazeroonian
[REDACTED]

[EXTERNAL] Fwd: Kelly-Moore building zoning change

Perry Angle <pcangle45@gmail.com>

Tue 9/10/2024 9:09 AM

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

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

From: **Perry Angle** <[REDACTED]>

Date: Tue, Sep 10, 2024 at 9:06 AM

Subject: Kelly-Moore building zoning change

To: <Kloomians@srcity.org>

I live in the "Parc Station" apartment complex and have done so for 11 years. My concern with this proposed change is centered on the allowance of off-site liquor sales. Within 150 yards of my front door when there are currently 4 businesses selling either bottled beer, wine and liquor or all three. The Hispanic grocery (across the street), Target, Whole Foods and the convenience store at the corner of Range and Steele. This proposal adds a 5th just yards from the entrance to our building and parking area (70 vehicles). We currently have ongoing issues with vehicle break-ins, unauthorized "guests" camping in our lobbies, sleeping in our stairwells and using our private driveway to go from Range Ave to bypass the stoplights at Range and Guernville. Our complex is home to all ages and there are numbers of elderly, toddlers and school-age children. Adding a fifth (no pun intended) liquor source to so many residential units is no contribution to the safety or quality of life in this neighborhood. Does no one want to open an art supply store or a medical office?

[EXTERNAL] RE: Guerneville Rd. Neighborhood Meeting

Jonathan <[REDACTED]>

Wed 9/11/2024 12:10 AM

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

Hi Kristinae,

My name is Jonathan Han, I was an attendee at yesterday's neighborhood meeting.

I am very glad that our city regulations regarding permitting allowed us to meet and have this meeting. I would also like to thank you for facilitating the meeting.

To reiterate and continue my stance from yesterday's meeting: I formally oppose the proposed modification to the Public Institutional permit of the lot at 1478 Guerneville Rd, Santa Rosa 95403.

The establishment of an MD Liquor does not suit our neighborhood's needs as the following are met:

- 1) Groceries are met by the Super Chavez Market across the street, and the multiple grocery stores nearby (Safeway, Target, Whole Foods).
- 2) Beer and Hard Liquor needs are met by Super Chavez Market (beer only), Kwik Shop (1311 Guerneville Rd.), Target (950 Coddington Center), and Liquor Mart (3096 Coffey Ln).
- 3) Convenience Items including hot food and limited cold items are met by: Valero (100 Coddington Center), and JJolly's (2100 W Steele Ln.)

All these stores nearby are an abundance of access and fulfilment of need. Additionally as discussed there would be negative effects to the introduction of this establishment, including but not limited to: higher transience, litter, lowering of property values, unrest and safety concerns among the elderly and young families.

I request the rejection of the permit exemption for retail sales and offsite alcohol sales at the site of 1478 Guerneville Rd.

Thank you for your time and consideration.

Best regards,
Jonathan Han

[REDACTED] e.



[EXTERNAL] Endorsement for MD Liquor's Proposed Store on Guerneville Rd

From Brian Miller [REDACTED]
Date Tue 9/17/2024 10:50 PM
To Toomians, Kristinae <KToomians@srcity.org>

Hi Kristinae,

I hope this message finds you well. I wanted to express my support for MD Liquor's proposal to open a new store and office on Guerneville Rd. Having been acquainted with Mangal and Harmon for several years, I can personally attest to their professionalism and the impeccable standards they uphold in their business operations. Their stores on Yulupa Ave and Mission Blvd are prime examples of their commitment to running a clean, well-organized, and customer-friendly establishment.

Given their track record, I have every confidence that their new venture will bring additional value to our community. I encourage you to visit any of their existing locations to see for yourself the positive impact they can have on Guerneville Rd.

Thank you for considering my input on this matter.

Best Regards,

Brian Miller