

**From:** [c.vetrano](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] 1226 4th street Proposal  
**Date:** Saturday, November 27, 2021 2:42:28 PM

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Project Planner,

We live at 1679 Norte Way, not far from the proposed dispensary. This location is very close to Proctor Terrace School.

A dispensary attracts people who regularly use drugs and marijuana is a drug. As a retired school high school administrator,

I can tell you that most of the underage students who were regular users of this drug obtained them through friends or relatives

who were dispensary customers. I can also tell you that young people who use this drug regularly are usually terrible students

and more often involved in crime.

The argument that it is for adults for medical use is complete nonsense.

There is no benefit for marijuana use. It doesn't make anyone a better person.

The idea of letting this happen in a family neighborhood is reprehensible.

I wish Sant aRosa would ban every dispensary but since they have not done this, then locate them far away from family neighborhoods.

Place them in Santa Rosa Avenue area where you can see homeless, prostitutes and drug users join a regular basis ruining our community.

Chris and John Vetrano

**From:** [petersultana@sbcglobal.net](mailto:petersultana@sbcglobal.net)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Feedback on Flora Terra Dispensary  
**Date:** Sunday, August 22, 2021 7:57:49 PM

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Dear Susie,

We are writing to register our disapproval of the project: Flora Terra Dispensary 1226 4<sup>th</sup> Street, Santa Rosa Avenue.

We appreciate the Neighborhood Meeting last week, and the ability to get our questions answered.

As stated by owner Alicia Wingard at the meeting, her goal is to increase use of marijuana products primarily among “soccer moms”.

Our main concern is that a Marijuana Dispensary in our neighborhood will do just that.

We expect that it would indeed increase the use of marijuana products in the neighborhood, leading to more impaired parents and drivers. In addition, we would expect more use among younger adults and juveniles as a consequence.

As Peter pointed out at the meeting, this is a walkable neighborhood of individuals and families, and is best served by family-friendly shops, services, and restaurants.

A shop that increases impairment in the neighborhood would not be family-friendly.

Also as stated by Flora Terra employee Megan, these products can sometimes dramatically help pain in a much better way than narcotics.

In that regard, a dispensary could potentially provide a valuable product to people with chronic intractable pain, who have no other healing treatment available, or for whom healing is a long process.

The Terra Flora Dispensary already existing on Empire Industrial Court is well-situated for that in a business area.

It is not in situated in a neighborhood.

From its windows, neighborhoods can be seen across the railroad tracks and behind the parking lot, but that is not the same as being in an walkable neighborhood.

For these reasons, we think that the expansion of the Terra Flora Dispensary should be done in another industrial area, and not in a walkable Santa Rosa neighborhood.

Thank you for listening and responding to our concerns.

Sincerely,  
Peter and Constance Sultana

**From:** [Joan and Peeter](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra Dispansary  
**Date:** Monday, August 16, 2021 12:37:02 PM

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Hello, Ms. Murray:

We are writing to voice our support for Alicia Wingard's application to operate a cannabis dispensary at 1226 4th Street, not far from where we have lived on 14th Street for over 40 years.

Considering the variety of businesses that have operated in this location over the years, its commercial environment and, as far as we know, the trouble-free operation of dispensaries in general, we feel fear on the part of some McDonald Historic District residents of property value impacts is a relic of historic demonization.

As to traffic concerns, we doubt there would be much difference between the past experience with Café de Croissants (day) and Bruno's (evening) and Flora Terra.

We hope a vocal minority will not overrule a dispassionate analysis on the application's merits.

Thanks for your attention.

Cordially,  
-Peeter and Joan Vilms  
1217 14th Street

**From:** [Rochelle Nyquist](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra Dispensary is ok  
**Date:** Saturday, August 14, 2021 11:06:16 AM

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Dear Ms. Murray,  
I live on Spring Street, and I have no problem with the proposed dispensary.  
I have been in Flora Terra stores in San Francisco and here in Santa Rosa.  
They are very upscale and look a lot like an Apple store or Williams Sonoma.  
High prices will determine the clientele.  
Sincerely,  
Rochelle Nyquist

Sent from my iPad

**From:** [ROBERT CUTTING](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Neighborhood Meeting  
**Date:** Tuesday, August 17, 2021 12:43:14 PM

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I voted against legalizing marijuana and do not want this in my neighborhood  
Shirley Cutting

**From:** [Murray, Susie](#)  
**To:** "[Melissa Anderson](#)"  
**Subject:** RE: [EXTERNAL] notice of application  
**Date:** Monday, November 15, 2021 9:26:00 AM  
**Attachments:** [image008.png](#)

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Good morning Ms. Anderson,

Thank you for taking to provide your written comments. I will provide a copy to the Planning Commission before any action is taken. I will also include a copy of this email in the public record and provide a copy to the applicant.

**Susie Murray | Senior Planner**

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



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**From:** Melissa Anderson <[manderson@gire.org](mailto:manderson@gire.org)>  
**Sent:** Wednesday, November 10, 2021 10:29 AM  
**To:** Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** [EXTERNAL] notice of application

Good morning Susie Murray,

I strongly oppose a cannabis club directly across the street from our Goodwill store. We are a non-profit family friendly organization and we already have a very difficult time with individuals coming into our store smelling strongly of cannabis; we have had to ask them to leave on more than one occasion. Our customers already complain about those individuals, I cannot imagine the chaos a dispensary will bring to this neighborhood; loss of business and repeat customers, and overall upset in the neighborhood. Our target market and customer base is a complete contrast to that of a cannabis dispensary.

Please consider this, I don't know if it makes any difference but we are worried about the impact it will have on our business.

Thank you,

Melissa Anderson

Retail Store Manager

GOODWILL ~ REDWOOD EMPIRE

1300 4th Street | Santa Rosa, CA 95404

Tel: 707-527-6463 | Fax: 707-527-8360 | [www.gire.org](http://www.gire.org)




*Changing Lives and Strengthening Communities Through the Dignity and Power of Work.*

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**From:** [Murray, Susie](#)  
**To:** [Deanna Alexander](#)  
**Subject:** RE: [EXTERNAL] 1226 4th Street, Santa Rosa - CUP21-061  
**Date:** Monday, November 15, 2021 8:40:00 AM  
**Attachments:** [image005.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)

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Good morning Deanna,

Here's a link to the project plans:  [Project Plans](#). If you have any problem opening it, please let me know and I'll try a different path.

Susie

**Susie Murray | Senior Planner**

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



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**From:** Deanna Alexander <[DeannaAlexander@nordby.net](mailto:DeannaAlexander@nordby.net)>  
**Sent:** Saturday, November 6, 2021 3:16 PM  
**To:** Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** [EXTERNAL] 1226 4th Street, Santa Rosa - CUP21-061

Hi Susie, I am requesting submittal documents/ access to the materials for the project in the above named project.

Thanks,  
Deanna





**Deanna Alexander**

*Project Manager*

**Mobile:** (650) 793.2621

**Fax:** (707) 568.4035

1229 N. Dutton Avenue, Suite C

Santa Rosa, CA 95401

[nordby.net](http://nordby.net)



**From:** [Murray, Susie](#)  
**To:** [Dennis Hagemann](#)  
**Subject:** RE: [EXTERNAL] 1226 4th Street, Santa Rosa  
**Date:** Monday, November 15, 2021 8:06:00 AM

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Mr. Hagemann,

Thank you for taking time to provide your comments. I'll include them in the public record, and provide a copy to decision makers and the applicant.

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

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

From: Dennis Hagemann <[dennish@sonic.net](mailto:dennish@sonic.net)>  
Sent: Friday, November 5, 2021 11:19 AM  
To: Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
Subject: [EXTERNAL] 1226 4th Street, Santa Rosa

I am against any and all retail of this type.

Dennis Hagemann

**From:** [Murray, Susie](#)  
**To:** [Holly Wheadon](#)  
**Subject:** RE: [EXTERNAL] 12216 4th St - OPPOSITION to Flora Terra Dispensary  
**Date:** Monday, August 16, 2021 4:06:00 PM  
**Attachments:** [image001.jpg](#)

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Ms. Wheadon,

Thank you for your comments. Tonight's meeting is a Neighborhood Meeting and is intended to introduce the conceptual plan and receive comments from neighbors and interested members of the public. I have passed your comments along to the applicant and will do my best to make sure these comments make it to the formal application file which has not been submitted yet. In order to ensure the correspondence is forwarded to the Planning Commission, please feel free to send them to me again when you receive the Notice of Application. I'd rather have a duplicate than inadvertently miss it.

Thanks much.

Susie

**Susie Murray | Senior Planner**

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



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**From:** Holly Wheadon <[hollywheadon@msn.com](mailto:hollywheadon@msn.com)>  
**Sent:** Monday, August 16, 2021 10:49 AM  
**To:** Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** [EXTERNAL] 12216 4th St - OPPOSITION to Flora Terra Dispensary

Hello,

I live at 913 Spring Street, 2 blocks down the street from the proposed Cannabis Retail facility at 1226 4<sup>th</sup> Street. I am writing to express my **strong opposition** to allowing a dispensary to operate in this location for the following reasons:

- This is one of the highest end, historic neighborhoods in Santa Rosa. This is a family-friendly neighborhood where kids are safe riding bikes and walking dogs. Allowing the dispensary to occupy this space will increase traffic on our neighborhood streets.....traffic by individuals who don't live here and therefore don't drive like *their* kids are playing on the streets. They speed with no regard for the residents.
- A dispensary belongs in a commercial district, not in a neighborhood. This location is better suited to a family-friendly business such as a restaurant.
- Dispensary operating hours aren't commensurate to neighborhoods with young families that wind down early and are quiet, safe places.
- Dispensaries attract individuals who would normally not be in the Historic McDonald district and aren't welcome due to their drug habits. Why would we want to subject our kids to this population?
- If the dispensary intends to offer delivery, this brings up another security/safety concern. Having vehicles drive through our neighborhood that have hundreds of dollars' worth of merchandise on board are targets for crime in a neighborhood where crime is low.
- Parking is also of concern, since the lot behind 1226 4<sup>th</sup> St only accommodates 5-6 cars. Dispensary customers will be parking on neighborhood streets and will likely loiter, leave drug paraphernalia, and bring a population into the neighborhood that has no other reason to be there. Keep these people in the downtown SR core and out of a high end neighborhood.

All of these reasons outlined above are precisely why our entire neighborhood opposed the dispensary which was slated to go in where Urban Garden is moving next to Foster's Freeze a few years back.

Due to COVID, there are lots of available store fronts and business retail locations in our city, so please locate this dispensary elsewhere.

Holly Wheadon

[hollywheadon@msn.com](mailto:hollywheadon@msn.com)

913 Spring St. Santa Rosa, CA 95404

Cell: 707.888.2623

**From:** [Murray, Susie](#)  
**To:** [susan hirshfield](#)  
**Subject:** RE: [EXTERNAL] Cannabis dispensary 4th. St.  
**Date:** Tuesday, August 17, 2021 9:10:00 AM  
**Attachments:** [image001.jpg](#)

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Thank you for your comment. I'll be sure to provide a copy of it to the Planning Commission before any decision is made.

**Susie Murray | Senior Planner**

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



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**From:** susan hirshfield <[hirshfieldphd@gmail.com](mailto:hirshfieldphd@gmail.com)>  
**Sent:** Tuesday, August 17, 2021 8:32 AM  
**To:** Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** [EXTERNAL] Cannabis dispensary 4th. St.

Is there a limit to the number of dispensaries within the City of Santa Rosa, both to protect the income of the business as well as to honor neighborhoods who don't want to host these businesses?

--

*Susan J Hirshfield, Ph.D.  
Mindful Life Transitions  
Earle Baum Center  
(707) 569-0616  
[Hirshfieldphd@gmail.com](mailto:Hirshfieldphd@gmail.com)*

**From:** [Murray, Susie](#)  
**To:** "[petersultana@sbcglobal.net](mailto:petersultana@sbcglobal.net)"  
**Subject:** RE: [EXTERNAL] Feedback on Flora Terra Dispensary  
**Date:** Thursday, September 30, 2021 9:25:00 AM  
**Attachments:** [image001.jpg](#)

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Mr. & Mrs. Sultana,

Thank you for your comments. I'm not sure that I haven't already responded to this, but am doing it again just in case. I will add your comments to the file (public record) and forward them to the Planning Commission before any action is taken.

Susie

**Susie Murray | Senior Planner**

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



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---

**From:** [petersultana@sbcglobal.net](mailto:petersultana@sbcglobal.net) <[petersultana@sbcglobal.net](mailto:petersultana@sbcglobal.net)>  
**Sent:** Sunday, August 22, 2021 7:58 PM  
**To:** Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** [EXTERNAL] Feedback on Flora Terra Dispensary

Dear Susie,

We are writing to register our disapproval of the project: Flora Terra Dispensary 1226 4<sup>th</sup> Street, Santa Rosa Avenue.

We appreciate the Neighborhood Meeting last week, and the ability to get our questions answered.

As stated by owner Alicia Wingard at the meeting, her goal is to increase use of marijuana products

primarily among “soccer moms”.

Our main concern is that a Marijuana Dispensary in our neighborhood will do just that.

We expect that it would indeed increase the use of marijuana products in the neighborhood, leading to more impaired parents and drivers. In addition, we would expect more use among younger adults and juveniles as a consequence.

As Peter pointed out at the meeting, this is a walkable neighborhood of individuals and families, and is best served by family-friendly shops, services, and restaurants.

A shop that increases impairment in the neighborhood would not be family-friendly.

Also as stated by Flora Terra employee Megan, these products can sometimes dramatically help pain in a much better way than narcotics.

In that regard, a dispensary could potentially provide a valuable product to people with chronic intractable pain, who have no other healing treatment available, or for whom healing is a long process.

The Terra Flora Dispensary already existing on Empire Industrial Court is well-situated for that in a business area.

It is not in situated in a neighborhood.

From its windows, neighborhoods can be seen across the railroad tracks and behind the parking lot, but that is not the same as being in an walkable neighborhood.

For these reasons, we think that the expansion of the Terra Flora Dispensary should be done in another industrial area, and not in a walkable Santa Rosa neighborhood.

Thank you for listening and responding to our concerns.

Sincerely,

Peter and Constance Sultana

**From:** [Murray, Susie](#)  
**To:** [Joan and Peeter](#)  
**Subject:** RE: [EXTERNAL] Flora Terra Dispensary application notice  
**Date:** Tuesday, August 17, 2021 7:50:00 AM  
**Attachments:** [image001.jpg](#)

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I've added you to the list. Please be advised that sometimes the lists get replaced, in which case your information may be lost. A public hearing sign will be posted at the site when any public meeting is scheduled. I'd keep an eye there as well.

**Susie Murray | Senior Planner**

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



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**From:** Joan and Peeter <[jp@vilms.net](mailto:jp@vilms.net)>  
**Sent:** Monday, August 16, 2021 11:34 PM  
**To:** Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** Re: [EXTERNAL] Flora Terra Dispensary application notice

Peeter and Joan Vilms  
1217 14th Street  
Santa Rosa, CA 95404

I now see that, instead of a web page, the info was set up in form of a large postcard, of a type your dept. mails as hard copy.

Thanks for including us.

On Aug 16, 2021, at 4:37 PM, Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)> wrote:



Hmm, that's not our standard noticing procedure . If you'd like me to add you to the mailing list, I'm happy to. Send me your address and be sure I confirm you've been added.

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

From: Joan and Peeter <[jp@vilms.net](mailto:jp@vilms.net)>  
Sent: Monday, August 16, 2021 4:29 PM  
To: Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
Subject: Re: [EXTERNAL] Flora Terra Dispensary

Not officially. A single sheet of copy paper was thrown onto the sidewalks of our area, with—I'm guessing—a screenshot of the City web page, or part of it, with the heading NOTICE OF NEIGHBORHOOD MEETING.

On Aug 16, 2021, at 4:16 PM, Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)> wrote:

Did you receive a notice for this meeting?

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

From: Joan and Peeter <[jp@vilms.net](mailto:jp@vilms.net)>  
Sent: Monday, August 16, 2021 4:29 PM  
To: Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
Subject: Re: [EXTERNAL] Flora Terra Dispensary

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**To:** [Joan and Peeter](#)  
**Subject:** RE: [EXTERNAL] Flora Terra Dispensary  
**Date:** Monday, August 16, 2021 4:37:00 PM

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

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Sent: Monday, August 16, 2021 4:29 PM  
To: Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
Subject: Re: [EXTERNAL] Flora Terra Dispensary

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On Aug 16, 2021, at 4:16 PM, Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)> wrote:

- >
- > Did you receive a notice for this meeting?
- >
- > Susie Murray | Senior Planner
- > Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa,
- > CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 | [smurray@srcity.org](mailto:smurray@srcity.org)
- >
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- >
- >
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- >

> -----Original Message-----

> From: Joan and Peeter <jp@vilms.net>  
> Sent: Monday, August 16, 2021 4:15 PM  
> To: Murray, Susie <SMurray@srcity.org>  
> Subject: Re: [EXTERNAL] Flora Terra Dispensary

>  
> Dear Susie Murray:

> Appreciated your reply; will re-send in timely fashion, assuming Notice of Application won't be in form of the crude copies of your meeting notice littering our neighborhood--which I might pick up and recycle without a look!

> - Peeter

> On Aug 16, 2021, at 3:28 PM, Murray, Susie <SMurray@srcity.org> wrote:

>> Mr. & Mrs. Vilms,

>> Thank you for your comments. Tonight's meeting is a Neighborhood Meeting and is intended to introduce the conceptual plan and receive comments from neighbors and interested members of the public. I will do my best to make sure these comments make it to the formal application, but feel free to send them to me again when you receive the Notice of Application.

>> Susie

>> Susie Murray | Senior Planner

>> Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa,

>> CA 95404 Tel. (707) 543-4348 | Fax (707) 543-3269 |

>> smurray@srcity.org

>> Please consider the environment before printing.

>> I am working remotely during this time. The City of Santa Rosa has restricted City facilities to the public and is offering in-person City Hall support by appointment only. The Planning and Economic Development Department has recently launched its Planning Application Portal which contains process checklists for the majority of planning entitlements. You can also check on the status of your permit application here. For general planning inquiries, please contact [planning@srcity.org](mailto:planning@srcity.org). To submit permit application materials, please submit all required documents to [permitsubmittal@srcity.org](mailto:permitsubmittal@srcity.org).

>> -----Original Message-----

>> From: Joan and Peeter <jp@vilms.net>  
>> Sent: Monday, August 16, 2021 12:37 PM  
>> To: Murray, Susie <SMurray@srcity.org>  
>> Subject: [EXTERNAL] Flora Terra Dispensary

>> Hello, Ms. Murray:

>> We are writing to voice our support for Alicia Wingard's application to operate a cannabis dispensary at 1226 4th Street, not far from where we have lived on 14th Street for over 40 years.

>> Considering the variety of businesses that have operated in this location over the years, its commercial environment and, as far as we know, the trouble-free operation of dispensaries in general, we feel fear on the part of some McDonald Historic District residents of property value impacts is a relic of historic demonization.

>> As to traffic concerns, we doubt there would be much difference between the past experience with Café de

Croissants (day) and Bruno's (evening) and Flora Terra.

>>

>> We hope a vocal minority will not overrule a dispassionate analysis on the application's merits.

>>

>> Thanks for your attention.

>>

>> Cordially,

>> -Peeter and Joan Vilms

>> 1217 14th Street

>>

>>

>

>

**From:** [Murray, Susie](mailto:Murray, Susie)  
**To:** [petersultana@sbcglobal.net](mailto:petersultana@sbcglobal.net)  
**Subject:** RE: [EXTERNAL] RE: Feedback on Flora Terra Dispensary  
**Date:** Monday, August 30, 2021 8:52:00 AM  
**Attachments:** [image001.jpg](#)

---

Good morning Peter and Sultana,

First, thanks much for following up on your previous email. I'm sure I'll get to the original and will likely send you another response, but rest assured that I've received this one and will forward it to the Planning Commission before they act on the Conditional Use Permit application.

**Susie Murray | Senior Planner**

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



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**From:** [petersultana@sbcglobal.net](mailto:petersultana@sbcglobal.net) <[petersultana@sbcglobal.net](mailto:petersultana@sbcglobal.net)>  
**Sent:** Sunday, August 29, 2021 10:02 AM  
**To:** Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** [EXTERNAL] RE: Feedback on Flora Terra Dispensary

Hello Susan,  
I am just writing to check if you got the email last week.

---

**From:** [petersultana@sbcglobal.net](mailto:petersultana@sbcglobal.net) <[petersultana@sbcglobal.net](mailto:petersultana@sbcglobal.net)>  
**Sent:** Sunday, August 22, 2021 7:58 PM  
**To:** 'smurray@srcity.org' <[smurray@srcity.org](mailto:smurray@srcity.org)>  
**Subject:** Feedback on Flora Terra Dispensary

Dear Susie,  
We are writing to register our disapproval of the project: Flora Terra Dispensary 1226 4<sup>th</sup> Street,

Santa Rosa Avenue.

We appreciate the Neighborhood Meeting last week, and the ability to get our questions answered.

As stated by owner Alicia Wingard at the meeting, her goal is to increase use of marijuana products primarily among “soccer moms”.

Our main concern is that a Marijuana Dispensary in our neighborhood will do just that.

We expect that it would indeed increase the use of marijuana products in the neighborhood, leading to more impaired parents and drivers. In addition, we would expect more use among younger adults and juveniles as a consequence.

As Peter pointed out at the meeting, this is a walkable neighborhood of individuals and families, and is best served by family-friendly shops, services, and restaurants.

A shop that increases impairment in the neighborhood would not be family-friendly.

Also as stated by Flora Terra employee Megan, these products can sometimes dramatically help pain in a much better way than narcotics.

In that regard, a dispensary could potentially provide a valuable product to people with chronic intractable pain, who have no other healing treatment available, or for whom healing is a long process.

The Terra Flora Dispensary already existing on Empire Industrial Court is well-situated for that in a business area.

It is not in situated in a neighborhood.

From its windows, neighborhoods can be seen across the railroad tracks and behind the parking lot, but that is not the same as being in an walkable neighborhood.

For these reasons, we think that the expansion of the Terra Flora Dispensary should be done in another industrial area, and not in a walkable Santa Rosa neighborhood.

Thank you for listening and responding to our concerns.

Sincerely,

Peter and Constance Sultana

**From:** [Murray, Susie](#)  
**To:** [Mary Ann & Don Wood](#)  
**Subject:** RE: [EXTERNAL] We are against Flora Terra Dispensary  
**Date:** Tuesday, August 17, 2021 11:06:00 AM  
**Attachments:** [image001.jpg](#)

---

Ms. Wood,

Thank you for your comment. I'll be sure to pass it along to the Planning Commission before any action is taken.

Susie

**Susie Murray | Senior Planner**

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



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---

**From:** Mary Ann & Don Wood <39dogma@gmail.com>  
**Sent:** Tuesday, August 17, 2021 10:16 AM  
**To:** Murray, Susie <SMurray@srcity.org>  
**Subject:** [EXTERNAL] We are against Flora Terra Dispensary

Susie Murray, Project Planner; I am against this project because it will be a bad influence on the children in this neighborhood. We think this Cannabis Retail facility belongs in a commercial area away from neighborhoods with children. We live 2 blocks from this project.

Mary Ann Wood  
702 Monroe St.  
Santa Rosa, CA 95404

**From:** [Murray, Susie](#)  
**To:** [Caitlin Woodbury](#)  
**Subject:** RE: [EXTERNAL] ZOOM meeting flyers  
**Date:** Tuesday, August 17, 2021 8:04:00 AM  
**Attachments:** [image001.jpg](#)  
[image002.jpg](#)

---

Ms. Woodbury,

Thank you for taking time to write your comments. I'll be sure to provide them to the Planning Commission when the time comes. Please see my responses below in **red**.

Susie

**Susie Murray | Senior Planner**

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



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**From:** Caitlin Woodbury <[woodbild@sonic.net](mailto:woodbild@sonic.net)>  
**Sent:** Monday, August 16, 2021 8:03 PM  
**To:** Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** [EXTERNAL] ZOOM meeting flyers

Very informative ZOOM presentation tonight re: cannabis dispensary. Thank you. Do you have any idea how many actually watched? **I think there were 30-35 people in attendance.**

Do you know who was responsible for strewing hundreds of flyers about the meeting throughout the neighborhood? They were apparently just left on lawns and porches, but ended up flying around in the streets, the gutters, etc. Very messy. **I have not idea and was very disappointed to hear this.**

I've attached a photo of the flyer, which looks like it was printed off the City website.

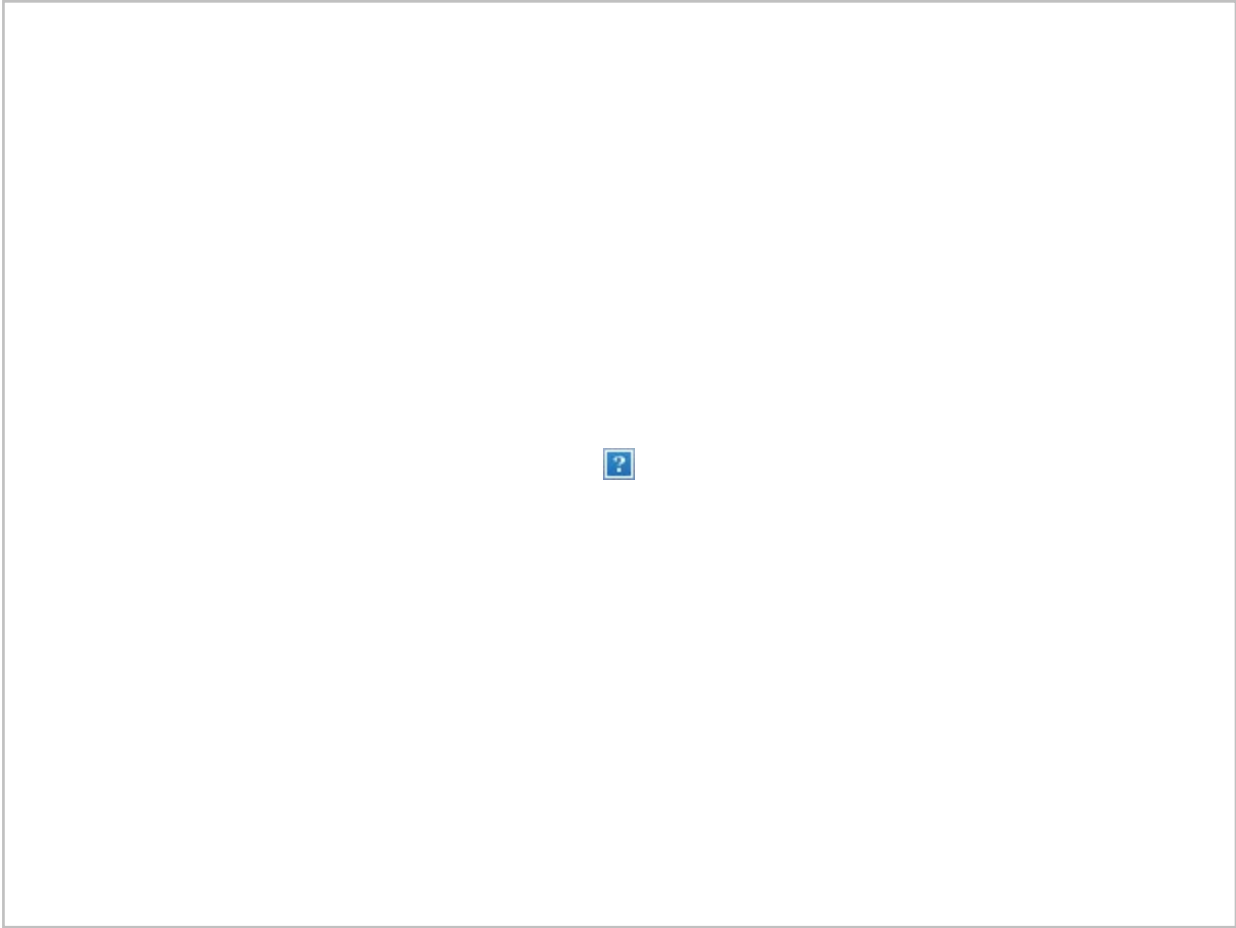
I hope the City didn't go that. Was it the Wingards? Or a disgruntled neighborhood resident? **Again, I have not idea, although I think it very unlikely that it was the applicant or a City staff member.**

I'd like to know.

By the way, I have zero objections to the dispensary. Very impressed by the applicants. **Noted.**



Caitlin Woodbury  
1212 Saint Helena Ave.



Sent from my iPhone

**From:** [Murray, Susie](#)  
**To:** [c vetrano](#)  
**Subject:** RE: [EXTERNAL] 1226 4th street Proposal  
**Date:** Monday, November 29, 2021 12:15:00 PM

---

Thank you for taking time to provide your comments. A copy has been added to the public record; it has been forwarded to the applicant; and it will be provided to the Planning Commission prior to any action being taken.

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

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

From: c vetrano <[chrisavetrano@gmail.com](mailto:chrisavetrano@gmail.com)>  
Sent: Saturday, November 27, 2021 2:42 PM  
To: Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
Subject: [EXTERNAL] 1226 4th street Proposal

Project Planner,

We live at 1679 Norte Way, not far from the proposed dispensary. This location is very close to Proctor Terrace School.

A dispensary attracts people who regularly use drugs and marijuana is a drug. As a retired school high school administrator, I can tell you that most of the underage students who were regular users of this drug obtained them through friends or relatives who were dispensary customers. I can also tell you that young people who use this drug regularly are usually terrible students and more often involved in crime.

The argument that it is for adults for medical use is complete nonsense.

There is no benefit for marijuana use. It doesn't make anyone a better person.

The idea of letting this happen in a family neighborhood is reprehensible.

I wish Santa Rosa would ban every dispensary but since they have not done this, then locate them far away from family neighborhoods.

Place them in Santa Rosa Avenue area where you can see homeless, prostitutes and drug users join a regular basis ruining our community.

Chris and John Vetrano

**From:** [Murray, Susie](#)  
**To:** [PLANCOM - Planning Commission](#)  
**Subject:** Commissioner Inquiry  
**Date:** Wednesday, March 23, 2022 12:10:00 PM

---

\*\*\*\*\*PLEASE DO NOT RESPOND TO ALL\*\*\*\*\*

Chair Weeks and Members of the Planning Commission:

Question: On item 8.3 the applicant has proposed hours of 9am-9pm. Those are the maximum hours allowed by the city and most cannabis dispensary applicants apply with these hours so as not to limit themselves, even if their intention is to be open from noon to 7pm for example. Is this correct?

Staff response: I'm not familiar enough with the hours of operation for approved dispensaries within the City, so I can't say for sure, although that could very well be the case. Pursuant to Zoning Code [Section 20-46.080](#), dispensaries may operate between the hours of 9:00 a.m. to 9:00 p.m. up to seven days per week unless the review authority imposes more restrictive hours due to the particular circumstances of the application. The basis for any restriction on hours shall be specified in the permit.

I hope that helps.

**Susie Murray | Senior Planner**

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



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**SRPD Calls for Service at 1825 Empire Industrial Court, Santa Rosa**

**January 1, 2019 - March 15, 2022**

<b>Count of Event #</b>	<b>How Received</b>		
<b>CALL TYPE</b>	<b>CALL</b>	<b>OFFICER</b>	<b>Grand Total</b>
<b>ALARM AUDIBLE</b>	<b>27</b>		<b>27</b>
<b>SECURITY CHECK</b>		<b>11</b>	<b>11</b>
TELEPHONE	4		4
SUSPICIOUS CIRCUMSTANCE RPT	2		2
SUSPICIOUS VEHICLE		2	2
BROADCAST / BE ON LOOKOUT	2		2
DISTURBANCE	2		2
UNWANTED GUEST	2		2
ALARM	1		1
ALARM SILENT	1		1
BURGLARY REPORT	1		1
TOW REQUEST / PRIVATE	1		1
PETTY THEFT REPORT	1		1
911 DISCONNECT - SEND	1		1
BURGLARY AUTO REPORT		1	1
DISTURBANCE VERBAL	1		1
CHECK THE WELFARE	1		1
FOLLOW UP / INVESTIGATE		1	1
HIT & RUN MISDEMEANOR	1		1
DISTURBANCE MUSIC	1		1
DISTURBANCE REPORT	1		1
<b>Grand Total</b>	<b>50</b>	<b>15</b>	<b>65</b>

**From:** [Michael Carey](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra  
**Date:** Wednesday, March 23, 2022 1:44:32 PM

---

Dear Susie,

I'm contacting to show support for Flora Terra and the proposed new location on 4th street.

I currently live in the Coffey Park area. I've lived on Keoke Ct sense 2016. I've been a supporter of Flora Terra sense the first day they opened their doors. Sense the cannabis industry went legal and dispensary's began popping up everywhere it's easy to see which ones are run with care and compassion in mind. I've been to countless dispensary's over the years and Flora Terra is the most professional dispensary around. The staff is professional, the place is clean, plus the best products on the market.

As a resident, of Santa Rosa, living in Coffey Park it's been a blessing to have the best dispensary in town, right in my back yard. Love the convenience, never any trouble to the neighborhood and all around good people working and shopping at Flora Terra.

A new Flora Terra location, on Fourth street would be great for the city and the local businesses in the area. I highly suggest that you welcome Flora Terra into the Fourth Street community. Thank you for your time and have a great day.

Flora Terra Supporter,  
Todd Carey

Sent from my iPhone

**From:** [Pamela Williams](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Fwd: 1226 - 4th Street, Flora Terra  
**Date:** Wednesday, March 23, 2022 12:14:27 PM

---

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

**From:** **Pamela Williams** <[pamelawilliams189@gmail.com](mailto:pamelawilliams189@gmail.com)>  
**Date:** Wed, Mar 23, 2022, 09:10  
**Subject:** 1226 - 4th Street, Flora Terra  
**To:** <[smurray@srcit.org](mailto:smurray@srcit.org)>

I am opposed to the cannabis dispensary proposed for the above address. The property borders residential neighborhoods, which makes it inappropriate due to the proximity to children, as well as the parking limitations for already existing businesses. This address is conducive to a cafe or shop, which would blend in with the entire neighborhood. Dispensaries are more suited to entirely commercial or industrial uses, not neighborhoods. Please do not approve. Thank you, Pamela Williams

**From:** [Virginia Raich](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra  
**Date:** Wednesday, March 23, 2022 1:40:59 PM

---

Hello there!

I am reaching out to voice my support on Flora Terra's new project. Flora Terra is one of my favorite shops in town. They are really great people that do great things for our community. They provide a safe and comfortable environment that I really appreciate. I would love to see them have a greater presence in Santa Rosa.

Thank you for your time!

Virginia Raich  
--

Virginia Raich  
707.236.4185



| "Set your heart on fire. Seek those who fan your flames." - Rumi

**From:** [Pat St. Clair](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] 1226 Fourth Street Cannabis Dispensary  
**Date:** Tuesday, March 22, 2022 11:45:09 PM

---

Dear Susie,

A cannabis dispensary does not belong in this area. Kids walk past here every weekday on their way to school. It is actually in a residential neighborhood even though it does face Fourth Street. I highly object to the granting of this conditional use permit.

Pat St. Clair



**From:** [Justin Richardson](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] 1226 4th Street Santa Rosa  
**Date:** Wednesday, March 23, 2022 1:18:49 PM

---

Hi Susie,

Writing to put my support in for a dispensary at 1226 4<sup>th</sup> Street in downtown Santa Rosa. Would bring a lot of tax revenue and jobs to the city. So far I have seen the dispensaries in town bring tremendous value. My mother is in Stage 4 cancer and has never used cannabis in her life but in her final stages the edibles seem to be the only thing that helps her manage anxiety and pain let alone sleep.

Thank you



Visit us [here](#). Don't forget to follow us on [Facebook](#), [Instagram](#) and [LinkedIn](#)

**From:** [aaron.grimes](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Santa Rosa Cannabis  
**Date:** Wednesday, March 23, 2022 1:18:51 PM

---

Hi Susie,

I am a cannabis professional, and I fully support local cannabis. Whether that be one location or several.

Thank you for your hard work.

Aaron Grimes

Sent from my iPhone

**From:** [Tara Burke](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra  
**Date:** Wednesday, March 23, 2022 1:46:39 PM

---

Hello,

I am writing this email in support of the new project at 1226 4th st. for Flora Terra. I have been a customer of this business for years and believe they provide a great service to the community. This business also supplies jobs to local individuals whom have provided a great experience while visiting their storefront. I am in support of this new project because the company is locally owned and the employees have always treated their customers with kindness and respect.

Thank you,  
Tara Burke

**From:** [Eric Domke](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra project on 1226 4th st  
**Date:** Wednesday, March 23, 2022 1:39:05 PM

---

Hello,

I am in full support of this new project on 1226 4th street. I know that it would bring more money and people to Santa Rosa.

-Eric

**From:** [Amanda Huntington](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] 1226 4th St. -Project  
**Date:** Wednesday, March 23, 2022 1:29:56 PM

---

Hello,

Alicia is a stout woman with dedication to her people of Santa Rosa. She carries a sophisticated and generous weight within the cannabis space. We are lucky to have such an operator within our city limits who keeps such standards in such an opaque time.

Amanda Huntington  
Compliance  
[www.Cann.Dev](http://www.Cann.Dev)  
Direct: (408) 564-2898  
Office: (707) 888-7185  
Address: 186 N. Main St. #210  
Sebastopol, CA 95472



**From:** [Danielle Davidson](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] New City Project at 1226 4th Street  
**Date:** Wednesday, March 23, 2022 1:53:46 PM

---

Greetings!

I am cousin to Alicia and Dave Wingard, and know them both to be business owners of integrity who genuinely love contributing something to bring the community together. For what it's worth as a resident of Santa Rosa and fellow cannabis lover, I endorse this new endeavor and wish them the best!

Sincerely,

Danielle Davidson

Sent from my iPhone

**From:** [Robert Kirk](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra  
**Date:** Wednesday, March 23, 2022 1:56:35 PM

---

To whom this may concern,

I'm writing to express my support in the expansion of Flora Terra to 4th street. I am a father of 3, a husband, and a local volunteer to multiple different sports teams as head coach. As a father and mentor to many children I appreciate Flora Terra's professionalism toward the medical marijuana industry. They don't share the same traits as other businesses in that field, where they can negatively impact the surrounding area. Flora Terra brings an sophisticated and beautiful approach to everything they do and that means a lot to parents like myself. I personally know David and Alesha as well and I know that they are determined to always do their best for the community.

Thank you for you time and consideration,

Bob Kirk

Sent from my iPhone

**From:** [Ericka Wanliss](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Support Letter for the Wingard's  
**Date:** Wednesday, March 23, 2022 1:59:41 PM

---

To whom it may concern,

I hope this email finds you well. My name is Ericka and I am one of the fortunate people employed by Dave and Alicia Wingard. I am emailing you today in support of their new project.

Though I have known the Wingard's for less than six months I can strongly say that I have a pretty good grasp on how they are as people. They run their business together as one, like the mom and pop of cannabis. They treat staff like family and are understanding individuals. It's refreshing to have bosses who see you and actually talk to you as a human and not a number. David is so smart and knowledgeable and Alicia has the sharpest mind that can solve any issue in a heartbeat.

I support their second location because not only are they great employers but their products actually help individuals in our communities. We have a variety of customers who would vouch the same. Cannabis has always had a bad rep, but with Flora Terra you will find many ways that cannabis can help you. From learning about the plant, to the medicinal values and learning how to best utilize it, it's amazing! I strongly ask that you give the Wingard's a chance to open a second location. They are good leaders, good people, and good businessmen. You won't regret giving them a chance because I know once you do, they will flourish.

Kind regards,  
Ericka Wanliss



**From:** [Sam De La Paz](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Support fro Flora Terra"s proposed 4th street location!  
**Date:** Wednesday, March 23, 2022 1:56:11 PM

---

I, Sam De La Paz, would like to voice my supper for owner/Operators of Flora Terra for their proposed 4th street location on the calendar tomorrow.

Thank you!

Sent from my iPhone

**From:** [Kelly Scullion](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra expansion support  
**Date:** Wednesday, March 23, 2022 1:59:42 PM

---

Susie Murray-

I just wanted to send an email in support of the proposed new Flora Terra location at 1226 4th St. in Santa Rosa. As current customers who live in Rohnert Park, this location is closer and would offer not only a closer location to purchase from, it would also be another avenue of revenue for the local economy.

We have known Dave and Alicia for close to 15 years and truly believe in their company, their work ethic and how much they offer to this market. I know the Santa Rosa city council meeting is tomorrow and hope this letter of support will help their cause.

I would be happy to speak to anyone by phone or email if you have any additional questions.

Sincerely,  
Kelly Scullion  
cell 707-228-9005

Sent from my iPhone

**From:** [Brian Scullion](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] 1226 4th St.  
**Date:** Wednesday, March 23, 2022 2:01:03 PM

---

I am in support of a new Flora Terra at 1226 4th St. I am an existing customer and would love for it to be closer to my residence.

Brian Scullion  
Sent from my iPhone

**From:** [Olivia Lopez](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] New project 1226 4th st  
**Date:** Wednesday, March 23, 2022 2:08:46 PM

---

March 2022

Re: New Project 1226 4th st. Santa Rosa

Dear City Council,

I am writing in support of Alicia's new project at 1226 4th st. Santa Rosa. I would like to take this opportunity to share my full support for this new project. I've been attending for many years to her current Cannabis store and cannot thank her enough for the changes she has brought to my life and our neighborhood. Not only has my anxiety has stabilized, I no longer have to suffer from sleepless nights. Her store team is impeccable, very professional, and caring.

As a frequent customer, I strongly support her new project in its efforts to help other communities just like she changed ours.

Yours truly,

Olivia Lopez

**From:** [Barbara McCall](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] In Support of Expansion of Flora Terra Dispensary!  
**Date:** Wednesday, March 23, 2022 2:16:46 PM

---

To whom it may concern,

I am writing in support of the future developments of the amazing Flora Terra Dispensary located in Santa Rosa CA.

When I heard they were trying to expand the business and have another facility located in Santa Rosa my eyes lit up with joy!

Having been born and raised in Sonoma County and watching the cannabis industry grow, I have to say that Flora Terra is one of the best, if not the absolute best cannabis dispensary in the area.

Every time I visit their store, I am welcomed with smiles and their staff is always friendly and eager to help me figure out what product is right for me! I also love the professional and welcoming environment that they have created. It makes people who are new to this industry feel at home and comfortable being there whereas some cannabis retailers, I notice, do not present this same effort to make customers feel comfortable.

The city of Santa Rosa should be proud to have a cannabis business like Flora Terra and I know my friends and family (who all shop at Flora Terra) would love to see them grow and continue to set an example for all cannabis retailers in Sonoma County and beyond.

Go Flora Terra!

Barbara McCall :)

**From:** [ROBERT CUTTING](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra (Cannabis Dispensary)  
**Date:** Wednesday, March 23, 2022 4:51:22 PM

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I voted against the legalization of marijuana and do not want this business in my neighborhood. There is little parking in the lot at the address so people will be parking in neighborhoods. This is unacceptable.

**From:** [Daniel Llewellyn](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora Terra  
**Date:** Wednesday, March 23, 2022 5:00:42 PM

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Just wanted to put my 2 cents in, I absolutely love Flora Terra! They came to the area right after the Coffee Park neighborhood fire and have built a wonderful community around them.

Their store and staff seem very "homey". Not like other dispensaries that give off a smoke shop or apple store vibe.

-Daniel

**From:** [Linda Rosa](#)  
**To:** [Murray, Susie](#)  
**Subject:** [EXTERNAL] Flora  
**Date:** Wednesday, March 23, 2022 2:29:47 PM

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Hello,

I am writing in support of the Flora Terra 1226 4th St project. This will be an asset to our community and provide a well needed service.

Thank you,  
Linda Rosa

Sent from my iPhone