

**Murray, Susie**

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**From:** Kellie Carneghi <kelliecarneghi@gmail.com>  
**Sent:** Tuesday, February 23, 2021 5:32 PM  
**To:** Ross, Adam  
**Subject:** [EXTERNAL] Alternatives

Hi,

I am writing to you as a message of support for the upcoming Alternatives Dispensary's new location. I use cannabis for its medicinal purposes regularly. Living in the area and having a full schedule I find it challenging to get across town to pick up my medication. Having a location near by would create peace in of mind knowing it was closer to home and easier to access. I do NOT think that opening in that location will increase crime; in fact, I believe it will lower it. People will be able to access their medication easily and legally and it will reduce the "street crime" that goes along with selling cannabis illegally. The community supports Alternatives for its excellent customer service and its devotion to affordable prices. I believe our community will Benefit from having a local location and it will be widely accepted in the area.

Thank you for your time,

Kellie Carneghi

Sent from my iPhone

## Murray, Susie

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**From:** Libby Hutton <libbysutton@yahoo.com>  
**Sent:** Thursday, February 25, 2021 1:42 PM  
**To:** Ross, Adam  
**Cc:** storms; Sawyer, John  
**Subject:** [EXTERNAL] 2300 Bethards Application

Hi Adam,

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

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

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

Thank you,

Libby

Libby Hutton  
[libbysutton@yahoo.com](mailto:libbysutton@yahoo.com)

Elizabeth S. Hutton

## Murray, Susie

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**From:** Murray, Susie  
**Sent:** Tuesday, February 23, 2021 3:14 PM  
**To:** Ross, Adam  
**Subject:** Fwd: [EXTERNAL] Alternatives East

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Susie Murray  
Sent from my iPhone

Begin forwarded message:

**From:** gef@vom.com  
**Date:** February 23, 2021 at 3:09:54 PM PST  
**To:** "Murray, Susie" <SMurray@srcity.org>  
**Subject:** [EXTERNAL] Alternatives East  
**Reply-To:** gef@vom.com

Dear Ms. Murray,

I have just received notice of the Public Hearing scheduled for hearing comment and recommendations regarding the approval of application for approval of operation of Alternatives East. Despite the nature of this new business in the area, it is completely out of context of the nature of the existing businesses in the neighborhood.

I have been a property owner and resident in the neighborhood adjacent to the professional complex in which Alternatives East wishes to establish a business. This has always been a friendly, relaxed and home oriented community. Although the building that would house Alternatives East has been home to businesses for many years, they have been of a professional level where appointments were made. There was no walk in business or people in lines or parking problems, which would be the nature of the

Alternatives East proposed business. Aside from this inconvenience and change in the nature of the neighborhood from drop in business on a regular basis, the nature of the product being marketed might very likely invite an element of crime, from which the neighborhood might suffer without cause. The property owners and tenants in this neighborhood deserve to have their community atmosphere retained without intrusion and corruption from outside elements trying to gain ground in the area.

Why would the city of Santa Rosa entertain the license of a business that sells cannabis? It is a drug, although now legalized. Where there are drugs there are problems. The traffic is one that would be increased with little parking. The nature of the client may change from those keeping professional

appointments in the building. Where there are drugs, there is always crime, which is not welcome in the neighborhood.

I could go on with a list of reasons to deny the issuance of a license fro Alternative East, but I'll rest my argument against Alternatives East being granted a license to open an office in the otherwise professional building on Bethards Drive.

Thank you for hearing my opposition to Alternatives East.

Sincerely,

P.A. Berg

## Murray, Susie

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**From:** Libby Hutton <libbyshutton@yahoo.com>  
**Sent:** Tuesday, February 23, 2021 12:38 PM  
**To:** Ross, Adam  
**Subject:** [EXTERNAL] 2300 Bethards Application -Clarification to Footnote 1 of my Objection dated February 19, 2021

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Dear Mr. Ross:

In printing out my original Original Objection to the proposed use in the above matter, footnote 1 did not print out completely. Therefore to be certain the Commission has the entire footnote, I am including it, below. I appreciate your including it for their review.

The International City/County Management Association (ICMA) publication's September, 2018, edition included an article entitled "Local Impacts of Commercial cannabis" and featured a Case Study of Santa Rosa at pp. 36-38. In that article, ICMA reported, "Though **Santa Rosa regulations intentionally direct commercial cannabis businesses away from residential land**, the abundance of cannabis cultivation in the region is causing problems for law enforcement. Between February and May 2018, multiple home invasions took place in Sonoma County, including two in Santa Rosa. These crimes target private residences that legally grow cannabis for personal use, which are not required to follow the strict security regulations that licensed cannabis businesses abide by. Law enforcement believes the illegality of cannabis on the east coast and the resulting high street value is at the root of the problem." (emphasis added.)

Thank you for your assistance.

[libbyshutton@yahoo.com](mailto:libbyshutton@yahoo.com)

Elizabeth S. Hutton

## Murray, Susie

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**From:** Libby Hutton <libbyshutton@yahoo.com>  
**Sent:** Tuesday, February 23, 2021 4:12 PM  
**To:** Ross, Adam  
**Subject:** [EXTERNAL] Fwd: 2300 Bethards - Neighborhood Meeting Follow-up

Communications with Susie Murray - FYI  
Libby Hutton  
[libbyshutton@yahoo.com](mailto:libbyshutton@yahoo.com)

Elizabeth S. Hutton

Begin forwarded message:

**From:** "Murray, Susie" <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** 2300 Bethards - Neighborhood Meeting Follow-up  
**Date:** January 28, 2020 at 3:18:41 PM PST  
**To:** "[libbyshutton@yahoo.com](mailto:libbyshutton@yahoo.com)" <[libbyshutton@yahoo.com](mailto:libbyshutton@yahoo.com)>

Hi Libby,

Thank you for the phone message. I'll give you a call back shortly. For now, the requested email is included below.

**Susie Murray | Senior Planner**

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



 Please consider the environment before printing.

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**From:** KAREN KISSLER <[mksklr@comcast.net](mailto:mksklr@comcast.net)>  
**Sent:** Thursday, January 23, 2020 3:13 PM  
**To:** Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** [EXTERNAL] Re: 2300 Bethards - Neighborhood Meeting Follow-up

It does help! Thank you so much for handling the meeting with great poise and efficiency!

We are going to withdraw our request for a consumption lounge with anything more than just edibles and tinctures. In other words, we won't have customers smoking or vaporizing onsite.

That should take care of 90% of the questions. I wish. ;-)

Once again, thank you so much for all your help and support.. I look forward to whatever comes next.

Karen

On January 23, 2020 at 1:26 PM "Murray, Susie" <[SMurray@srcity.org](mailto:SMurray@srcity.org)> wrote:

Karen,

I've attached my chicken-scratch notes from last night's Neighborhood Meeting, which are nothing official but are sometimes helpful. I recommend you be prepared to respond to each of the items listed when we move forward to the Planning Commission hearing. I also attached the sign-in sheet for your reference.

I hope this helps.

Susie

**Susie Murray | Senior Planner**

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

Tel. (707) 543-4348 | Fax (707) 543-3269 | [smurray@srcity.org](mailto:smurray@srcity.org)



 Please consider the environment before printing.

## Murray, Susie

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**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Sent:** Tuesday, February 23, 2021 10:34 AM  
**To:** Ross, Adam  
**Cc:** sawyer@srcity.org  
**Subject:** [EXTERNAL] Opposition to THC products and marijuana Sales & Distribution site in BV

Dear Mr. Ross,

I'm a resident of Bennett Valley and completely opposed to the proposed pot shop on the corner of Bethards and Yulupa.

I demand the City of Santa Rosa postpone this under reported "public" hearing for this facility. Please reschedule this Feb 25th meeting to a later date so that the public can be properly notified. Moreover, we have a community petition in process which was shut down due to the unprecedented virus crisis and associated lockdowns.

We demand at the least more time to document our community opposition to this proposed operation. In fact, until the lockdown is completely lifted here you cannot allow this hearing to proceed. It would be illegal based on a number of State of California laws and City code.

1) The notice of your Feb 25th meeting was not done properly. The sign was nearly completely hidden from public view, as of yesterday. As you know, public meetings such as this require more notice of the "public" hearing to the surrounding neighborhood for more than 3 days. I believe at least 10 days notice is required, if not 14 days. Let us not start allowing such big decisions impacting a neighborhood be done almost "under cover of night." Let us keep all such decisions totally transparent and including FULL community input. It would be illegal otherwise.

2) If your department does not postpone this meeting until a proper legal notice of meeting is made for the impacted community, our group will submit a formal complaint to the City of Santa Rosa and other oversight authorities.

3) Could you please confirm how the zoning for this building, which was a quiet professional building with very low parking lot traffic, has been repurposed to allow for high traffic retail? Has a complete traffic study been completed for this change of use and impact on the neighborhood?

4) Have the Santa Rosa Police Department, Sonoma County Sheriff and the CHP in our area developed a DUI testing protocol for users of THC products who drive while impaired? Please confirm whether there is such a test and how our traffic safety is protected from THC impaired drivers coming and going from this site.

5) My personal opposition to the proposed location of this drug sales and distribution facility is based on following facts:

- The residents of Bennett Valley are overwhelmingly opposed to this facility being located in their neighborhood. It is simply not appropriate in any world to site an active THC sales and distribution facility next to residential homes. That this has even been proposed at this location demonstrates how out of step Santa Rosa local government is with the citizenry they serve.

- This is a residential neighborhood with hundreds of families with young children residing within 1,000 feet, many living within 500 feet and less of this location. These families regularly stroll past this building with baby strollers, children on bicycles, elderly walking, over the sidewalk traversing the entrance. Making this location a site where high potency THC is sold and distributed to thousands of customers driving in and out of this parking lot is a completely inappropriate repurposing of this building.



- The zoning for this building was for a low impact professional building for many decades. This building housed engineers, accountants, other tenants who had a daytime 9-5 schedule with very light in/out traffic to this building. There is only one driveway to enter/exit this parking lot, and it traverses a sidewalk heavily used by neighborhood families with children and elderly pedestrians.

- The owner of this proposed pot shop operation has experienced multiple armed robberies at her other locations. There is no good reason to force this very inappropriate and unsafe operation on this up until now quiet and safe community.

- THC and marijuana are listed as unsafe and unhealthy chemicals and drugs by the State of California. Marijuana is also a schedule one drug per the Federal Government. THC and marijuana have proven to cause significant increased mental deterioration and psychosis for all humans. The smoking and vaping of marijuana is also a proven danger to human health and lungs in particular. During a pandemic affecting the respiratory system, it is more than irresponsible to push such drug consumption.

- The owner of this proposed operation does not even reside in Sonoma County. She resides in Marin County which DOES NOT allow such pot operations anywhere in their county.

The City of Santa Rosa's aggressive approach to push drug operations onto the entire community and aggressively placed throughout our residential family neighborhoods is shameful public policy at best, and criminally negligent at worst, especially as a "health policy." We will demonstrate this as well in further documentation.

I will provide you a full report on the many scientific studies on the known harms of marijuana and its most dangerous active ingredient of THC in separate note.

Finally, increased marijuana use has a direct correlation to contributing to increased homeless problems in every community where such increased marijuana use is promoted. Santa Rosa is already suffering a homeless crisis and your pushing significant growth of marijuana use on the population will only make that problem worse.

Sincerely,  
Moir Jacobs  
Santa Rosa, CA

## Murray, Susie

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**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Sent:** Tuesday, February 23, 2021 6:13 PM  
**To:** Ross, Adam  
**Subject:** [EXTERNAL] What You Need to Know (And What We're Working to Find Out) About Products Containing Cannabis or Cannabis-derived Compounds, Including CBD | FDA cid1329E64B-CF71-43A5-A40F-946722DC322B.pdf  
**Attachments:**

Mr. Ross,

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

1) attached is data on Colorado, they are a few years ahead of CA in their legalization and some of the negative impacts.

2) below a health effects notice on CBD by the FDA

Thank you,  
Moira Jacobs

This FDA risk report only covers CBD concerns:

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

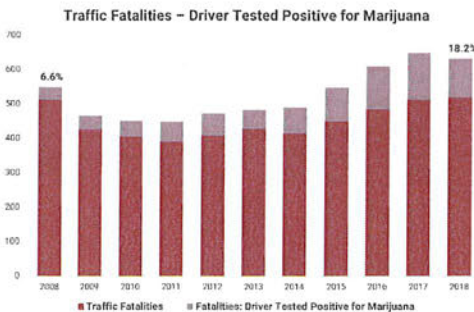
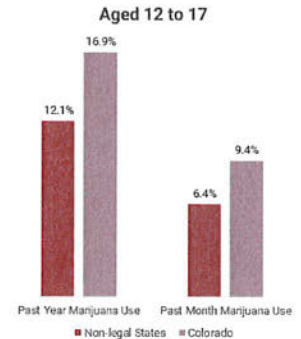
- How does CBD interact with herbs and other plant materials?
- Does CBD cause male reproductive toxicity in humans, as has been reported in studies of animals?

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

Colorado legalized marijuana for recreational use in 2012. Since then, consequences associated with marijuana legalization have played out with devastating effects for the state.

### Youth marijuana use is on the rise in Colorado.

- Past month marijuana use among 12 to 17 year-olds increased 4% in Colorado from 2016-2017 to 2017-2018. In non-legal states, past year and past month use rates are significantly lower than in the state of Colorado ([NSDUH State Comparisons](#), 2019).
- In Colorado, only 15.9% of young people aged 12 to 17 years old perceive a great risk from using marijuana once a month, compared to a national rate of 23.6% ([NSDUH State Comparisons](#), 2019).
- In 2017, 34% of high schoolers reported dabbing as the means of marijuana consumption. Dabbing marijuana delivers a far more potent high than smoked marijuana flower ([Colorado Department of Public Health and Environment](#), 2019).
- Marijuana, which can cause depression and suicidality, particularly in young users, was found in the toxicology screens of 200 suicide victims in the state in 2017, up from 83 in 2012 ([Colorado Violent Death Reporting System](#), 2019).



### Marijuana-impaired driving is on the rise in the state and as a result, so are traffic fatalities.

- A Colorado study of DUIs in the state found that a significant number of people screened for impaired driving were under the influence of marijuana. 59% of those who tested positive in the study were found to have high levels of THC in their system, at 5.0 or above ([Colorado Division of Criminal Justice](#), 2019).
- In 2018, marijuana-impaired drivers were implicated in 18.2% of traffic fatalities in the state of Colorado, marking a 109% increase since legalization was implemented ([Colorado Department of Transportation](#), 2019).

### Poison control calls and emergency room visits related to marijuana are on the rise.

- In 2017, there were 21,769 emergency department visits and 16,614 hospitalizations in the state of Colorado related to marijuana ([Colorado Department of Public Health and Environment](#), 2019).
- The Rocky Mountain Poison and Drug Center reported 266 marijuana-related exposures in 2018, 147 of which were youth cases (0-18 years old) ([Rocky Mountain Poison and Drug Center](#), 2019).

### Social justice outcomes have been inconsistent with the promises of legalization.

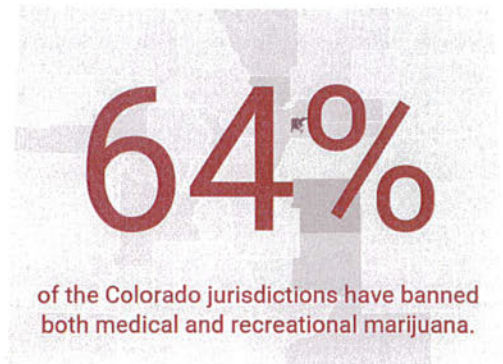
- Though total marijuana arrests are down in the state, people of color comprise a disproportionate percentage of arrestees for marijuana-related to charges ([Colorado Division of Criminal Justice](#), 2019).
- In 2017, 39% of marijuana-related arrests of African Americans were made without a warrant, compared to only 18% of such arrests of Caucasians ([Colorado Department of Public Safety](#), 2018).

### Illegal activity is higher than ever.

- In 2018, investigations into illicit marijuana operations jumped to 257, up from 144 in 2017. 6.1 tons of bulk marijuana were seized in 2018 ([Rocky Mountain HIDTA Colorado Task Forces](#), 2019).
- In early 2019, the state reported its largest drug bust yet, which yielded 80,000 illegal marijuana plants, and \$2.1 million in cash. 42 search warrants were served ([US News](#), 2019).

### Pot shops and marijuana capitalists dominate the state.

- There are 1,016 dispensaries in the state of Colorado. Medical and recreational marijuana locations outnumber all Starbucks and McDonalds in the state, combined. 52% of the state's dispensaries are concentrated within 3 counties ([Colorado Department of Revenue](#), 2019).
- Pot lobbying expenditures within the state legislature exceeded \$955,000 in 2018 ([Colorado Sun](#), 2019). As a result, laws such as the Clean Indoor Air Act or laws prohibiting marijuana companies from freely advertising on billboards across the state have been amended or entirely abandoned.



## Murray, Susie

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**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Sent:** Tuesday, February 23, 2021 12:35 PM  
**To:** Rose, William  
**Cc:** Ross, Adam  
**Subject:** [EXTERNAL] Fwd: Opposition to THC products and marijuana Sales & Distribution site in BV

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Dear Mr. Rose,

Please note the "public" notice for the public hearing on Feb 25th regarding the proposed pot operation at 2300 Bethards is NOT visible to the public.

Our group demands that City of Santa Rosa reschedule this Feb 25th meeting until the public notice of hearing is made visible to the public. Could your group please arrange for this?

Also, our group did not know about this meeting until the other day. We have not had time to communicate with our entire community.

We represent hundreds of families in Bennett Valley who have already signed a petition against this operation. Our petition drive was shut down and negatively impacted by the virus crisis and associated lockdowns. We have just recently restarted our documentation of our community's strong opposition to this proposed operation.

Could you please reschedule the meeting for two weeks later at least?

Thank you,  
Moira Jacobs  
Santa Rosa, CA

Begin forwarded message:

**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Date:** February 23, 2021 at 10:33:33 AM PST  
**To:** ARoss@srcity.org  
**Cc:** sawyer@srcity.org  
**Subject:** **Opposition to THC products and marijuana Sales & Distribution site in BV**

Dear Mr. Ross,

I'm a resident of Bennett Valley and completely opposed to the proposed pot shop on the corner of Bethards and Yulupa.

I demand the City of Santa Rosa postpone this under reported "public" hearing for this facility. Please reschedule this Feb 25th meeting to a later date so that the public can be properly notified. Moreover, we have a community petition in process which was shut down due to the unprecedented virus crisis and associated lockdowns.

We demand at the least more time to document our community opposition to this proposed operation. In fact, until the lockdown is completely lifted here you cannot allow this hearing to proceed. It would be illegal based on a number of State of California laws and City code.

1) The notice of your Feb 25th meeting was not done properly. The sign was nearly completely hidden from public view, as of yesterday. As you know, public meetings such as this require more notice of the "public" hearing to the surrounding neighborhood for more than 3 days. I believe at least 10 days notice is required, if not 14 days. Let us not start allowing such big decisions impacting a neighborhood be done almost "under cover of night." Let us keep all such decisions totally transparent and including FULL community input. It would be illegal otherwise.

2) If your department does not postpone this meeting until a proper legal notice of meeting is made for the impacted community, our group will submit a formal complaint to the City of Santa Rosa and other oversight authorities.

3) Could you please confirm how the zoning for this building, which was a quiet professional building with very low parking lot traffic, has been repurposed to allow for high traffic retail? Has a complete traffic study been completed for this change of use and impact on the neighborhood?

4) Have the Santa Rosa Police Department, Sonoma County Sheriff and the CHP in our area developed a DUI testing protocol for users of THC products who drive while impaired? Please confirm whether there is such a test and how our traffic safety is protected from THC impaired drivers coming and going from this site.

5) My personal opposition to the proposed location of this drug sales and distribution facility is based on following facts:

- The residents of Bennett Valley are overwhelmingly opposed to this facility being located in their neighborhood. It is simply not appropriate in any world to site an active THC sales and distribution facility next to residential homes. That this has even been proposed at this location demonstrates how out of step Santa Rosa local government is with the citizenry they serve.
- This is a residential neighborhood with hundreds of families with young children residing within 1,000 feet, many living within 500 feet and less of this location. These families regularly stroll past this building with baby strollers, children on bicycles, elderly walking, over the sidewalk traversing the entrance. Making this location a site where high potency THC is sold and distributed to thousands of customers driving in and out of this parking lot is a completely inappropriate repurposing of this building.
- The zoning for this building was for a low impact professional building for many decades. This building housed engineers, accountants, other tenants who had a daytime 9-5 schedule with very light in/out traffic to this building. There is only one driveway to enter/exit this parking lot, and it traverses a sidewalk heavily used by neighborhood families with children and elderly pedestrians.
- The owner of this proposed pot shop operation has experienced multiple armed robberies at her other locations. There is no good reason to force this very inappropriate and unsafe operation on this up until now quiet and safe community.
- THC and marijuana are listed as unsafe and unhealthy chemicals and drugs by the State of California. Marijuana is also a schedule one drug per the Federal Government. THC and marijuana have proven to cause significant increased mental deterioration and psychosis for all humans. The smoking and vaping of marijuana is also a proven danger to human health and lungs in particular. During a pandemic

affecting the respiratory system, it is more than irresponsible to push such drug consumption.

- The owner of this proposed operation does not even reside in Sonoma County. She resides in Marin County which DOES NOT allow such pot operations anywhere in their county.

The City of Santa Rosa's aggressive approach to push drug operations onto the entire community and aggressively placed throughout our residential family neighborhoods is shameful public policy at best, and criminally negligent at worst, especially as a "health policy." We will demonstrate this as well in further documentation.

I will provide you a full report on the many scientific studies on the known harms of marijuana and its most dangerous active ingredient of THC in separate note.

Finally, increased marijuana use has a direct correlation to contributing to increased homeless problems in every community where such increased marijuana use is promoted. Santa Rosa is already suffering a homeless crisis and your pushing significant growth of marijuana use on the population will only make that problem worse.

Sincerely,  
Moir Jacobs  
Santa Rosa, CA

## Murray, Susie

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**From:** Bill KaDell <billkad2@gmail.com>  
**Sent:** Wednesday, February 12, 2020 9:49 PM  
**To:** Murray, Susie  
**Subject:** [EXTERNAL]

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



## Ross, Adam

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**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Sent:** Thursday, March 25, 2021 7:17 PM  
**To:** Duggan, Vicki  
**Cc:** Murray, Susie; Ross, Adam  
**Subject:** [EXTERNAL] Community Petition against the 2300 Bethards pot shop

Hello Commisioner Duggan,

You had asked about the petition signed by hundreds of Bennett Valley residents opposed to this operation. It was delivered to Susie Murray in 2020, a copy also provided to the City Council. We also told Mr. Ross to be sure to provide you a copy. We provided in a binder as there were hundreds of pages signed by residents opposed to this.

I'm surprised to learn this is the first you've heard of the petition.

The building is NOT a commercial or industrial building meant for retail. It has been zoned as a "professional" building with engineers and architects as tenants, generating very few traffic trips daily. This is a completely new change of use to this building which ought to trigger a change in zoning use, including delivery.

We can make sure another copy is provided. Please ensure it is included in this public record.

Also there is a new change to the County ordinance requiring an EIR which you will also have to follow. I can send you the notice from the law firm on this requirement.

Thank you,  
Moira Jacobs

## Ross, Adam

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**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Sent:** Thursday, March 25, 2021 5:47 PM  
**To:** Ross, Adam  
**Subject:** [EXTERNAL] Fwd: 2300 Bethards public comment

Hello Adam,

Please add my comment to public record on this application.

Thank you,  
Moira

Begin forwarded message:

**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Date:** March 25, 2021 at 4:36:23 PM PDT  
**To:** kweeks@srcity.org  
**Subject:** Fwd: 2300 Bethards public comment

Dear Ms. Weeks,

Please see below my comments on this project.

Also, please tell me how I can contact Mr. Sawyer by email.

Thank you,  
Moira Jacobs

Dear Mr. Trippel,

Please include my comments in the record for the 2300 Bethards proposed project site for a retail pot operation. I'm totally opposed to this project and implore the planning commission to not approve it.

I'm completely opposed to this marijuana operation being placed in our quiet residential neighborhood. This is a totally incompatible site for such an operation. It is overwhelmingly opposed by the entire neighborhood for multiple reasons. First of all, this type of operation is totally incompatible with our family friendly neighborhood. We have many families with children and elderly who are regularly walking or riding bicycles across the quiet driveway to the building. It is surrounded by family residences.

The traffic increase for that building is also not acceptable, nor is there enough parking for the predicted traffic. The building has been used as a private and quiet professional building for many decades, since it was built. The building has only had very professional

type tenants with very light in/out traffic. This project proposes to change the use of this building to a very busy trafficked retail operation, with regular and addicted drug users driving in and out all day and evening long.

Moreover, that corner building directly shares property lines with residential buildings. It should not be allowed to change use to busy retail operation, let alone one selling drugs.

There are also real concerns about public safety and increased crime this operation will bring. There are also no DUI tests for people driving under influence of THC in their bloodstream. We are all aware of stoned people not being able to operate machinery or vehicles safely. They are drugged, foggy brained and stoned, not able to drive safely.

It is proven fact that communities that legalize pot and promote its use with many pot shops always experience increased homelessness as well. Your creating a bigger homeless problem here is the last thing Santa Rosa needs.

It is very unfortunate Santa Rosa City Council is trying to aggressively normalize drug use in our area, against the will of the voters, yet it must stop this misguided policy. Your pushing unhealthy drugs all over our community, placing them in our children's faces, is an evil and wrong public "health" policy.

Thank you,  
Moir Jacobs  
Bennett Valley  
Santa Rosa, CA

## Ross, Adam

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**From:** Ro Castro <rolovesmusic@gmail.com>  
**Sent:** Thursday, March 25, 2021 3:10 AM  
**To:** Ross, Adam  
**Subject:** [EXTERNAL] Fwd: Alternative east

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

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

Hello,

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

## Ross, Adam

---

**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Sent:** Thursday, March 25, 2021 7:36 PM  
**To:** Duggan, Vicki; Ross, Adam  
**Cc:** Murray, Susie; Ross, Adam; storms; Linda Bavo  
**Subject:** [EXTERNAL] Re: Community Petition against the 2300 Bethards pot shop

Hello Adam,

Please tell us why the community petition was hidden from the public record?

We demand this decision be reversed as the community input by HUNDREDS of neighbors was not included and seems to be purposefully lost. The commissioners completely disregarded community input in the most reprehensible manner.

Also, you all must be aware of the County policy change coming soon which now requires an EIR to finally be done for this derelict county. A law firm representing the residents and VOTERS has given notice. It will require a review of your aggressive push of pot shops all over the county.

Thank you,  
Moira Jacobs

> On Mar 25, 2021, at 7:17 PM, Moira Jacobs <moiraajacobs@comcast.net> wrote:

>

> Hello Commisioner Duggan,

>

> You had asked about the petition signed by hundreds of Bennett Valley residents opposed to this operation. It was delivered to Susie Murray in 2020, a copy also provided to the City Council. We also told Mr. Ross to be sure to provide you a copy. We provided in a binder as there were hundreds of pages signed by residents opposed to this.

>

> I'm surprised to learn this is the first you've heard of the petition.

>

> The building is NOT a commercial or industrial building meant for retail. It has been zoned as a "professional" building with engineers and architects as tenants, generating very few traffic trips daily. This is a completely new change of use to this building which ought to trigger a change in zoning use, including delivery.

>

> We can make sure another copy is provided. Please ensure it is included in this public record.

>

> Also there is a new change to the County ordinance requiring an EIR which you will also have to follow. I can send you the notice from the law firm on this requirement.

>

> Thank you,

> Moira Jacobs

## Ross, Adam

---

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

Thank you,  
Conor McKay  
City Planner

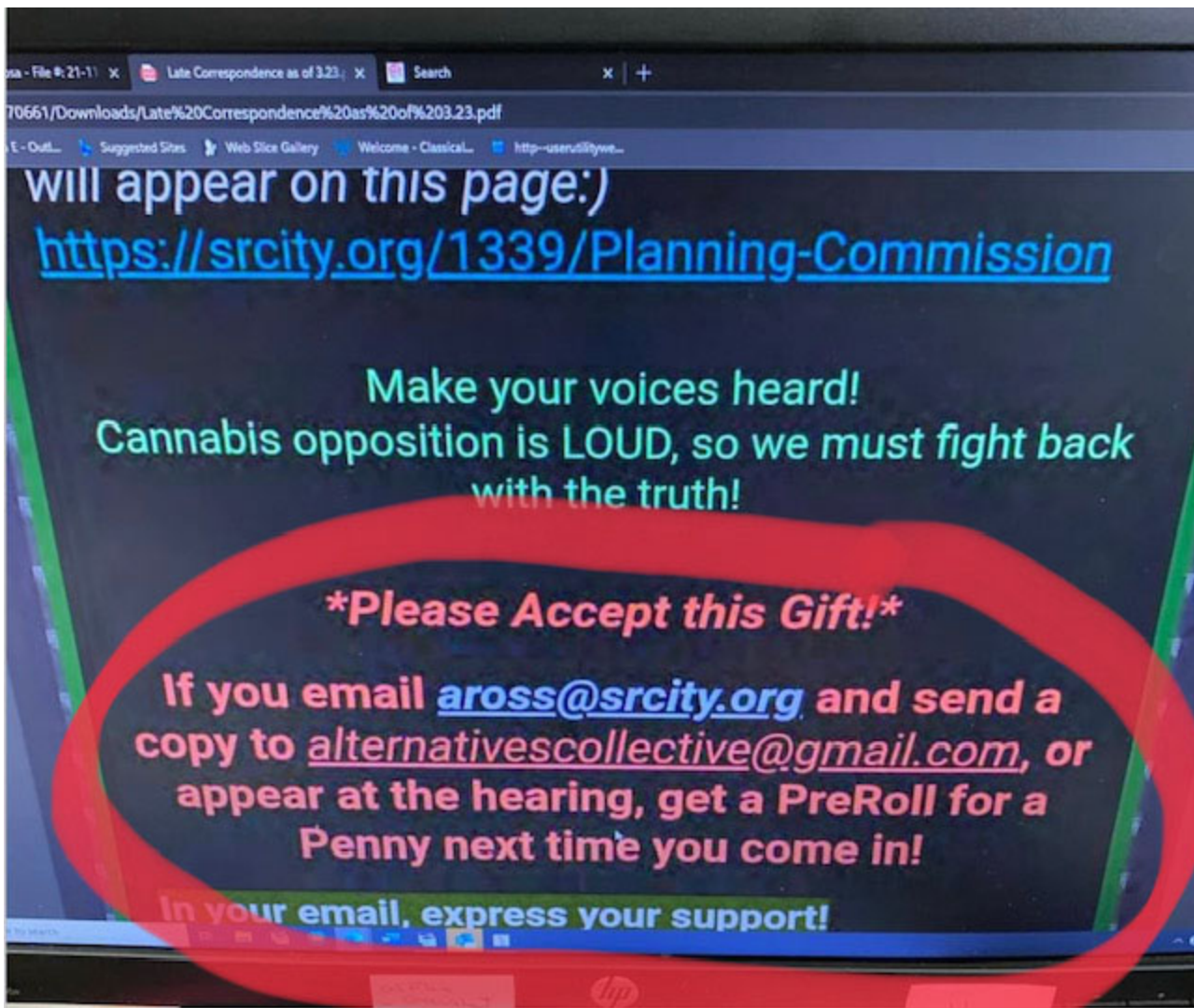
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**From:** Carole Galeazzi <galeazzicarole34@gmail.com>  
**Sent:** Wednesday, March 24, 2021 4:42 PM  
**To:** Planning Shared <planning@srcity.org>  
**Cc:** Santa Rosa Building Dept <building@srcity.org>  
**Subject:** [EXTERNAL] Proposed cannabis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

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

Carole Galeazzi

[REDACTED]  
Santa Rosa, Ca 9405  
707-495-1953



Sent from my iPad

## Maloney, Mike

---

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

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

Chair Weeks and Members of the Planning Commission:

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

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

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

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

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



- Updated Staff presentation to reflect the proposed change

**Adam Ross | Interim Senior Planner**

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

Tel. (707) 543-4705 | [aross@srcity.org](mailto:aross@srcity.org)



## Ross, Adam

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City Planner

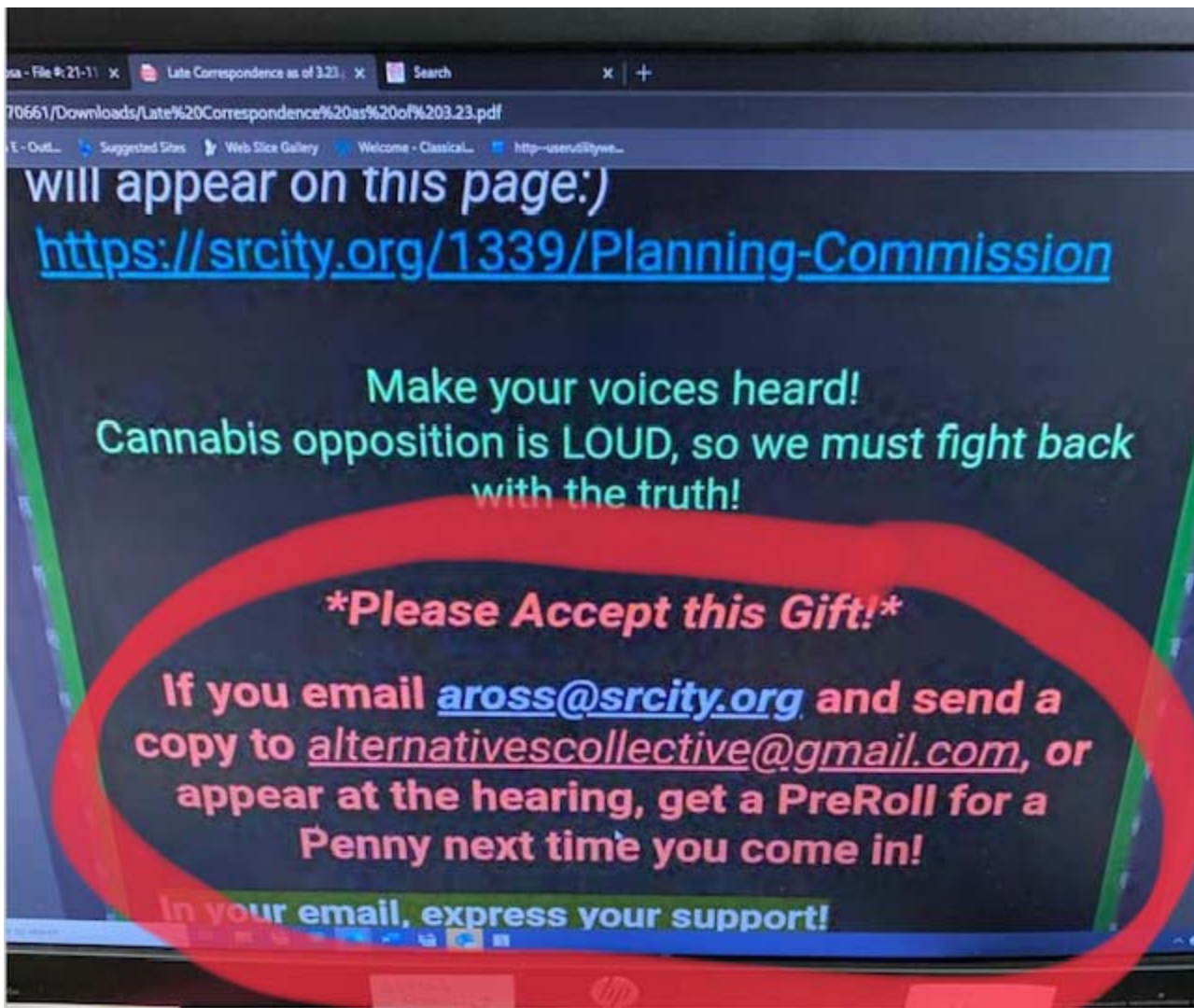
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**Subject:** [EXTERNAL] Proposed cannabis site

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Carole Galeazzi

[REDACTED]  
Santa Rosa, Ca 9405  
707-495-1953



Sent from my iPad

## Ross, Adam

---

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

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

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

Hello,

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

## Ross, Adam

---

**From:** Tmp Rmp <cmnlawn@gmail.com>  
**Sent:** Wednesday, March 24, 2021 12:07 PM  
**To:** Ross, Adam  
**Subject:** [EXTERNAL] Bethards dispensary  
**Attachments:** Screenshot\_20210324-115545.png

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

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

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

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

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

## Ross, Adam

---

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

Hi!

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

Best regards,

Samantha Keomee

## Ross, Adam

---

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

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Dear Mr. Adam Ross,

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

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

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

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

Sincerely,  
Gary Geerdes

## Ross, Adam

---

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

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

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





ALTERNATIVE2

*Alternatives Dispensary + Delivery*

2300 Bethards Dr.

Santa Rosa CA 95405

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

Dear City of Santa Rosa:

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


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

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

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

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

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

Signature: 

Print Name: genesis campa

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

Called  
3/24  
VM



ALTERNATIVE2

*Alternatives Dispensary + Delivery*

2300 Bethards Dr.  
Santa Rosa CA 95405

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

Dear City of Santa Rosa:

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

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

\_\_\_\_\_

better access to dispensaries on the  
east side of town.

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: Calley Lawson

Phone and Email: calleylawson14@gmail.com  
707 318-9780

called  
3/24  
VM



ALTERNATIVE2

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Santa Rosa CA 95405

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

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

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

Signature: 

Print Name: Luisa Gonzalez

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

*Called  
3/24  
VIN*



ALTERNATIVE2

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2300 Bethards Dr.

Santa Rosa CA 95405

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

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

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: 

Print Name: Michael Myers

Phone and Email: (707) 508-5729

Called  
3/24  
VM



ALTERNATIVE2

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

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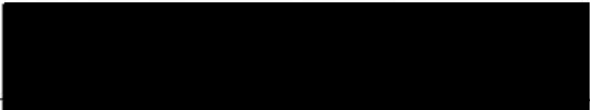
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Signature: 

Print Name: Alexis Paige

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

Called  
3/24  
VM



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

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\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

Signature: 

Print Name: Alex Ortman

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

Called  
mail box  
Full



ALTERNATIVE2

*Alternatives Dispensary + Delivery*

2300 Bethards Dr.  
Santa Rosa CA 95405

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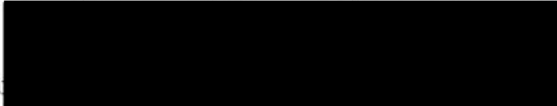
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(Optional) Here are some more reasons *I support Alternatives East:*

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\_\_\_\_\_  
\_\_\_\_\_

Signature: 

Print Name: Dalyn Phillips

Phone and Email: 7078899259

dalynelizabeth@hotmail.com

called  
3/24  
speaker



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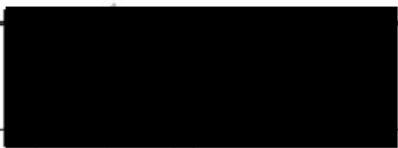
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Signature:



Print Name:

kelso Zell

Phone and Email:

970-481-6325

kizell@gmail.com

Called  
3/24  
Speaker.





ALTERNATIVE2

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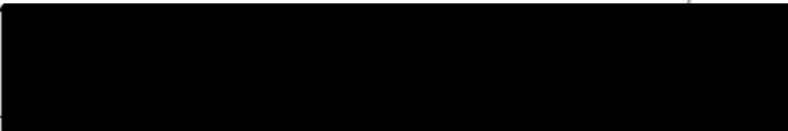
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Signature: 

Print Name: Joe Dominguez

Phone and Email: JJOAQUIM65@gmail.com



ALTERNATIVE2

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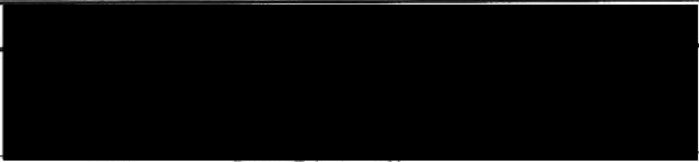
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Signature:



Print Name:

Sanna Joergum

Phone and Email:

707 364-0212

*Called 3124  
maybe  
Speaker*



ALTERNATIVE2

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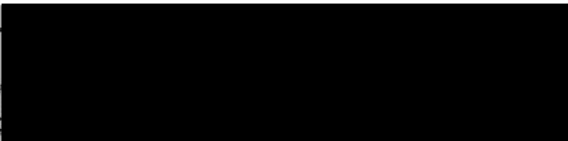
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: 

Print Name: Billy Buerck

Phone and Email: (707) 703-8148

Called  
3/24  
VM



ALTERNATIVE2

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

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

*Alternatives has a great selection and prices!*

Signature:



Print Name:

*Eduardo Calderon*

Phone and Email:

*(707)481-6627*

*called  
3/21  
VM*



ALTERNATIVE2

*Alternatives Dispensary + Delivery*

2300 Bethards Dr.  
Santa Rosa CA 95405

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

Dear City of Santa Rosa:

I, the undersigned, **urge Santa Rosa to approve Alternatives Dispensary's application for a Cannabis Dispensary at 2300 Bethards Dr.** because:

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

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

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

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

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

Signature: 

Print Name: Elia Velazquez

Phone and Email: 707 8889 - 5222

Phone  
line  
busy  
x2



ALTERNATIVES 2

*Alternatives Dispensary + Delivery*

2300 Bethards Dr.

Santa Rosa CA 95405

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

Dear City of Santa Rosa:

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

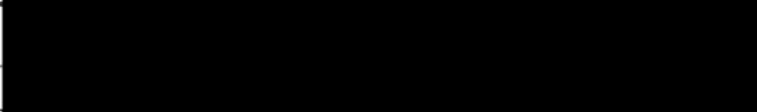
I, or family members, live in Bennett Valley and having Alternatives East at 2300 Bethards Dr. would improve our neighborhood!

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

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

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

\_\_\_\_\_  
\_\_\_\_\_  
All the weed I smoke comes  
from you! ;)  
\_\_\_\_\_  
\_\_\_\_\_  
Thank you for  
the greens & medicine!!!  
\_\_\_\_\_

Signature: 

Print Name: Frankie J

Phone and Email: FGMRNIKE@GMAIL.COM  
(707) 293-3910 / ~~505-243-3910~~

Called

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

April 8, 2021

Dear Santa Rosa City Council Members,

I am writing in opposition to the proposed Marijuana Dispensary at the corner of Yulupa and Bethards. I wrote an earlier letter to City Council about a marijuana café that led to a change of plans for the property (see attached). Despite my earlier communication, I was not notified by the city about the revised plan recently submitted to City Council and reviewed by the Planning Commission on March 25. On returning from a week's vacation in March I saw a sign posted outside the property, but when I went back the next day to read its contents, the sign was gone. I had to write Councilman Sawyer to get a copy of the proposal and the city's response to date. I wonder how long the sign was there? The relative absence of oppositional statements in the minutes of the March 25, 2021 Planning Commission meeting in comparison with oppositional statements submitted at earlier meetings (such as my letter) suggests that the city's public process to reach everyone affected by the proposed dispensary was deeply flawed, limited to immediate neighbors and a legal notice in the PD.

I come to this issue from an ethical perspective honed both by theological studies (M.Div.) and social scientific inquiry (Ph.D. in Sociology). As a pastor, I believe that a healthy community is built on bonds of trust centered in respect for the dignity of every human being, legal justice, and the moral precept of "do no harm" to others, or what might be called the Golden Rule. Rabbi Hillel has said, "Whatever is hateful to you, do not do to your fellow man." It is disrespectful and hateful to ignore the wishes of neighbors who will be affected by a radical change of use in this building/facility and corresponding additional traffic on local roads. It is hateful to ignore social scientific evidence of elevated criminal activity at dispensaries as well as car break-ins, burglaries and robberies in residential neighborhoods adjacent to dispensaries.

First, I am completely dismayed at the absence of legal process related to this proposal. I agree with the appeal filed by Protect our Neighborhood that the Planning Commission's unanimous approval of this project is illegitimate, especially by the omission of an oppositional petition signed by over 200 neighbors from the testimony considered at the March 25<sup>th</sup> meeting, and the overwhelming preponderance of letters by supporters who were offered free joints by the vendor for signing a pre-printed form letter. I can't understand how this "stuffing the ballot box" was viewed with anything other than suspicion and not tossed aside.

Second, about dispensary traffic, we can begin by assuming that all the consumers who "filled in the blank" letters of support (and more) will be making trips to the proposed dispensary. Add to that the number of dispensary-owned cars making deliveries using Yulupa, Bethards and

Summerfield Avenues. Alternatives East owns 3 cars for delivery, but the proposal states, “we cannot gauge interest in delivery.” That statement alone renders any traffic estimates, no matter how generated, completely unreliable predictors of future traffic. Period. Lacking reliable traffic estimates, the Planning Commission’s unanimous approval of this proposal is entirely circumspect.

As a social scientist, I believe the review of this proposal requires an objective record of the number of cars currently traversing Yulupa, Bethards and Summerfield Avenues on weekdays and weekends (9 am to 9 pm). The “professional” traffic report submitted with the application gives trip rates for 7 dispensaries but fails to note which one is owned by Alternatives East. Dispensary 6 has over 250 daily trips! No totals were supplied for other Sonoma County dispensaries. The review process should include a record of cars on the roads leading to the current location of Alternatives for the hours they are open. Traffic to their original site will be only a minimum estimate of new traffic to the proposed site because of cannabis deliveries from our neighborhood to a vast geographic area including Rincon Valley to the north and Sonoma Valley to the east. All traffic estimates need to be adjusted by comparing the size of the original Santa Rosa location to the new one, the number of hours/days that the dispensary would be operated, and the number of new delivery cars that would be operating over a week (including the weekends when the business site is now largely closed).

This traffic area is now relatively quiet and safe. I am 76 years old and walk this route and cross the intersections of Yulupa and Bethards and Summerfield and Bethards by foot at least once a day; I go to Safeway, CVS, Starbucks and other businesses. I can’t imagine how busy these intersections will become with foot and car traffic to a gigantic dispensary as large as my house (in square feet), but also additional car deliveries day and night, seven days a week. Besides the elderly, children walking to school, families walk to shopping at nearby coffee shops, drug stores and Safeway, and disabled persons (in wheelchairs and walkers) use these sidewalks and intersections regularly. All would be endangered by additional traffic.

Third, a greater concern is crime associated with dispensaries that are “attractive nuisances,” attracting burglaries, robberies of customers and drivers, and property crimes in the neighborhood. Crime takes a motivated offender, a suitable target, and an absence of capable guardians who may serve to deter violent or criminal behaviors. In our Bennett Valley shopping center, we already have targets of crime with Bennett Valley Jewelers, a bank and a liquor store. Outsiders from the Bay Area have felt free to come into Santa Rosa and our neighborhood for criminal activity including armed robbery. We do not need an additional attractive target. Alternatives East’s other location was robbed at gunpoint and later burglarized. Another Santa Rosa dispensary was also robbed. Users of the proposed dispensary may be motivated to crime at this location and in the surrounding neighborhood because of large cash stores on site, the cost of stored products, and the fact that medical marijuana can be resold lucratively in states that do not permit its legal sale.

Large, scientific studies of crime and marijuana dispensaries in Denver and Los Angeles agree that property crimes increase in areas up to a mile away from dispensaries, although not at the dispensary’s exact location because increased security on the premises. (Freisthler, Ponicki et al. 2016, Freisthler, Gaidus et al. 2017, Burkhardt and Goemans 2019). However, “vehicle break-ins



increase up to a mile away from a new dispensary,” and “Property crime, a crime of opportunity, may increase as offenders use different activity nodes (in this case to obtain medical marijuana) increasing familiarity with new neighborhoods. This familiarity provides information on when guardians are around and what homes might have valuables worth stealing” (Burkhardt and Goemans 2019). The authors continue, “Denver found 15% more vehicle break-ins per month within a ½ mile radius of dispensaries. Further out, between ½ mile and a mile radius, we find that vehicle break-ins remain consistently elevated after the introduction of a new dispensary. Our results suggest that legal marijuana sales are local substitutes for hard drug sales.” A different researcher found that in Denver, “marijuana outlets are related to 84.8 more property crimes per year,” and “Across local and adjacent areas, an increase of one dispensary per square mile was related to a 0.4 – 2.6% increase in property crime.” (Freisthler, Ponicki et al. 2016, Freisthler, Gaidus et al. 2017).

One of the studies concludes, “As patients of [illegal] dispensaries change their travel patterns to go to these different neighborhood areas where medical marijuana remains available through storefront dispensaries, they may find opportunities to participate in various crimes (e.g. burglarizing a home). Property crime, a crime of opportunity, may increase as offenders use different activity nodes (in this case to obtain medical marijuana) increasing familiarity with new neighborhoods. This familiarity provided information on when guardians are around and what homes might have valuables worth stealing. ... Our research suggests that these [medical marijuana] dispensaries may increase crime rates in adjacent areas.” (Freisthler, Ponicki et al. 2016).

Another peer-reviewed, scientific article (Freisthler, Gaidus et al. 2017) summarizes:

This study (along with previous research) suggests that the effects of the physical availability of marijuana outlets on crime do not necessarily occur within the specific block groups within which outlets are located, but are occurring in adjacent areas. ... This study (along with previous research) suggests that the effects of the physical availability of marijuana outlets on crime do not necessarily occur within the specific block groups within which outlets are located, but are occurring in adjacent areas. The effects of outlets on crime may occur in adjacent areas as people move in and out of the areas where these marijuana outlets are located. Interpreting these findings within the framework of routine activities theory, the property (e.g., automobiles) of dispensary customers, particularly those who may be tourists, may be suitable targets for those wishing to commit crimes (Glensor & Peak, 2004), as their owners may not secure their belongings before visiting a dispensary. Properties in surrounding areas may also prove to be ideal targets as they may have less security (e.g., lack of suitable guardians) than the areas local to the marijuana outlets. Motivated offenders may also be those who use these marijuana outlets who become familiar with the adjacent areas as they pass through them regularly.

Further, newspapers and other mass media in the Bay area and elsewhere report that cannabis retailers with large amounts of cannabis and cash on hand have been besieged by thefts in the daytime and at night, most prominently after the George Floyd protests, but also violently and with injuries at other times.

<https://sanfrancisco.cbslocal.com/2020/07/23oakland-cannibis-retailers-say-theyre-under-siege-from-violent-thefts/>  
<https://www.forbes.com/sites/chrisroberts/2020/07/02/legal-cannabis-b...ed-again-will-police-protect-marijuana-legalization/?sh=404c8bb91009/>  
<https://www.denverpost.com/2020/04/15/denver-marijuana-dispensaries-burglaries-coronavirus/>  
<https://www.kxii.com/2020/06/22/chocktaw-county-dispensary-out-thousandsof-dollars-after-robbery/>  
<https://sacramento.cbslocal.com/2019/09/03/sacramento-police-marijuana-breakins/>  
[https://kptv.com/news/police-id-suspects-involved-in-armed-ne...pensary-robbery/article\\_c2b42b2c-4c84-11eb-9b98-e30c9cd38313.html/](https://kptv.com/news/police-id-suspects-involved-in-armed-ne...pensary-robbery/article_c2b42b2c-4c84-11eb-9b98-e30c9cd38313.html/)  
<https://www.laweekly.com/valley-dispensary-robbery-caught-on-tape-suspect-shoots-his-way-out/>  
<https://www.baltimoresun.com/maryland/harford/aegis/cng-ag-dispensary-robbery-20210318-vavp5cbv2rgghjosisi5zrsub4-story.html>  
<https://www.leafly.com/news/politics/43-west-coast-cannibis-dispensaries-report-looting-in-weekend-rioting/>  
<https://www.thegrowthop.com/cannabis-health/man-charged-after-making-threats-of-violence-at-medical-marijuana-dispensary>

Any of this violence could happen In Bennett Valley if this dispensary opens. Does Santa Rosa have the financial resources and personnel to respond to crimes at and around this dispensary 24-7? To provide additional patrols in the surrounding Bennett Valley neighborhoods that would be increasingly vulnerable to home burglaries and robberies and car break-ins? It is hateful to introduce the attractive nuisance of a marijuana dispensary into a peaceful, safe community of families. It is hateful as well to neighboring businesses such as Bennett Valley Jewelers, the bank, and the liquor store that will also draw the attention of criminal predators drawn to the area by the dispensary.

As a priest, I respect the need for medical marijuana for pastoral care of those with medical needs, but this location is not the place for a dispensary. Allowing this cannabis dispensary into Bennett Valley would be hateful and disrespectful of this largely safe community. It belongs in a highly trafficked area and/or one where police surveillance is highly visible such as Santa Rosa/Mendocino Avenue, downtown or Administration Drive, or Route 12. This business needs to find another home!

Sincerely,

The Rev. Gail Cafferata, Ph.D.

#### References

Burkhardt, J. and C. Goemans (2019). "The short-run effects of marijuana dispensary openings on local crime." The Annals of regional science **63**(1): 163-189.

Freisthler, B., et al. (2017). "From Medical to Recreational Marijuana Sales: Marijuana Outlets and Crime in an Era of Changing Marijuana Legislation." J Prim Prev **38**(3): 249-263.

Freisthler, B., et al. (2016). "A micro-temporal geospatial analysis of medical marijuana dispensaries and crime in Long Beach, California." Addiction **111**(6): 1027-1035.

**THE REV. GAIL LEE CAFFERATA, PH.D.**

**SANTA ROSA, CA 95405**  
revgailc@gmail.com  
707-953-0202 (CELL)

January 27, 2020

Dear Santa Rosa City Council Members,

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

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

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

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

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

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

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

Sincerely,

The Rev. Gail Cafferata

## Ross, Adam

---

**From:** Marvin Mai <maimarvin57@gmail.com>  
**Sent:** Tuesday, June 8, 2021 10:18 AM  
**To:** Ross, Adam  
**Subject:** [EXTERNAL] 2300Bethsrds  
**Attachments:** IMG-9268.jpg; IMG-9269.jpg

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

We're not sure what the status of the dispensary is at this time, however they're not good neighbors when we view the deteriorating landscaping.  
Marvin and Pat Mai

## Ross, Adam

---

**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Sent:** Friday, March 26, 2021 4:53 PM  
**To:** Ross, Adam; Trippel, Andrew  
**Subject:** [EXTERNAL] Fwd: Santa Rosa must cease and desist from any new marijuana shop permits

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

FYI below, meant to cc you.

Begin forwarded message:

**From:** Moira Jacobs <moiraajacobs@comcast.net>  
**Date:** March 26, 2021 at 4:36:54 PM PDT  
**To:** CMOOffice@srcity.org, planningcommission@srcity.org, citycouncil@srcity.org  
**Cc:** jpeter@srcity.org, kweeks@srcity.org, ccarter@srcity.org, akalia@srcity.org, jokre@srcity.org, jholton@srcity.org, Vicki Duggan <vduggan@srcity.org>  
**Subject:** Santa Rosa must cease and desist from any new marijuana shop permits

Dear Santa Rosa City Council and Commissioners,

As you may already know, the County of Sonoma has recently been notified by a law firm that they will be required to stop their ill conceived and illegal marijuana land use policy until after they conduct a comprehensive EIR as required by State of CA law.

This firm was hired by community representatives of the many thousands of Sonoma County residents who are completely opposed to the currently reckless and environmentally damaging policy regarding commercial marijuana operations in our county. Link to full document:  
<http://www.sosneighborhoods.com/san-francisco-law-firm-pushes-back-on-countys-cannabis-proposal/>

You may recall the Press Democrat poll in 2017 which revealed that over 70% of Sonoma County residents did not want a commercial marijuana operation “anywhere near them (their residence).” Apparently neither the County government nor the City of Santa Rosa “leaders” listened to their voters.

While a majority of Santa Rosans voted yes on Prop 64 in 2016, to decriminalize marijuana, they did not vote for your current aggressive program. You never received a voter mandate to embark on a reckless and thoughtless pro-marijuana policy, forcing neighborhoods to accept pot retail shops against their wishes all over our once beautiful City.

What’s especially perplexing is how you think this is what is “best” for Santa Rosa just as you grapple with a forever escalating homeless crisis. Did you even realize marijuana use directly correlates to increased homelessness?

Ah, we know the answer: Greed, corruption and mismanagement of the public purse. Well we the citizens will not accept this any longer!

We are now contacting you for a number of reasons:

1) You must immediately revoke the decision to grant a CUP to the “Alternatives” owner trying to open a commercial retail THC and CBD operation at 2300 Bethards. The Commissioners made a serious error by not including hundreds of pages of community public input which was provided before their decision to grant the CUP on March 25th. According to the Commissioners they never saw these materials which were “lost” yet then made a decision without the public comments. This is illegal. In fact, the community members on the call were appalled at the blatant and disrespectful dismissiveness of the community members. More on this will follow soon in great detail.

2) Before you continue to approve one more permit for another pot shop or other commercial marijuana (aka Cannabis) operation in the City, please be notified, just as the County is required, so too the City of Santa Rosa must conduct a full EIR as required by State of CA. A list of the reasons will be provided shortly.

3) Moreover, due to the homeless crisis and marijuana impacts on homelessness, you’re also required to conduct further public health impact studies as well before continuing your aggressive push to open pot shops all over Santa Rosa.

4) Furthermore, the placement of THC on Prop 65 list of toxic substances in January of 2020, further required the City to review its ordinance on allowing commercial pot shops throughout the city, including OSHA implications for health and safety of employees and customers. Notifications of the toxic substance of THC must be displayed anywhere it is present.

5) You may be aware Santa Rosa stands alone in Sonoma County in allowing an unlimited number of commercial marijuana operations all over the City, and purposefully placing them in neighborhoods where the residents strongly oppose their placement. Even Sebastopol has a cap placed on how many shops they’ll allow!

Please answer these questions:

1) By what authority does the Santa Rosa City Council think it has to push an aggressive marijuana PROMOTION policy down the throats of the citizens here, with ZERO voter mandate?

2) Do you think it’s appropriate to push your aggressive program forward without proper community input and with NO voter mandate, and during a one year lockdown of all your government services?

Allow me to help you answer. 1) There was No authority given to you! 2) Not appropriate!

You will be receiving more details and communications soon on all of this. You may expect letters from lawyers as well.

Sincerely,  
Moir Jacobs  
Santa Rosa, CA



## Ross, Adam

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**From:** storms <storms@sonic.net>  
**Sent:** Sunday, March 28, 2021 7:07 PM  
**To:** \_PLANCOM - Planning Commission; \_CityCouncilListPublic; CMOOffice  
**Cc:** Ross, Adam; Trippel, Andrew; Peterson, Julian; Weeks, Karen; Carter, Charles; Kalia, Akash; Okrepkie, Jeff; Holton, Jeffrey; Duggan, Vicki  
**Subject:** [EXTERNAL] Public hearing for permit 2300 Bethards

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

To the members of the Planning Commission, City Managers Office, Adam Ross, Andrew Trippel, and members of the city council:

I attended the March 25th public permit hearing for the proposed cannabis dispensary at 2300 Bethards. I am calling on the Planning Commission to immediately cancel this permit, as the public hearing was deeply flawed. More importantly, the petition that contained hundreds of signatures opposing this project has gone missing, or has been hidden in the planning department.

This petition was delivered in a binder by myself and Linda Bavo to City Clerk Stephanie Williams at 9:30am on October 21, 2020. I still have in my possession her business card, which she gave me. She stated she would deliver the binder to planner Susie Murray and scan a copy to city council. We made a copy of the petition before delivering it to Stephanie Williams.

In addition, I spoke with Adam Ross the week of February 22nd regarding the petition binder, and he indicated he had not seen it, that there were some transition issues from Susie Murray to him around 2300 Bethards, but he assured me he would locate the binder and deliver it to the Planning Commission. This was alarming, nor was the petition included in the Public Comments section of the agenda for the February 25th hearing.

It was only when a member of the public spoke at the hearing last Thursday and mentioned the petition binder, that the Planning Commission had any idea of it's existence. Commissioner Duggan inquired and asked Adam Ross to go locate it, which he was unable to do. The hearing proceeded, with no insistence by a single commissioner that the petition be found before proceeding. At this this point the hearing should have been put on hold and rescheduled until it was produced. But no, as we watched horrified, a vote was taken & the permit approved.

In addition, the applicant offered 1 cent joints to anyone that spoke in favor of her marijuana store & hub. This is on the public record. This is a bribe. Yet not ONE commissioner questioned the applicant on this illegal action, nor seemed concerned at all about it.

The pro pot shop commenters on the Zoom hearing used the argument that those who were opposed did so because we are just prejudiced against marijuana in general. At the conclusion of the public comment time one of the commissioners spoke at length, and used this same specious argument, which I found unprofessional. He seemed to be stating his opinion on those opposed to 2300 Bethards, not using facts, while also at the same time defending dispensaries. I do not believe that the role of a commissioner is speaking in favor of either side.

The community of Bennett Valley is opposed to this project not because we just don't like pot shops in general, but because it is an inappropriate attempt to force a commercial cannabis business into a small professional building in a densely populated residential area. This marijuana retail store and hub belongs in a

commercial/industrial area. Also, the altered trips estimate by the applicant is very suspect, and warrants investigation by the planning department. And finally, as two speakers clearly explained, the applicant has, by her actions, shown herself on multiple occasions to be untrustworthy and not a law-abiding business person. She couldn't even be trusted to erect the 2 lawfully required permit hearing signs on her property, and hid the one off to the side, not prominently displayed.

Considering all of the above, there is no other recourse then that this permit be rescinded immediately. The petition binder must be located, and an accounting and rectification forthcoming for it's disappearance.

Sincerely,  
Ann Storms

## Ross, Adam

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**From:** Planning Shared  
**Sent:** Tuesday, May 11, 2021 4:01 PM  
**To:** Ross, Adam  
**Subject:** FW: [EXTERNAL] Cannabis permits

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello Adam,

PRJ19-047 file shows "Approved" but the related record, CUP19-117 shows as "Scheduled for Action."

Would you please take a look and reply?

Thank you,

Kimberly Hopwood | Senior Administrative Assistant Planning Division | 100 Santa Rosa Ave | Santa Rosa, CA 95404 Tel. (707) 543-4690 | Fax (707) 543-3269 | khopwood@srcity.org

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

**From:** S. Hoefler <stayingalert@gmail.com>  
**Sent:** Tuesday, May 11, 2021 2:49 PM  
**To:** Planning Shared <planning@srcity.org>  
**Subject:** [EXTERNAL] Cannabis permits

I am interested in knowing the status of the application for a cannabis dispensary at 2300 Bethards Dr. Santa Rosa. The City website's chart of those applications is outdated (2018). Some have said that this particular application has been approved. Please advise.

Thank you.  
Sara Hoefler

## Ross, Adam

---

**From:** Wesley, Shannon  
**Sent:** Tuesday, May 4, 2021 2:23 PM  
**To:** Ross, Adam  
**Cc:** Licursi, Elizabeth  
**Subject:** FW: [EXTERNAL] Letter concerning Proposed Marijuana Retail store at Yulupa and Bethards

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello Adam – Please see citizen email below. If a response is generated, please cc me for logging. Thank you!

**Shannon Wesley | Senior Administrative Assistant**

City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 | [swesley@srcity.org](mailto:swesley@srcity.org)



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**From:** Gail Cafferata <revgail@gmail.com>  
**Sent:** Saturday, May 1, 2021 2:42 PM  
**To:** \_CityCouncilListPublic <citycouncil@srcity.org>  
**Cc:** Murray, Susie <SMurray@srcity.org>; Susan Gorin <Susan.Gorin@sonoma-county.org>  
**Subject:** [EXTERNAL] Letter concerning Proposed Marijuana Retail store at Yulupa and Bethards

May 1, 2021

Dear City Council,

This is a follow-up letter about the impending Marijuana Retail and Delivery Store at the corner of Yulupa and Bethards. The purpose of this letter is to assess the Traffic Report submitted in support of the owner's application. It is said that statistics lie and liars figure. Statistics are based on scientifically valid and reliable evidence. Validity is that a measure measures what it purports to measure. Reliability is the degree to which the result of a measurement, calculation, or specification can be depended on to be accurate. Reliability can be established by measuring something at different times to see if the measures are stable. The public expects a traffic report to be both valid and reliable. I am not a professional statistician but I have worked with statistics enough in my career as a Ph.D. sociologist to know that this report lacks both.

1. As described in an Appeal to City Council of the Planning Commission's approval of March 25, 2012, the estimates of traffic on Yulupa changed so radically between the first submission of this vendor and the second, with a dubious documentation of the reason why estimates decreased from 546 to 120 to 97. The February 16<sup>th</sup> estimate of 546 was not based on Colorado data (according to the document itself). There is no legitimate rationale for the reduction of 92% from the previous estimate.
2. Trip estimates ignore delivery trips. The applicant herself states about delivery services, "we cannot gauge interest in delivery." That alone is sufficient grounds for dismissing any trip estimates! Deliveries will be made by at least the 3 cars that already owned by the applicant. Deliveries will go in many directions—south on Bennett Valley Road south (for which there are no estimates), and north on Summerfield Rd. (for which there are no estimates) to Rincon Valley, Kenwood, Glen Ellen and

Sonoma. The traffic report contains no estimates for these roads that will also be highly traversed by both customers and delivery vehicles. Yulupa is not the only road that customers and delivery drivers will travel.

3. Vehicle trip estimates based on other North Bay Dispensaries lack both reliability and validity.
  - a. The only two dispensaries in 2020 operated during the Covid-19 pandemic so any estimates from that time period would be highly questionable. It is not clear what hours these dispensaries operated at that time, if they were open 7 days a week from 9 am to 9 pm as the applicants plans to do at this site. If less than that, that would the numbers look like if the data were extrapolated to the scope of this retailer? Retail sales and traffic are increasing since the pandemic is easing, and the report fails to take this into account.
  - b. Are the estimates based on actual retail sales and deliveries? Did the sites actually give these numbers to W-Trans? The estimates are for a Wednesday and Thursday, not on the weekend when there would be higher sales and traffic, and higher risk to pedestrians and other vehicles from additional trips to and from the retail store and deliveries. Weekday traffic is not the only "risk" here. Weekend traffic is a great concern to neighbors, especially those with children and the elderly and persons with disabilities.
  - c. There is no professional evidence whatsoever that deliveries will "reduce the trip generating potential of the dispensary." It is a false assumption.
  - d. "Trip estimates" are not a valid measure of risk to the public because they do not assess weekend traffic, only 2 weekdays. They do not measure what they purport to measure, not what is at stake here, which is the safety of neighbors.
  
4. Pedestrian observations are also unreliable for several reasons.
  - a. First, the study was done the last week in February 2020 when fear of COVID-19 began in the community and fewer elderly and disabled people would have walked or took motorized wheelchairs to the intersection to shop in store located there. These would be the people most at risk of traffic accidents because of a slower gait. I am 76 and I personally stopped making daily pedestrian trips to Safeway, Starbucks and Ace beginning in February and through the entire pandemic, relying on delivery and curbside pickup in my car.
  - b. Second, to establish reliability you need what is called "test-retest" comparisons. There is no evidence that the reports of a single day (February 27) are stable estimates. It is entirely possible that W-Trans measured traffic on several week days and picked the lowest daily estimate to share with the applicant. The study should have been done over at least a 7-day time-span (not just Thursday), or on several Thursdays, to have credibility. The retail store will be open on weekends, and it is highly likely that Saturday and Sunday would have higher pedestrian traffic than Thursday and include more families with children. That is why the W-Trans report is both inaccurate, misleading and dangerous.

As I stated in an earlier letter, I come at this issue from the point of view of ethics, whether that is the medical profession's "first do no harm" or the Golden Rule "Do unto others as they would do unto you." The approval of this report as a piece of "scientific" evidence is simply inane given this review. The report does not measure risk to the public. It fails to estimate the cost to the community of additional traffic 7 days a week from 9 am to 9 pm that places cars and pedestrians at higher risk from customers and deliveries from a retail space (the size of my house!) over the quiet professional use of the building's tenants (with fewer hours of operation). I plead with you to listen to common-sense. This is a questionable traffic study with no valid or reliable evidence to support the safety of the applicant's proposed use.

Sincerely,

The Rev. Gail Cafferata, Ph.D.

## Ross, Adam

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**From:** Ross, Adam  
**Sent:** Wednesday, April 21, 2021 3:05 PM  
**To:** Rose, William  
**Subject:** FW: [EXTERNAL] Proposed marijuana dispensary Yulupa and Bethards  
**Attachments:** Cannabis letter 4-21.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

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

From: Wesley, Shannon <SWesley@srcity.org>  
Sent: Monday, April 12, 2021 1:48 PM  
To: Ross, Adam <ARoss@srcity.org>  
Cc: Mahre, Kali <KMahre@srcity.org>; Licursi, Elizabeth <ELicursi@srcity.org>  
Subject: FW: [EXTERNAL] Proposed marijuana dispensary Yulupa and Bethards

Hello Adam,

Please see attached letter from Ms. Cafferata. Can you please generate a response within two weeks and cc me for logging? If this should go to another department, please let me know.

Thank you!

Shannon Wesley | Senior Administrative Assistant City Manager's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95405  
Tel. (707) 543-3011 | Fax (707) 543-3030 | swesley@srcity.org

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

From: Gail Cafferata <revgailc@gmail.com>  
Sent: Friday, April 9, 2021 11:42 AM  
To: \_CityCouncilListPublic <citycouncil@srcity.org>  
Cc: Murray, Susie <SMurray@srcity.org>; Susan Gorin <Susan.Gorin@sonoma-county.org>  
Subject: [EXTERNAL] Proposed marijuana dispensary Yulupa and Bethards

## Ross, Adam

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**From:** Ross, Adam  
**Sent:** Friday, April 9, 2021 1:52 PM  
**To:** 'Maira Jacobs'  
**Cc:** Mahre, Kali; Wesley, Shannon  
**Subject:** FW: [EXTERNAL] Santa Rosa must cease and desist from any new marijuana shop permits

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good Afternoon Moira,

I apologize for the late reply. First, I would like to say that I am sorry that you feel unsatisfied with outcome of the Public Hearing. I do know that we have been communicating in other emails so I apologize if this is a repeat of previous emails. The electronic petition in opposition of the Alternative East (Dispensary) project located at 2300 Bethards Avenue, Suite A in Santa Rosa was found shortly after the meeting and forwarded to the Planning Commission for their records. The decision of the Planning Commission is subject to a 10-day appeal period, and in this case an appeal was filed in accordance with Zoning Code Section 20-62. A Public Hearing with the City Council will be scheduled and all proper noticing will be in accordance with Zoning Code Section 20-66 and the petition will be included as part of the Council's Agenda packet for their consideration.

Thank you,

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

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

From: Maira Jacobs <moiraajacobs@comcast.net>  
Sent: Friday, March 26, 2021 4:37 PM  
To: CMOOffice <CMOffice@srcity.org>; \_PLANCOM - Planning Commission <planningcommission@srcity.org>;  
\_CityCouncilListPublic <citycouncil@srcity.org>  
Cc: Peterson, Julian <jpeterson@srcity.org>; Weeks, Karen <KWeeks@srcity.org>; Carter, Charles <CCarter@srcity.org>;  
Kalia, Akash <akalia@srcity.org>; Okrepkie, Jeff <JOkrepkie@srcity.org>; Holton, Jeffrey <JHolton@srcity.org>; Duggan,  
Vicki <VDuggan@srcity.org>  
Subject: [EXTERNAL] Santa Rosa must cease and desist from any new marijuana shop permits

Dear Santa Rosa City Council and Commissioners,

As you may already know, the County of Sonoma has recently been notified by a law firm that they will be required to stop their ill conceived and illegal marijuana land use policy until after they conduct a comprehensive EIR as required by State of CA law.

This firm was hired by community representatives of the many thousands of Sonoma County residents who are completely opposed to the currently reckless and environmentally damaging policy regarding commercial marijuana operations in our county. Link to full document: <http://www.sosneighborhoods.com/san-francisco-law-firm-pushes-back-on-countys-cannabis-proposal/>

You may recall the Press Democrat poll in 2017 which revealed that over 70% of Sonoma County residents did not want a commercial marijuana operation “anywhere near them (their residence).” Apparently neither the County government nor the City of Santa Rosa “leaders” listened to their voters.

While a majority of Santa Rosans voted yes on Prop 64 in 2016, to decriminalize marijuana, they did not vote for your current aggressive program. You never received a voter mandate to embark on a reckless and thoughtless pro-marijuana policy, forcing neighborhoods to accept pot retail shops against their wishes all over our once beautiful City.

What’s especially perplexing is how you think this is what is “best” for Santa Rosa just as you grapple with a forever escalating homeless crisis. Did you even realize marijuana use directly correlates to increased homelessness?

Ah, we know the answer: Greed, corruption and mismanagement of the public purse. Well we the citizens will not accept this any longer!

We are now contacting you for a number of reasons:

- 1) You must immediately revoke the decision to grant a CUP to the “Alternatives” owner trying to open a commercial retail THC and CBD operation at 2300 Bethards. The Commissioners made a serious error by not including hundreds of pages of community public input which was provided before their decision to grant the CUP on March 25th. According to the Commissioners they never saw these materials which were “lost” yet then made a decision without the public comments. This is illegal. In fact, the community members on the call were appalled at the blatant and disrespectful dismissiveness of the community members. More on this will follow soon in great detail.
- 2) Before you continue to approve one more permit for another pot shop or other commercial marijuana (aka Cannabis) operation in the City, please be notified, just as the County is required, so too the City of Santa Rosa must conduct a full EIR as required by State of CA. A list of the reasons will be provided shortly.
- 3) Moreover, due to the homeless crisis and marijuana impacts on homelessness, you’re also required to conduct further public health impact studies as well before continuing your aggressive push to open pot shops all over Santa Rosa.
- 4) Furthermore, the placement of THC on Prop 65 list of toxic substances in January of 2020, further required the City to review its ordinance on allowing commercial pot shops throughout the city, including OSHA implications for health and safety of employees and customers. Notifications of the toxic substance of THC must be displayed anywhere it is present.
- 5) You may be aware Santa Rosa stands alone in Sonoma County in allowing an unlimited number of commercial marijuana operations all over the City, and purposefully placing them in neighborhoods where the residents strongly oppose their placement. Even Sebastopol has a cap placed on how many shops they’ll allow!

Please answer these questions:

- 1) By what authority does the Santa Rosa City Council think it has to push an aggressive marijuana PROMOTION policy down the throats of the citizens here, with ZERO voter mandate?
- 2) Do you think it’s appropriate to push your aggressive program forward without proper community input and with NO voter mandate, and during a one year lockdown of all your government services?

Allow me to help you answer. 1) There was No authority given to you! 2) Not appropriate!

You will be receiving more details and communications soon on all of this. You may expect letters from lawyers as well.



Sincerely,  
Moira Jacobs  
Santa Rosa, CA

## Ross, Adam

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**From:** Pastor <revgailc@gmail.com>  
**Sent:** Thursday, April 22, 2021 3:04 PM  
**To:** Ross, Adam  
**Subject:** Re: [EXTERNAL] Please send attachments to the minutes.

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Mr. Ross,  
I meant please and them to me. Thanks.  
Gail

Sent from my iPhone

> On Apr 22, 2021, at 2:40 PM, Ross, Adam <ARoss@srcity.org> wrote:

>

> Hi Rev. Gail,

>

> All of the Planning Commission Agenda Packet including late correspondence, your letter, petition, and minutes will be included in the Agenda Packet provided to Council.

>

>

> Adam Ross | Interim Senior Planner

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

> Santa Rosa, CA 95404 Tel. (707) 543-4705 | aross@srcity.org

>

>

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

> From: Pastor <revgailc@gmail.com>

> Sent: Thursday, April 22, 2021 12:35 PM

> To: Ross, Adam <ARoss@srcity.org>

> Subject: [EXTERNAL] Please send attachments to the minutes.

>

> Of the March 26 hearing on the dispensary. Especially attachment 8. Thank you.

> Gail

>

> Sent from my iPhone

## Ross, Adam

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**From:** Ross, Adam  
**Sent:** Friday, April 9, 2021 1:48 PM  
**To:** storms  
**Cc:** Mahre, Kali; Wesley, Shannon  
**Subject:** RE: [EXTERNAL] Public hearing for permit 2300 Bethards

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good Afternoon Ann,

I apologize for the late reply. First, I would like to say that I am sorry that you feel unsatisfied with outcome of the Public Hearing. The electronic petition in opposition of the Alternative East (Dispensary) project located at 2300 Bethards Avenue, Suite A in Santa Rosa was found shortly after the meeting and forwarded to the Planning Commission for their records. The decision of the Planning Commission is subject to a 10-day appeal period, and in this case an appeal was filed in accordance with Zoning Code Section [20-62](#). A Public Hearing with the City Council will be scheduled and all proper noticing will be in accordance with Zoning Code Section [20-66](#) and the petition will be included as part of the Council's Agenda packet for their consideration.

Thank you,

**Adam Ross | Interim Senior Planner**

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

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**From:** storms <storms@sonic.net>  
**Sent:** Sunday, March 28, 2021 7:07 PM  
**To:** \_PLANCOM - Planning Commission <planningcommission@srcity.org>; \_CityCouncilListPublic <citycouncil@srcity.org>; CMOOffice <CMOffice@srcity.org>  
**Cc:** Ross, Adam <ARoss@srcity.org>; Trippel, Andrew <atrippel@srcity.org>; Peterson, Julian <jpeterson@srcity.org>; Weeks, Karen <KWeeks@srcity.org>; Carter, Charles <CCarter@srcity.org>; Kalia, Akash <akalia@srcity.org>; Okrepkie, Jeff <JOkrepkie@srcity.org>; Holton, Jeffrey <JHolton@srcity.org>; Duggan, Vicki <VDuggan@srcity.org>  
**Subject:** [EXTERNAL] Public hearing for permit 2300 Bethards

To the members of the Planning Commission, City Managers Office, Adam Ross, Andrew Trippel, and members of the city council:

I attended the March 25th public permit hearing for the proposed cannabis dispensary at 2300 Bethards. I am calling on the Planning Commission to immediately cancel this permit, as the public hearing was deeply flawed. More importantly, the petition that contained hundreds of signatures opposing this project has gone missing, or has been hidden in the planning department.

This petition was delivered in a binder by myself and Linda Bavo to City Clerk Stephanie Williams at 9:30am on October 21, 2020. I still have in my possession her business card, which she gave me. She stated she would deliver the binder to planner Susie Murray and scan a copy to city council. We made a copy of the petition before delivering it to Stephanie Williams.

In addition, I spoke with Adam Ross the week of February 22nd regarding the petition binder, and he indicated he had not seen it, that there were some transition issues from Susie Murray to him around 2300 Bethards, but he assured me he would locate the binder and deliver it to the Planning Commission. This was alarming, nor was the petition included in the Public Comments section of the agenda for the February 25th hearing.

It was only when a member of the public spoke at the hearing last Thursday and mentioned the petition binder, that the Planning Commission had any idea of it's existence. Commissioner Duggan inquired and asked Adam Ross to go locate it, which he was unable to do. The hearing proceeded, with no insistence by a single commissioner that the petition be found before proceeding. At this this point the hearing should have been put on hold and rescheduled until it was produced. But no, as we watched horrified, a vote was taken & the permit approved.

In addition, the applicant offered 1 cent joints to anyone that spoke in favor of her marijuana store & hub. This is on the public record. This is a bribe. Yet not ONE commissioner questioned the applicant on this illegal action, nor seemed concerned at all about it.

The pro pot shop commenters on the Zoom hearing used the argument that those who were opposed did so because we are just prejudiced against marijuana in general. At the conclusion of the public comment time one of the commissioners spoke at length, and used this same specious argument, which I found unprofessional. He seemed to be stating his opinion on those opposed to 2300 Bethards, not using facts, while also at the same time defending dispensaries. I do not believe that the role of a commissioner is speaking in favor of either side.

The community of Bennett Valley is opposed to this project not because we just don't like pot shops in general, but because it is an inappropriate attempt to force a commercial cannabis business into a small professional building in a densely populated residential area. This marijuana retail store and hub belongs in a commercial/industrial area. Also, the altered trips estimate by the applicant is very suspect, and warrants investigation by the planning department. And finally, as two speakers clearly explained, the applicant has, by her actions, shown herself on multiple occasions to be untrustworthy and not a law-abiding business person. She couldn't even be trusted to erect the 2 lawfully required permit hearing signs on her property, and hid the one off to the side, not prominently displayed.

Considering all of the above, there is no other recourse then that this permit be rescinded immediately. The petition binder must be located, and an accounting and rectification forthcoming for it's disappearance.

Sincerely,  
Ann Storms

## Ross, Adam

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**From:** Ross, Adam  
**Sent:** Wednesday, April 21, 2021 4:34 PM  
**To:** revgailc@gmail.com  
**Cc:** Wesley, Shannon; Mahre, Kali  
**Subject:** Re: 2300 Bethards Ave, Suite A - CUP19-117 - Letter of Opposition

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Rev. Gail Cafferata,

Thank you for submitting your letter in opposition to the Alternatives East (dispensary) project, located at 2300 Bethards Ave, Suite A, in Santa Rosa. Please note that the project did include a Focused Traffic Study by W-Trans, a licensed Traffic Engineering firm, which was reviewed by the City's Traffic Engineering Division. Cannabis businesses are reviewed for compliance with Zoning Code Section [20-46](#), as well as other sections of the Zoning Code and General Plan for which Staff had made their Recommendation to Planning Commission for approval of the project. The project was appealed and will be reviewed by City Council. That Public Hearing will be noticed in accordance with Zoning Code Section [20-66.020](#). Your letter, along with all other public correspondence including the Petition will be included in the Agenda Packet for City Council's review.

Thank you,

**Adam Ross | Interim Senior Planner**

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