



September 14, 2021

Electronically Mailed

Adam Ross
City of Santa Rosa
Planning & Economic Development
100 Santa Rosa Ave., Room 3
Santa Rosa, CA 95404

RE: CUP21-070- A request for a Conditional Use Permit. Retail tobacco store, tobacco paraphernalia, California lottery tickets, hats, t-shirts, soda, candy and cigars. This property is located at 2350 Santa Rosa Ave, #D, Santa Rosa, CA 95407.

Dear Mr. Ross,

Thank you for the opportunity to comment on this project. This request is for a Conditional Use Permit for the project as described above.

A Retail Food Facility Permit is required to store, prepare, package, serve or vend food. A review and approval of the building plans will be required prior to issuance of a retail food facility permit to operate.

Below are additional comments and an attached map from Impact Sonoma Tobacco-Nicotine Prevention Program, Department of Health Service, Public Health Division.

Prevention Statement: Years of applied prevention research has developed into a number of programs and policies that help keep youth and young adults from using tobacco, and that are proven effective at reducing addiction, chronic disease and death. These approaches include those that seek to change the environment, reduce access and availability, and that encourage a shift in social norms regarding use.

Currently, the City of Santa Rosa has 122 retail establishments that sell tobacco products. Effective policy measures show that lower density, not having tobacco retailers within close proximity to schools and youth-centric areas, not having tobacco sold in pharmacies, and reducing the number of significant tobacco retailers in a given area are among the most effective measures to reduce youth initiation of tobacco. Not allowing another tobacco retailer supports the city's 2035 general plan (area 9-3 youth programs) in reducing youth substance use. A density ratio of 1 per 2,000 residents has been codified in three jurisdictions in Sonoma County through the passage of a tobacco retailer license (Unincorporated Sonoma County, Sebastopol, and the Town of Windsor). The current ratio in Santa Rosa is 1.4 per 2,000 residents, meaning they exceed the standard by 36 retailers. Based on this analysis, Impact

Sonoma does not recommend allowing another tobacco retailer into the city, especially in an area of town already dense with retailers as is shown on the attached map. This retailer also appears to be a significant tobacco retailer (a retailer who the majority of their merchandise are tobacco products or paraphernalia) and the city already has 12 (10% of the 122).

If you have any questions, please call me at (707) 565-6562 or email at Lisa.Steinman@sonoma-county.org.

Sincerely,

Lisa Steinman

Lisa Steinman
Program Planning and Evaluation Analyst
Sonoma County Environmental Health

“1 Attachment”

C: Sundari Mase, MD, MPH, Health Officer
Christine Sosko, Director of Environmental Health
Leslye Choate, Environmental Health Program Manager
Terese Voge, MPA, Health Program Manager, Impact Sonoma Tobacco-Nicotine Prevention Program