

From: [Murray, Susie](#)
To: [Harrie Dennison](#)
Subject: RE: [EXTERNAL] Flora Terra
Date: Friday, October 15, 2021 9:01:00 AM
Attachments: [image003.jpg](#)

Good morning Mr. Dennison,

I'm sorry for the delay in my response; I'm just this morning getting to several unopened emails from earlier in the week. I want to say thank you for taking the time to provide your comments. I understand that you'll be out of town, but if you can gain access to a computer with internet service, or have a telephone, you can participate in the meeting, even if you're not at home....the beauty of Zoom. Here's the login information in case you decide to join:

- Join with Zoom: <https://srcity-org.zoom.us/j/83466145840>
- Join by phone: 877-853-5257, meeting ID 834 6614 5840

If you join us, all you have to do is listen; you're not required to talk, although absolutely welcome to. Regardless, I will provide you comments to the applicant, make them part of the public record, and be sure a copy is provided to the Planning Commission before any action is taken.

Have a safe trip.

Susie Murray | Senior Planner

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



Please consider the environment before printing.

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

From: Harrie Dennison <pwdrski@sbcglobal.net>
Sent: Tuesday, October 12, 2021 9:06 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Flora Terra

Ms. Murray,

I am not able to attend the 10/18/2021 meeting regarding the permitting of Flora Terra as I'll be in Wyoming. But I did want to reach out and let my opinion be known on this project as I own and live in our condominium at Mission Lakes, directly behind Velaro and across from the proposed project.

I am 100% against the project and quite frankly I'm shocked it is even being considered by the City of Santa Rosa.

From Highway 12 north the area is multi family and single home family dwellings. The Valero station and the small stripe mall area on the north/east corner are the only commercial property north of Highway 12 to Montecito. Within an approximately 2 mile area, there are 3 schools, elementary to high school, that this cannabis dispensary would be near. The traffic situation, especially since the city removed the no U-Turn regulation at the island across from our condominium complex creates a traffic nightmare when attempting to get in or out of our drive going north or south. The traffic this dispensary, if approved, will bring will make this area even MORE dangerous for traffic. There is already a liquor store in the complex that generates traffic, and is a drawing point for the growing vagrant/homeless population that homeowners have to deal with, because the city is incapable of controlling this population. This dispensary if approved will increase that troublesome group even more.

In summary, this dispensary is not needed and not wanted in our neighborhood. The type of people that it will draw and attract are not what our children and seniors, need to be tempted and exposed with. The increased traffic it will cause is dangerous especially the way the city has this intersection regulated. I don't feel the city council has any idea of the family makeup off our community, if they did they would know this is a bad proposal for a family neighborhood. Keep these types of business in business area, not family home areas.

You already allowed 1 dispensary on Highway 12 in Rincon Valley, it failed, Rincon Valley residents won't support or want another dispensary in our neighborhoods.

Best,

Harrie Dennison
445 Mission Blvd.
Santa Rosa, CA

From: [Murray, Susie](#)
To: [Sue Dennison](#)
Subject: RE: [EXTERNAL] Project location 4575Hwy 12 Suite B Santa Rosa Project Name Flora Terra
Date: Monday, October 11, 2021 12:40:00 PM
Attachments: [image001.jpg](#)

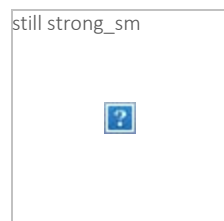
Ms. Dennison,

Thank you for taking time to document your concerns. I hope you're able to attend the Neighborhood Meeting next week so you can voice them to the applicant. I will provide a copy of your comments to both the applicant and the Planning Commission if/when the project goes before them for consideration. This email will also become part of the public record.

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



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From: Sue Dennison <pwdrbabe@sbcglobal.net>
Sent: Monday, October 11, 2021 10:52 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Project location 4575Hwy 12 Suite B Santa Rosa Project Name Flora Terra

I would like to voice my opinion regarding the proposed operations of Flora Terra (A Cannibus business) at the location on 4575 Hwy 12, suite B.

This is a neighborhood with numerous families with small children. Not a great business to have out our front door. Also the location of this is right next to a liquor store (in my opinion, not a great combination). Those of us that live right behind the Valero gas station have many challenges already in the area and the turn-around

point for vehicle traffic from this address is right into our drive-way. This business doesn't bring the most up-scale people into the neighborhood. There are schools in the close proximity of this location (elementary, middle, and high schools). This would be a good business candidate for an industrial area or an area that already houses businesses, not right in the middle of our neighborhood.

My biggest concern is our kids!!

Thank you for your consideration to not allow this business to come into our neighborhood.

Respectfully submitted,

Sue Dennison

4445 Mission Blvd.

From: [Sheikhali, Monet](#)
To: ["Harrie Dennison"](#)
Subject: RE: [EXTERNAL] Flora Terra Cannabis Dispensary
Date: Tuesday, August 30, 2022 3:40:00 PM
Attachments: [Attachment 3 - Project Narrative.pdf](#)

Harrie,

Pursuant to State requirements, the applicant will have security personnel onsite during the hours of operation to monitor the activities on the premises. The applicant will also install security cameras that will monitor the site 24 hours per day, seven days per week. The project plans have been referred to the police department for review, and no concerns have been raised.

I have attached the project narrative for your review. It details what security measures the applicant will implement onsite.

I will also share your comments with the applicant team and decision-makers so they are aware of your concerns about the proposed project.

Regards,

Monet Sheikhali (she,her) | Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543- 4698 | Fax (707) 543-3269 | msheikhali@srcity.org



Due to increased demand, limited resources, and time constraints, delays are expected in the City's permit processing. The Planning Division anticipates returning to standard processing and response times by Fall 2022. Thank you for your patience and understanding as City operations are reestablished following the coronavirus pandemic.

From: Harrie Dennison <pwdrski@sbcglobal.net>
Sent: Tuesday, August 30, 2022 2:30 PM
To: Sheikhali, Monet <msheikhali@srcity.org>
Subject: Re: [EXTERNAL] Flora Terra Cannabis Dispensary

Monet,

What is your response to my compliant and worries regarding the additional incentive that this Cannabis dispensary will have in increased traffic of the already overwhelming vagrant/homeless element that will be drawn to this establishment? The traffic of this element at the liqueur store is bad enough now the proposed dispensary will be a larger draw to these people.

It's not healthy for our troubled neighborhood.

Best,

Harrie Dennison
Firefighter/EMT

On Tuesday, August 30, 2022 at 01:27:29 PM PDT, Sheikhal, Monet <msheikhali@srcity.org> wrote:

Hi Harrie,

Thank you for writing a very clear email stating your objections to the proposed Flora Terra dispensary at 4575 Highway 12.

On December 19, 2017, the City Council enacted comprehensive regulations for commercial cannabis after the State of California approved the sale of cannabis for adult use. The cannabis ordinance does not regulate setbacks to residential land uses. The only setbacks regulated by the cannabis ordinance are the distance from schools and the distance from other cannabis dispensaries. The proposed dispensary is more than 600 feet from the schools in this area and 600 feet from the approved and proposed dispensaries. Therefore, the proposed dispensary is consistent with the required regulations.

I have included a copy of this email conversation in the public record and will provide a copy to the Planning Commission before any action is taken.

Regards,

Monet Sheikhal (she,her)| Senior Planner

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

Tel. (707) 543- 4698| Fax (707) 543-3269 | msheikhali@srcity.org



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From: Harrie Dennison <pwdrski@sbcglobal.net>
Sent: Tuesday, August 30, 2022 9:54 AM
To: Sheikhal, Monet <msheikhal@srcity.org>
Subject: [EXTERNAL] Flora Terra Cannabis Dispensary

Monet,

I wanted to comment via email to the proposed Flora Terra Cannabis dispensary planned for my neighborhood, as I will be on shift at work the day of the Zoom meeting.

I am very opposed to the city authorizing the Permit for this business in my Rincon Valley neighborhood. There are 3 dispensaries already open and doing business in a 2-3 mile radius of this proposed dispensary. 1 at 4880 Sonoma Highway, less than a mile from this proposed site, another at 4036 Montgomery again less than a mile from this proposed site, and a 3rd at 755 Farmers lane.

Is the City Planning Commission viewing our neighborhood as the next Santa Rosa Avenue for placement of businesses that should not be selling their products in family oriented neighborhoods? There are 14 public and private schools in close proximity of 1-3 miles to this proposed business site. There is no need to expose them to this type of business, the clientele and associated negative influence these types of business bring in.

I have owned a home in this neighborhood since 1993, and it is being destroyed by poor judgement and decisions of our city government, and this is another one of these destructive decisions. Our neighborhood is already overloaded with a long term vagrant/homeless community that grows daily due to lack of enforcement. Crime and filth are growing daily, caused by this out of control group of individuals. There is already a liquor store in the same strip mall that you are now proposing to add a marijuana dispensary into. The liquor store is a base for these individuals and now you want to further encourage them to entrench themselves deeper into our community, with a business that feeds their addictions and bring more theft and less security to our homes, families and especially our children.

Please do not approve this permit for Flora Terra, it's a business the home owners do not welcome in Rincon Valley.

My Best,

Harrie Dennison

Firefighter/EMT

From: [Sheikhali, Monet](#)
To: ["Mark Norman"](#)
Subject: RE: [EXTERNAL] Public comment regarding Flora Terra Dispensary 4575 HWY12 #B SR, CA 95409
Date: Thursday, September 1, 2022 1:59:00 PM

Hi Mark,

Your concerns related to existing traffic conditions and congestion associated with traffic northbound on Mission Avenue merging from two lanes to one, pedestrians crossing at unprotected locations, and the location of a northbound bus stop between the two driveways to the project site are all valid concerns related to traffic operation and safety.

However, the limited amount of additional traffic the proposed dispensary would generate can reasonably be expected to have an unnoticeable effect on these existing conditions. While the traffic study addressed the net change in trips associated with the prior use, even had there been no building and the project resulted in all new trips, an operational analysis would not have been required as the City's threshold for such is 50 peak hour trips. The proposed dispensary has a peak hour trip generation of 45 trips. The City has found projects generating fewer than 50 peak hour trips to have a limited effect on traffic operation.

The incidence of pedestrians crossing at uncontrolled locations and the operation of the bus stop and the merge are all issues that are important to the City. Still, they would not be addressed as part of the review of a development project. Instead, these items can be referred to the Traffic Engineering Division for review and resolution, including asking the Transit Department to relocate the bus stop.

As for the food truck, I don't see any permit allowing them to operate there legally.

Please let me know if you have any questions.

Thanks,

Monet Sheikhali (she,her) | Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543- 4698 | Fax (707) 543-3269 | msheikhali@srcity.org



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From: Mark Norman <marknorman542@hotmail.com>

Sent: Wednesday, August 31, 2022 2:05 AM

To: Sheikhal, Monet <msheikhali@srcity.org>

Subject: Re: [EXTERNAL] Public comment regarding Flora Terra Dispensary 4575 HWY12 #B SR, CA 95409

Hi Monet,

Thank you very much for your quick and informative reply.

Oh, I thought the food truck was there legally and had a connection to the El Torito supermarket, because it is usually parked in front of El Torito supermarket in the parking lot at the South driveway entrance.

In addition to the bottleneck congestion concerns mentioned in my prior email, the traffic report mentions the bus stop on Mission blvd that lies between the middle and north driveways. It is located Exactly where Mission merges from two to one lane and the left turn lane ends.

The traffic report indicates that the traffic impact of the dispensary should be less than the traffic impact of the Starbucks coffee shop. The Starbucks coffee shop has not been there for quite some time. I am expressing the concern that increasing the Current traffic congestion would likely increase Current vehicle collisions in the area. The report does not identify how the number of trips in and out of the three driveways affects the vehicle collision rate in the area.

Sincerely,

Mark

From: Sheikhal, Monet <msheikhali@srcity.org>

Sent: Tuesday, August 30, 2022 4:54 PM

To: Mark Norman <marknorman542@hotmail.com>

Subject: RE: [EXTERNAL] Public comment regarding Flora Terra Dispensary 4575 HWY12 #B SR, CA 95409

Hi Mark,

Thank you for providing your comments and concerns about the proposed Flora Terra dispensary at 4575 Highway 12.

A Traffic Report is prepared by W-Trans (attached) and reviewed by the City's Traffic Division, and no additional requirements were placed on the Project. The report concluded that the Project would result in a less-than-significant transportation impact. The proposed dispensary would have less parking demand than the prior coffee shop and would be expected to result in fewer daily trips on the surrounding roadway network.

I look at the City's permitting system and do not see any permit for the food truck on this site. I will contact our Code Enforcement Department and inform them about the illegal mobile food truck parked on the site.

I have included a copy of this email in the public record and will provide a copy to the Planning Commission before any action is taken.

Regards,

Monet Sheikhali (she,her) | Senior Planner

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Tel. (707) 543- 4698 | Fax (707) 543-3269 | msheikhali@srcity.org



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From: Mark Norman <marknorman542@hotmail.com>

Sent: Tuesday, August 30, 2022 3:04 PM

To: Sheikhali, Monet <msheikhali@srcity.org>

Subject: [EXTERNAL] Public comment regarding Flora Terra Dispensary 4575 HWY12 #B SR, CA 95409

Monet Sheikhali, Project Planner

I received a Notice of Public Hearing in the mail that provided your contact information.

The retail complex cannot adequately accommodate another high traffic business with quick customer interactions such as a dispensary.

- The location of the retail complex provides high advertisement visibility on a major thoroughfare however entry and egress to the parking lot is very congested, which may have led Starbucks to move across the street.
- The liquor store and a food truck in the retail complex parking lot are businesses that have high traffic and quick customer interactions. They generate a lot of vehicle traffic entering and exiting the parking lot and they generate a lot of foot traffic from people walking directly across Mission blvd. from the condo complex or gas station. Few people walk all the way to the corner cross walk at Mission blvd. and hwy 12.
- Directly in front of the retail complex parking lot driveways, within approximately 150 feet from Hwy 12, Mission blvd. funnels from two lanes into one lane. Right lane traffic backs up due to the lanes merging and vehicles slowing to enter and exit the parking lot. Cars caught in the right lane, in the Mission blvd./hwy 12 intersection, swerve into the left lane, to clear the intersection, causing the left lane to back up as well. Also, directly in front of the retail complex parking lot driveways, where the two lanes merge into one lane, there is a left turn lane into a condo complex that further backs up the left lane.

It is not prudent to further confound this traffic/pedestrian hazard by permitting this dispensary, or any other high traffic quick customer interaction business, to occupy this retail complex.

From: [Sheikhali, Monet](#)
To: ["SHIRLEY BLACK"](#)
Subject: RE: [EXTERNAL] Flora Terra / public hearing
Date: Friday, September 2, 2022 9:36:00 AM

Good morning Shirley,

Thank you for writing a very clear email stating your objections to the proposed Flora Terra dispensary at 4575 Highway 12.

On December 19, 2017, the City Council enacted comprehensive regulations for commercial cannabis after the State of California approved the sale of cannabis for adult use. The cannabis ordinance does not regulate setbacks to residential land uses. The only setbacks regulated by the cannabis ordinance are the distance from schools and the distance from other cannabis dispensaries. The proposed dispensary is more than 600 feet from the schools in this area and 600 feet from the approved and proposed dispensaries. Therefore, the proposed dispensary is consistent with the required regulations.

I have included a copy of this email conversation in the public record and will provide a copy to the Planning Commission before any action is taken.

Have a great weekend,

Monet Sheikhali (she,her) | Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543- 4698 | Fax (707) 543-3269 | msheikhali@srcity.org



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From: SHIRLEY BLACK <sblack0616@comcast.net>
Sent: Thursday, September 1, 2022 2:21 PM
To: Sheikhali, Monet <msheikhali@srcity.org>
Subject: [EXTERNAL] Flora Terra / public hearing

In reply to your request for input from citizens regarding the application by Flora Terra to locate in the address of 4575 Hwy.12, #B, Santa Rosa, my answer is a very loud

and emphatic NO, NO WAY, forget it. This neighborhood most firmly and emphatically does not need a mind and mood altering substance dispensary. This is a mostly residential part of town. That means a lot of children of all ages, plus adults of all ages, including old people.

I support marijuana use for honest health reasons and only for the help it apparently gives in pain management and for people having other problems related to cancer etc. Beyond that, it is just a recreational drug, something more to pollute people's lungs and bodies.

I know two people who use marijuana for legitimate pain.

I live on Prospect Avenue. We are already having a problem, first with one man and now two men who have decided they can sit on a bench in front of our apartment building and stink up the air with marijuana smoke.

While I support marijuana use for valid health reasons, I oppose use for recreation. We, the public, hardly need another substance affecting people's ability to safely drive vehicles. One can be sure that a lot and maybe most people who smoke or use marijuana in any fashion are another danger on our streets and roads. We do not need that in our part of town. Let them find some space in an industrial part of town, away from homes and families.

To reaffirm my position on this subject, I firmly and resolutely oppose allowing Flora Terra, or any marijuana business, to locate in this primarily residential part of Santa Rosa.

Shirley Black
1101 Prospect Avenue, Apt 30
Santa Rosa, CA 95409

From: [Sheikhali, Monet](#)
To: ["Ian Gillett"](#)
Subject: RE: [EXTERNAL] Flora Terra - Public Hearing comments
Date: Friday, September 2, 2022 9:47:00 AM

Good morning Ian,

Thank you for writing an email stating your objections to the proposed Flora Terra dispensary at 4575 Highway 12.

Pursuant to State requirements, the applicant will have security personnel onsite during the hours of operation to monitor the activities on the premises. The applicant will also install security cameras that will monitor the site 24 hours per day, seven days per week. The project plans have been referred to the police department for review, and no concerns have been raised.

I have included a copy of this email conversation in the public record and will provide a copy to the Planning Commission before any action is taken.

I will also share your comments with the applicant team and decision-makers so they are aware of your concerns about the proposed project.

Regards,

Monet Sheikhali (she,her) | Senior Planner

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From: Ian Gillett <iankgillett@hotmail.com>
Sent: Friday, September 2, 2022 6:57 AM
To: Sheikhali, Monet <msheikhali@srcity.org>
Subject: [EXTERNAL] Flora Terra - Public Hearing comments

Hi

Flora Terra - 4575 Hwy 12, #B, Santa Rosa CA 95409

We are writing with regard to the proposed major conditional use for the cannabis retail store at the above address. Since we will not be able to participate in the virtual meeting, our comments are below.

As homeowners at Mission Blvd, we are extremely concerned about the location of the store. There have been a number of issues with unhoused people around the Mission Lakes complex in the past and we are certain that such a store will cause further issues. There is **very** compelling evidence that the sale of marijuana causes:

1. an uptick in panhandlers
2. an increase in loiterers
3. a surge in homelessness, crime and garbage.

We need to protect neighborhoods from becoming an undesirable place to live and maintain a safe environment for all.

Therefore, we are very much **AGAINST** this project being approved.

Ian K. Gillett
David W. Brain

Owners - 497 Mission Blvd, Santa Rosa, CA 95409