

**From:** Andre Siedentopf  
**To:** [Trippel, Andrew](#)  
**Subject:** RE: Changes of hours request of neighborhood market  
**Date:** Wednesday, November 29, 2017 7:28:42 AM

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Andrew,

I am unable to attend the meeting regarding the meeting on November 30, 2017 regarding your file number: ZC17-0056. Please consider this my statement. If this could read into the record (anonymously) it would be most appreciated.

I am a 3rd generation residence of the West End Neighborhood. My family bought the house I live in in 1944 when my dad was a little boy. I've seen a lot of changes in our neighborhood over the years, mostly for the better. And mostly thanks to neighbors who care about it and each other. Neighbors like Sher Ennis, Maggie Brown, and the Thomas's and too many more to mention. You know who they are, because they are the one's you and city fathers hear from, often. Most of them speak for me.

When I was a kid, my parents let me pretty much go anywhere in the neighborhood, the park, the creek and even to Lincoln school. Now I am raising my little boy here, who just turned 10. Because of the sad state of affairs in the area around the mission and soup kitchen as well the green-way I wouldn't even think of letting him walk to the park or the store without me. My wife doesn't even feel safe in those areas.

The store, even with it's 8AM - 8 PM hours, still draws undesirable people to our neighborhood. People who are not neighbors and people who go into the store for one or two things, cheap beer and cigarettes. I've seen them congregate outside the store, drunk and laying on the sidewalk. Bothering people who walk by, asking for money and/or yelling at them when they refuse. In addition, there have crimes committed at this store that the owner used to post video of on his Facebook page. Don't ever remember that before. First off, that store in all my years here, has never been open past 8 or 9PM, ever. Secondly, up until this owner, it always been a neighborhood market. Yes, there has always been sales of beer and cigarettes, but that was not it's primary business. When this new owner took over, he was invited to and attended several meetings regarding how the neighbors envision the store to be. He made lots of promises and so far has broken most of them. In addition, this man has taken to the neighborhood Facebook page to getting into written battles with some of my neighbors and even resorted to making threats, NOT COOL!!

Bottom, and I know you know, the neighborhood does not want this store open any more hours than it already is. 8AM - 8PM was what the previous two owners had it as, and this owner should stay with these hours (or less). Please make this owner follow the rules regarding "Nonconforming uses" in our city.

Thanks for your time and work on this issue,

Andre' Siedentopf  
128 Hewett Street  
Santa Rosa, CA 95401  
707.972.3733  
[andresiedentopf@gmail.com](mailto:andresiedentopf@gmail.com)

**From:** Sher  
**To:** [Trippel, Andrew](#)  
**Subject:** Zoning Clearance Appeal (ZC17-0056)  
**Date:** Wednesday, November 29, 2017 8:42:32 AM  
**Attachments:** [201W7thSt\\_17-117PC\\_ResponseToAppeal.pdf](#)

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Dear Mr Trippel,

I am attaching a response for the Planning Commission Meeting 11/30/2017. Thank you for including this in the packet for the Commissioners.

Regards,  
~Sher

11/29/2017

Re: Zoning Clearance Appeal (**ZC17-0056**)  
Quick Pick Market - 201 W 7<sup>th</sup> St

Planning Commission Members:

**I am writing in support of the decision made by City Staff keeping the Quick Pick store hours of 8am to 8pm.**

The claim of “6am to 11pm” business hours in the past is false. If those hours were accurate, there would be abundant payroll and sales receipt records as proof. It’s interesting to note the previous owner initially claimed to have **no records**, but then came up with a **single receipt** showing a date/timestamp of 11/14/16 @ 20:34. This discrepancy might be explained by human error when changing the time on the cash register to conform to daylight savings time on 11/6/2016.

A group of eight neighbors met with Mr. Singh in November, 2016 – before he closed escrow on the business sale or applied for his zoning clearance. The purpose of that meeting was to welcome him to the neighborhood and familiarize him with the specific social issues we face here. Our biggest concern at that time was the sale of cheap, single serve, highly fortified malt liquor. At that meeting Mr. Singh repeatedly stated he would not sell that type of product. That meeting is also when we became aware of his desire to expand the hours of operation. We were very clear with him that we were not in favor of an expansion. I had multiple subsequent conversations (verbal and email ) with Mr. Singh on this topic. Any claims he makes that he was not made aware of the historic hours of operation are not accurate.

I’ve lived in the West End for 45 years and my home is directly across from Quick Pick Market. The business in that location was a corner grocery store for as long as I can remember. With the new ownership of the store, this is no longer true. It is now a “convenience store”. The difference is not subtle.

As *La Chatita* (and before that *Casa Del Palmarcito*), the store had a meat counter, a vegetable counter, a vibrant selection of Mexican spices and a large selection of canned goods. Beer and wine existed, but was not the preponderance of products sold. Many neighbors, myself included, shopped at the store regularly. I don’t shop in this location anymore and I see very few neighbors who do.

As Quick Pick Market, the selection of real food has been minimized. The floor/cooler space designated for alcohol is approximately 4 times what was there previously. The owner of the business made the hierarchy of his products clear on his Zoning Clearance worksheet:

***“Sell beer, wine, cigarette, lotto, tobacco, candy, milk, breads, coffee, etc.”***

It’s telling that the first mention of actual food is seventh on this list.

**From:** shebell@aol.com  
**To:** [Trippel, Andrew](#)  
**Subject:** Opposition to expansion of hours at 201 W 7th St store  
**Date:** Wednesday, November 29, 2017 10:43:23 AM  
**Attachments:** [Opposition to Expansion of Hours.pdf](#)

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Andrew,

Attached is my recommendation for tomorrow's hearing. Unfortunately, I am working in Mountain View at the time of the meeting. Please accept my written comments.

Thank you,  
Sheila Bell

To: Andrew Trippel, Santa Rosa Planning and Economic Development Dept.  
From: Sheila Bell, 618 Madison Street, Santa Rosa  
Re: Opposition to expansion of Quick Pick Market hours-File No. ZC17-0056  
Date: November 28, 2017

I am a resident of the Westend Neighborhood. I have lived next to or across from the store at W. 201 7<sup>th</sup> Street for forty-nine years. I chose to live here because I wanted a diverse neighborhood to raise my children. I have never regretted my decision. The Westend provided every type of diversity that Santa Rosa offered. In the early 1980's residents formed the Westend Neighborhood Association (WNA). I served as the first chair for three terms. We organized to protect the dignity, safety and complexity of the Westend. The WNA is still a strong effective force in neighborhood and Santa Rosa, thirty five years later.

This store operated as a market from its establishment up until October 2016. The change of ownership brought a significant change to the market; it became a convenience store. The historic meat locker and the refrigerated meat counters were torn out, the freezer and refrigerated cases were replaced with a wall of tall refrigerated beverage cabinets, fresh vegetables were minimized, snack foods were maximized and lotto tickets were offered. A visible result of this transition is that traffic and the need for parking has been greatly reduced.

What has increased is: the number of clients purchasing beer, the need to deal with unruly and odd characters, the increase in the number of people who use the area in back of the store to urinate and loiter, the number of men who sit on the sidewalk and drink or take their drinks to go to the park. An expansion of the store hours would exacerbate these conditions.

The store's proposed operating model does not fit into our residential neighborhood. The Westend does not need the services or products of a convenience store, late into the night and early in the morning. In addition, a little over a mile away, there is a full service Safeway Market on College Ave. that is open from 6:00 am to 12:00 am.

It is inconsistent with past history and current needs to expand the operating hours.

The West End Neighborhood has been the epicenter of homeless services for Santa Rosa (and the entire County) for as long as I can remember. We are constantly striving to keep the streets and parks safe for our families.

The change from grocery store to convenience store is producing unwanted side effects. I'm seeing loitering and drinking outside the store. This was not an issue under previous ownership.

For a period of time, a video was posted on the Quick Pick Facebook page showing a robbery inside Quick Pick that was not reported to the police. The neighborhood park (in the same block as the store) has seen an increase in illegal public drinking. When I see people passed out in the park with a 40oz malt liquor, it's reasonable to assume it was purchased at the nearest vendor - Quick Pick. Mr. Singh promised us "no cheap malt liquor", but after opening his business posted to the neighborhood Facebook page he would stop those sales if we were willing to pay him \$21,000. (!)

Neighbors (including myself) have observed alcohol sales to people who already appear to be inebriated. On one recent occasion, I witnessed teens standing outside Quick Pick asking older people to purchase beer for them. Eventually a person agreed and bought for the youngsters. The surveillance cameras outside the store which display in full view of the cash register should have made this obvious to store staff.

The combination of not reporting crime, allowing loitering, selling to obviously inebriated individuals and the change from grocery market to convenience store is not good for the West End.

**Please do not increase the burden on the West End Neighborhood by expanding the hours of Quick Pick Market.**

~Sher Ennis  
~135 W 7<sup>th</sup> St  
~Santa Rosa, CA 95401

**From:** gilbert esquivel  
**To:** [Trippel, Andrew](#)  
**Subject:** West End Market, 7th street and Madison St. S.R  
**Date:** Wednesday, November 29, 2017 5:07:38 PM  
**Attachments:** [GESquiveldocx.docx](#)

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Shared from Word for Android  
<https://office.com/getword>

November 29, 2017

Mr. Trippel,

I am a long term resident of the West end neighborhood. I live at 613 Madison Street with my family. My house is next to the store on the north side. I have lived in my house for the last eighteen years. My grandparents purchased this property in the late 1970's and lived here; before that my grandparents lived at W. 6<sup>th</sup> Street. I spent a lot of time with my grandparents, so I am very familiar with the neighborhood and operations of the corner store.

The store has never been open late. Sometimes in the summer they stayed open 8:30-9:00 pm when the store owner lived in the apartment over the store, but that was an exception.

My kitchen and living room overlook the back side of the store, I see everything.

I oppose the extension of operating hours. I believe that extended hours will bring more problems to our area.

Gilbert Esquivel