

**From:** Zina Nahas  
**To:** [Trippel, Andrew](#)  
**Subject:** Notice of Public Hearing - Panning Commission 11-30- 2017 - File# ZC17-0056  
**Date:** Wednesday, November 29, 2017 6:21:21 PM

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Re: Notice of Public Hearing - Panning Commission November 30, 2017

Assessor's Patel Number: 010-155-008

File No: ZC17-0056

Dear Planning Commissioners,

Kindly accept this as a rejection to extend operational hours for the quick pick market located at W. 7th street.

Our neighborhood is community oriented and over the years has improved within the West End neighborhood. The residents take pride in the district especially one forming a community within the city of Santa Rosa, West End residents in the immediate area of the W 7th street are a social community that support each other.

By extending hours the charter and safety of our neighborhood will be dramatically compromised and disrupt the a community environment and safety that is already at times a security challenge.

Thank you for your support.

Z. Nhas

Madison Street

**From:** trina grady  
**To:** [Trippel, Andrew](#)  
**Subject:** Re: Input on Hearing Regarding Quick Pick Market (7th St Santa Rosa) Extended Hours Request, scheduled 30 November 2017  
**Date:** Wednesday, November 29, 2017 8:52:15 PM

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Dear Mr. Trippel,

Unfortunately I will be unable to attend the public hearing regarding the review of operational hours of the Quick Pick/ West End Market on West 7th St in Santa Rosa. As a neighbor, I would like to chime in, albeit via email.

I live on W 8th St, just a few blocks away from the market. I personally would like to have the hours extended for the market. I work full time out of town and am usually around only early in the morning or later in the evening. I actually ride the train, and I would love to have the option of being able to get something from the market before I board the train (@ 6:30 am) and after I get off train (8pm). Currently I do not have the opportunity to shop at my local neighborhood market on week days - having the hours extended would be a great benefit.

I do understand that there are some neighbors that are quite against Ravi, the store owner, and his request to extend hours. I respect their concerns of having drunks hanging around the neighborhood and buying booze during late night hours. We do live near a homeless shelter and witness many unfortunate souls in our hood doing many unfortunate things. But personally, I don't think Ravi or neighbors should be denied the opportunity of operating a business or having a neighborhood market to be able to shop at before and after work. We are a very decent, mostly blue collar hard working people that would greatly appreciate the expanded hours.

While some neighbors have judged Ravi from the get go, before he even opened (I, admittedly, was put off by the name of Quick Pick Market), I actually have found that Ravi is a very decent man who has created a very clean and updated store in our neighborhood. He has put a lot of attention in making the store clean and tried very hard to fit in and listen to neighbor's requests of items offered. He's actively sought out some local and organic products. Despite his efforts to listen to neighbors requests and valid concerns, some of our neighbors refuse to give him a chance, and some even call him names.

From my point of view, I find this very unfair and harsh. His first language and culture is different from most of our neighbors, and I fear that some are naturally judging him and will not allow him a fair shot. These neighbors, whom some I greatly respect (and some not so much) may be loud, but do not speak for all of us. These said neighbors are on Facebook all the time, posting neighborhood happenings, etc., which is great. But what is not great is that some of these people have zero tolerance of different point of views, and, again, they do not speak for everyone. An administrator of our neighborhood FB page actually kicks people off of the page if they voice opposing views, and many neighbors stay silent to stay on this FB page so they can keep in the loop of neighborhood going ons. One person, who is frequently on this neighborhood FB page, actually posted about a 'homeless man buying alcohol at this store after store closing hours'. This person happened to be my husband who never drinks alcohol, is brown, and was wearing disheveled work clothes to go work in. He was getting coffee before work, just before the store closed. (note, I did point this out to this neighbor, and she genuinely apologized for making the assumption, however this is an example of how unfair some the neighbors can be).

While I don't mean to air our neighborhood laundry, I am trying to point out that some of the neighbors who are speaking out loudly against Ravi and his request to operate extended hours do not speak for all of us, and may judge him unfairly. Our neighborhood is mostly comprised of working class families who come from diverse backgrounds. We have a great many of interesting people, most of whom moved here knowing of the homeless shelter down the street and practice tolerance and vigilance of our neighborhood. Some of these neighbors have valid concerns of the extended hours, and some are desiring these extended hours and willing to give Ravi a fair shot of operating a decent business in our neighborhood. Many of them are not on Facebook, nor do they even know about the public hearing.

From my experience so far, the West End Market is a very decent place to shop at - It is always clean and the people working there are very pleasant and even have pleasant music playing. It actually hurts me to see some people in our neighborhood be so cruel in their accusations toward the owner. I sincerely wish I could shop at this market more and give them more of my business so that they can afford to carry products I want. Having extended hours will help. Even if the market was open from 6am to 9pm, I'd be happy and I'm sure others would be too.

Again, some of the concerns I've heard are very valid, however i really think some people just really have it out unfairly against the store owner. And, again, as loud as they may be, they do not speak for us all.

Thank you for allowing my input, and I hope what ever decision is made is thoughtful and as fair as can be.

Sincerely,

Trina Grady Ayala  
130 W 8th St  
SR, CA

**From:** Ken Risling  
**To:** [Trippel, Andrew](#)  
**Subject:** Quick Pick Market, W. 7th St HEARING  
**Date:** Wednesday, November 29, 2017 9:55:01 PM  
**Attachments:** [Microsoft Word - 7th St Market.docx.pdf](#)

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Mr. Trippel,

We are writing regarding Quick Pick Market, located on the corner of W. 7<sup>th</sup> and Madison Streets. It is unfortunate that the new owners are seeking to expand its hours of operation, and we urge you not to allow this. From a business perspective, the only justification for longer hours, which increases costs, is if they generate a proportionately larger increase in clientele. In a residential area, that means more people from out of the neighborhood. Strangers. So, if all works according to plan, not only will there be a significant increase in the number of strangers passing through the neighborhood, they'll be coming and going now from 5:00 in the morning to 11:30 at night. There would not be a waking hour when a local resident could step outside without expecting to encounter unfamiliar people. Not only will this erode the West End's neighborhood feeling, which the Cultural Heritage Board has tried so hard to preserve, but also the safety and security of the people living here will be undermined.

We have lived in Sonoma County for 38 years, establishing an electrical contracting business -- Risling Electric -- and raising a family of six here. Over the years we've frequented the area known as the West End, having family and friends living there, as well as for business, and have always been attracted to its old-fashioned neighborhood feel. The presence of the Franco American Bread bakery and the little store across the street never felt out of place; it reminded us of the neighborhoods of our youth. This is part of why we bought our home on 10<sup>th</sup> Street, near Davis Street. Since then we have spent a great deal of time familiarizing ourselves with the area, often on foot, often with friends, children, or grandchildren. We patronized the family-friendly W. 7<sup>th</sup> Street market, particularly for food and supplies for impromptu picnics at DeMeo Park. What attracted us to the store was that it seemed to meet the needs of the local neighborhood, and

this was confirmed for us by the other patrons. Local people were buying the fresh meats and produce, and other home-use goods. Now, under the new ownership, that has changed: the fresh foods are all but gone. And alcohol appears to dominate the inventory.

In the many settings where we've lived, from remote backcountry to dense urban areas, we have observed this consistent pattern: the degree to which an area feels "neighborly" corresponds directly the degree of familiarity among the neighbors. In a small cul-de-sac of long term residents, the presence of a stranger is easily noted, and when there are once again only familiar faces, people can let their guards down. In a busy shopping district, people grip their children's hands tightly -- everyone is a stranger there. And if you are a stranger? Entering a neighborhood where people all seem to know each other, it's hard not to feel all eyes upon you. But when there are many strangers, anonymity shelters you. And it is under this cloak of anonymity that more crimes seem to be committed. These observations are not just anecdotal, but draw upon our work with the security industry.

It seems likely that the longer hours will be particularly effective for increasing traffic to Quick Pick Market. The other nearby neighborhood stores -- Harry's and 9<sup>th</sup> St Market -- close between 6:00 PM and 8:00 PM, to our knowledge, making Quick Pick an after-hours magnet for their clientele. And, as is evident by the dwindling supplies of groceries and growing dominance of alcohol products, it appears that the owner intends to appeal to this non-resident clientele over the needs of nearby residents. The friendly neighborhood market will be transformed into a late night liquor store, and the corner of W. 7<sup>th</sup> and Madison into its parking lot. But

This transformation would not be consistent with the intent of the West End's historical designation, nor with the spirit of "existing, non-conforming". The type of operation being proposed for Quick Pick Market belongs in a commercial area, not one zoned residential. We ask that the Planning Commission deny the owner's appeal of the original ruling, and uphold the requirement that he maintain the existing limited hours of operation,

between 8:00 AM and 8:00 PM.

Sincerely,

Ken Risling and Kate Sholl

P.S.: Attached is a PDF version of the message above.

124 10<sup>th</sup> St  
Santa Rosa CA 95401

November 29, 2017

Andrew Trippel  
City Planner  
Planning and Economic Development  
City of Santa Rosa

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Sincerely,  
Ken Risling and Kate Sholl

**From:** Patrick Bailey  
**To:** [Trippel, Andrew](#)  
**Subject:** Zoning Clearance ZC17-0056: Quick Pick Market - increased hours of operation  
**Date:** Thursday, November 30, 2017 1:14:25 AM

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Dear Mr. Trippel,

I am writing to request that you deny the applicant's request to increase the hours of operation at the Quick Pick market (201 W. 7 th St.) in my neighborhood. I have lived in this neighborhood for 17 years, and have felt that the market was a net positive for me personally and the neighborhood generally. That is no longer the case. In the past the market closed at 8 PM and sold items that were useful to me.

The new owner of the market attended a meeting of neighbors prior to closing on the sale, and assured us that he would be focused on the neighborhood's needs and not sell 40 ounce malt liquor. He was not telling the truth.

Since the new owner took over, there is more trash on the street, he allows someone to live in a trailer behind the store, and there are more transients coming from the creek, buying beer, drinking it and passing out in DeMeo Park. Increasing the hours of operation, particularly at night, will only exacerbate these problems and make our park and streets less safe.

Please deny the application for extended hours.

Thank you for considering my comments.

Regards,

Pat Bailey  
233 W. 8th St.

**From:** MH  
**To:** [Trippel, Andrew](#); [Streeter, Patrick](#)  
**Subject:** Public Hearing Comments - Appeal of Zoning Clearance by Quick Pick Market (W. 7th Street)  
**Date:** Thursday, November 30, 2017 6:59:38 AM

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Hi Andrew,

The following are my comments on this proposed appeal. Parcel #010-155-008; File NO. ZC17-0056

“The Westend Neighborhood did not need another liquor store at this location and we certainly do not need to extend its hours of operation. First, yes, it is a liquor store now. We are all adults here and see what it is. Second, the neighborhood already has Dave’s Market and 9th Street Market Liquor to fill this market segment. These mentioned business are located on larger streets in conspicuous areas that are safer for cars and people and can be monitored better. This liquor store is in the middle of a neighborhood! Do we really want people driving through this neighborhood at 11pm to refill on their drinking or soon to be cannabis smoking session? Third, the hours requested are greater than Dave’s Market and 9th Street Liquor. Fourth, give this neighborhood a break! It has been fighting for many years to clean itself up. In this neighborhood we already have to deal with a large concentration of the city’s homeless and public intoxication on the creek trail, streets, and parks. We do not need more traffic, intoxication, or loitering in our neighborhood.

The Westend Neighborhood for the most part is a collection of people who care about their neighborhood and neighbors. This area is an asset to the City and helps define the character of Santa Rosa as a whole. Please allow us to keep improving this neighborhood. It is a hard enough uphill battle dealing with the issues and problems we already have here. We do not need another liquor store. We do not need to increase the hours of operation. The neighborhood does not need the increased burden.”

Thank you  
Mike

**NOTE:**

**Andrew**

Below is my contact info if you need it. I would preferred to keep it confidential. I do fear reprisal from the Quick Pick Market owner.

607 Polk Street  
707-758-1874