

**From:** Tennis Wick <[Tennis.Wick@sonoma-county.org](mailto:Tennis.Wick@sonoma-county.org)>

**Sent:** Wednesday, October 03, 2018 9:51 AM

**To:** Hartman, Clare <[CHartman@srcity.org](mailto:CHartman@srcity.org)>

**Subject:** GOOD MORNING

**Importance:** High

Hi, Colleague.

I hope your practice is treating you right today. I need your help.

It's come to the county's attention that a cannabis business has been proposed in a building along Mendocino Avenue in the vicinity of the county administration center. We are especially concerned about its location to the Family Justice Center, the child care facility behind it, the jail and courts, the gun and ammunition business across the street and other sensitive receptors.

When you have a minute, could you let me know if application(s) have been received and their status?

Thanks,

**Tennis Wick, AICP**

Director

[www.PermitSonoma.org](http://www.PermitSonoma.org)

County of Sonoma

2550 Ventura Avenue, Santa Rosa, CA 95403

Direct: 707-565-1925 |

Office: 707-565-1900 | Fax: 707-565-1103

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<image011.jpg>

**Aaron Hollister**

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**From:** Hollister, Aaron <AHollister@srcity.org>  
**Sent:** Thursday, December 6, 2018 2:53 PM  
**To:** Aaron Hollister  
**Subject:** FW: 2750 Mendocino Ave Notice of Application

**From:** Don Rinkor <don@rinkor.com>  
**Sent:** Thursday, July 26, 2018 10:17 AM  
**To:** Hollister, Aaron <AHollister@srcity.org>  
**Subject:** 2750 Mendocino Ave Notice of Application

## **Regarding the Notice of Application for a commercial property located at 2750 Mendocino Avenue ...**

**I am opposed to the proposal for a cannabis dispensary as I own a firearms business less than 100 yards south. The firearms business is a federally licensed business and having a federally controlled substance sold less than 100 yards away would be an issue.**

**Thank you for your attention to this matter.**

**Very best regards,**

**Don Rinkor**

**Don Rinkor  
2600 Mendocino Ave. Ste C  
Santa Rosa, CA 95403**



COUNTY OF SONOMA  
**OFFICE OF THE DISTRICT ATTORNEY**

Hall of Justice • 600 Administration Drive, Room 212-J • Santa Rosa, CA 95403  
707.565.2311 • FAX 707.565.2762 • [www.sonoma-county.org/da/](http://www.sonoma-county.org/da/)

**JILL RAVITCH**  
District Attorney

December 28, 2018

Aaron Hollister, Planning Consultant  
Planning and Economic Development Department  
100 Santa Rosa Avenue, Room 1  
Santa Rosa, CA 95404

VIA Email and U.S. Mail

**Re: Permit for Cannabis Business Project # 18-034**

Dear Mr. Hollister:

I am aware of a pending application with the City of Santa Rosa by Seashore Enterprise, LLC (d.b.a. "365 Recreational") to establish a dispensary at 2750 Mendocino Avenue in Santa Rosa. I have reviewed the project narrative, and would like to lodge an objection to the issuance of a permit. My objection is based primarily on the proximity of the proposed location to our Family Justice Center, located right across the street. As you may be aware, the Family Justice Center (FJC) serves victims of family violence, sexual assault, elder abuse and child abuse. We serve clients daily, and often will see clients after the regular business hours of 8:30-4:30. Those clients include women and men in crisis, and quite frequently children. These people may be on site for hours at a time, and may leave and return as well. Having a dispensary across the street where customers can consume the product is very concerning.

Additionally, just a few feet away is a daycare center that is full of children every day. Another daycare center is located at the corner of Mendocino Avenue and Chanate Road. I understand that the city ordinance prohibits a dispensary within 600 feet of a school, but not a daycare center. One must wonder why an established center serving dozens of children is exempt.

Furthermore, the proposed site is proximate to the county jail and courthouse. Many individuals are fighting substance abuse issues, or are being supervised in a manner that prohibits substance use. The proximity of this dispensary will challenge that population.

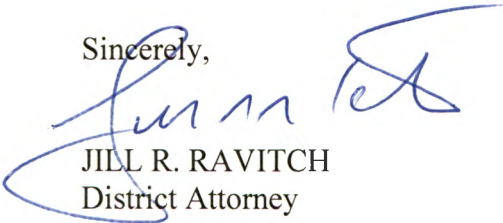
In reviewing the materials submitted by the applicant, it appears that the proposed dispensary will serve medical and commercial clients and that a delivery service will be available. The proposed hours of operation will make for increased foot and vehicle traffic, and the concern about customers climbing back into their cars after consuming the product is great. The risk to the children at these centers, and clients at FJC is increased by these drivers. The materials

provided suggest that the applicant “intends to create a judgement-free atmosphere that caters to everyone, from long-time cannabis enthusiasts to first-timers seeking an introduction to the market.” Additionally, the applicant intends to offer refreshments – it is unclear as to whether applicant will be seeking licensing to provide alcoholic beverages, but has indicated that edibles will be available for onsite consumption. Rather than a retail establishment, the proposal appears to be an events center where cannabis may be consumed.

The applicant’s materials indicate that a grand opening event will be held “to generate initial buzz” about the establishment. The intent is to feature live entertainment, complimentary refreshments and special discounts. Needless to say, this will be disruptive to businesses in the area, particularly daycare establishments and the FJC.

Please feel free to contact me if I may provide any further information to assist you as you move forward on this application. Thank you.

Sincerely,



JILL R. RAVITCH  
District Attorney

Cc: Tennis Wick, Permit Sonoma (by email)  
Mayor Tom Schwedhelm (by email)

**December 28<sup>th</sup>, 2018**

Aaron Hollister, Planning Consultant  
Planning and Economic Development Department  
100 Santa Rosa Avenue, Room 1  
Santa Rosa, CA 95404

Dear Mr. Hollister:

It has come to our attention that District Attorney Jill Wright has sent a letter objecting to our application being approved for a cannabis retail establishment located at 2750 Mendocino Ave. While District Attorney Jill Wright has every right to do so I just wanted to address some points I believe are misguided in that letter. It seems to me the biggest objection is onsite consumption at our facility. When we first applied for a license our first business plan did include having onsite consumption and a café. But we abandoned those plans after meeting with the city planner and looking over our application. We made edits to our application as advised and wanted to make sure it's noted that we will not in any way shape or form have onsite consumption at our proposed location at 2750 Mendocino Ave.

We will also not be opening a café or anything similar like serving refreshments. As a company we want to be a welcomed addition to the neighborhood and not a nuisance. As such we will not have any loud music or live entertainment with complementary refreshments when we open. We welcome any input from our neighbors and will make reasonable changes to help not only better our store but the community as well. As such we agreed to install a fence around the premises based on the neighborhood community feedback. This will help better secure the area and deter break ins as well as deter people from parking behind the business.

I also want to refute the notion that customers will consume product and be allowed to hop into their car and drive away. We will not allow anybody to consume any products on the premises. As mentioned in our security plan we will have a security guard on staff at all times, that will ensure compliance with all local and state laws. Not only should their presence deter any illegal

activities, but in the case that something does occur our security will ensure that local authorities are notified, and those customers asked to not return.

In regard to being close to the Family Justice Center, we believe we will not interfere with their program. There are 5 lanes of traffic between our store and the Family Justice Center. Also, again there would be no onsite consumption at our store. Customers would only be able to pick up their medicine or adult use products and leave to indulge in the privacy of their own homes. While there might have been confusion with what we first proposed I want to ensure we will be strictly a retail establishment and not an “event center where cannabis can be consumed”.

I hope this clears up any confusion and hopefully if approved we could build a good working relationship with the Family Justice Center.

Sincerely,

Jordon Raftis

Manager