



## Human Services Department COUNTY OF SONOMA



County of Sonoma  
Human Services Department  
(707) 565-5800

March 12, 2019

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

Dear Mr. Ross,

I am writing to state my objection to the application for a cannabis dispensary (Green Pen Dispensary) to be located at 353 College Ave, Santa Rosa, CA 95401.

This is directly across the street from The Center for Social and Environmental Stewardship, located at 401 College Avenue, which provides programs for vulnerable youth, including at-risk youth with substance abuse issues. Having a cannabis dispensary in such close range to where minor youth come on a daily basis for social services programming would be highly inappropriate.

I urge the City to reject this application.

Sincerely,

Karen Fies  
Director

**From:** [Bryan Much](#)  
**To:** [Ross, Adam](#)  
**Cc:** [jbphilli@gmail.com](#); [Cisco, Patti](#); [Weeks, Karen](#); [Carter, Charles](#); [Kalia, Akash](#); [Duggan, Vicki](#); [Okrepkie, Jeff](#); [Peterson, Julian](#)  
**Subject:** Community engagement re: 353 College - Green Pen Dispensary  
**Date:** Wednesday, September 11, 2019 12:26:39 PM

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Hi Adam,

I just wanted loop around and express my displeasure with how things have gone in terms of outreach with the applicant at 353 College (Green Pen).

When you and I last spoke, I understood that their community engagement liaison was going to be reaching out to me to attempt to work toward all sides better understanding each other and perhaps even finding common ground. I gave you my personal contact info after you asked if you could pass this info along to them. I heard nothing in return.

Then, at a RHNA neighborhood meeting last night, neighbors mentioned that the other day, the applicants had a Open House at the proposed facility at 353 College. I am not sure if you were able to make it.

Given our longstanding presence and desire to be involved in this process, coupled with the repeated claims in public settings from the applicants that they are working with the community, I just wanted to make sure the planning department and the planning commission were aware of this concern and repeated lack of engagement on this matter from the applicant.

Given the lengths that we volunteers, taking time off from our real jobs and the efforts we make to involve ourselves in our community, it troubles us that the applicants and their representatives that are being paid for their time can not muster the time needed to reach out to us and discuss the situation. This further leads us to a oppositional nature, that none of us benefit from.

I am finalizing our formal RHNA letter on this subject and will transmit it latter today for your consideration. I look forward to addressing the Planning Commission tomorrow on this matter in person.

With kind regards,  
Bryan

Bryan Much, Chair  
Ridgway Historic Neighborhood Association

**From:** [Wendy Thayer](#)  
**To:** [Ross, Adam](#)  
**Subject:** From Wendy Thayer LAc re GReen Pen Dispensary  
**Date:** Wednesday, September 11, 2019 2:20:10 PM

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Dear Mr Ross,

Thank you for the invitation to present in a public hearing the concerns about the proposed location of the Green Pen Dispensary.

Unfortunately I will be flying out of town tomorrow evening and unable to attend or I would be there. I have sent a letter to your email outlying numerous concerns which I'm certain will arise should the plans go forward.

I have no objection to the medical use of Marijuana however I do believe the College Avenue location is fraught with difficulties and will result in many problems for the City, Police, and residents.

The City has changed in recent years and as the Police can attest to, this location already has difficulties with traffic accidents, homelessness, gang activity, people with unmanaged mental health issues, as well as parking issues.

Thank you for seriously considering all the very real and current issues outlined in my previous letter to you.

Sincerely,

Wendy Thayer  
343 College Avenue  
Santa Rosa, CA 95401  
707-576-9988

Sent from my iPad

**From:** [Maloney, Mike](#)  
**To:** [Ross, Adam](#)  
**Subject:** FW: Green Pen Dispensary:  
**Date:** Thursday, September 12, 2019 8:03:48 AM

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**From:** Steven Cavalli <stevecavalli@sbcglobal.net>  
**Sent:** Wednesday, September 11, 2019 4:39 PM  
**To:** \_PLANCOM - Planning Commission <planningcommission@srcity.org>; Hartman, Clare <CHartman@srcity.org>; Cisco, Patti <PCisco@srcity.org>; Weeks, Karen <KWeeks@srcity.org>; Carter, Charles <CCarter@srcity.org>; Kalia, Akash <akalia@srcity.org>; Duggan, Vicki <VDuggan@srcity.org>; Okrepkie, Jeff <JOkrepkie@srcity.org>; Peterson, Julian <jpeterson@srcity.org>  
**Cc:** markitech99@gmail.com.il.com  
**Subject:** Green Pen Dispensary:

To the members of the planning commission:

I was raised to believe that democracy was government BY the people, and FOR the people. Sadly, my experience has taught me not to believe that.

How can nearly an entire neighborhood be opposed to this project, and yet it seems it is being shoved down our throats? From the very first meeting, nearly a year ago, at which approximately 35 people from the Ridgeway Historical Neighborhood showed up and vehemently opposed this project, until now, our voices have not been heard or considered. Is that democracy?

From the concerns about "at risk kids" to our very valid concerns about parking and traffic, it seems the people of this neighborhood have no voice.

Have any of you simply taken a drive over to Glenn Street between 2:30 p.m. and 4:00 p.m.? Perhaps each of you should. I tried to turn left onto Glenn from College yesterday about 3:15 and I was able to barely enter the street. Cars exiting Glenn were lined up at least 10 deep with more coming from the Ridgeway Continuation School. Cars were parked on both sides of Glenn, as usual, making passage available for only one car in one direction. I was trapped. Cars coming toward me could not back up, and I certainly could not safely back onto College!

I managed to slip into a vacant parking spot and the stream of cars proceeded to pass me toward College. At every break I managed to inch along, precariously ducking into any vacant parking space I could access, all the while fearing for the side of my truck which was only inches from the determined stream of oncoming traffic.

It took me at least 10 minutes to navigate the 3 blocks to my home on Denton Way, and yet your flawed traffic study implies that there is no problem!



I challenge one of you to go down there with a video camera and film what happens there each morning and afternoon and share the video with your planning commission peers. They say, "A picture is worth 1000 words". You must see it to believe it.

I urge all of you to

**From:** [Wendy Thayer](#)  
**To:** [Ross, Adam](#)  
**Subject:** Fwd: Green Pen Dispensary, not in favor of location, from local Business  
**Date:** Wednesday, September 11, 2019 1:55:53 PM

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**From:** Wendy Thayer <[wtsantosh@gmail.com](mailto:wtsantosh@gmail.com)>  
**Date:** September 11, 2019 at 1:54:15 PM PDT  
**To:** Thayer Wendy <[thayerw@sbcglobal.net](mailto:thayerw@sbcglobal.net)>  
**Subject:** Green Pen Dispensary, not in favor of location, from local Business

Dear City Planners,

I am writing to strongly recommend that you do not allow the Green Pen Dispensary to be located at 353 College Avenue in Santa Rosa for the following reasons.

I have had my Acupuncture Practice located two doors down from the proposed site for 23 years. During this time I have experienced the changes in this section of town.

While I have no objection to the medical uses of Marijuana, I believe this is not a suitable location for the following reasons.

- 1.) There are numerous motor vehicle accidents at the corner of college and Glenn, please check with the Police and Fire Department on this. Drivers go too fast along College and are not prepared to stop when some are trying to negotiate a turn onto Glenn. I am concerned that the distraction to drivers, the increase in the number of people turning into their business, and the increase in pedestrian traffic because of the store will also increase the number of accidents to drivers and Pedestrians alike.
- 2.) Due to the significant increase in homelessness in Santa Rosa, and especially along College Avenue, I suspect that their business may find that the location is a deterrent to attracting customers as the homeless will likely enter their shop and make it uncomfortable for customers and impact their sales. I spend 8-12 hours a day at this location so I can verify that this is a problem they will encounter.
- 3.) College Square (where my office is located) is home to some services in Santa Rosa for the seriously mentally ill in our community. They are often walking the streets in this neighborhood and sleep on the sidewalks of College Avenue etc. In addition to these individuals also entering their business, the combination of Marijuana and mental illness, unmanaged, presents numerous problems. The police are often involved in disturbances, on College Avenue, in front of their proposed establishment, with distressed individuals who are disturbing the area making it unsafe for my clients, and their future customers to feel comfortable doing business. Please check with the Santa Rosa Police on this location if you wish to verify that it is a very real and increasingly greater problem with this area.

4.) Parking is also an issue. Currently there is barely enough parking for the College Avenue Tenants (we are 2 doors west of Green Pen proposed location) and no doubt some of their customers will find it convenient to park in our lot, in front of my building (which currently helps my clients out who are unable to walk very far) or crowd the back alley with traffic which allows our customers to enter College Avenue through a traffic light. I truly believe that with the size of the dispensary building, and for the amount of business needed to sustain that, that there is not sufficient parking and safe entry and exit to create an environment where clients would want to return to.

5.) As is known there can be theft, break ins, and other problems associated with Dispensaries. This can bring an unwanted element into the neighborhood which can potentially affect the residents and businesses in the area. I mentioned to a client, who has worked at one of the local hospitals for many years, that there might be a dispensary a few doors down and she froze and then stated, I will have to change my appointments all to daylight hours. I will not feel comfortable coming here at night if that is the case." Whether this is valid or not, the impact to my business, which has a constant flow of people who are not well, injured, etc. could be impacted.

6.) There is already a dispensary near the proposed location, SPARC at 1061 Dutton. This location is off the Main Street, has large amount of parking and does not impact nearby homes or businesses.

7.) There is, located within walking distance, Santa Rosa High school and the Ridgeway school. There would no doubt be students who would find ways to procure products when they are not old enough to be managing the use of them. There is currently in the news reports of many young people vaping using Marijuana with very detrimental results and this proximity may foster use in young people.

Lastly I would like to underscore the above items with the fact that in renewing my lease with the landlord at College Square, I discussed all of the above concerns, only one of which was the Green Pen Dispensary. As stated above, I have been running my business here for 23 years and the issues of Car accidents, homelessness, mentally ill patients on drugs, has moved to the forefront as an issue impacting my business.

I believe that the Dispensary would find that another location may promote more business of a repeat and not problematic nature. It simply seems like a whole lot more trouble just waiting to be approved.

I wish the providers of the products much success in finding a more suitable, conducive location for a thriving business. College Avenue would be regrettable and a constant source of stressful issues to resolve both for the Shop as well as Police and neighbors.

Thank you for your attention to this matter.

Sincerely,

Wendy Thayer LAc  
343 College Avenue  
Santa Rosa, CA 95401

Sent from my iPad



**From:** [Jon Phillips](#)  
**To:** [Ross, Adam](#)  
**Cc:** ["Bryan Much"](#)  
**Subject:** Green Pen @ 353 College - Most Recent Observations and comments  
**Date:** Wednesday, September 11, 2019 3:54:08 PM  
**Attachments:**

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Dear Mr. Ross,

Unfortunately I won't be able to attend the upcoming planning commission meeting tomorrow afternoon to oppose the Green Pen Dispensary project at 353 College Avenue. What I'm forwarding, which includes my comments, I'd like to have included for the PC's review and before their deliberation.

Regarding the attached videos. What it shows is carts of trash being moved into the alley behind the dispensary by Green Pen (or landlord enabled) staff. This was captured on 9/9 by Che Casul, the CEO of The Center for Social and Environmental Stewardship.

The trash remained there until sometime on Tuesday when it "disappeared." Not sure if it was the intent of the applicant to litter the alley temporarily, or to have the neighbors deal with this waste on their own, all I ask is that the PC is informed of this and that the question is brought up at tomorrow's hearing to the applicant asking them what they were thinking by doing this....

I also learned yesterday that there was outreach by Green Pen to ALL of the neighbors of the RHNA for an open house that occurred on Monday evening. Sadly, neither I (the co-chair of the RHNA or chair of the RHNA) were invited. From what I was told, ONLY the immediate neighbors were leafleted to attend. Again, a good question of the applicant. Did they only want immediate neighbors to attend, or did they respectfully, with good faith, try to get ALL of the RHNA neighbors to attend?

I'm extremely discouraged by both actions of the applicant. It demonstrates a lack of responsibility or care about those of us who walk, play and live in this neighborhood.

Regarding clear objectives to this project...

As a former bay area Planning Commissioner, I reviewed this project like I would have if I was sitting on the seat of the PC. I reviewed the revised "traffic study" from the applicant. To call it a "study" is misleading and is not accurate. Let's be clear, what the applicant has paid for and provided to the City is a projection of the number trips that may be generated if this business does what other businesses of this type generates given the amount of square feet of the business and number of employees. The only thing that has changed with this revised projection is an increase in the number of trips thanks to the addition of the trips generated by this businesses delivery service.

Where this business is situated to be located, is going into a location that already is a "failure" in terms of traffic and parking volume. Traffic on College is already congested Monday through Friday from 10am until 7pm and traffic and parking on Glenn Street is also already a problem given how

narrow Glenn Street is and the traffic to and from the two High Schools. If there had been a “real study” all of this would have been taken into account. The fact that other retail businesses struggled in this location due to these conditions should be a clear indicator that more traffic and parking problems, thanks to more projected trips, won’t lead to a better outcome.

If the Planning Commission approves this project, what you’re now asking us to do is live with the consequences of what will become an even greater traffic and parking burden. The applicants traffic projection is already predicting 1 customer a minute while they are open for business. Given that a transaction will take longer than 1 minute, the size of the location, and the number of customers that can be accommodated at a time, you’re asking all of the RHNA residents to support something that will make our lives unbearable.

I’d like be on the record with the PC as an oppose – and I’d like this to be included in the public record.

Respectfully,

Jon Phillips  
228 Benton Street, Santa Rosa, CA 95401  
707.529.4990

**From:** [Laurel Misuraca](#)  
**To:** [Ross, Adam](#); [PLANCOM - Planning Commission](#)  
**Cc:** [Markitech99@gmail.com.il.com](#); [Markitech99@gmail.com](#)  
**Subject:** Green Pen Dispensary in Ridgeway Historic Neighborhood  
**Date:** Tuesday, September 10, 2019 8:03:15 PM

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Greetings Adam Ross,

As a resident of the Ridgeway Historic Neighborhood, I join my neighbors in requesting that you vote to oppose the use permit application for the Green Pen Dispensary at 353 College Ave. Santa Rosa Ca. 95401 (CUP18-080). My reasons include:

1. Excessive traffic loads on our already congested streets, based on estimates of prior uses and small samples.
2. Six space deficiency in City parking requirements resulting in employees needing to park at a downtown garage.
3. Insufficient street parking for customers or employees, given already overburdened street parking.
4. The project sites inability to accommodate ADA issues without major changes, resulting in the main use of the building shifting its retail focus from College Avenue, business corridor, to Glenn Street, neighborhood street.
5. The anticipated trips generated (544 per month above the previous use and 40 in peak hours) by the application, both customers driving to and the applicant's own delivery vehicle driving through the neighborhood, that already has signage for "no commercial vehicles".

Given these concerns and being the neighbors in the immediate vicinity of the property, we do not support the needed findings that, among other things "Granting the permit would not constitute a nuisance or be injurious or detrimental to the public interest, health, safety, convenience, or welfare, or materially injurious to persons, property, or improvements in the vicinity and zoning district in which the property is located; ...".

I join a majority of our neighbors who have consistently and forthrightly suggested there are far better and more accommodating locations for this facility. Please deny the application for this permit at your September 12th meeting.

Respectfully yours,

Laurel Misuraca

Resident of 432 Benton Street, Santa Rosa

**From:** [steve Murdock](#)  
**To:** [Ross, Adam](#)  
**Subject:** Green Pen dispensary on the corner of College and glenn  
**Date:** Monday, September 9, 2019 3:22:45 PM

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Hello Adam,

I am writing to you because I believe that there is information that is not being considered. The ally next to the dispensary has had an arsonist 2 times in the last 20 years and he is about due to do it again. He burned down a house 20 years ago and he burned a truck and fence about 10 years ago. The dispensary is offering to have their security guard patrol the ally. I think it would be a huge mistake to turn down a free security guard.

Additionally, I would like to point out that we have 3 locations that sell alcohol to go and 3 dive bars within 100 yards of the dispensary location. Also, there's a brothel (health Massage) at the other end of the ally. If we are going to talk about negative things in our neighborhood I think we should talk about the potential that there are sex slaves being held in our neighborhood. Is the city doing anything about that?

Steve Murdock  
339 Carrillo Street



**From:** [Mark Parry](#)  
**To:** [Ross, Adam](#)  
**Cc:** [stevecavalli@sbcglobal.net](mailto:stevecavalli@sbcglobal.net); "[Bryan Much](#)"; "[Jon Phillips](#)"; [katrinabud@yahoo.com](mailto:katrinabud@yahoo.com); [Daniel Raff](#)  
**Subject:** Green Pen dispensary  
**Date:** Friday, August 30, 2019 3:30:04 PM

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Greetings Adam,

Please be aware that all our neighbors have nothing but the utmost respect and appreciation for each of the *individuals* that serve us in the City and those *individuals* on our boards and commissions. However it seems the *institution* has its own agenda now. No one directly affected by the Green Pen Dispensary, but the City of Santa Rosa (the *bureaucratic institution*) and the applicants seem to want or approve of it for this location in our neighborhood.

It seems as if the *Institutional* City is not listening, nor recognizing our serious and legitimate concerns. If we find it is standing behind flawed data or inappropriate traffic tables or standards I am not sure what the next step should be.

It is clear ( in my mind at least) that the will of the bureaucratic institution is not in alignment with the will of the residents or voters it proports to serve. Perhaps we have a bigger problem than traffic studies or CEQA ?. I'll need to discuss this with my neighbors and perhaps other counsel. Has justice or government institutions become blind to the will and intents of the people they should serve?

Where you aware the that Federally required distance for uses like this from at risk service providers like the ones all about our neighborhood ( and right across the street from this local ) is 1,000 feet and the City of Santa Rosa has ignored federal law altogether and allows them within only 600 ft? Have you read your Constitution lately?

Thank you for your time, have a great weekend.

Kind Regards,

Mark Parry

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**From:** Ross, Adam  
**Sent:** Thursday, August 29, 2019 3:27 PM  
**To:** Mark Parry <[mark@ideastudios.com](mailto:mark@ideastudios.com)>  
**Subject:** RE: Green Pen

Hi Mark,

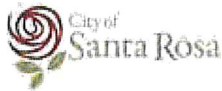
Staff was working on a response to your inquiry so apologies for the delay. Staff is not recommending a peer reviewed traffic study as W-Trans is a reputable traffic consulting firm. In this case, the project complies with Class 1, 3, and 32 CEQA exemptions. CEQA Section

15300 also says that Categorically Exempt projects are exempt from the requirement of the preparation of environmental documents, which in this case is the Trip Generation and Parking Study. Therefore, a peer review is not a requirement as part of the CEQA exemption either.

**Adam Ross | City Planner**

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

Tel. (707) 543-4705 | Fax (707) 543-3269 | [aross@srcity.org](mailto:aross@srcity.org)



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**From:** Mark Parry <[mark@ideastudios.com](mailto:mark@ideastudios.com)>

**Sent:** Thursday, August 29, 2019 1:58 PM

**To:** Ross, Adam <[ARoss@srcity.org](mailto:ARoss@srcity.org)>

**Subject:** Green Pen

Greetings Adam,

Hope you're having a good day. I am checking in on the Green Pen Dispensary traffic study Peer Review we are pursuing.

How might the Planning Department or the Planning Commission receive this information should we in the RHNA find a Traffic Engineer from outside our community to comment on the study and standards applied?

Please do respond...

Kind Regards

Mark

A handwritten signature in black ink that reads "Wm. Mark Parry".

Wm. Mark Parry aia,csi,sah



799 Piner Road

Suite 203  
Santa Rosa,  
California, 95401

[www.ideastudios.com](http://www.ideastudios.com)  
[www.artisanarchitecture.com](http://www.artisanarchitecture.com)

Cell: 707-486-2572  
Phone: 707-544-4344

**From:** [Mark Parry](#)  
**To:** [Ross, Adam](#)  
**Subject:** Green Pen  
**Date:** Thursday, August 29, 2019 1:57:53 PM

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Greetings Adam,

Hope you're having a good day. I am checking in on the Green Pen Dispensary traffic study Peer Review we are pursuing.

How might the Planning Department or the Planning Commission receive this information should we in the RHNA find a Traffic Engineer from outside our community to comment on the study and standards applied?

Please do respond...

Kind Regards

Mark



Wm. Mark Parry aia,csi,sah



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Phone: 707-544-4344



**From:** [Mark Parry](#)  
**To:** [shuddec@sonic.net](mailto:shuddec@sonic.net); [John or Penny Dolan](#); ["Jon Phillips"](#); [Ross, Adam](#)  
**Cc:** ["Bryan Much"](#); ["Mike Varela"](#); [stevecavalli@sbcglobal.net](mailto:stevecavalli@sbcglobal.net)  
**Subject:** Meeting on Tuesday, September 10  
**Date:** Friday, September 6, 2019 9:02:12 AM

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Hi Cathi,

Greetings RHNA residence concerned with the Green Pen (Cannabis) Dispensary application before the planning commission next Thursday Sept. 12th @ 4:00 pm at the City Council Chambers.

We will meet at 419 Benton @ 6:30 pm on Tuesday sept 10th. to coordinate a public response to this application. The predominate issue is the 544 anticipated additional automobile trips (above the previous use's trips) anticipated per month. Up to 20 trips are added at the peak use hours alone. A traffic report provided by the applicant suggests that " the change in land use would have a less-than-s significant impact on traffic operation". Many of us who actually drive on the streets and are not relying on charts and graphs disagree and consider this an unreasonable additional load on an already over loaded street system.

Please inform all your neighbors that we need them to turn out to the planning commission meeting. We will ask them to raise or wave their hand in support of comments to be made from members of the RHNA at the public hearing portion of the discussion. We will have a meeting at Mark Parry's home to coordinate public presentations this Tuesday.

The agenda is;

1. Status of Green Pen planning application
2. Discussing of Traffic issues, report and study
3. Coordination for public meeting communications and presentation
4. Possible next steps based on;
  1. Planning Commission denies the application.
  2. Planning Commission approves the application.

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**From:** shuddec@sonic.net  
**Sent:** Thursday, September 05, 2019 7:07 PM  
**To:** mark@ideastudios.com  
**Subject:** Meeting on Tuesday, September 10

Hi Mark,

I am interested in coming to the meeting on Tuesday, September 10. Please send me details!

Thank you!

Cathi Cari

326 Carrillo St

Sent from my Samsung Galaxy smartphone.

**From:** [Wendy Thayer](#)  
**To:** [Ross, Adam](#)  
**Subject:** Re: Green Pen Dispensary, not in favor of location, from local Business  
**Date:** Thursday, September 12, 2019 9:30:45 AM

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Dear Mr Ross,

Thank you for acknowledging my input, let us hope good reason prevails to avoid endless future difficulties.

Sincerely,

Wendy Thayer LAc

Sent from my iPhone

On Sep 12, 2019, at 9:25 AM, Ross, Adam <[ARoss@srcity.org](mailto:ARoss@srcity.org)> wrote:

Hi Wendy,

Thank you for your comment. I have added this to the Public Record and it will be weighed in the decision making process.

**Adam Ross | City Planner**

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

Tel. (707) 543-4705 | Fax (707) 543-3269 | [aross@srcity.org](mailto:aross@srcity.org)

<image001.jpg>

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**From:** Wendy Thayer <[wtsantosh@gmail.com](mailto:wtsantosh@gmail.com)>  
**Sent:** Wednesday, September 11, 2019 1:56 PM  
**To:** Ross, Adam <[ARoss@srcity.org](mailto:ARoss@srcity.org)>  
**Subject:** Fwd: Green Pen Dispensary, not in favor of location, from local Business

**From:** Wendy Thayer <[wtsantosh@gmail.com](mailto:wtsantosh@gmail.com)>  
**Date:** September 11, 2019 at 1:54:15 PM PDT  
**To:** Thayer Wendy <[thayerw@sbcglobal.net](mailto:thayerw@sbcglobal.net)>  
**Subject:** Green Pen Dispensary, not in favor of location, from local Business

Dear City Planners,

I am writing to strongly recommend that you do not allow the Green Pen Dispensary to be located at 353 College Avenue in Santa Rosa for the following reasons.

I have had my Acupuncture Practice located two doors down from the proposed site for 23 years. During this time I have experienced the changes in this section of town.

While I have no objection to the medical uses of Marijuana, I believe this is not a suitable location for the following reasons.

- 1.) There are numerous motor vehicle accidents at the corner of College and Glenn, please check with the Police and Fire Department on this. Drivers go too fast along College and are not prepared to stop when some are trying to negotiate a turn onto Glenn. I am concerned that the distraction to drivers, the increase in the number of people turning into their business, and the increase in pedestrian traffic because of the store will also increase the number of accidents to drivers and Pedestrians alike.
- 2.) Due to the significant increase in homelessness in Santa Rosa, and especially along College Avenue, I suspect that their business may find that the location is a deterrent to attracting customers as the homeless will likely enter their shop and make it uncomfortable for customers and impact their sales. I spend 8-12 hours a day at this location so I can verify that this is a problem they will encounter.
- 3.) College Square (where my office is located) is home to some services in Santa Rosa for the seriously mentally ill in our community. They are often walking the streets in this neighborhood and sleep on the sidewalks of College Avenue etc. In addition to these individuals also entering their business, the combination of Marijuana and mental illness, unmanaged, presents numerous problems. The police are often involved in disturbances, on College Avenue, in front of their proposed establishment, with distressed individuals who are disturbing the area making it unsafe for my clients, and their future customers to feel comfortable doing business. Please check with the Santa Rosa Police on this location if you wish to verify that it is a very real and increasingly greater problem with this area.
- 4.) Parking is also an issue. Currently there is barely enough parking for the College Avenue Tenants (we are 2 doors west of Green Pen proposed location) and no doubt some of their customers will find it convenient to park in our lot, in front of my building (which currently helps my clients out who are unable to walk very far) or crowd the back alley with traffic which allows our customers to enter College Avenue through a traffic



light. I truly believe that with the size of the dispensary building, and for the amount of business needed to sustain that, that there is not sufficient parking and safe entry and exit to create an environment where clients would want to return to.

5.) As is known there can be theft, break ins, and other problems associated with Dispensaries. This can bring an unwanted element into the neighborhood which can potentially affect the residents and businesses in the area. I mentioned to a client, who has worked at one of the local hospitals for many years, that there might be a dispensary a few doors down and she froze and then stated, I will have to change my appointments all to daylight hours. I will not feel comfortable coming here at night if that is the case." Whether this is valid or not, the impact to my business, which has a constant flow of people who are not well, injured, etc. could be impacted.

6.) There is already a dispensary near the proposed location, SPARC at 1061 Dutton. This location is off the Main Street, has large amount of parking and does not impact nearby homes or businesses.

7.) There is, located within walking distance, Santa Rosa High school and the Ridgeway school. There would no doubt be students who would find ways to procure products when they are not old enough to be managing the use of them. There is currently in the news reports of many young people vaping using Marijuana with very detrimental results and this proximity may foster use in young people.

Lastly I would like to underscore the above items with the fact that in renewing my lease with the landlord at College Square, I discussed all of the above concerns, only one of which was the Green Pen Dispensary. As stated above, I have been running my business here for 23 years and the issues of Car accidents, homelessness, mentally ill patients on drugs, has moved to the forefront as an issue impacting my business.

I believe that the Dispensary would find that another location may promote more business of a repeat and not problematic nature. It simply seems like a whole lot more trouble just waiting to be approved.

I wish the providers of the products much success in finding a more suitable, conducive location for a thriving business. College Avenue would be regrettable and a constant source of stressful issues to resolve both for the Shop as well as Police and neighbors.

Thank you for your attention to this matter.

Sincerely,

Wendy Thayer LAc  
343 College Avenue  
Santa Rosa, CA 95401

Sent from my iPad

**From:** [Che Casul](#)  
**To:** [Ross, Adam](#)  
**Subject:** RE: Proposed Cannabis Dispensary Across From The Center  
**Date:** Tuesday, September 10, 2019 4:30:27 PM

---

Thank you Adam!

Any chance you can forward the letter?

Thanks again you have been very helpful during this experience,

Che

---

**From:** Ross, Adam [mailto:ARoss@srcity.org]  
**Sent:** Tuesday, September 10, 2019 4:28 PM  
**To:** Che Casul <Che.Casul@cfes.org>  
**Subject:** RE: Proposed Cannabis Dispensary Across From The Center

Hi Che,

Yes, I did receive the letters from Probation. I am sorry to hear about what happened. I will forward this to the applicant. I have included this with the file and it will be distributed tomorrow to the Planning Commission for their review. Thank you for your input, it will be weighed in the decision making process.

**Adam Ross | City Planner**

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4705 | Fax (707) 543-3269 | [aross@srcity.org](mailto:aross@srcity.org)



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**From:** Che Casul <[Che.Casul@cfes.org](mailto:Che.Casul@cfes.org)>  
**Sent:** Tuesday, September 10, 2019 4:12 PM  
**To:** Ross, Adam <[ARoss@srcity.org](mailto:ARoss@srcity.org)>  
**Subject:** RE: Proposed Cannabis Dispensary Across From The Center

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Thank you and sadly I will be unable to make this Thursday but good luck!

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**Sent:** Monday, March 25, 2019 1:45 PM  
**To:** Che Casul <[Che.Casul@cfSES.org](mailto:Che.Casul@cfSES.org)>; Brad Michnevich <[Brad.Michnevich@sonoma-county.org](mailto:Brad.Michnevich@sonoma-county.org)>  
**Subject:** RE: Proposed Cannabis Dispensary Across From The Center

Hi Che,

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Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
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Thank you for your help as we go through this process,

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Thank you both for your help in clearing this up,

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Sent from my iPhone

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The planning commission is very interested in this letter as it was a point of interest for two commissioners last night. Can it be forwarded to the planner in charge of this project Adam at [ARoss@srcity.org](mailto:ARoss@srcity.org)?

I really appreciate your support with this and I appreciate your patience with these requests,

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I believe Dave Koch completed a letter on behalf of probation department.

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**Sent:** Thursday, March 14, 2019 2:08 PM  
**To:** Brad Michnevich <[Brad.Michnevich@sonoma-county.org](mailto:Brad.Michnevich@sonoma-county.org)>; Kate Diehl <[Kate.Diehl@sonoma-county.org](mailto:Kate.Diehl@sonoma-county.org)>  
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**Subject:** RE: Proposed Cannabis Dispensary Across From The Center

Good afternoon,

Just a gentle reminder that the planning commission meeting tonight is at 4:00. No worries if it's not feasible to have a letter to us by then but if it is possible we would love your support!

Thank you,

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Yes, I will draft something and get it to you ASAP.

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Hello Brad,

I am following up with this issue. Please see the attached letter written by Karen Fies the Human Services Department Director. If you feel similarly about the appropriateness of this dispensary would you be willing to send over a letter using this language or something similar?

The planning commission meeting is this Thursday the 14<sup>th</sup> at 4:00pm.



Thank you,

Che

---

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**To:** Brad Michnevich <[Brad.Michnevich@sonoma-county.org](mailto:Brad.Michnevich@sonoma-county.org)>  
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Hi Brad,

I spoke with Che on the telephone about this situation, and explained that I would be forwarding it to you for a response. He had concerns about our youth attending programming with this establishment in such close proximity. If there are concerns, he would like to be able to bring them to the city planning department.

Thanks.

Kate Diehl  
Administrative Aide  
Juvenile Probation  
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707-565-8639 FAX  
[kate.diehl@sonoma-county.org](mailto:kate.diehl@sonoma-county.org)

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I appreciate your candor on this matter,

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Chief Executive Officer  
**The Center for Social and Environmental Stewardship**

(707) 838-6641 ext 226

[Che.Casul@cfSES.org](mailto:Che.Casul@cfSES.org)

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**From:** [Che Casul](#)  
**To:** [Ross, Adam](#)  
**Subject:** RE: Proposed Cannabis Dispensary Across From The Center  
**Date:** Tuesday, September 10, 2019 4:16:42 PM  
**Attachments:** [Back West 2019-09-09 16 49 06 690.asf](#)  
[Back West 2019-09-09 17 07 25 360.asf](#)  
[Back West 2019-09-09 17 12 56 528.asf](#)

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**From:** [Bryan Much](#)  
**To:** [Ross, Adam](#)  
**Cc:** [ridgwayhistorica@gmail.com](mailto:ridgwayhistorica@gmail.com); [Cisco, Patti](#); [Weeks, Karen](#); [Carter, Charles](#); [Kalia, Akash](#); [Duggan, Vicki](#); [Okrepkie, Jeff](#); [Peterson, Julian](#)  
**Subject:** Re: RHNA comments - Green Pen Dispensary - 353 College Ave - CUP18-080  
**Date:** Wednesday, September 11, 2019 3:37:51 PM  
**Attachments:** [RHNA\\_GreenPen\\_353College\\_comments20190911.pdf](#)

---

Greetings Adam,

Please accept these comments on behalf of the Ridgway Historic Neighborhood Association (RHNA) as we continue to have concerns over this proposed project and the staff recommendation for approval. Some of these concerns were raised in our original comments on this project in April 19, 2018, along with our comments from the March 14, 2019 meeting, both of which are on file with the City.

Currently, the RHNA concerns focus on these points:

1. Excessive traffic loads on our already congested streets, based on estimates of prior uses and small samples.
2. Six space deficiency in City parking requirements resulting in employees needing to park at a downtown garage.  
Insufficient street parking for customers or employees, given already overburdened street parking.
3. The project sites inability to accommodate ADA issues without major changes, resulting in the main use of the building shifting its retail focus from College Avenue, business corridor, to Glenn Street, neighborhood street.
4. The anticipated trips generated (544 per month above the previous use and 40 in peak hours) by the application, both customers driving to and the applicant's own delivery vehicle driving through the neighborhood, most that already have signage for "no commercial vehicles".

Given these concerns and being the neighbors in the immediate vicinity of the property, we do not support the needed findings that you must make. Specifically we fail to see how you can review the information at hand and find that "Granting the permit would not constitute a nuisance or be injurious or detrimental to the public interest, health, safety, convenience, or welfare, or materially injurious to persons, property, or improvements in the vicinity and zoning district in which the property is located; ...".

The RHNA holds that the location of the proposed project is already in an area of significant traffic congestion and parking issues. The initial and revised traffic analysis fail to take into account. Some of the issues are based in the narrow streets of our neighborhood, with cars parked on both sides of the street, thereby preventing two-way vehicle traffic down Glenn St. and Carrillo St. Also in March, the applicant mentioned the assumption that cars would be backing out of the parking lot and onto Glenn St. College Avenue in this location is frequently congested and often backed up during peak hours.

While we remain opposed to this project, if the Planning Commission feels that it must approve this project, we encourage the Planning Commission to put in place conditions in the conditional use permit so that the City can assure the RHNA that the measures related to traffic and parking (e.g., parking for employees at City Garage #1) are being followed by the applicant.

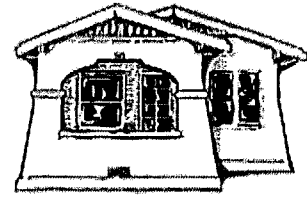
Additionally, we request that the security patrols that are required (both during hours of operation and outside those hours) per the use permit be documented in such a way that the City or RHNA may review and ensure compliance with the use permit.

We thank you for the opportunity to comment on this project and hope the Planning Commission hears our concerns and does not approve this conditional use permit.

with kind regards,  
-Bryan

Bryan Much, Chair  
Ridgway Historic Neighborhood Association  
[bryanmuch@gmail.com](mailto:bryanmuch@gmail.com)  
707-332-1117

# RIDGWAY HISTORIC NEIGHBORHOOD ASSOCIATION



September 11, 2019

Dear Planning Commissioners and other City staff,

Thank you again for the opportunity to provide comment on the Green Pen Dispensary - Conditional Use Permit - 353 College Ave - CUP18-080 project that is before you on Thursday, September 11, 2019. As you recall this item was continued from the meeting on March 14, 2019. The Ridgway Historic Neighborhood Association (RHNA) continues to have concerns over this proposed project and the staff recommendation for approval. These concerns were raised in our original comments on this project in April 19, 2018, along with our comments from the March 14, 2019 meeting, both of which are on file with the City.

The RHNA concerns focus on these points:

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Insufficient street parking for customers or employees, given already overburdened street parking.
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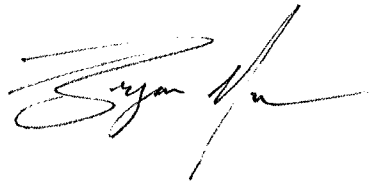
significant traffic congestion and parking issues. The initial and revised traffic analysis fail to take into account. Some of the issues are based in the narrow streets of our neighborhood, with cars parked on both sides of the street, thereby preventing two-way vehicle traffic down Glenn St. and Carrillo St. Also in March, the applicant mentioned the assumption that cars would be backing out of the parking lot and onto Glenn St. College Avenue in this location is frequently congested and often backed up during peak hours.

While we remain opposed to this project, if the Planning Commission feels that it must approve this project, we encourage the Planning Commission to put in place conditions in the conditional use permit so that the City can assure the RHNA that the measures related to traffic and parking (e.g., parking for employees at City Garage #1) are being followed by the applicant.

Additionally, we request that the security patrols that are required (both during hours of operation and outside those hours) per the use permit be documented in such a way that the City or RHNA may review and ensure compliance with the use permit.

We thank you for the opportunity to comment on this project and hope the Planning Commission hears our concerns and does not approve this conditional use permit.

Respectfully yours,

A handwritten signature in black ink, appearing to read "Bryan Much", with a long, sweeping horizontal line extending to the right.

Bryan Much, Chair  
Ridgway Historic Neighborhood Association

**From:** [Mark Parry](#)  
**To:** [Ross, Adam](#); [myung@w-trans.com](mailto:myung@w-trans.com)  
**Cc:** ["Bryan Much"](#); ["Jon Phillips"](#); [stevecavalli@sbcglobal.net](mailto:stevecavalli@sbcglobal.net)  
**Subject:** traffic study 353 College-Green Pen Dispensary  
**Date:** Wednesday, August 21, 2019 5:00:37 PM

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Greetings Adam,

Thank you for your hard work on this project and your gracious demeanor. I was able to speak with Mary Jo Young of W-Transportation.

As a friend and former client (not a representative of W-Transportation) she was kind enough to offer the suggestion that I contact you directly regarding our concerns. It seems we are in need of a peer review of the traffic study generated by W-Transportation.

We would like a peer review of the report provided our neighbor association by the applicant. In my personal opinion, the City seems invested in approving this project through supporting questionable parking provisions, unreasonable trip loads on our streets and other accommodations my neighbors find egregious. We care deeply about our neighborhood and would prefer you to seriously consider our strong opposition to the additional, and we believe excessive load this facility would put on our already burdened streets.

Apparently TJKM or GHP local engineering firms could provide that service.

Please advise how we might move this aspect forward. We do not wish to have another public meeting to review what we consider a flawed traffic impact report that was simply amended with generic calculations and not peer reviewed or expanded to address the actual current traffic conditions we experience on our streets on a daily basis.

Kind Regards,

Mark Parry aia,csi,sah



Wm. Mark Parry aia,csi,sah



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