

**From:** [Montoya, Michelle](#)  
**To:** [\\_PLANCOM - Planning Commission](#)  
**Cc:** [Toomians, Kristinae](#)  
**Subject:** Late Correspondence - Item 10.1  
**Date:** Monday, September 23, 2019 1:17:00 PM  
**Attachments:** [Emerald Blooms - Late Correspondence.pdf](#)

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**PLEASE DO NOT REPLY ALL**

Dear Chair Cisco and members of the Planning Commission:

Planning staff received late correspondence relating to item 10.1 – Emerald Blooms.

**Kristinae Toomians | Senior Planner**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404  
Tel. (707) 543-4692 | Fax (707) 543-3269 | [KToomians@SRCity.org](mailto:KToomians@SRCity.org)



September 17, 2019

To Whom It May Concern:

My name is Andrew Firestone, and I am the managing member of the hotel construction project at 111 Commercial Court, scheduled for completion in the Spring of 2020. I am writing this letter in support of the proposed “Emerald Blooms” project, with the understanding that conditions that have been explained to me by the developer will be met and maintained.

Over the past 6 months I have been reviewing this project with an open mind, but with a great level of concern. Although I understand that recreational cannabis is both legal and regulated, this is an industry that is in its infancy which has yet to have enough operating history to really understand all the consequences.

There are two concerns I would like to share:

The idea of opening a cannabis dispensary so close to a hotel designed to welcome visitors to Santa Rosa makes me nervous. Although the selling and consumption of marijuana is both legal and generally accepted in this region, we expect to welcome visitors from around the country and around the world who may not share this same perspective. I worry that families traveling with children may not feel comfortable with a marijuana dispensary across the street.

My second concern is the suitability of this location, which will need to transition from an auto mechanics shop to a retail marijuana dispensary. This location is in a complex that has previously not been home to any significant retail shops that generate the volume of visitors that a project like this would require. The project includes only 9 parking spaces, with one of those being a dedicated ADA assigned space. There are two additional spaces shown within the building, but access to those spaces would require that the two exterior spaces be vacant for access.

I would like to commend the applicants for being proactive in their communication with me over the past 7 months as this application has been processed. They have been helpful in providing additional information about both their project and the cannabis industry as I have tried to get comfortable with this development.

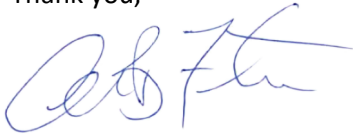
As it has been explained to me, the license that “Emerald Blooms” is requesting is issued and review on an annual basis, and the standards and requirements set forth in the issuance of this license must be met by the applicant. If the applicant fails to meet these requirements and defaults, then the license may be suspended and or revoked.

I understand that there are regulatory items that the applicant must follow, and I trust that the City of Santa Rosa will keep tabs on those closely. However, there are a few specific points that have been conveyed that will limit the impact on my guests that I need to make sure both parties understand.

- **Security-** “Emerald Blooms” will employ a security guard that will be posted during all business hours. Then, it will have an additional 7 Day/24 Hour security service after business hours that will monitor the premises. (per Email from Lafrance Protective Services, dated March 23, 2018)
- **Lighting-** Per the application “Exterior lighting systems shall be provided for security purposes in a manner sufficient to provide illumination and clear visibility to all outdoor areas of the premises, including all points of ingress and egress. Exterior lighting shall be stationary, fully shielded, directed away from adjacent properties and public rights of way, and of an intensity compatible with the neighborhood.”
- **Parking-** I am concerned about the parking situation and having the “Emerald Bloom” customers parking in the hotel parking lot. Providing parking for our guests is critical and losing any spaces to “Emerald Blooms” customers would damage our business. The application states that “parking areas will be regularly monitored by staff for safety and security”, and I would like to see that also include that Emerald Blooms customers are NOT parking at 111 Commercial Court.
- **Signage-** I would like to ensure that as in the application, the signage follows the directions of the City.
- **Consumption-** No on-site consumption is allowed as stated. This would be anywhere on the premises or in the parking lot, and enforced by staff and security.
- **Odor Control-** The application specifically outlines mitigation for any odors that could leave the premises, and I would expect those be implemented and then inspected regularly. The applicant has engaged TEP Engineering, who I understand is qualified for this scope of work.
- **Management-** Management will be on call 24 Hours a day and 7 days a week.

If the applicant and the City of Santa Rosa are aware of these concerns which were all addressed in the application and are willing to enforce penalties in the event of violations, then I can support this application. I trust that the applicant will do everything required to operate this business in a manner which will not negatively impact their neighbors, with the understand that if all these requirements are not met then their ability to operate their business could be revoked.

Thank you,



Andrew Firestone  
111 Commercial Court