

## PUBLIC CORRESPONDENCE RECEIVED

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Hello,

I am writing in support of Summerfield Cinemas remaining in place on Summerfield Road. Santa Rosa and this region in general have fewer and fewer theaters, and Summerfield Cinemas is important to the vitality of our community.

I ask the zoning administrator to keep whatever zoning is needed for Summerfield Cinemas to remain as the property potentially changes hands.

Thank you for your consideration.

Kristin Thigpen  
Santa Rosa, CA

*RECEIVED BY EMAIL ON FRIDAY, MAY 10, 2024.*

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Dear Ms Hartman,

I am writing in support of Summerfield Cinema being able to remain in it's current location as it is a vital part of our community. There is not another cinema in Santa Rosa that offers the programming that is available at the Summerfield Cinema and it is essential for a vibrant city like ours to have this theater.

I urged the zoning administrator to keep whatever zoning is necessary so the Summerfield can stay in it's currently location, even as the property may change owners. There are plenty other spots for a planet fitness (like the prior Stan's near Olivers).

Thank you for your consideration,  
Jennifer Lawrence, MD  
Santa Rosa,  
CA

*RECEIVED BY EMAIL ON TUESDAY, MAY 14, 2024.*

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My name is Trinity Winslow, and I am the owner of the tailoring shop Aquariuz Sewing, and this is a collective request from several small business owners in the Summerfield/Montgomery Dr. area, including myself, Trailhouse Cafe, Achievers Day Care, and Creamy Soaps to please postpone the approval of the proposed conditional use permit for a Planet Fitness Gym at 551 Summerfield Rd.

We believe that allowing such a large chain gym in that location not only detracts from the community focused independent small district that the current businesses have worked hard to develop and maintain, but that there is also a real environmental risk in allowing such a business at that location.

We are requesting a more formal public hearing to discuss how this affects the neighborhood and if folks actually even want this.

*RECEIVED BY EMAIL ON WEDNESDAY, MAY 15, 2024*

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Hello,

I will be out of town for the meeting next week but wish to express my desire that the Theater remain in operation. Health clubs in this area abound; there is also a state park with tennis courts, trails and a lake right across the street. Summerfield is a cultural outlet that is much needed in this neighborhood and will be deeply missed if allowed to be sold.

Thank you for your consideration.

Sincerely,

Anna Corba

*RECEIVED BY EMAIL ON TUESDAY, MAY 28, 2024*

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Hello,

My husband and I live in the neighborhood where the Planet Fitness facility is proposed at 551 Summerfield Road. We are highly in favor of this project and believe Planet Fitness will be a great addition to our neighborhood.

Thank you.

Mary and Richard Peterson

*RECEIVED BY EMAIL ON WEDNESDAY, MAY 29, 2024*

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Unfortunately I have to childcare issues and cannot make it to the meeting but I wanted to share my feelings.

I am writing to express my strong protest against the proposed plan to close Summerfield Theater and replace it with a corporate owned 24 hour fitness.

Summerfield Theater serves as a cherished cultural institution in our community. Its closing would have a devastating impact on our local arts and cultural landscape. Furthermore, this proposal would result in the loss of a vital gathering place that serves a diverse group of individuals from all corners of our city.

I believe as a lifelong santa rosa resident that everything we can do to support local business must be done. If I am remembering correctly there is already a 24 Fitness in town but there is not another Theater like Summerfield that is both locally owned and features events for local filmmakers to play their art for audiences.

I for one vote no on 24 hour fitness!

Marc Allie

*RECEIVED BY EMAIL ON THURSDAY, MAY 30, 2024*

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Hi there, I recently learned about the proposal to close Summerfield Theater and replace it with a 24 Hour Fitness gym. As a young person who values diversity and representation, I am strongly against this idea. Summerfield Theater has been a safe and inclusive space for the LGBTQ community and has consistently shown films that highlight diverse stories and perspectives.

Its closure would not only be a loss for the entire community but also for marginalized groups who rely on this theater as a place where they can see themselves represented on screen. The potential loss of such a space would create a void in our already limited options for seeing diverse and inclusive films.

Thank you for hearing me out.

*RECEIVED BY EMAIL ON THURSDAY, MAY 30, 2024*

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Dear Suzanne.

I just wanted drop a quick line asking for your reconsideration regarding the redevelopment of Summerfield Cinema into a gym. There are so many gyms these days and the theatre is a beloved and important part of the art and entertainment scene in Santa Rosa and it's impossible to overstate the importance to the local community.

Thanks for your consideration on this matter.

*RECEIVED BY EMAIL ON THURSDAY, MAY 30, 2024*

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I hope this email finds you well.

I am writing to share how working at Summerfield Theater as a teenager had a profound impact on my life. As one of the many employees who was not part of the predominant culture in our community, Summerfield's inclusive hiring practices provided me with my first job and an opportunity to meet people from many different backgrounds.

As a teenager, this exposure to people from different walks of life was a source of both encouragement and understanding. Working side by side with people from different cultures taught me the value of empathy and the strength in diversity. Summerfield's commitment to diversity not only benefited my life, but also created a vibrant and welcoming environment for all patrons who visited the theater.

I don't think I would be the man I am today without working with and learning about the great cast of characters over at Summerfield. It was a safe space for me before such a term even existed.

Please mark me down as opposed to any changes to The Summerfield Cinema. It's an important part of the community. As a frequent patron I can readily see that they have continued their practice of hiring a diverse crew of workers. It's an important part of their mission that I am happy to have been a part of. Santa Rosa does not have enough safe places for LGBTQ teens to work and be themselves and grow.

I appreciate you hearing me out.

John Lanard. Bennett Valley Resident.

*RECEIVED BY EMAIL ON FRIDAY, MAY 31, 2024*

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I live on Summerfield road across from Howarth park and as a concerned resident of this community, I must express my opposition to the proposal to bring a Planet Fitness to our neighborhood. Planet Fitness is a company infamous for its unethical business practices, which include misleading contracts, hidden fees, and making it difficult for customers to cancel their memberships.

These practices are not only deceptive but also exploitative, leaving customers feeling ripped off and powerless. Bringing a company like Planet Fitness to our community would be a significant step backward in terms of protecting consumer rights and promoting economic justice.

Furthermore, the presence of Planet Fitness in our community would contribute to the homogenization of our local small businesses and the loss of authenticity. We should prioritize supporting independent, local businesses that contribute to the unique character of our neighborhood rather than large corporations that prioritize profits over the community's well-being.

If possible I would like a reply time permitting to discuss this further as I am unable to attend the meeting in place because I work full time. Thank you

Jeremy Day

Summerfield Road Resident.

*RECEIVED BY EMAIL ON FRIDAY, MAY 31, 2024*

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Summerfield Theater has long been a beloved institution in our community, known for its diverse lineup of films. From independent films to international features, Summerfield has always prioritized showcasing perspectives that are underrepresented in mainstream media. The idea of replacing this treasured cultural hub with a 24-hour fitness center is not only a disservice to our community but also goes against the values that Santa Rosa holds dear.

Summerfield has played an integral role in fostering inclusivity and diversity within our city. Replacing it with a large commercial gym would erase a significant part of our cultural landscape and limit the options for locals who value art and diverse storytelling. We urge you to reconsider this proposal and find ways to preserve the diversity and inclusivity that Summerfield brings to Santa Rosa.

Sara Bir

*RECEIVED BY EMAIL ON SUNDAY, JUNE 2, 2024*

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Dear Ms. Hartman,

I am writing to express my profound disappointment at the prospect of replacing Summerfield Theater with a chain gym. As a supporter of local arts and culture, I believe that Summerfield provides an invaluable service to the community by offering a diverse range of films and theatrical performances that promote inclusivity and representation.

I urge you to reconsider your decisions and prioritize the preservation of the community's cultural heritage. Not only would the loss of Summerfield Theater be a tragedy for arts and culture in Santa Rosa, but it would also be a blow to the local economy, as small businesses and artists would suffer from the loss of this vital platform. I hope there can be a way to preserve this special place.

Kind Regards,

Sam Faix

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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Please do not replace our beloved Summerfield Theater with a Planet Fitness. This community does NOT need another gym. We need our movie theater, the only one that shows independent films in Santa Rosa.

Thank you,

Janice Hughes

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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Hi Suzanne,

The Summerfield Theatre is the only theatre that plays independent films. I love the Summerfield. There are plenty of gyms in Santa Rosa. Thank you.

Janice

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I have been a resident of Santa Rosa since 1974 and have patronized both Independent Theaters that have been in the Summerfield location for decades. The Summerfield Theater is the only theater in Santa Rosa that shows Indie films. Now in my late 70's, I value that artistic films that the Summerfield

Theater has brought us. Also, I know many Oakmont residents that attend this theater for their content of quality films.

With only one Indie Theater in Santa Rosa and many, many fitness gyms here, it would be a tragedy to most of us seniors and others for us to lose this treasure.

I urge your committee to take the value this theater has to our community, especially the seniors that will have nowhere to go, in making your decision to allow another fitness center take this location. Many of us can not drive to Sebastopol.

I look forward to a favorable response in keeping the Summerfield Theater in its present location.

Randy Villa, East Santa Rosa

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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As a dedicated member of the Santa Rosa community, I am writing to formally express my concern regarding the proposed replacement of Summerfield Theater with a Planet Fitness gym. Summerfield Theater has long stood as a cultural landmark and a haven for diverse voices within our community. Its replacement with a corporate gym would not only erase a significant piece of our city's heritage but also compromise our collective commitment to diversity and inclusivity.

For decades, Summerfield Theater has provided an essential platform for independent filmmakers, artists, and unique narratives that merit visibility. It serves as a gathering place where individuals from all backgrounds can come together to appreciate the arts and foster connections. Rather than yielding to corporate interests, we should prioritize supporting local businesses and organizations that enhance the cultural fabric of our community.

Respectfully,

Jason Skelton

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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Here are some among many reasons that this venue is beneficial for Santa Rosa and especially the East side of town:

1. Dinner + movie + film clubs + mind-expanding stories + = community, joy, friendship, culture.
2. I walk to the theater from my house, and that is so RARE in Santa Rosa to be able to do that!
3. This kind of film experience is one of a kind, and Santa Rosa should not give up the "cultural experience" and the sales tax to the Rialto in Sebastopol.
4. Retirees make up more and more of Santa Rosa's population and this is one of the few senior activities that is accessible, affordable, and helps seniors' minds stay sharp and helps people stay engaged with the world (foreign and indie film).
5. East West restaurant (one of the only healthy food options on this side of town) would lose business if the movie theater goes away. Restaurants are suffering already.
6. Planet Fitness is a chain and there are already two in Santa Rosa.

7. East Santa Rosa already has a minimum of 6 venues for people to get physically fit, including the tennis/pickleball courts across the street and the 2 regional and one state park within 1/4 mile! It seems ridiculous to picture floor to ceiling windows in a Planet Fitness, looking out over the abundance of outdoor fitness opportunities! It's a major disconnect.
8. There's already a "chain-like" feel near the theater with Mary's Pizza shack and the Yogurt place
9. East West restaurant, the movie theater, and Trailhouse coffee/beer/bikes are among the few (and disappearing) unique spots left in that area.
10. Retirees who live on the East side of town who love going to the movies might be less likely to go to other movie theaters as they are in more crowded areas with longer walks to the venue, or require parking in parking lots which can feel overwhelming to deal with.
11. If you can save the Summerfield, we will campaign to bring MORE revenue to the venue so that they can survive financially. We all need to walk our talk and attend regularly. My mom and I have committed to going to the theater once a week starting last week!

Thank you Suzanne!

Beth Powell

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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It's been brought to my attention that there's an upcoming conversation about replacing the Summerfield Cinema with a Planet Fitness.

I can't tell you how much we don't need another planet fitness over a cinema that supports art house and blockbuster films alike. I am even a member of planet fitness and can't support this change.

We have rapidly diminishing opportunities to publicly engage in the arts and culture and as much as gyms are their own culture, they're less art oriented and the film industry so deeply needs gems like the Summerfield.

Also, I admit I don't fully understand the state of the proposal, or the timeline but regardless, I wanted to make sure there was a voice heard in defense of the cinema.

Best

Rian Johnson

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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We are against the takeover of the Summerfield Theatre by Planet Fitness. The choice of films at that theatre is remarkable in this town and would be sorely missed.

I do hope enough people speak up so that we are able to retain the Summerfield as an important movie option that enhances our community.

Thank you,

Anne Bandy

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I understand that you are the Zoning Administrator working on the proposed replacement of the Summerfield Theater by Planet Fitness.

I would be extremely disappointed to lose the Summerfield Theater; I attend movies there at least 30x/year on my own and with a Meetup Group. The Summerfield is unique due to its selection of art, foreign and alternative films, and its location can't be beat. As such, it is a cultural institution which, if closed, would be a huge loss to Santa Rosa and Sonoma County.

I hope that a decision can be made to retain the theater, even with a change in ownership.

Thank you for your consideration,

Joan Berler

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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The Summerfield is Santa Rosa's only independent movie theater showing films that never appear in any other movie theater in Santa Rosa. It is a valuable addition to the cultural life of the city and it would be awful for it to leave. There are enough places to work out in Santa Rosa.

Thank you,

Norbert Tenenbaum

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I've been a Santa Rosa resident for over 20 years and value the resources we have, especially on the east side of town. The Summerfield cinema has been a wonderful venue - we've had scares about its demise before - and my friends and I would hate to lose it. I know I don't go to the movies as often as I'd like but after covid I joined a local movie meetup group and we've attended films there and had great discussions and built up our community connections. Please know that I'd be very disappointed if the cinema were turned into a gym. Ugh! As an older adult that vibe is not my cup of tea!!

I hope some solution can be found that saves the theater.

Thank you,

Julie Sabbag

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I have been attending movies at the Summerfield Theater since it was the Lakeside Cinemas way back in the 90s....that's THIRTY YEARS of driving from Petaluma to that theater to see films I could not see anywhere else. I now live in Santa Rosa (Oakmont) and we go to the Summerfield EVERY WEEK, are members of their Encore Movie Rewards...and we support Summerfield whole-heartedly.

Planet Fitness could go ANYWHERE...in a mall, a shopping center....why in the world would you replace a historic, 60+ year old treasured movie theater with a gym?

Please please find an alternate site for Planet Fitness...

PLEASE KEEP SUMMERFIELD THEATER GOING....RATHER THAN DEMOLISH IT.....LET'S \*\*\*\*\*SUPPORT IT\*\*\*\*\*

Thank you,

Elaine Lucia

Santa Rosa, CA

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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We attend the Summerfield Theater 2 to 3 times a month for current mainstream movies as well as independent films. Please hold on to this valuable local theater!

Thank you,

Jeffrey R. Rexford

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I am writing on behalf of myself and many other Sonoma County residents who don't want the Summerfield Cinema shut down. It's important that Santa Rosa has a theater that shows quality art house films.

Best regards,

Cathy Passmore

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I am strongly opposed to a change in zoning to allow a Planet Fitness where the Summerfield theater is located.

There are many places to exercise in this area, but only one movie theater. A theater in this location serves a wide audience that would otherwise have to travel to downtown Santa Rosa to see a film. Moreover, the Summerfield shows films that are generally not available in the theaters in adjacent

communities. When I moved to Santa Rosa, having the Summerfield theater easily accessible was one of the selling points for the location of the home I chose.

Please keep zoning to allow this important cultural institution to consider serving our community.

Thank you,

Paula Taubman

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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As a proud advocate for the Santa Rosa community, I'm reaching out to voice my concerns about the idea of turning our beloved Summerfield Theater into a Planet Fitness gym. Seriously? Summerfield has been our cultural hotspot and a haven for diverse voices for ages. Replacing it with a gym? That's like swapping Shakespeare for spin class!

Summerfield isn't just a theater; it's a stage to inspire indie filmmakers, artists, and unique stories that deserve the spotlight. It's where folks from all walks of life gather to soak in some culture and connect with one another. Instead of bowing to corporate interests, let's champion local businesses and organizations that add color and vibrancy to our community.

Best regards,

Jay

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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We do not need a Planet Fitness, I go to the movies and the landlord or new owners should keep the theater. The Summerfield Movie Theatre should not be replaced by some large corporation. It will not be welcomed, and I will not be a member. But I will and do go the movies and then eat at Mary's or East West. Sometimes I even get a yogurt all close by. If need to be fit I can walk across the street and play tennis, pickle ball, or take a walk. We need the theatre but not a fitness center.

Clare Venet

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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As a community that values local businesses and unique character, I am writing to express my opposition to the proposal to bring a Planet Fitness to Rincon Valley, closing the Summerfield Cinemas to do so. Our city is home to several exceptional locally owned gyms, each offering their own unique atmosphere and services. The addition of a national chain gym like Planet Fitness would not only threaten these small businesses but also detract from the vibrant essence of our community.

Planet Fitness has a reputation for prioritizing profits over customer satisfaction and has been known to engage in deceptive contracts and hidden fees. Supporting these large corporations does not align with our community's values of independence and authenticity. Instead of inviting a chain gym, I urge you to consider ways to support our local businesses that contribute to the uniqueness and charm of Santa Rosa.

I also believe that Summerfield Cinemas provides an important service to the community by featuring LGBTQ films and films created by people of color.

I oppose Planet Fitness in my neighborhood.

Thank you.

Robert Ferguson

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I am the organizer of a film discussion meetup group (membership currently 564 persons, largely seniors). Between 5 and 12 of us meet weekly at the Summerfield Cinema to view a film and then meet in a nearby restaurant to eat and discuss the film. There are two reasons why the above noted "Minor Conditional Use Permit" modification should not be granted at your June 6 meeting:

1) The Summerfield Cinema is the only Santa Rosa film theater which shows independent, and foreign made films (the only types our group views). The loss of this Cinema by the building's conversion to a different use would create significant harm to an active community of Santa Rosa citizens, many of whom being seniors cannot easily drive to another town to view films. The "Human Impact" alone may well represent the kind of significant Environmental Impact requiring further study, and a formal report before zoning change occurs.

2) I believe that the characterization of this matter as a "Minor Conditional Use Permit and Minor Design Review" requiring only "minor exterior modification to the front of the existing commercial building" (and thus exempt from CEQA) is an error and a mischaracterization of the physical facts of the property structure, and the proposed modification. This building is currently used as a cineplex of five separate sloping theater auditoriums each built on what I believe is a concrete pad. It is hard to imagine how exercise equipment could be placed on this sloping flooring without complete demolition and removal of the existing flooring. I am no engineer, but I wonder if City Engineers have been consulted regarding whether such change to the building pad might require shoring up the older stone walls of the existing structure? In the end, perhaps such building modification might be financially unfeasible, and require demolition of the existing structure? This would involve extensive impact on nearby existing businesses, and nearby residential housing.

In summary, I believe your June 6 Zoning meeting is far too early for a final decision on a matter which should require further study and consideration of all its many impacts on the community.

Sincerely,

Charles Pengra, PhD

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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Please do not get rid of this theater! It's the only independent in town and we really need it in our neighborhood. It's become a fixture among the residents and is loved by all.

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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Absolutely NO to Planet Fitness!! To replace a long time, well loved, local tradition loved by many in Santa Rosa with Planet Fitness is an insult. This town is brimming with fitness locations, most of which are struggling, or have failed. Enough!

Mary Curtin

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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We support planet fitness.

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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Please leave the theater alone. It is popular not only with the people in my neighborhood but also those from a much wider radius. A terrible spot for yet another gym!

Cheryl Blake

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I am a proud resident of Santa Rosa and a frequent patron of Summerfield Theater. As a woman who values diversity and representation in the arts, I am deeply saddened by the proposed plans to close this beloved theater and replace it with a low quality chain gym When Santa Rosa has already lost a locally owned gym in the area (Stan Bennett's).

Summerfield Theater has always been a beacon of diversity, showcasing a wide range of films that reflect a variety of voices and perspectives.

Its closure would be a devastating blow to the creative and cultural fabric of Santa Rosa I strongly urge you to reconsider this proposal and find a way to preserve the diverse offerings that Summerfield Theater provides to those in our community.

Sincerely, Maritza Castro

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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My name is Dalila Boussaid, and I am writing to you to express support for keeping Summerfield Movie Theater and oppose the proposition to replace the theater with Anytime Fitness. As a frequent patron of Summerfield Cinemas, I feel it is important for the community to have a movie theater that features and celebrates foreign and independent films, among other genres, and it is the only theater in Santa Rosa that does so. Having access to this form of art has socially redeeming value by providing important and memorable experiences to its patrons. While fitness is important, replacing this valuable theater with a gym while that gym is located directly across from an expansive park where people can access a myriad of physical activities such as walking, jogging, hiking, playing tennis, and mountain biking seems ludicrous. Please reject the proposition to place an Anytime Fitness in this location and please honor your community's wishes and allow this important treasure to remain in its current location.

Thank you for your time,

Dalila Boussaid

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I am saddened and distressed about the possibility of the closing of the Summerfield Theater. It is the only theater in Santa Rosa that has films worthwhile viewing. Please do what you can to prevent this closure.

Sincerely, Robin MacQuarrie

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I would be very sad to see the end of The Summerfield Theater for all the reasons that have been covered. It's always been such a joy to go for lunch at East West with another senior and then a movie at the Summerfield. It's been a part of my life for so many years, I can't imagine it not being there.

Evelyn Yasmin Cumming

*RECEIVED BY EMAIL ON MONDAY, JUNE 3, 2024*

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I live next door to Summerfield cinema and go there all the time. I want to say as a resident that I do not want a Planet Fitness in my neighborhood. I was a member at one previously and found that they have very poor practices. I had a heck of a time cancelling my account there and found out later that it affected my credit in a bad way. I cannot say loudly enough NO PLANET FITNESS!!! I think it's disappointing that this is even being considered. The theater is great and shows all sorts of art films that cannot be found anywhere else in the state! It's a real institution. Please do not allow this predatory business into my neighborhood.

Thanks for listening,

Brandon Curry

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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Hey, can we talk about this Planet Fitness thing for a sec? With so many great local gyms already here, why would we want a big chain to come in and take over? Let's keep our community's unique charm and support local businesses instead.

When I saw the sign in front of the movie place I was really thrown for a loop! Let's try and keep Santa Rosa's charm. Things like Planet Fitness don't go in that direction!

thanks for listening

M.Paulene (I live on Summerfield Road)

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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I understand you are the person to give feedback to regarding closing of the Summerfield Theatre in Santa Rosa, California.

I love the Summerfield theater. It's my number one choice for watching a movie. Why? I like that it's an independent theater and shows movies, opera or ballet that other theaters do not offer. I like that it's small and feels more homey. I like the location and parking availability. I prefer to support small businesses run by families or anything other than a large corporation.

If it is in your power to keep it as a theater, you have my support and my dollars.

Sincerely,

Jan Warner

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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Project Manager, Zoning Administrator Dept, Suzanne Hartman

I am one of four organizers for a Meetup group called the "Sonoma County Film Nuts". This group is for people interested in independent, foreign, documentary and occasionally a blockbuster film. We typically host one to two movies a week and have been doing this for over 10 years. Over 90% of the movies scheduled are at the Summerfield Cinema (previously Rialto) since it specializes in non-mainstream films that are the focus of our group.

The Summerfield Cinema provides our group and the Santa Rosa area with a movie venue that explores unconventional or niche topics that are largely ignored by the main-stream movie houses. I believe this is an important cultural benefit to the city and adds more to the desirability of living here than adding another gym.

As an aside, since we typically discuss the movie afterwards over a meal, as I am sure other movie goers do as well, the East West Restaurant would likely be negatively impacted by the loss of the Cinema next door.

Karl Schoenfelder

Sonoma County Film Nuts Organizer

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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I am writing to express my concern about the proposed plans to close Summerfield Theater and replace it with a chain gym. Summerfield Theater has been a beloved institution in our community for many years and plays an important role in our local culture.

The theater brings great films to our neighborhood and provides a gathering place for people of all ages and backgrounds to come together and enjoy the arts. I strongly urge you to reconsider

I am a homeowner in Rincon Valley and am very much opposed to replacing a local business with a chain gym that already has a presence in town. As a Rincon Valley resident I feel it very important to our town identity to have an Art House theater that features many LGBTQ films and films by minority creators.

I am unable to attend the meeting due to commitments but I wanted my words to be heard. Thanks a ton! I hope you guys make the right decision. Any reply is appreciated.

Bryan Castro

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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I am a member of the Sonoma County Film Nuts Meetup group. We attend movies at the Summerfield Cinema on a weekly basis, sometimes more often. The quality of films shown there is not available at any other movie theater in town. No other venue offers independent films, opera broadcasts, collections of award-winning short films, or classic movies. Even before I joined the group, the Summerfield was the only theater I attended.

The potential plan to oust the Summerfield and replace it with a gym makes no sense. Santa Rosa needs another gym as much as it needs another dispensary or Starbucks. Why take away our only source of higher-quality film entertainment and replace it with something that is readily available all over town?

Please don't take away our dear cinema.

Respectfully,

Charlotte Tressler

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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I'd like to offer my comments and support for the Summerfield theatre to be included in the SR City Council meeting on Thursday. I'm unable to attend the meeting in person as I have a commitment at noon. I'll zoom in on the meeting but not knowing where this item will fall on the agenda, I'd like to make sure I'm able to provide feedback of a personal perspective.

I've been a faithful and regular attendee at the Summerfield since before it became the Summerfield – even before Ky Boyd left and opened the Rialto in Sebastopol.

I'm a senior, and an avid fan of foreign and independent movies of all types. I also live close by – within about a 5 minute drive. I'm a widow, live alone, and therefore it's really nice to be able to drive just a few minutes from home, alone, either during the day or after dark, to see a movie and to feel safe. I love the neighborhood, and often go to East West after a movie for dinner with a friend.

If the Summerfield leaves, it will be extremely difficult to be able to attend the Rialto as frequently as I would like. They are the only other theatre that offers the type of movies that I enjoy, but it requires much more planning. In the winter, and in bad weather, I'm not likely going to drive myself to Sebastopol when it's dark and/or rainy. Many of my movie-loving friends live in Oakmont and I know that the "schlep" to Sebastopol is just not one they are willing to make. I think there is a large population of folks – not all seniors – who live on this side of town and who really appreciate the programming the Summerfield offers. COVID was a disaster for the movie theatre industry – not their fault – and they deserve every chance to be able to make a comeback from the toll of the pandemic.

I know City Council members like it to be kept short and sweet. I could expound but I think I've said the important things. Please vote to continue the lease for the Summerfield theatre. It would be a terrible loss for me as a major part of why I love living on this side of town.

Thank you,

Judy Erickson

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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I'm writing to advocate for keeping the Summerfield Theatre in the exact place it is. Having a movie theatre in that particular spot is a wonderful thing, as it supports the opportunities for people to hike, play pickle ball or tennis, feed the ducks at Howarth park, or have a picnic, all followed by a great independent film... with no extra driving involved! There are some great places to eat there as well. Best place in town for a date!

I believe this is what smart neighborhoods are all about. Let's build on what is already working in our community and keep the movie theatre right where it is.

Thank you,

Julie Chasen

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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Santa Rosa Officials,

The Summerfield Theater stands as a beloved establishment within our community, serving as a haven for diverse and independent films that significantly enrich our cultural milieu. The potential replacement of this cinematic gem with a corporate gym chain like Planet Fitness is a prospect fraught with concern, given the latter's reputation for substandard services and questionable business practices.

Over the years, Summerfield Theater has nurtured a vibrant community of film enthusiasts and artists, standing out as a vital venue that not only supports local filmmakers but also amplifies independent voices. Introducing a large corporate entity such as Planet Fitness threatens not only the erasure of a cultural cornerstone but also jeopardizes the authenticity and distinctiveness of our city.

I implore you to acknowledge the cultural significance of Summerfield Theater and carefully consider the repercussions of substituting it with a national chain. Rather than endorsing an entity that operates on a detached corporate level, we should prioritize the preservation of our community's allure by safeguarding our cherished local establishments.

Within our community, numerous local gyms offer premium services while embodying the essence of Santa Rosa. Instead of permitting a chain gym to supplant a beloved institution, let us explore avenues to champion and uplift these independent enterprises that embody the essence of our city.

Thank you for your attention to this matter.

Kindly,

Erin Kottmann

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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Bit by bit, what makes a city have a personality is keeping unique art venues. The Summerfield Theater is worth keeping.

I am also a member of the Sonoma County Film Nuts Meetup group. I have been going to the Summerfield theater for a very long time, when it was named the Rialto. It is where we find the best films, the most unique films, and that is why we go there. They also have really good popcorn.

Thank you,

Paula Park

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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To Whom It May Concern,

I have attended movies at the Summerfield Theater many, many times, especially because of its status as a home for screenings of independent films that did not screen elsewhere in the area. Also, I would NEVER patronize a gym at that location, as gyms are quite available elsewhere.

PLEASE preserve the Summerfield as a movie theater.

John Duvall

Rohnert Park

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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Thank you for listening  
Marianne Hutton  
Santa Rosa, CA

I belong to 24 Hour Fitness and almost never go. Keep the Summerfield Theater or make it almost anything else.

*RECEIVED BY EMAIL ON TUESDAY, JUNE 4, 2024*

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City Planning Office

I recently attended a film festival focused on LGBTQ+ themes hosted by Summerfield Theater, and it was an incredible experience. Not only was it a lot of fun, but it was also an important platform for members of the local gay community to see themselves reflected on screen.

The theater provided a safe and inclusive space where people could come together and celebrate diversity. Losing this space would not only diminish the local arts scene, but it would also be a blow to the gay community's representation and visibility in our city.

The theater is a welcoming place for people of all identities and shows this in their hiring practices and general vibe. I think all efforts to support them must be taken. There are not a lot of places in Santa Rosa to hold LGBTQ events like I attended. Losing one is a big blow to Sonoma County and Santa Rosa in particular.

thank you.

Nanabah A.

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I have lived in Petaluma for over 30 years. We have a lovely movie theater in Petaluma but it seems to be geared to children and adolescents.

I have trekked up to Santa Rosa hundreds of times because the films that are shown at the Summerfield are the kind of films that I am interested in. Please do not allow the Summerfield to be closed.

Don't we have enough fitness studios and nail salons?

Gail Sickler

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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Leave the Summerfield theatre as it is. It is a community resource and the only one of it's kind in the area.

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I'm adding my voice to those who value the Summerfield. It is about the only theater I consider using. It is an Eastside institution. Please keep it!

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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It is disheartening to learn that a cultural institution in Santa Rosa is in danger of becoming a Planet Fitness.

The Summerfield provides entertainment and intellectual stimulation for adolescents, adults, and seniors. It offers only one of the other Independent film offerings in Santa Rosa. Without the theater, moviegoers and community members would be forced to drive to another country. The theater has been a trusted institution and a cultural and entertainment staple in the community.

Additionally, the parking lot shared with Mary's Pizza and East-West Cafe will attract far more traffic with Planet Fitness. This will impact the experience of diners looking for parking and potentially cause a loss of business. While Santa Rosa has many gyms, including a Planet Fitness in south Santa Rosa, nothing pales to the Summerfield. The theater provides an experience. It elevates the senses and brings people together. And that is what makes Sonoma County special.

Besides, Planet Fitness has received bad press recently. Why bring an outside fitness company to the area without skin in the game or care for its community? That is the bigger question. I urge you to consider the consequences of replacing a beloved theater with a corporate fitness center.

Sincerely,

Melissa Sherman

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I am unable to make the important meeting on Thursday due to work obligations. I am imploring the Zoning Administrator to keep whatever zoning is necessary for the Summerfield Cinema to continue in it's current place. With the closing of other independent theaters in Sonoma County, this is one of only a couple that offer the community more than what we get from the national conglomerates.

As a newcomer to Sonoma County, it was here that I met my community, a Meetup group that regularly gathers here. Not having the Summerfield would truly be a loss.

Sincerely,

Michelle Grise'

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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Movie theaters offer us places for human engagement. They are much-needed places where we can live, laugh, love, and cry together. They offer us a way to get out of our homes and our isolation—to be with others and immerse ourselves in larger-than-life stories on the big screen. On a personal note, I moved to Oakmont last year not knowing anyone in the greater Sonoma area. I built my community through a movie meetup group called Film Nuts that regularly met at and attended the Summerfield Theater. During the year, we started meeting every Sunday afternoon for a film followed by a wonderful dinner next-door at the East West Restaurant to discuss the film. I was able to develop my “community” because of this theater and since then these theater-going friends have become my close friends. With the Airport Stadium Theater too far away, and the Roxy Stadium theater featuring more block-buster style films, there is an enormous need for the Summerfield Theater that offers the film community a wonderful, wide and thoughtful selection of films including indie, art and foreign films; a friendly staff; easy parking; an intimate feeling; good restaurants next door; and the best popcorn ever!

Movies truly are meant to be seen on the big screen. That is what they are made for. The Summerfield is a cultural icon and vital gathering place for so many people. It is a cherished cultural institution and serves all the surrounding communities and neighborhoods. Closing the Summerfield would have a devastating and detrimental impact on our greater community and the well-being of people living in Santa Rosa. Please support keeping the Summerfield theater open!

All the best,

Jennie Richards

Santa Rosa Resident

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I am writing to express my sincere wishes that the Summerfield stay alive, as it is a small theatre supporting independent movies, and in a great location for dining & walking. There is much to be said for theatre that is close to Oakmont & to all the people on the East side, and that shows quality films, not just action packed blockbusters.

There must be some way to support this theatre & help it thrive.

Thank you for not letting it turn into another gym, which do we really need across from a recreational park?

My best,

Penelope K. Powell

RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024

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I am writing to say that I am against putting in a Planet Fitness Gym in the old Summerfield movie theatre building. Santa Rosa already has plenty of big gyms that are open at all hours, and we don't need another one right across the street from Howarth park, where there is already a lot of fitness and activity options available. Big gyms are noisy, busy, and impersonal and we would like to keep our neighborhood charm by having less of these types of businesses here.

Thank you,

Brett Thomas

RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024

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As a supporter of indie films and a champion of diversity in the arts, I believe that preserving Summerfield Theater is crucial.

The theater not only provides a platform for independent and underrepresented voices but also has a long history of championing minority-owned businesses by purchasing snacks locally.

The theater not only provides a platform for independent and underrepresented voices but also has a long history of championing minority-owned businesses and minority artists.

Replacing it with a corporate gym like Planet Fitness would be a step backward for our community and its commitment to inclusivity.

Sincerely,

Brian Heiler

RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024

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This is so upsetting that a gym is going to take over this theatre that is a GEM in Bennett Valley. They would be breaking the lease from the theatre and remodeling, and it just really is awful. There are so many people who love the foreign films and smaller films, and this is only one of two places in our entire county that show these films. We don't need another gym. There are so many gyms in the county. This theatre should be preserved. Please do not allow this to go forward.

Carrie Marvin  
Theatre goer  
30 year resident of sonoma county

RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024

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Please present my viewpoint at the meeting tomorrow that I cannot attend in person.

I wanted to express that I really value having an Indie movie theater in Santa Rosa. The Summerfield Theater is where I go to see movies most of the time and I go on a regularly basis. I enjoy seeing movies that are more thought provoking, foreign films and non mainstream films that I simply cannot see at most movie theaters.

Please maintain the theater in its current location and do not approve a fitness center there. Fitness centers exist elsewhere and can be housed in a different location. The Summerfield Theater is unique and is one of the things that make Santa Rosa a good place to live.

Thank you.

Karin Liedtke  
Resident of Santa Rosa

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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My family, friends and I have spent many enjoyable and thoughtful afternoons and evenings viewing outstanding films at the Summerfield theater. The thought of losing the opportunity to see films not available anywhere else in Santa Rosa, especially considering that the replacement business would be a fitness center, is mind boggling.

The relative cost/benefit to the neighborhood makes no sense.

I urge you to protect this local treasure by allowing Summerfield Cinema to remain in its current location.

Thank you for your consideration.

Barbara Powell

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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We need an Indie theater in our community! Please keep Santa Rosa's Summerfield Theater from becoming another fitness center

Respectfully,

Pam Tent

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I am not able to attend the meeting tomorrow. However, I have read through the agenda and all the attachments, and have several concerns.

First, I agree with many of the “writers” that the Summerfield Cinema is a treasure in our community. The range of films presented there support a wide variety of interests and thought-provoking ideas that go beyond just entertainment and escape. I am a huge fan of Star Wars and Star Trek and other big adventure films, which I can find at the other Santa Rosa Cinemas locations. But I also enjoy the smaller films, the independent and foreign films that are shown only at the Summerfield. The “disappearance” of this Cinema would be huge loss!

Second, one of the comments talked about small, local, independent business in and around the area. I must say that I agree with the points expressed in that letter. Having a national chain business move into this area will bring changes that will likely hurt many of the local businesses. There is a kind of chain reaction — in comes the first national chain, which then becomes the support for the next one, and then the next — and so on. There are plenty of areas in Santa Rosa where it would be more appropriate to have the big-box type of businesses, and a better fit for Planet Fitness.

Third, the traffic-impact report, Attachment 3, discusses the number of trips, with the emphasis on impact to peak hours. That is, of course, important. Equally, if not more important to me, as a nearby resident, is the traffic resulting from the extended operational hours of the business. I am not keen on having an increase of “crack-of-dawn” and late-night, even all-night traffic. It is the noise and possible threats to public safety that concern me. A residential neighborhood is no place for a business that operates from 5:00 a.m. to midnight, and 24-hours two or three days a week!

Let’s see if we can’t find a more appropriate location for Planet Fitness, along with ways to support the Summerfield Cinemas!

Sincerely,

Jacki Breger

Local Resident and Film Lover

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I understand there will a vote tomorrow morning on replacing Summerfield Theatre with Planet Fitness? I find this concerning; Summerfield is the only venue near many of us certainly Oakmont who would prefer to keep the theatre. Planet Fitness can find another location. I see gyms go and come and it’s limited to those who want to pay a monthly membership and work out. There are many options for them elsewhere.

I vote NO on the PF taking away a theatre welcoming us all.

Janet E Levy

9 Valley Green St, Santa Rosa, CA 95409

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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Please accept another strong vote of support for keeping Summerfield Theatre in our neighborhood.

It and East West Café were a significant factor in my choosing to buy my house here 14 yrs ago – I live near Summerfield and Spring Creek Drive. I patronize East West restaurant, TrailHouse, the Yogurt shop, Village Hardware and other neighborhood business.

I'm also in support of health and fitness and I have nothing against seeing another gym in the neighborhood – just not in place of the theatre.

Thanks,

Kevin Dickerson

3671 Spring Creek Drive

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I am writing to express my support for Summerfield Theater. As a fan of fine films that frequents Summerfield more than any other person would care to admit, I appreciate the theater's commitment to diversity, inclusion, and the arts. Not only does the theater provide a platform for underrepresented voices both on and off screen, but it also serves as an essential space for artistic expression amongst other important values. As a local resident and advocate for diversity in the arts, I urge you to preserve Summerfield Theater and its irreplaceable role in our community.

There is no other.

Thank you for your time,

A.A

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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As a local resident, I am concerned about the impact that replacing Summerfield Theater with a gym like Planet Fitness would have on our neighborhood. Not only would it erase a beloved cultural landmark, but it would also increase traffic and parking issues, and possibly lead to disturbances late at night due to the extended business hours requested by the gym.

Additionally, the introduction of a corporate gym could undermine the local fitness businesses that are already established in the community. By preserving Summerfield Theater and rejecting the proposal for a large gym, we can maintain the character and diversity of our neighborhood.

Thank you

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I contacted you a few weeks ago, im a small business owner very near the Summerfield Theatre where the new Planet Fitness permit has been proposed. Most of the neighbors I have spoken with are against approving the conditional use permit, and I am too, for these key reasons:

a) More corporate/franchise businesses is not enhancing the small business district around Howarth park that we are working to develop. Santa rosa needs less chain store businesses and more independently owned small businesses

b) Big box gyms such as planet fitness models are not green or forward thinking in terms of energy use. Between the air conditioning, the major electrical draw from all the exercise equipment, water use, and carbon monoxide creating traffic from members driving to and from, there seems to be evidence that they carry a large carbon footprint. And with such high membership and turnover rates as part of the business model, they attract a large volume of traffic.

c) Howarth park across the street from the proposed permit site already offers a lot of different fitness options including tennis, pickleball, baseball and soccer fields, playgrounds, fitness bars, walking and hiking trails, etc., and that doesnt cost anything and is green.

I am hoping to get a chance to speak at tomorrows meeting, even if briefly, to speak about these aspects. Please include me in any list of public commenters if there is one,

Thankyou,

Trinity Winslow

Aquariuz Sewing Shop

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I just found out today about the opportunity to weigh in on the zoning for the property currently occupied by the Summerfield theater.

I live in Windsor and have always frequented the theater on Summerfield Road. Having alternatives to the standard multiplex is essential, particularly for the population over 40 years of age.

The Summerfield gives us a range of films to see. The specialty, independent and off beat are a welcome change. Please help us maintain the East-side option. Health clubs are all over the county. Movie theaters are not!

Thank you for this consideration.

Sincerely,

Amy Cohen Hoover

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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Just a little note to ask you Santa Rosa zoning folks to maintain the zoning such that the Summerfield Theater can stay where it is, due to its cultural importance as a local cinematic alternative to the mind-numbing Hollywood schlock that is virtually the only other option for movie-goers in Santa Rosa.

Thanks,

Dixon Wragg

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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Please don't let Summerfield close! It's the only venue that shows independent films in Santa Rosa. It must be saved!!!!

Respectfully,  
Martina Lewis

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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As a long-time Sonoma County resident and movie lover, I was dismayed to hear of the pending closing of Summerfield Theater, to be replaced by Planet Fitness. I have nothing against Planet Fitness. However, the Summerfield is a local treasure, one of a kind in Santa Rosa, and needs to remain! It offers films that are not available elsewhere, except at the Rialto in Sebastopol. The type of films show at Summerfield are of cultural and social significance and offer much to our community, to keep us aware and informed, as well as entertained. It would be a real shame to lose such a valuable resource. There are several movie groups who regularly go there, and extend their outing by going to eat at Mary's or East West, so those establishments would also suffer. There are other gyms, but there is no other Summerfield! Please renew it's lease and support it's continuance.

Thank you,  
Kathy Pooler

*RECEIVED BY EMAIL ON WEDNESDAY, JUNE 5, 2024*

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I live in Oakmont and would really miss it here Summerfield theater. It is so convenient. To get the same mix of movies I would have to go to Sebastopol. Please reconsider. Liz Parsons.

*RECEIVED BY EMAIL ON THURSDAY, JUNE 6, 2024*

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Save our theater! It is the best; Covid not their fault, and we all love this theater. Only a few use Planet Fitness. Don't ruin one of the best things in Santa Rosa.

Ellen Dolores

*RECEIVED BY EMAIL ON FRIDAY, JUNE 7, 2024*

Please don't let us lose this precious theater. What a loss to us all if it would go. We do not need another fitness center! We need to keep our fantastic little theater.

Sylvia Binsfeld

*RECEIVED BY EMAIL ON MONDAY, JUNE 10, 2024*

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When I moved to Santa Rosa, I was delighted to find the Summerfield Cinema in my "greater" neighborhood. Over the years, my friends and I have had many movie dates there that also included meals at the neighboring restaurants Mary's and the East West Cafe. We were trying to organize another movie date when we found out that the theatre is slated to be closed.

Honestly, this decision to replace a theatre with a gym is a great disservice to our community.

When I am at the Summerfield—three times in April—there are people of all ages—including many seniors—in attendance. It seems to me, that this is a safe place for seniors to drive to and spend an evening. The theatre also provided a broader service to the community when it operated as the Rialto under different owners, with various community groups using the space for educational purposes. Yes, the pandemic years changed the habits of movie going patrons, but that is changing and people are venturing out again.

Please don't short change our community by putting in another franchise operated gym based in New Hampshire. (Isn't there already a Planet Fitness on Santa Rosa Avenue?) A theatre can be used for many different activities besides watching movies, as wonderful as that is. Can the same be said for a gym?

Thank you for your consideration.

Susan Morohashi

*RECEIVED BY EMAIL ON MONDAY, JUNE 10, 2024*

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Please, please, don't let the Summerfield Cinema, long-standing center of excellent movies in east Santa Rosa, be replaced by a fitness center! I am a nonagenarian who has been the happy attendee of countless movies at the Summerfield over the twenty-five years I've lived in Santa Rosa. I now have to drive all the way to Sebastopol and back in order to enjoy fine movies, and though my drivers' license is still current, it probably shouldn't be at my age. Countless others in my situation will be deprived of movie pleasure if this plan to replace the Summerfield goes through the dusty, noisy reconversion to fitness center.

There is an empty fitness center in the Oliver's complex on Montecito Road, perfect for new management to buy and take over; this would be the sensible location for the fitness center buyers.

Why destroy a wonderful, working movie theater when an empty fitness center sits nearby?

Urgently,

Elspeth Benton

RECEIVED BY EMAIL ON MONDAY, JUNE 10, 2024

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Hi Suzanne and Kristinae, this is Trinity, we've exchanged a few emails in the past month and I attended the last planners meeting regarding the application for the minor conditional use permit for the proposed Planet Fitness gym at 551 Summerfield Rd. I own a small sewing business located at 4000 Montgomery Dr. very near the site. Im requesting that this letter please be included in the public record.

The plan to allow this gym at that site has very little support among the general populous and the local small business owners in the Lakeside district along Summerfield Rd. and Montgomery Dr. and we are anxious to explain why we feel that permitting this big box chain gym at this location is a mistake, but with only two minutes to speak at the public hearings, and not being informed on what criteria youre using to make your determinations, we are very concerned that we are not being adequately represented, and that a decision to permit the opening of this corporate franchise gym will be allowed regardless of its harm to the community.

In trying to keep this letter brief, I will quickly outline the major reasons so many of us oppose the permitting of the Planet Fitness Gym at this location:

\*Small businesses are healthy for the community, while large corporate chains and franchises generally are not:

- Profits made by corporate businesses do not stay in the local community. The developer for this project

  - is based in southern California and isn't even local.

- Corporate and large chain franchises drive out small businesses with competitive tactics and rental increases. We've seen this over and over. Strip mall tactics don't provide real community spaces or sustainable small business districts.

- Corporatizing what is currently a very productive small business district will forever alter the neighborhood and what is allowable in its zoning. We believe that because the Lakeside district does

  - admittedly need some updating in its streetscaping that the city planners as well as the permit applicant

    - may have mistakenly assumed that it is not a thriving business hub, but it is: the small businesses located in the Lakeside district are currently providing a lot of necessary services to the local neighborhood residents, such as restaurants, hair salons, tailoring services, repair shops, massage therapists, and more, and with formational plans brewing to create an even more diverse walkable retail

district. Establishing a large corporate franchise at such a prominent location in the heart of a small business district will forever alter its appearance, price range, and overall sustainability and charm.

We are asking the planning dept. to please use greater consideration in separating big businesses from

small business in their determination of which projects should be permitted.

\*Big Box Gyms such as Planet Fitness are Not Green!!

-Gyms of this size and nature are notorious for their large carbon footprint due to the high electrical and water usage as well as traffic flow emissions from customers driving to and from the premises.

So far as the public has been informed, the developer/applicant has presented no plans to include any forward thinking or environmentally friendly aspects in their business plan:

- \*No solar panel or alternative energy plans?

- \*No greywater system plans?

- \*No landscaping or arborial plans?

\*There are already established, green, sustainable fitness opportunities directly across the street from the proposed permit site at our beloved Howarth Park.

-Howarth Park already provides a multitude of environmentally friendly fitness opportunities such as hiking, walking, rowing, tennis and pickleball courts, fitness bars, as well as baseball and soccer fields, with the Parks dept. planning on further expansions soon. Adding a Planet Fitness Gym directly

across the street is not only undesirable on an ideological and economic level, it is a superfluous addition to a city block that is already laden with fitness opportunities, with an additional likelihood of

causing traffic and parking complications.

\*Theres already 20 big box gyms in Santa Rosa, several of which are 24 hour access, as well as many independently owned alternative fitness centers such as yoga studios, dance studios, smaller gyms, etc. some of which are already located in or near the lakeside district. These smaller independent fitness businesses may be harmed by introduction of a corporate gym such as Planet Fitness. Let these small businesses stay in business and continue to acquire new clientele that might be funneled away from them by the bait and switch membership tactics of large chain gyms.

We would be happy to discuss any and all of these points as well as supportive data and signed petitions and pledges from local citizens and small business owners if and when there is time or opportunity.

Derek Stefan and Paul Seif are circulating the 'Save the Summerfield Theater' petition which has over 1200 signatures at last count.

I am representing 7 other small business owners in the Lakeside district in this communication (for which I can provide signatures and email contacts if requested) and am still circulating an expanding petition among the other owners as time allows.

We are planning to attend the next planners meeting this Thursday the 18th with as many other concerned neighbors as possible to show how important we feel this decision is.

The argument has been made by a few that because the entire property where the site in question is located (and not just the building itself) is for sale, that only a high finance investor or corporate developer will be the one to ultimately acquire the property and that this is a certain eventuality for market rate reasons. We find this to be a short sighted and disconnected viewpoint and hope that the planning dept. does not rely purely on this type of corporate profit rhetoric as part of its determination on the permit. There are any number of creative and lucrative ways to use the entire property for small sustainable businesses that will benefit the community and maintain the district, and we rely on our city planners and our district representatives to protect and invest in the best interests of the local citizens and to not be lured into the interests of wealthy developers at the cost of our communities.

Thankyou so much for your time and your work on this,

Trinity Winslow

*RECEIVED BY EMAIL ON MONDAY, JULY 15, 2024*

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Good morning, Suzanne, Zoning Administration and City Planning Offices:

Here is my public comment I will be sharing at today's meeting at 10:30am.

My name is Derek Stefan, Santa Rosa born and raised, long time resident of the JC Neighborhood. As a member of the recently formed Citizen Committee to save Summerfield Cinemas, I urge the Zoning Administrator and City Planning to further delay on granting the use permit to Planet Fitness and Centers Dynamic Partners.

This shopping center known as Lakeside was built in the 1950s - 1960s has a mid century architecture and low roof line that is not conducive to a large big-box format building. The significance of these business districts at Lakeside and the neighboring shopping center on Montgomery Drive known as "The Village" were built around the same time; they hold many long-established small and local businesses. These enterprises need to be protected and nurtured, not destroyed.

I urge Mr. Arce and Centers Dynamic Partners, as out of town investors and developers, to lean in to the fact that a large majority of citizens do not want you to develop this property with a Planet Fitness. We

have over 1,300 signers of our petition on Change.org with 60% being from the local North Bay community supporting the effort to Save the Summerfield Cinemas from Demolition.

Perhaps a new vision can be developed using mixed use, high performing revenue generating business models to redevelop this shopping center? Case in point - Sony Pictures Entertainment investing and acquiring cinemas in California and beyond. Note recent press release (6/12/24) [link here](#) detailing Sony's purchase of Alamo Drafthouse in Culver City, CA.

I urge all stakeholders to stop, look, and listen to the citizens of our great city of Santa Rosa! Save Summerfield Cinemas.

Thank you,

Derek Stefan

*RECEIVED BY EMAIL ON MONDAY, JULY 15, 2024*

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