

PC ATTACHMENT 1

From: [Chuck & Audrey](#)
To: [Shallow, Kinarik](#)
Cc: [Chuck & Audrey](#); [Ginny Starr](#); [Wayne Waggoner](#); lindarossier@gmail.com; glee7311@sbcglobal.net
Subject: Coffee Shack proposal Pleasant Grove Blvd Roseville
Date: Thursday, January 21, 2021 1:48:15 PM
Importance: High

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TO: Kinarik Shallow, Associate Planner

FROM: Audrey & Charles Ehrlich

We oppose the rezoning all and anything involved with the Project Title/File # WRSP PCL W-20 Coffee Shack on 1875 Pleasant Grove Blvd, Roseville,CA.

Chuck & I have lived at 2104 Benton Loop in the Pulte Active Adult Community, The Club at Westpark for 11 years. We know we back up to Pleasant Grove and close to Upland Road. We were reluctant, but expecting more homes build in that site. The entire Westpark Community is residential. We were shocked to see this proposal for a drive thru coffee shack. We deeply oppose a change to rezone any area in our single-family residential community to a commercial site, but especially a drive thru anything is appalling. We see the lines and traffic at a like minded business, Starbucks close to Fiddyment and Pleasant Grove Blvd..

The project owner, Chris Winter of Pulte Home Company better put his idea somewhere else. Please do not vote for this. Keep the area Low Density single family residential or leave it empty. We say NO!

Audrey & Charles Ehrlich

From: [Matt](#)
To: [Shallow, Kinarik](#)
Subject: WRSP PCL W-20 Coffee Shack File PL20-0142
Date: Thursday, January 21, 2021 8:29:42 PM

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Kinarik Shallow

Good evening Mr. Shallow I am emailing you regarding the proposed Coffee Shack File; #PL20-0142. The land was originally slated for low density residential and the current proposal is a commercial coffee shop, which through the plans appears to be a Dutch Brothers. First I would like to relate that I am a fan and customer of Dutch Brothers. I have always found the individual establishments to be giving and caring to the communities in which they operate in. However, I would like to share some concerns and reveal some of the issues that could, and most certainly will, occur when this business is placed in close proximity to a residential area.

The perspective I will be sharing with you will be from my observations as a public safety official in the City of Woodland, which is home to 3 Dutch Brothers locations. The method of operation of the 3 locations in Woodland are on par with the locations within the City of Roseville.

1. Each of the Dutch Brothers locations attract high density vehicular, bicycle and pedestrian traffic. The reason this is such a concern is due to the location that is being considered. Pleasant Grove Blvd is a major thoroughfare which is heavily traveled at all hours of the day and night. This area of Pleasant Grove Blvd is more like a freeway. During my 9 years of living in this area, I have witnessed little to no police speed enforcement, numerous collisions due to excessive speed as well as DUI collisions. Obviously due to these road conditions it is very concerning that the City of Roseville is entertaining the idea of permitting a business that attracts a high density population at this parcel.
2. All Dutch Brothers locations play loud music of various genres during the operating hours. The reason this is an issue is due to the close proximity to Horton Court. From my residence, with all doors and windows closed I can hear the sound of a car door closing from a parked car on Upland Dr. Dutch Brothers is also a frequent meet up location for car racing meet up clubs. Numerous car clubs advertise meet ups at Dutch Brothers via social media. This will also bring loud and unwanted noise to the area in the evening hours. Also, vehicles in the drive-thru are known to exhibit loud music and often times modified exhaust systems on their vehicles
3. The speed survey is from 5 years ago and the population of West Park has substantially grown each year.
4. The assessment of the other Dutch Brothers location is flawed. It was conducted during a pandemic where numbers are lower and pedestrian visitors were substantially lower due to schools not being in service and calls for social distancing during stay at home orders.

These issues might seem small if the location being considered on a parcel near the intersection of Pleasant Grove Blvd and Fiddymont Road. However the consideration of placing this establishment directly behind a residential area magnifies these issues and will have a large and direct impact on the nearby residents. Your decision of approving the change from low density residential to a busy, vibrant and loud commercial business will have an irreversible negative impact of the quality of life of nearby residents. I believe it is irresponsible for the City of Roseville to approve this use of the land based on the information provided.

If you have questions or would like to discuss in greater detail please contact me. I would also encourage you to access police calls for service at the numerous locations of Dutch Brothers from the surrounding region.

I greatly look forward to making neighboring residents aware of the negative repercussions of the City of Roseville's decision making during public comment

Respectfully submitted,

Matt Gray
Horton Court, Roseville CA
[916-871-7123](tel:916-871-7123)

Sent from my iPhone