



2550 Ventura Avenue
Santa Rosa, CA 95403

p: (707) 565-1900
f: (707) 565-1017

Scott Orr
Director

Michelle Arellano
Administration

Nathan Quarles
Engineering and Construction

Cecily Condon
Planning

Steve Mosiurchak
Fire Marshal

February 19, 2026

To: Interested Agencies

The following application has been filed with the Sonoma County Permit and Resource Management Department.

File Number: ZPE26-0021
Applicant Name: Jose Rodriguez
Owner Name: Kenneth Larsen
Site Address: 7400 Gravenstein Hwy., Cotati
APN: 046-091-019
Zoning: LEA B6 60 Z, RR B6 5, RC50/25 SR VOH

Project Description: Special Events Zoning Permit to hold a rodeo on July 12, 2026, & August 16, 2026, from 12:00pm-10:00pm with a maximum guest count of 3,500. Proposal includes food, alcohol, amplified music, traffic control, on-site parking, and security.

We are submitting the above application for your review and recommendation. Additional information is on file in this office.

Responses to referrals should include a combination of any or all of the following details:

- (1) Statement of any environmental concerns or uncertainties your agency may have with the project.
- (2) Comments you wish to make regarding the merits of the project.
- (3) Identification of any missing information or application submittals that will preclude you from providing conditions and mitigations for this project in the future.
- (4) Your proposed conditions of approval and/or mitigations for this project.

After reviewing this application, please respond to the planner with your *marked* response below:

- Conditions will be provided and no further information is necessary.
- Conditions will be provided and additional information is necessary.
- Comments and/or concerns.
- No comments or conditions.

Responsible agencies under CEQA are requested to indicate whether permits will be required for this project.

Your comments will be appreciated by March 5, 2026, and should be sent to the attention of:

ZPE26-0021, Katerina Mahdavi (Katerina.Mahdavi@sonomacounty.gov). The Project Planner can also be reached at (707) 565-1392. **If no response is received by March 5, 2026, it will be assumed that no comments or conditions will be provided.**

Please send a copy of your comments to the applicant(s) or their representatives as indicated on the attached Planning Application.

- | | |
|---|--|
| <input checked="" type="checkbox"/> Building Inspection | <input checked="" type="checkbox"/> Local Fire District – Rancho Adobe FPD |
| <input checked="" type="checkbox"/> Encroachment | <input checked="" type="checkbox"/> CHP |
| <input checked="" type="checkbox"/> Fire Prevention – Periodic Special Events | <input checked="" type="checkbox"/> Sonoma County Animal Services |
| <input checked="" type="checkbox"/> Health Specialist | <input checked="" type="checkbox"/> Cotati City Planning Dept. |
| <input checked="" type="checkbox"/> Management Group | |
| <input checked="" type="checkbox"/> Ag Commissioner | |
| <input checked="" type="checkbox"/> Dist. 2 Director and Commissioners | |
| <input checked="" type="checkbox"/> Environmental Health | |
| <input checked="" type="checkbox"/> Health Services: Tobacco Prevention | |
| <input checked="" type="checkbox"/> Sheriff Community Service Officer | |

Planning Application

PJR-001

Application Type(s):

- | | | | |
|---|---|---|---------------------------------------|
| <input type="checkbox"/> Admin Cert. Compliance | <input type="checkbox"/> Design Review Admin. | <input type="checkbox"/> Minor Subdivision | <input type="checkbox"/> Use Permit |
| <input type="checkbox"/> Ag. or Timber Preserve/Contract | <input type="checkbox"/> Design Review Full | <input type="checkbox"/> Voluntary Merger | <input type="checkbox"/> Variance |
| <input type="checkbox"/> Conditional Cert. of Compliance | <input type="checkbox"/> General Plan Amendment | <input type="checkbox"/> Ordinance Interpretation | <input type="checkbox"/> Zone Change |
| <input type="checkbox"/> Cert. of Modification | <input type="checkbox"/> Lot Line Adjustment | <input type="checkbox"/> Second Unit Permit | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Coastal Permit | <input type="checkbox"/> Major Subdivision | <input type="checkbox"/> Specific/Area Plan Amendment | |
| <input checked="" type="checkbox"/> Zoning Permit for: <u>Cultural event, Live Music, Rodeo</u> | | | |

File # _____

By placing my contact information (name, address, phone number, email address, etc.) on this application form and submitting it to Sonoma County PRMD, I understand and authorize PRMD to post this application to the internet for public information purposes, including my contact information.

PRINT CLEARLY

APPLICANT				OWNER (IF OTHER THAN APPLICANT)			
Name <u>José Rodriguez</u>				Name <u>Kenneth Larsen</u>			
Mailing Address <u>1610 Hill Rd # 17</u>				Mailing Address <u>7400 Gravenstein Hwy</u>			
City <u>Norato</u>		State <u>CA</u>	Zip <u>94947</u>	City <u>Cotati</u>		State <u>CA</u>	Zip <u>94931</u>
Day Ph (707) <u>363623</u>		Email <u>Rodriguez@gmail.com</u>		Day Ph (707) <u>527728</u>		Email <u>haymonster@att.net</u>	
Signature <u>[Signature]</u>			Date <u>01-30-26</u>	Signature <u>[Signature]</u>			Date <u>2/6/26</u>

Billing Responsible Party (At-Cost Only) Applicant Owner Other: _____

OTHER PERSONS TO RECEIVE CORRESPONDENCE

PERSON 1				PERSON 2			
Name/Title				Name/Title			
Mailing Address				Mailing Address			
City		State	Zip	City		State	Zip
Day Ph ()		Email		Day Ph ()		Email	

PROJECT INFORMATION

Address(es) <u>7400 Gravenstein Hwy</u>		City <u>Cotati</u>	
Assessor's Parcel Number(s) <u>016-091-019</u>			
Project Description <u>Cultural Event</u>			

Acreage <u>30 Acres</u>	Number of new lots proposed
Site Served by Public Water? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Site Served by Public Sewer? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

TO BE COMPLETED BY PRMD STAFF

Planning Area	Supervisorial District	<input type="checkbox"/> Critical Habitat	<input type="checkbox"/> Urban Service	Groundwater	<input type="checkbox"/> 1 / 2
Current Zoning		<input type="checkbox"/> NPDES	<input type="checkbox"/> Williamson Act	Availability	<input type="checkbox"/> 3 / 4
General Plan Land Use		Specific/Area Plan		Subject to	<input type="checkbox"/> EX
		Parcel Specific Policy		CEQA	<input type="checkbox"/> YES
Application resolve planning violation? <input type="checkbox"/> Yes <input type="checkbox"/> No	Violation? <input type="checkbox"/> Yes <input type="checkbox"/> No	File No.			
Previous Files	Penalty application? <input type="checkbox"/> Yes <input type="checkbox"/> No	Date			
Application accepted by		Date			
Approved by		Date			

Special Events/Cultural Events - Agency Approvals

PJR-025

Applicant: <u>Jose Rodriguez</u>	File No: <u>2PE26-0021</u>
Event Title or Type of Event: <u>Cultural Event</u>	Event Dates and hours: <u>7-12-26 & 8-16-26</u>
Activities included in Event: <u>Live Music, Rodeo</u>	Attendance at each event: <u>12 PM to 10 PM</u>
<u>707 363 6281</u>	<u>2500 to 3500 Open to the public</u>

Signatures from the following departments/agencies must be obtained prior to posting the ten day notice of a Special/Cultural Event by the Permit and Resource Management Department (PRMD). If the application is approved, PRMD will issue a Zoning Permit specifying all Conditions of Approval. The applicant must comply with all Conditions of Approval.

PRMD Building Inspection 2550 Ventura Avenue Santa Rosa, CA 95403 TEL (707) 565-1900 FAX (707) 565-1972	Conditions: <hr/> <hr/> <hr/> Signature: _____ Date: _____
PRMD Project Review Health Specialist (Porta-toilets, trash containers, noise) 2550 Ventura Avenue Santa Rosa, CA 95403 TEL (707) 565-1683 FAX (707) 565-1103	Conditions: <hr/> <hr/> <hr/> Signature: _____ Date: _____
PRMD Encroachment Section (Public right-of-way) 2550 Ventura Avenue Santa Rosa, CA 95403 TEL (707) 565-3626 or 565-3645 FAX (707) 565-3313	Conditions: <hr/> <hr/> <hr/> Signature: _____ Date: _____
Fire Services/Local Fire District (Emergency Services) 2300 County Center Drive, Ste. B220 Santa Rosa, CA 95403 TEL (707) 565-1152 FAX (707) 565-1172	Conditions: <hr/> <hr/> <hr/> Signature: _____ Date: _____
Sonoma County Environmental Health (Food preparation, service, handling) 625 5TH Street Santa Rosa, CA 95404 TEL (707) 565-6565 FAX (707) 565-6525	Conditions: <hr/> <hr/> <hr/> Signature: _____ Date: _____
Sonoma County Sheriff (Traffic, safety) 2796 Ventura Avenue Santa Rosa, CA 95403 TEL (707) 565-2511 FAX (707) 526-0403	Conditions: <hr/> <hr/> <hr/> Signature: _____ Date: _____
California Highway Patrol 6100 Labath Avenue Rohnert Park, CA 94928 TEL (707) 588-1400 FAX No FAX #	Conditions: <hr/> <hr/> <hr/> Signature: _____ Date: _____



**to whom it may concern
radio clik entertainment llc**

We have more than 10 years of experience doing events around the area, each year We try to do between 6 and 7 events for the community, cultural events of which It seems to be We would like to have the capacity of 2000 to 5000 people per event since this way we can do a lot of work, a lot of money around the area, we are generating many jobs

The El Manteca restaurant located in Snyder Land in Ronald Park is in charge of the taco trucks and food since it has all the County's health requirements.

We have been working with a security company from San José that works for the county of San José and works at the San José fairgrounds. So they have a lot of experience in the field of artists and jaripeos. That's right. that we already have contracts with them this year and we are going to continue working with them because it is a very good company. We have a ballet parking service, which is this. They also work in the county of San José, California, and they also work in the county. They work at the San José fairgrounds, they have very good experience, very good references, I have them, so I have been working with them for two years and we will continue to employ them.

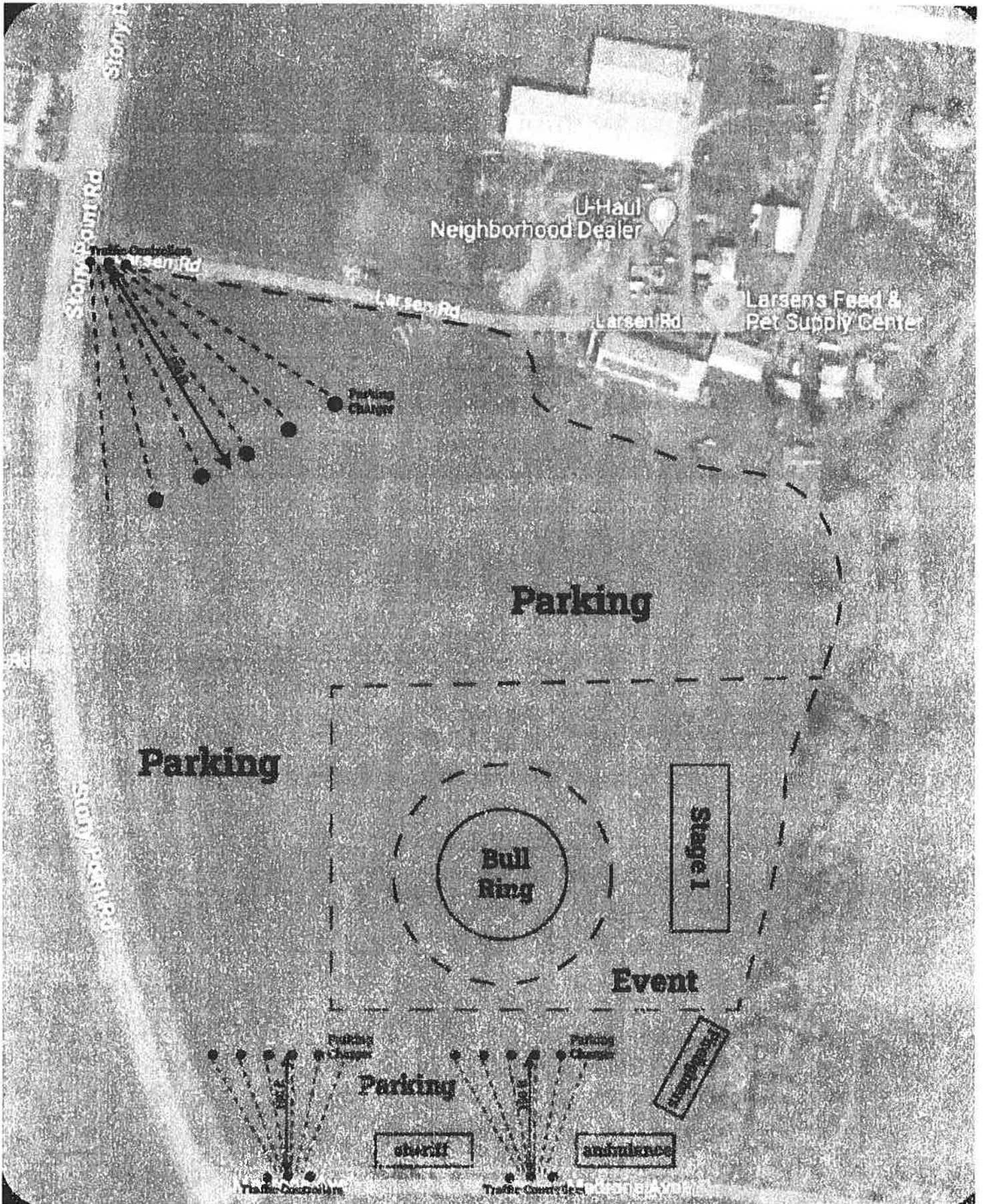
Our event is a Latin cultural event from all over Latin America We try to bring together all Hispanic people in one place we keep families together since it is a 100% family event We try to charge for tickets to generate our talent expenses this children after before 10 years are free so This is a family event

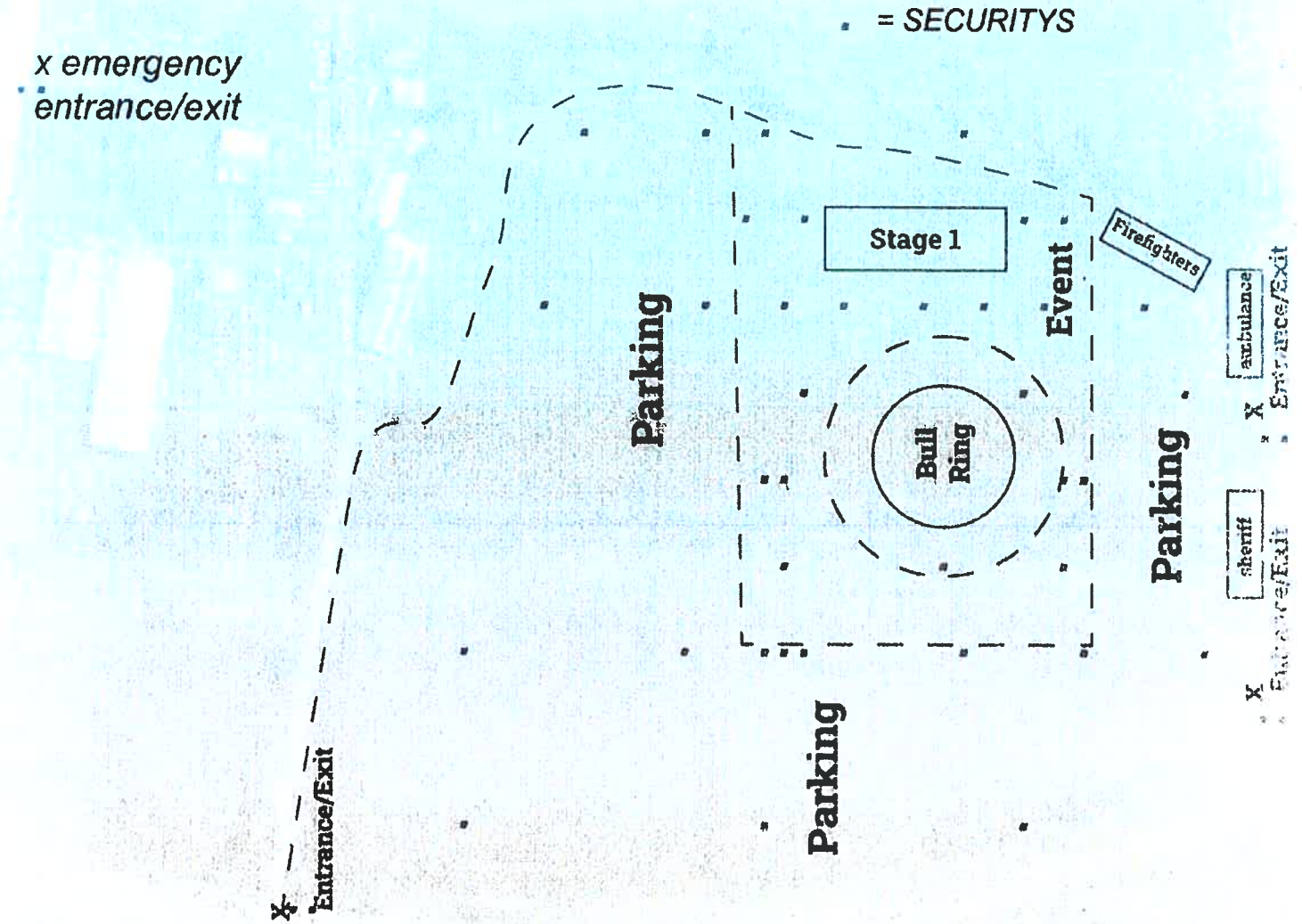
We are going to bring the best artists of the moment from Mexico. Our events normally last 6 hours. We open at 1 or 2 in the afternoon and end at 10 at night, which is the permission we have for sound at that time.

The jaripeo normally lasts only two hours during those two hours we will have an ambulance a paramedic and a emt next to the rodeo for any incident ,half an hour before the bulls start and half an hour after the bulls finish

Normally in an event of more than 2500 people to 3000 we have 30 regular bathrooms and 10 handicaps.

**ATT; JOS RODRIGUEZ
PRESIDENT OF RADIO CLIK ENTERTAINMENT LLC
RADIOCLIK@GMAIL.COM
707 363 6281**





2,500 - 3,500 = 30 - 35 Security Guards.
 4,000 - 5,000 = 65 - 75 Security Guards.

046-091-014

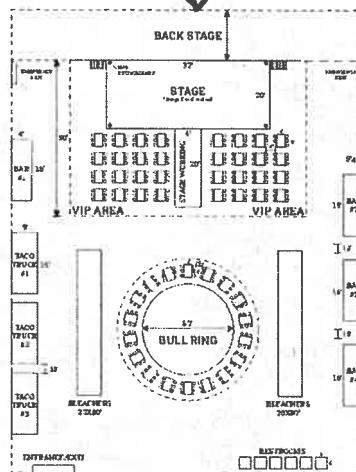
114 ft

FEED STORE
● SEPTIC TANK
FARM

Larsen Rd

Washoe Creek
80

046-091-019



...ent Rd

security=

BACK STAGE

EMERGENCY EXIT

EMERGENCY EXIT

FIRE EXTINGUISHER

STAGE

* Stage 2' to 4' feet tall

4'
BAR #1
16'

5'4"
16' BAR #2

VIP AREA

VIP AREA

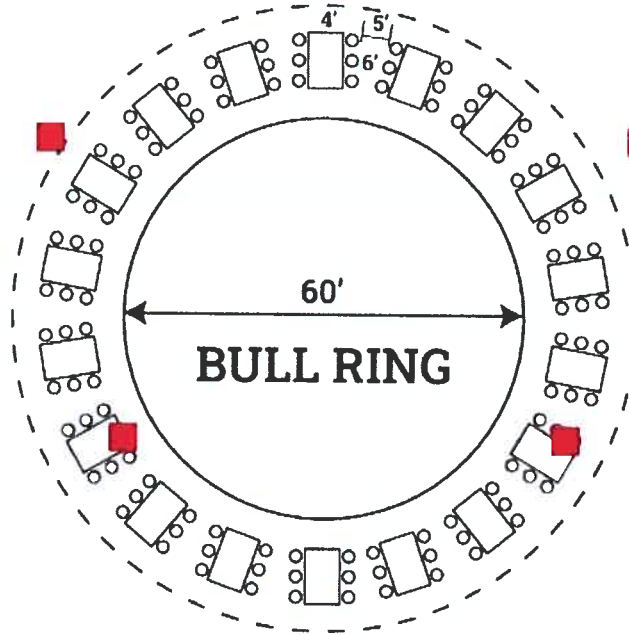
9'
TACO TRUCK #1
16'

10'
16' BAR #3

TACO TRUCK #2
16'

10'
16' BAR #4

10'
TACO TRUCK #3
16'



ENTRANCE/EXIT

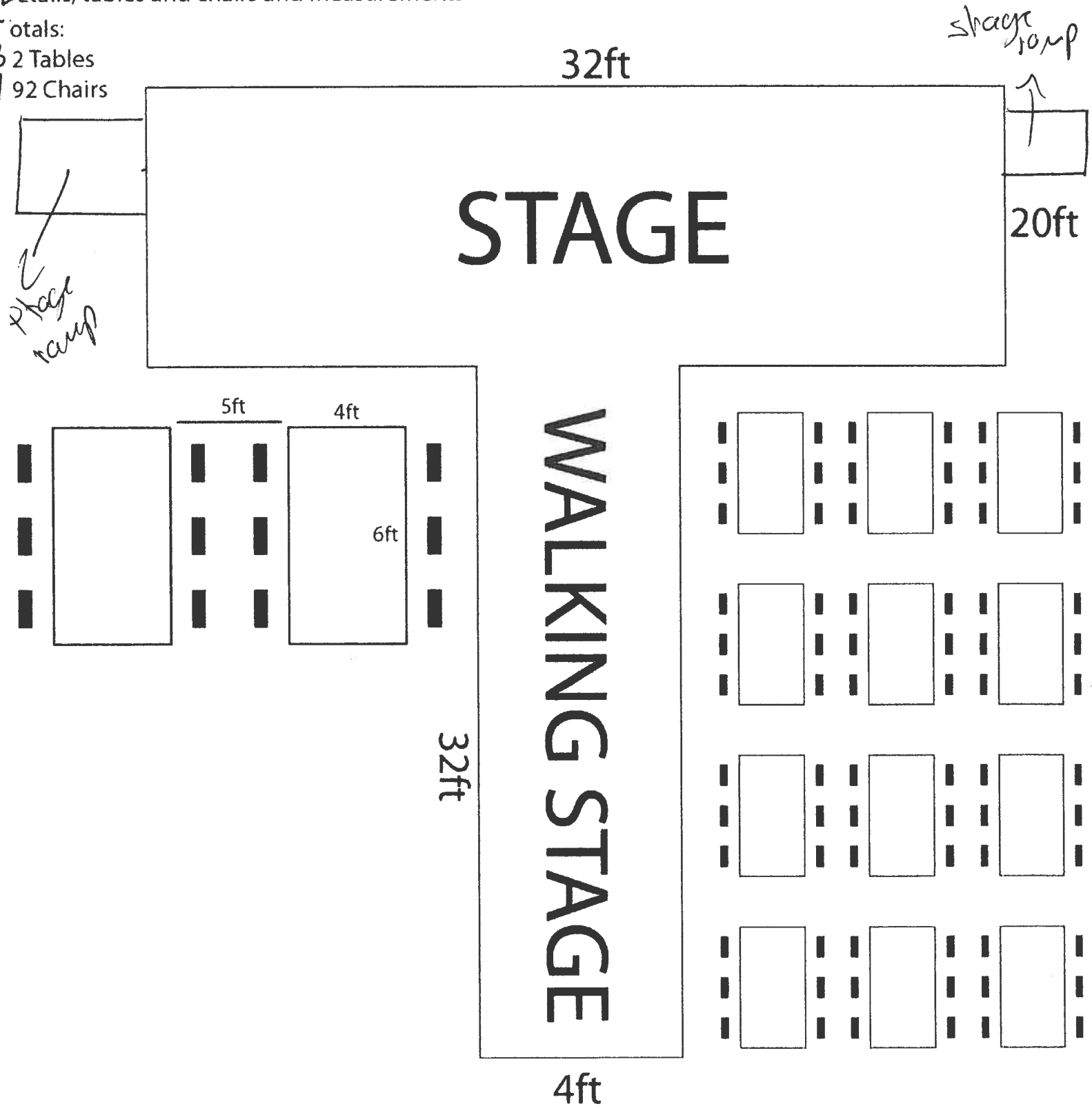
50 RESTROOMS

+ 10 ADA



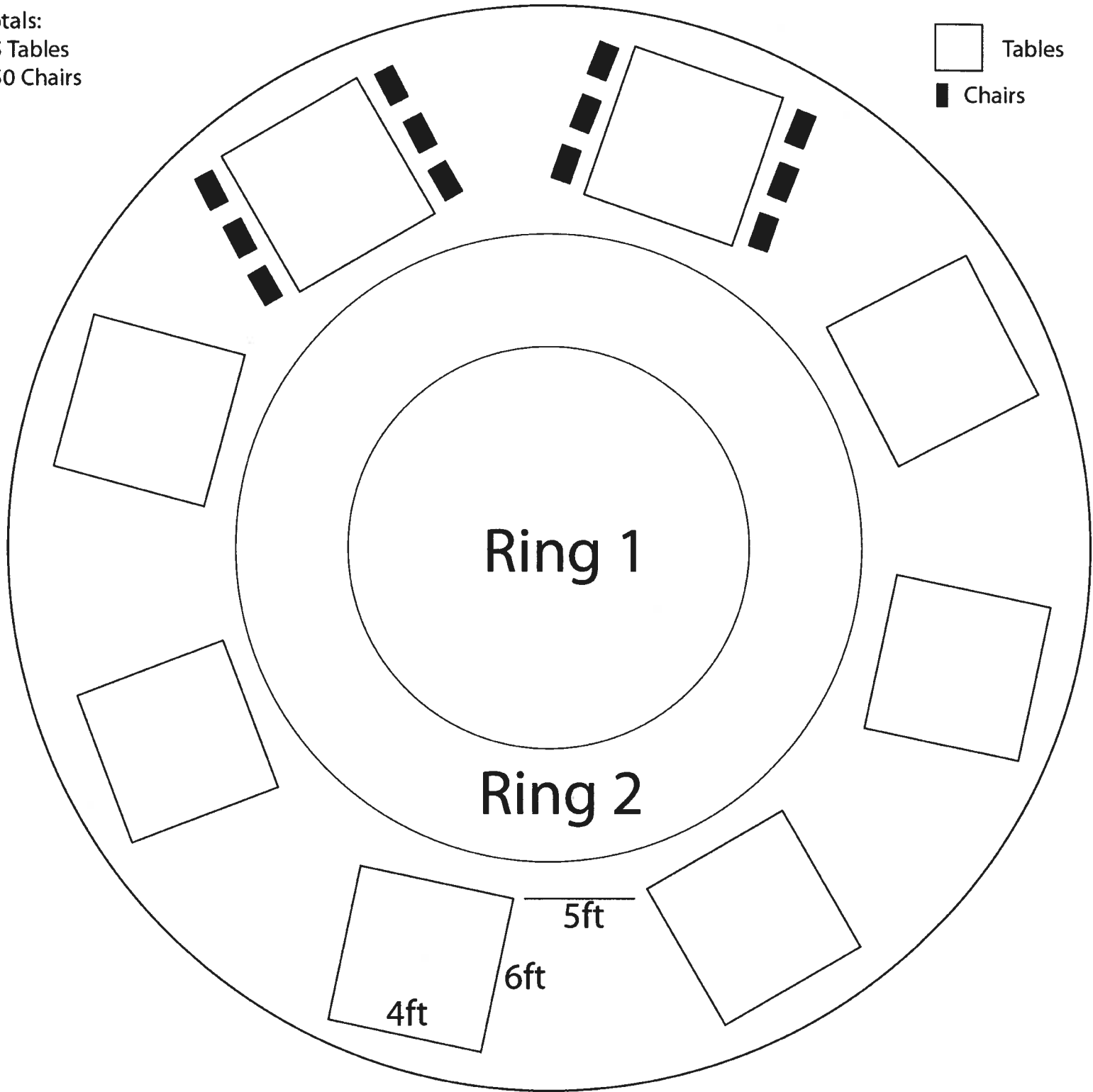
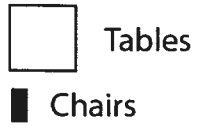
Details, tables and chairs and measurements

Totals:
52 Tables
192 Chairs



Details, tables and chairs and measurements

Totals:
25 Tables
150 Chairs



Radio Klik Entertainment Safety Plan

Safety is the Radio Klik's number one priority for all people accessing the fairgrounds. Safety includes peaceful and respectful behavior that does not require police response as well as fire safety and adequate medical support that does not require a response from the fire department. Radio Klik Entertainment will hire a private security company to provide trained/carded security guards along with event staff in sufficient numbers to ensure the safety of all attendees during the event operation.

All entry and exit points will be staffed with a security staff member in sufficient numbers to provide standard safety controls to prevent persons with weapons and/or alcohol, or those already intoxicated, from entering the festival. Security personnel will conduct standard search and seizure checks of all attendees with metal detectors (wands) and bag checks prior to entry into the fairgrounds and private properties.

SECURITY SERVICES AND FESTIVAL POLICIES & PROCEDURES

Policies & Procedures

- Loitering is prohibited. Attendees must be attending or exiting the Fairgrounds.
- Gates to the event become "Exit Only" one hour before the event's end time.
- Management reserves the right to refuse service to anyone.
- All attendees are subject to search and seizure, and may be ejected from the Fairgrounds for any of the following:
 - Public intoxication
 - Illegal Activities
 - Inappropriate Behavior

Alcohol Policies & Procedures

The alcohol policies & procedures listed in this document (see below "Responsible Hospitality Policies and Procedures") shall be strictly enforced. No Alcohol will be permitted beyond the areas marked on the "ABC License Map 1". Food and nonalcoholic beverages are acceptable in all areas of the festival. Fire extinguishers will be onsite in case of any emergencies.

Contraband

No glass, bottles, cans, knives, weapons, gang affiliation, bicycles, skateboards, roller blades or scooters will be allowed into the festival grounds.

Gate Monitoring

Guards will be placed at all gates to ensure any person or vehicle entering has the proper credentials and permission to enter the fairgrounds through the gate.

Bag Check

Guards will be placed at all entry gates with public access and will perform a bag check and screen every person entering the fairgrounds.

Roving Guards

Guards will be patrolling/roving on the fairgrounds to monitor behavior and activities.

Event Curfew

Outdoor Event & Parties	
<i>Festival Ends</i>	Doors open at 12:00pm end at 8:00pm
<i>Alcohol Service Ends</i>	(1 hour prior to music ending)
<i>Music Ends</i>	Ends 8:00pm Not to exceed 75dba
<i>Premises Vacated</i>	11:00pm for director and stage and sound crew

Security Proposal

For the number of security personnel planned and approximate locations, please see "Exhibit A" below. For approximate locations of security personnel, please see floor plan

RESPONSIBLE HOSPITALITY POLICIES AND PROCEDURES

The company will have the necessary alcoholic beverage control (A.B.C.) license and permission from the City of Petaluma to sell alcoholic beverages. The company will obtain a valid liquor license from A.B.C. located at 50 D Street, Suite 130, Santa Rosa, California 95401, (707) 576-2165. The license will be posted at the Fairgrounds at the time of the event.

The company will always have a trained Responsible Beverage Server (RBS) available at each alcoholic beverage service location to assist servers should the servers have any questions or concerns regarding the service of alcoholic beverages.

1. Wristbands are used for identification and proper ID has been verified by a checker. All alcohol servers will not serve alcoholic beverages without a wristband. All servers be been instructed and trained.
2. A standard drink is a 12-ounce beer and a 4-ounce glass of wine,
3. Cup or glass sizes will be visibly posted at the point of service. Only non-breakable plastic cups will be used. If a serving is more than a standard drink, the actual size is posted as a measure of standard drink, i.e., 6 ounces of wine equals 1.5 standard drinks, and 20 ounces of beer equals 1.5 standard drinks.
4. Beer will not be served in cups larger than 20 ounces. If served in a container of more than 16 ounces, there will be a second smaller size offered.
5. Wine tasting will not be greater than 1 ounce.
6. Alcoholic beverage service will be limited to two drinks (cups or pours) per person per visit to the point of service.
7. No alcoholic beverages will be brought into or removed from the event area.
8. All alcoholic beverages will be served in cups or plastic glasses only. Because there are people under the age of 21 at the event, non-alcoholic and alcoholic beverages will be served in distinctly different containers.
9. Proposition 65 signage on the potential health risks of alcoholic beverages will be posted as required.

10. If the majority (51%) of the event attendees are under the age of 21, alcoholic beverages will not be served or sold.
11. Alcoholic beverages will not be sold as part of the price of admission.
12. Food will be available when alcoholic beverages are sold or served.
13. Serving will stop one hour prior to the close of the event.
14. The bartender will not sell to/serve an obviously intoxicated person.
15. The company will not serve or allow anyone under the age of 21 to consume alcohol.
16. Whenever a purchaser appears thirty (30) years of age or younger, volunteers will ask for proper identification and confirm that the ID is that of the presenter. Identification as evidence of age must be issued by a governmental entity (state or federal government). Documents altered in any way are unacceptable. The ID must have a date of birth, description, and photo of the person. **When in doubt, the company will not serve.**
17. It is illegal to drive a car with a blood alcohol level of .08% or over.
18. Alcoholic beverages will not be promoted in such a manner as to encourage over-consumption. Self-service or open bars, drink contests, discounted drinks, and "all you can drink" offers will be prohibited.
18. If a disturbance or damage is the result of our event and action is taken by the Police, the company will be charged at the prevailing rate for the Police service.
19. Those that serve alcohol will be prohibited from consuming alcohol.

A server who commits a violation of the law such as selling or furnishing an alcoholic beverage to a person under 21 years of age or to an obviously intoxicated person is subject to arrest and criminal court proceedings along with the minor or intoxicated patron who was served the alcoholic beverage. All Alcohol-related incidents will be reported to the Police and Alcoholic Beverage Control (A.B.C.) for follow-up.

The company will provide a safe and hospitable environment for our patrons/guests. Such an environment is achieved through policies and practices that ensure properly trained volunteers, servers, security, and supervisory staff.

This will encourage responsible drinking decisions, and thus increase the sense of hospitality and enjoyment for all attendees.

When serving alcohol, the company will observe all laws that pertain to the use/serving of alcohol.

Medical Team

Of 30 security guards, 5 of them know about first emergency aid

Fire extinguishers will be onsite in case of any emergencies.

Emergency Plan

- The staff and security team of the event will utilize 30 radios (and cell phones) to communicate during the festival.
- If there is an emergency, all staff and security will be notified by radio of the emergency and the Director of the Festival, Jose R , will call 911 to contact Police, Fire, or EMS.
- If Jose R is not available, the security supervisors or members of Security Staff of the Festival will call for emergency assistance.

Crowd Control/Security Personnel

The event will have 30 Crowd Control /Security Personnel on site during the festival. Of the 30 personnel, there will be 2 staff designated as supervisor(s). Our Security Staff will be the primary source of the crowd control and management for the event. This is in accordance with having one security personnel for every 75 people.

Evacuation Routes and Emergency Vehicle Access

- Please view "Evacuation Routes Map" and view red arrows on the map for all evacuation routes from the event.
- Emergency vehicle access would be at main gate and gate 1 , and/or the Gross Concourse which can also be viewed on the "Evacuation Routes Map". See Attached Map
- Emergency vehicles will be guided into the festival grounds by security personnel and board members of the festival.

Fire Safety Plan

- Must have approval through City Fire Marshall's Office.

Staff Training

All Radio Klik staff, security personnel, and volunteers will be trained in the basic elements of the festival's safety plan including the emergency plan, evacuation routes, and emergency vehicle access.

Exhibit A

Security Information 2024

Security Company: Crime Shield Privaty Security

Contact: Jose Martinez

General Contact: Jose Martinez

Phone: 831-756-0886

FAX:

email: crimeshield1@gmail.com

Timeline of the Event

See attached Safety Plans from Crime Shield

Event Promotor

Company: Radio Klik Entertainment

Contact: Jose Rodriguez

Phone: 707-363-6281

email: radioclik@gmail.com



SAFETY PLAN

State License # 121899

(831) 756-0886

josem@crimeshieldprivatesecurity.com

crimeshield1@gmail.com

www.crimeshieldprivatesecurity.co

FEBRUARY 20TH, 2025

To Whom It May Concern,

This letter serves as an official acknowledgment of the understanding regarding the scope of work to be performed for _____ **between 2:00pm -10:00pm. On _____, 2025 by Crime Shield Private Security.**

At Crime Shield Private Security, we are committed to upholding the highest standards in the security industry. Our approach emphasizes compliance with all applicable regulations, transparency, and a dedication to reliable, high-quality service delivery. We believe in fostering strong, open relationships with our clients based on mutual trust and clear communication.

Enclosed is a detailed proposal that demonstrates how we can fulfill your security needs. We are confident that our team's expertise, professionalism, and unwavering commitment to safety make us the ideal partner for your organization.

I would welcome the opportunity to discuss our proposal further and explore how we can collaborate to enhance the safety and security of your event. Please do not hesitate to contact me directly at **(831) 756-0886** or **josem@crimeshieldprivatesecurity.com** for any clarifications or additional information.

Thank you for considering Crime Shield Private Security as your partner for security services. We look forward to the possibility of working together.

Sincerely,



**Jose Martinez, Owner
Crime Shield Private Security**

Scope of services

Event Overview:

•**Purpose of the Plan:** is to ensure the safety, security, and smooth operation of the event by preparing for a variety of scenarios that could impact attendees, participants & staff,

1. Staffing and Responsibilities

•Number of Security Personnel: (30) Security Officers will be on shift between 2:00pm -10:00pm. On June 15th 2025.

•Roles and Assignments:

(4) Security officers will be assigned on the main entry point

(1) Security Officer will be assigned on each exit point being a total of (2) Security officers on the exit points.

(7) Security officers will be assigned on the BackStage and VIP area

(4) Security Officers will be assigned on the beer stands/ bar

(10) Security officers will be assigned to high traffic zones to manage crowd surges.

(2) Security officers will be assigned to the Restrooms.

(1) Security officer will be assigned to the food stands..

3. Security Protocols and Procedures

(Please see the map on the last page)

2. Entry and Exit Procedures:

All entry and exit points will be staffed with a security staff member in sufficient numbers to provide standard safety controls to prevent persons with weapons and/or alcohol, or those already intoxicated, from entering the festival. Security personnel will conduct standard search and seizure checks of all attendees with metal detectors (wands) and bag checks prior to entry into.

No glass, bottles, cans, knives, weapons, gang affiliation, bicycles, skateboards, roller blades or scooters will be allowed into the festival grounds.

The staff and security team will utilize radios (and cell phones) to communicate during the festival.

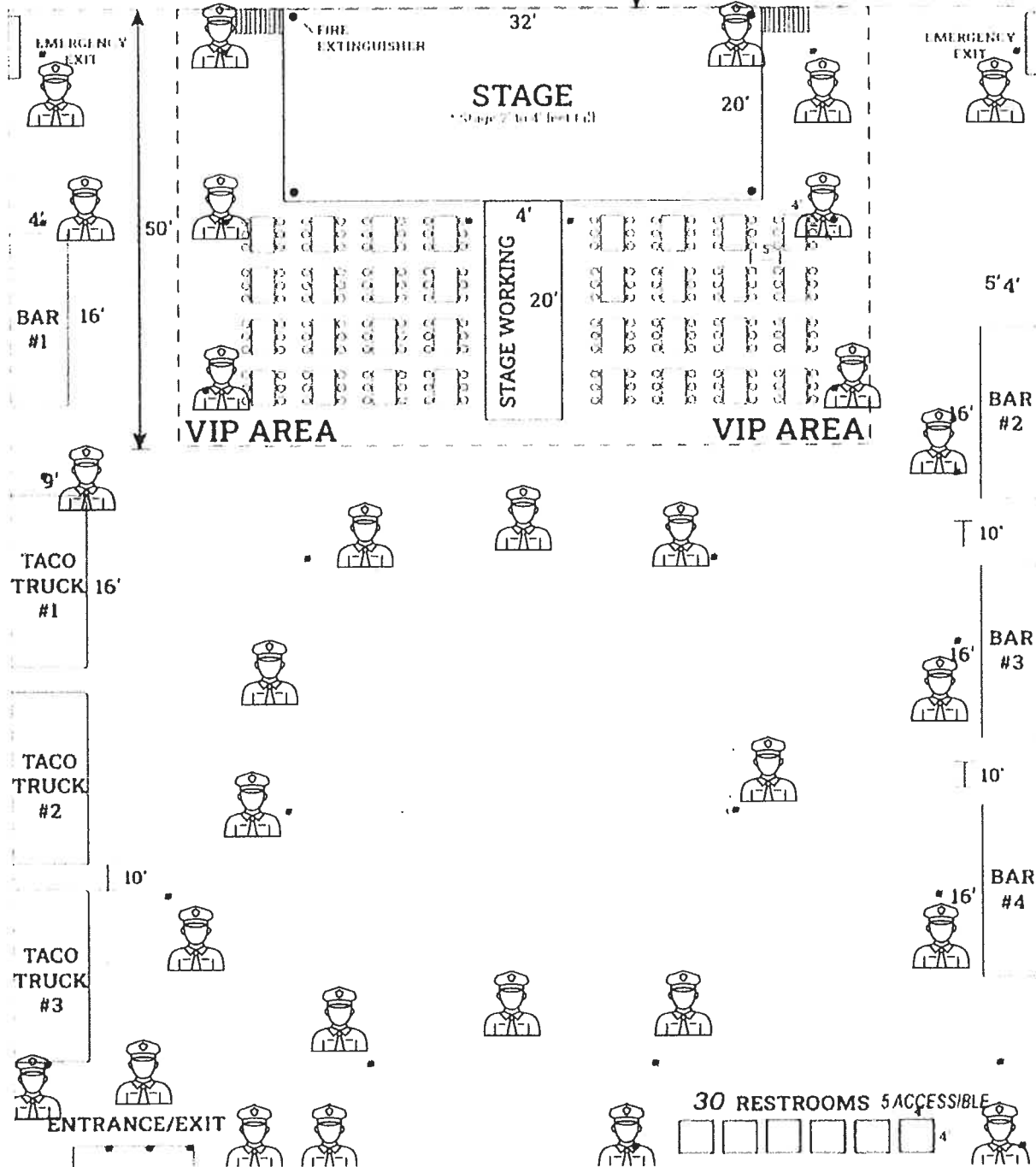
3. Security Protocols and Procedures

- If there is an emergency, all staff and security will be notified by radio of the emergency and the director of the festival will call 911 to contact Police, Fire, and or EMS.
- Guards will be placed at all gates to ensure any person or vehicle entering has the proper credentials and permission to enter the fairgrounds through the gate.
- Guards will be placed at all entry gates with public access and will perform a bag check and screen every person entering the fairgrounds.
- Roving Guards
- Guards will be patrolling/roving on the fairgrounds to monitor behavior and activities.

PLEASE SEE THE MAP BELOW :

BACK STAGE

= SECURITYS



SJ PARKING SERVICES

sjparking408@gmail.com

1045 S 11TH ST San Jose CA,95112

669-609-1441

Parking proposal,

Radio Click Entertainment LLC

Jose Rodriguez

RadioClick@gmail.com

707-363-6281

INTRODUCTION:

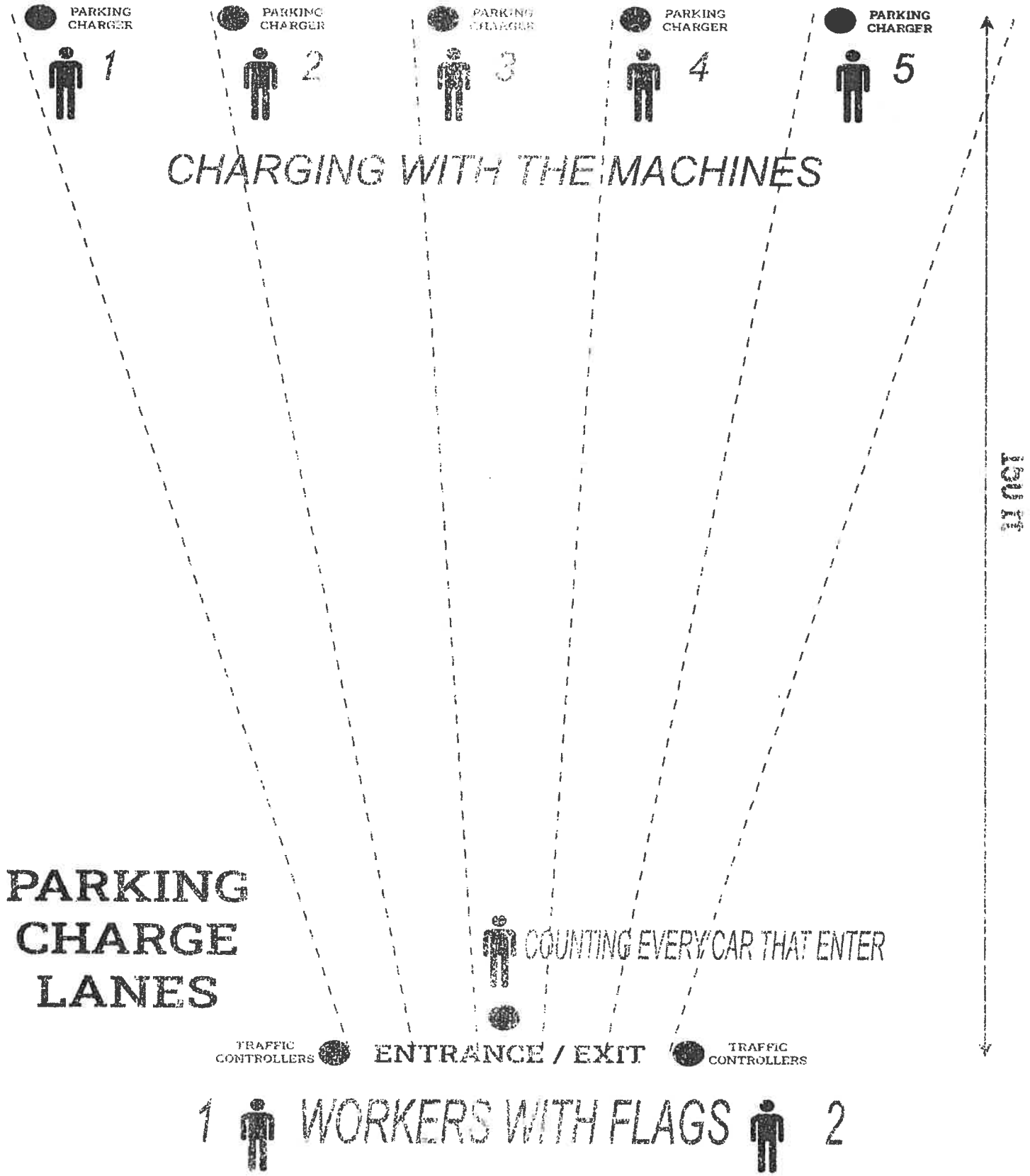
SJ parking services is an efficient and affordable service brought to you from the Bay Area. We provide you with fast and reliable ways to charge as many cars as can be filled in a parking lot. All of our employees are beyond capable of providing the best customer service.

Proposal:

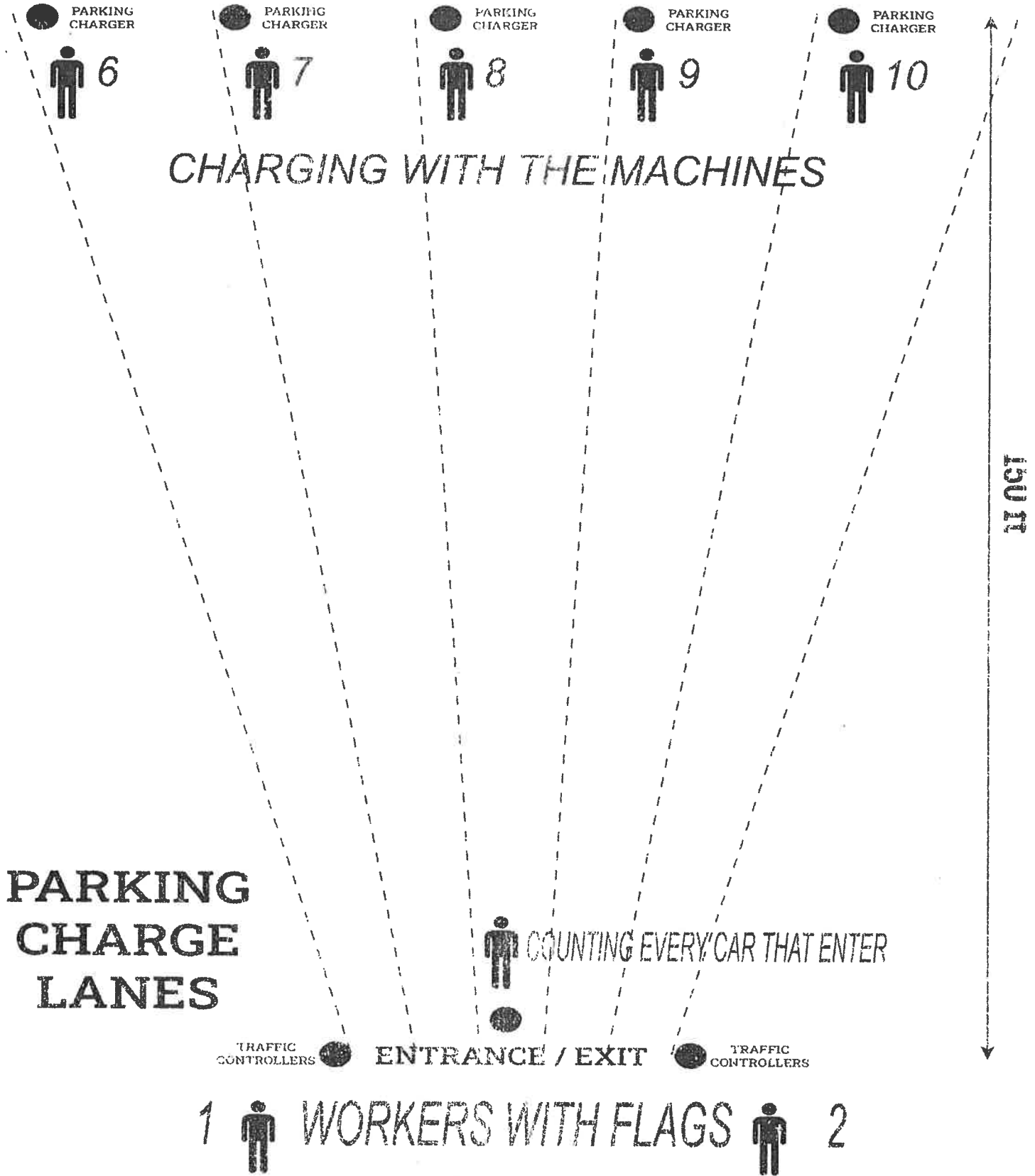
We will be needing a total of 15 employees, 5 of them will be in charge of directing traffic with the red flags and the other 10 will be upfront charging cars as they enter the event. Once the cars pay it will be the securities responsibility to park all the cars ordinarily inside the parking lot. All of our employees will be dressed adequately with safety vest from parking.

Radio Click will be providing us with 10 credit card machines and wifi to charge all the guest. We wont be accepting cash it will be a card only event. The company Radio Click will also be providing us with the traffic delineators post and weight base.

Thank you for considering SJ Parking services, we are looking forward to working with you and providing excellent service.



We are going to have 10 people charging with the machines, each car will not take more than 20 seconds to pay since everything will be by card and we will have five more people around the roads to get the parking.



We are going to have 10 people charging with the machines, each car will not take more than 20 seconds to pay since everything will be by card and we will have five more people around the roads to get the parking.

