



2550 Ventura Avenue
Santa Rosa, CA 95403

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August 14, 2026

To: Interested Agencies

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

File Number:	SPE26-0066
Applicant Name:	Sonoma County Pride
Owner Name:	Larks Pharmacy
Site Address:	14580 Canyon 7 Rd. #190, Guerneville
APN:	070-040-013
Zoning:	LC, LG/116 LG/RRC SR VOH

Project Description: Russian River Pride Parade & Festival 2026 (YR3) – Saturday, September 19, 2026.

Festival: Temporary closure along First St, from Church St to River Rd (Hwy 116) in Guerneville. First St used as walking/festival area between Lark Drugs parking lot and Guerneville Plaza, the food & vendors location. Parade Staging along 3rd Street. Parade route includes 3rd St, Mill St, Main St (Hwy 116), and Armstrong Woods Rd. Main St is Caltrans ROW and not part of event approval. Traffic will be directed around closures along Brookside Ln, 4th Street and Armstrong Woods Rd, CHP at intersections.

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 August 28, 2026, and should be sent to the attention of:

SPE26-0066, Alisa Rossetti (Alisa.Rossetti@sonomacounty.gov). The Project Planner can also be reached at (707) 565-2605. **If no response is received by August 28, 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.

☒ Building Inspection
☒ Fire Prevention – Periodic Special Events
☒ Health Specialist
☒ Management Group
☒ Well & Septic (Sanitation if on Sewer)
☒ Dist. 5 Director and Commissioners
☒ Environmental Health
☒ Sheriff Community Service Officer

☒ Local Fire District – Sonoma County FD
☒ CHP

Planning Application

PJR-001

Application Type(s): ☐ Admin Cert. Compliance ☐ Design Review Admin. ☐ Ag. or Timber Preserve/Contract ☐ Design Review Full ☐ Conditional Cert. of Compliance ☐ General Plan Amendment ☐ Cert. of Modification ☐ Lot Line Adjustment ☐ Coastal Permit ☐ Major Subdivision ☐ Zoning Permit for: 2026 Russian River Pride, Sept 19, 2026		File # _____ ☐ Minor Subdivision ☐ Voluntary Merger ☐ Ordinance Interpretation ☐ Second Unit Permit ☐ Specific/Area Plan Amendment	☐ Use Permit ☐ Variance ☐ Zone Change ☐ Other: _____
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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: Russian River Pride		Name: Larks Pharmacy	
Mailing Address: 14580 Canyon 7 RD #190		Mailing Address: 16251 Main St	
City: GUERNEVILLE	State: CA	Zip: 95446	
Day Ph (480) 280-0421	Email: b Morrison@russianriverpride.org	Day Ph (707) 869-9055	Email: suzan.larks@gmail.com
Signature: _____	Date: _____	Signature: _____	Date: _____
Billing Responsible Party (At-Cost Only): ☐ Applicant ☐ Owner ☐ Other:			
OTHER PERSONS TO RECEIVE CORRESPONDENCE:			
Name/Title: _____		Name/Title: _____	
Mailing Address: _____		Mailing Address: _____	
City: _____	State: _____	Zip: _____	
Day Ph (): _____	Email: _____	Day Ph (): _____	Email: _____
PROJECT INFORMATION:			
Address(es): 16251 Main St		City: Guerneville	
Assessor's Parcel Number(s): _____			
Project Description: 2026 Russian River Pride Festival 9/19/26 will be in the Larks parking area. Which will include a stage with amplified music performances Also beer, wine sales will take place in the controlled area and monitored for compliance to ABC Rules.			
Acreage: APPROX 1 ACRE		Number of new lots proposed: N/A	
Site Served by Public Water? ☐ Yes ☒ No		Site Served by Public Sewer? ☐ Yes ☒ No	
TO BE COMPLETED BY PRMD STAFF:			
Planning Area: _____	Supervisory District: _____	☐ Critical Habitat ☐ Urban Service ☐ Groundwater ☐ 1 / 2	
Current Zoning: _____		☐ NPDES ☐ Williamson Act ☐ Availability ☐ 3 / 4	
General Plan Land Use: _____		Specific Area Plan: _____	Subject to: ☐ EX
Application resolve planning violation? ☐ Yes ☐ No		Violation? ☐ Yes ☐ No	File No: _____
Previous Files: _____		Penalty application? ☐ Yes ☐ No	
Application accepted by: _____		Date: _____	
Approved by: _____		Date: _____	

Sonoma County Permit and Resource Management Department
 2550 Ventura Avenue, Santa Rosa, CA, 95403-2829, (707) 565-1900

09/13/2018

Special Events/Cultural Events - Agency Approvals

PJR-025

RUSSIAN River PRIDE	
Applicant RUSSIAN River PRIDE Festival/Parade	File No 9-19-26
Event Title or Type of Event Music, Food Vendors, EMT	Event Dates and hours Approx 12:30-1500
Activities included in Event Porta Potties	Attendance at each event

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:
	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:
	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:
	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:
	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:
	Signature: _____ Date: _____
Sonoma County Sheriff (Traffic, safety) 2796 Ventura Avenue Santa Rosa, CA 95403 TEL (707) 565-2511 FAX (707) 526-0403	Conditions:
	Signature: _____ Date: _____
California Highway Patrol 6100 Labath Avenue Rohnert Park, CA 94928 TEL (707) 588-1400 FAX No FAX #	Conditions:
	Signature: _____ Date: _____

Sonoma County Permit and Resource Management Department

2550 Ventura Avenue Santa Rosa, CA 95403-2829 (707) 565-1900 Fax (707) 565-1103



APPLICATION FOR SPECIAL EVENT ENCROACHMENT PERMIT

ENC-004

Special Event Permit _____ Related Permit No. _____

Special Event Permit Fee _____

PURPOSE

Application to request a permit to allow a Special Event to be conducted within a County Right-of-Way.

Check Type of Activity: Bike-a-thon ☐ Bike Race ☐ Festival/Fair ☐ Filming ☐
 Marathon ☐ Parade ☒ Traffic Control ☐ Run ☐
 Triathlon ☐ Other ☐

Name of Event Russian River Pride Parade

Permittee Organization Russian River Pride Telephone _____

Permittee's Representative Robert Morrison Telephone 480-280-0421

Mailing Address _____ City/Zip _____

Location/Route of Event Main St and Armstrong woods/ 4th /brookside

Insurance Company _____ Policy _____ Expiration _____

Permittee agrees to accept all responsibility for loss or damage to any person or entity and to indemnify, hold harmless, and defend and release the County of Sonoma, its agents and employees of and against any and all liability, actions, claims, damages, costs or expenses which may be asserted by any person or entity, including Permittee, that arise out of, or are connected to, or relate to the activities anticipated by this Special Event Permit. Permittee shall submit to county for review and approval, a copy of the event application form which includes language indemnifying the county. Permittee further agrees to cause all participants to sign a release of liability form. Permittees without standard indemnification language, shall include language in their event application that includes the provisions set forth in Attachment 1 attached hereto.

The undersigned agrees that the special event will be conducted in accordance with and subject to the terms and conditions of this permit, the State Vehicle Code, the State Streets and Highways Code, and is subject to inspection and approval by the Permit and Resource Management Department.

Permittee Signature Robert A Morrison Date 7-24-20

PROVIDE THE FOLLOWING SPECIAL EVENT INFORMATION

1. Route map showing route, staging areas and signing. Yes ☒ No ☐
2. Attach a copy of applicant organization's *Waiver & Release of Liability, Assumption of Risk Indemnification Agreement*.
3. Event Date(s) 9/20/26
4. Start Time 12:00 pm End Time 1:00pm
5. Approximate number of event participants expected: 1000
6. List County Roads that applicant is requesting to be traveled or closed:
Main St and Armstrong
Main st and Brookside In/4th
7. List any special arrangements that applicant is requesting to provide, such as: providing emergency services for participants, first aid, road wet down or temporary striping/painting, providing sanitation facilities, street sweeping, etc.
None



SONOMA COUNTY SHERIFF'S OFFICE

EDDIE ENGRAM
Sheriff-Coroner

Conditions of Operation - ABC Daily License

PLEASE REVIEW THE BELOW CONDITIONS:

1. Alcohol sales to be posted, "NO ONE SERVED UNDER AGE OF 21"
2. Non-alcoholic concessions to be separate from alcohol
3. Youthful consumers must have ID checked
4. No on/sale alcohol to leave premises
5. No off/sale alcohol to come onto premises
6. Must not serve anyone obviously intoxicated
7. Alcohol sales must cease 30 minutes prior to the end of the event
8. There should be no consumption of alcoholic beverages by any person working within the alcoholic beverage dispensing/sales booth at any time during or within 4-hours prior to their work shift
9. All individuals involved in dispensing, sales or service of alcohol beverages shall be required to read and acknowledge these conditions
10. These conditions will be posted in a conspicuous place clearly visible to the public and available upon request of any peace officer

ADDITIONAL CONDITIONS (Law Enforcement will check boxes below, only checked boxes apply)

- ☐ No persons under the age of 21 allowed at the event
- ☐ ID check and wristbands at the door/entrance of the event
- ☐ ID check at the serving station every time a drink is purchased
- ☐ ID check at the door/entrance with separate area for consumption
- ☐ Other: _____
- ☐ No further conditions

These conditions are to be reviewed and accepted by the Event Representative at the time of the event permit process. It is the event operator's responsibility to insure each seller/server is aware of and understands the listed conditions prior to working the event.

Organization Name: Russian River Pride

Event Date: 9/19/26 Event Time: start 12:00 pm end 4:00pm

Event Representative (Print): Robert Morrison

Event Representative (Signature): *Robert A Morrison* Date: 7/24/26

Contact Information (Phone/Email): 480-280-0421 r.morrison@gmail.com

SCSO Representative (Signature): _____ **Date:** _____

Administration
2796 Ventura Avenue
Santa Rosa, CA 95403
707.565.2781

Law Enforcement Division
2796 Ventura Avenue
Santa Rosa, CA 95403
707.565.2511

Detention Division
2777 Ventura Avenue
Santa Rosa, CA 95403
707.565.1422

Coroner
3336 Chanate Road
Santa Rosa, CA 95404
707.565.5070

2026 Russian River Pride Festival

Russian River Pride in Guerneville, CA will take place the week of September 19th through September 20th, 2026. The main parade and festival will take place on Saturday September 19th with the parade taking place on Main St at 12pm with the festival areas open from 12pm to 4pm. The event is anticipated that 1,000-1,500 people will attend both the parade and festival events.

The festival event will be held on the private property of Larks parking area and the Guerneville Plaza area, with an ideal First St closure for attendee safety between the parking area and the plaza. A mobile stage with amplified music will be located at the Larks Parking area with vendor and food booths placed along First St and in the plaza area. There will be prerecorded live music performed on stage and speeches from various local community members.

The event will have 100 plus volunteers, performing duties that will include, but not limited to: security, trash collection, crowd guidance/information traffic control and other duties to keep the event running smoothly without issues. These volunteers will be identified by wearing color coordinated t-shirts with the Russian River Pride graphic and large text indicating "Volunteer" on the shirt itself. Walkie-talkies will be utilized by the volunteers to maintain communication during the duration of the event.

The following addresses particular items/tasks that will take place before, during and after the event:

Closure of First St (Church St to River Rd): 8am-7pm

The closure of First Street from the intersection of Church St to the intersection of River Rd/Main St would create a safe pedestrian area for event participants to move freely from the Larks music area to the vendor plaza area. One lane of two way monitored access traffic will be maintained on the river side of First St to the Johnsons Beach driveway. Cones and lightweight barricades will be placed at each end of the closure locations for the one lane traffic lane and large informational signage indicating the temporary traffic flow will also be utilized. Traffic monitors will be at these locations to help maintain traffic flow and coordination.

Toilets Porta Potties:

The two permanent public ADA toilets in front of the Sheriff substation on First St. will be utilized, and both restrooms have sinks for handwashing. In addition to this, six additional standard porta potties, two ADA porta potties and two hand washing stations will be obtained for the event. Four standard toilets, one ADA toilet and one hand washing station will be located in the Larks parking area. Two standard toilets, one ADA toilet and one washing station will be located in the plaza area. All toilets will be accessible to everyone, while maintaining an appropriate distance from the food truck/eating areas.

Parking:

There will be street parking available on the surrounding public streets. In addition to that, parking will be available at the Suney Resort (40 spaces), the Park and Ride (60 spaces), Johnson Beach (approximately 100+ spaces), which are all less than .5 miles away or less.

Security:

There will be a lead private security member who will have approximately 20 plus volunteers to help monitor the entries exits, maintain beer and wine in the authorized music/parking area and patrol the event throughout its duration. Walkie talkies will be utilized for constant communication between personnel during the event. If necessary, the Sonoma County Sheriff's substation is less than a block away and can be contacted in case of any unexpected occurrences. The Sheriff's station is aware of the event and has offered to adjust its foot patrol to include several visits to the event site during its duration.

EMT:

An EMT ten station will be located in the music area during the festival and will be staffed at all times. In addition to the EMT station, the Guerneville Fire Dept is less than a half mile away from the event location. They will be a part of the parade and have stated that they are bound to respond to a call within 45sec and could be at festival areas within 2 minutes if needed. Controlled authorized access via First street will be maintained and any "barriers" on the street itself will consist of cones/lightweight barricades, which can be moved quickly in case of an emergency situation.

Food Vendors:

It is anticipated that there will be food vendors in the vicinity of the Guerneville plaza festival area. Any food trucks attending the event will be required to provide their current food/health permits/requirements prior to entry into the event. Any vendor not meeting the county guidelines will not be allowed to attend the event. A beer and wine one day event license will be obtained for the festival with all beer and wine sales only taking place at the Larks parking /music area. Such beverages will only be allowed to be consumed in the designated area, and security volunteers will be positioned at access locations to maintain this requirement.

Trash:

There will be two garbage debris boxes and one recycling debris box delivered onsite prior to the event for the anticipated waste. individual garbage cans will be placed throughout the event sites and emptied as necessary to maintain cleanliness.

Guerneville Plaza:

The Guerneville Plaza (permit being obtained from Sonoma Public infrastructure will be a food area and a children's fun zone, with face painting, balloons, art areas and other similar activities. The use of the plaza may have some crossover of use (i.e. limited vendor booths), but the idea is to have a separate kid-friendly zone away from the music festival area. Thank you for reviewing the above information and should you have any questions or need affixing else, please do not hesitate to contact me

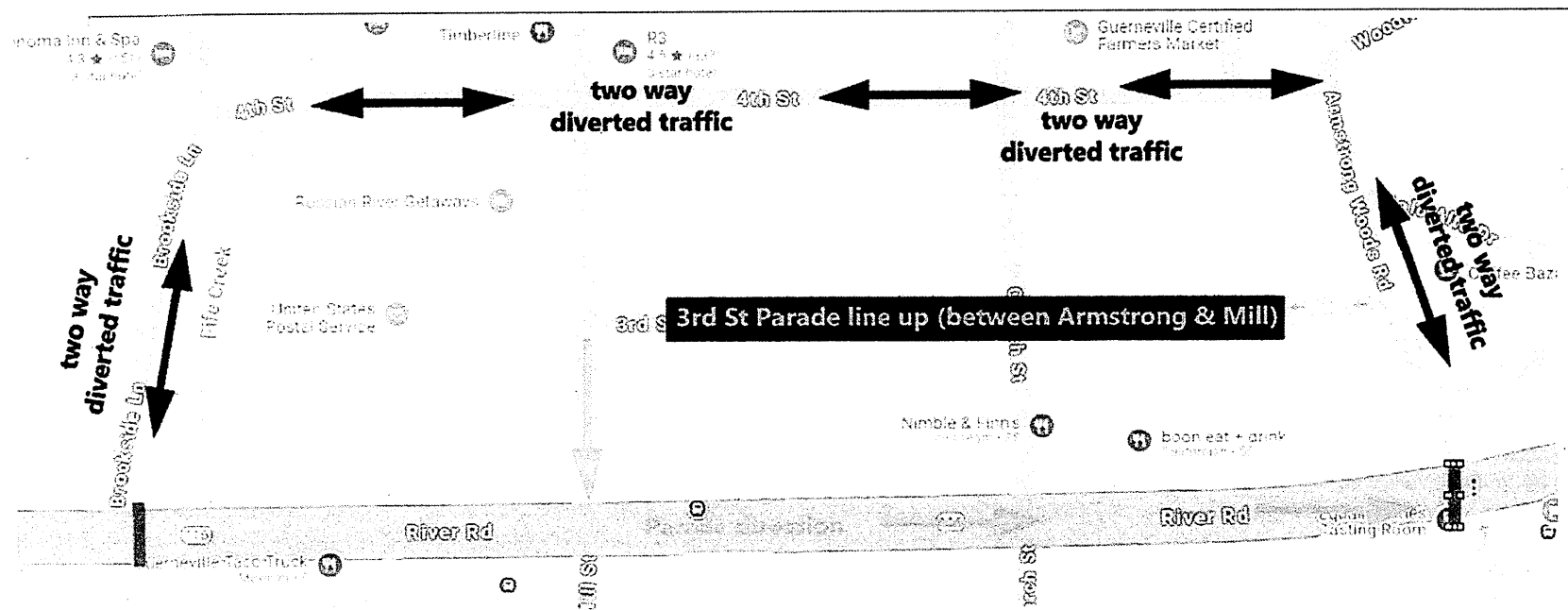
Regards

A handwritten signature in black ink, reading "Robert Morrison". The signature is written in a cursive style with a large, sweeping "R" and a long, horizontal flourish at the end.

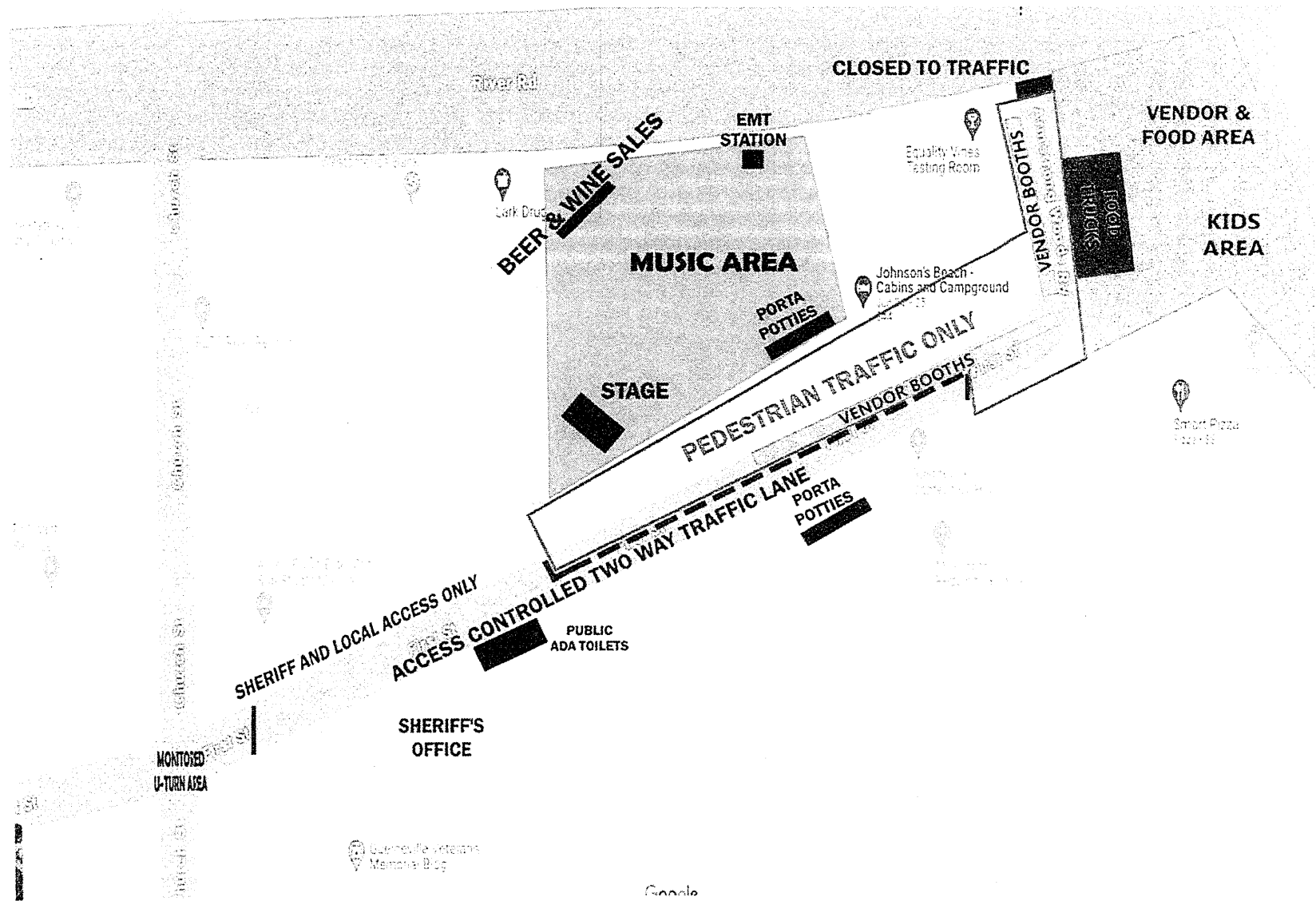
Robert Morrison

480-280-0421

Diverted two way traffic: Armstrong Woods Rd/4th St/Brookside Ln
Parade Line up: 3rd St (between Armstrong Woods Rd & Mill St)
Parade route: River Rd heading east from Mills St to Armstrong Woods Rd



FESTIVAL SITE PLAN

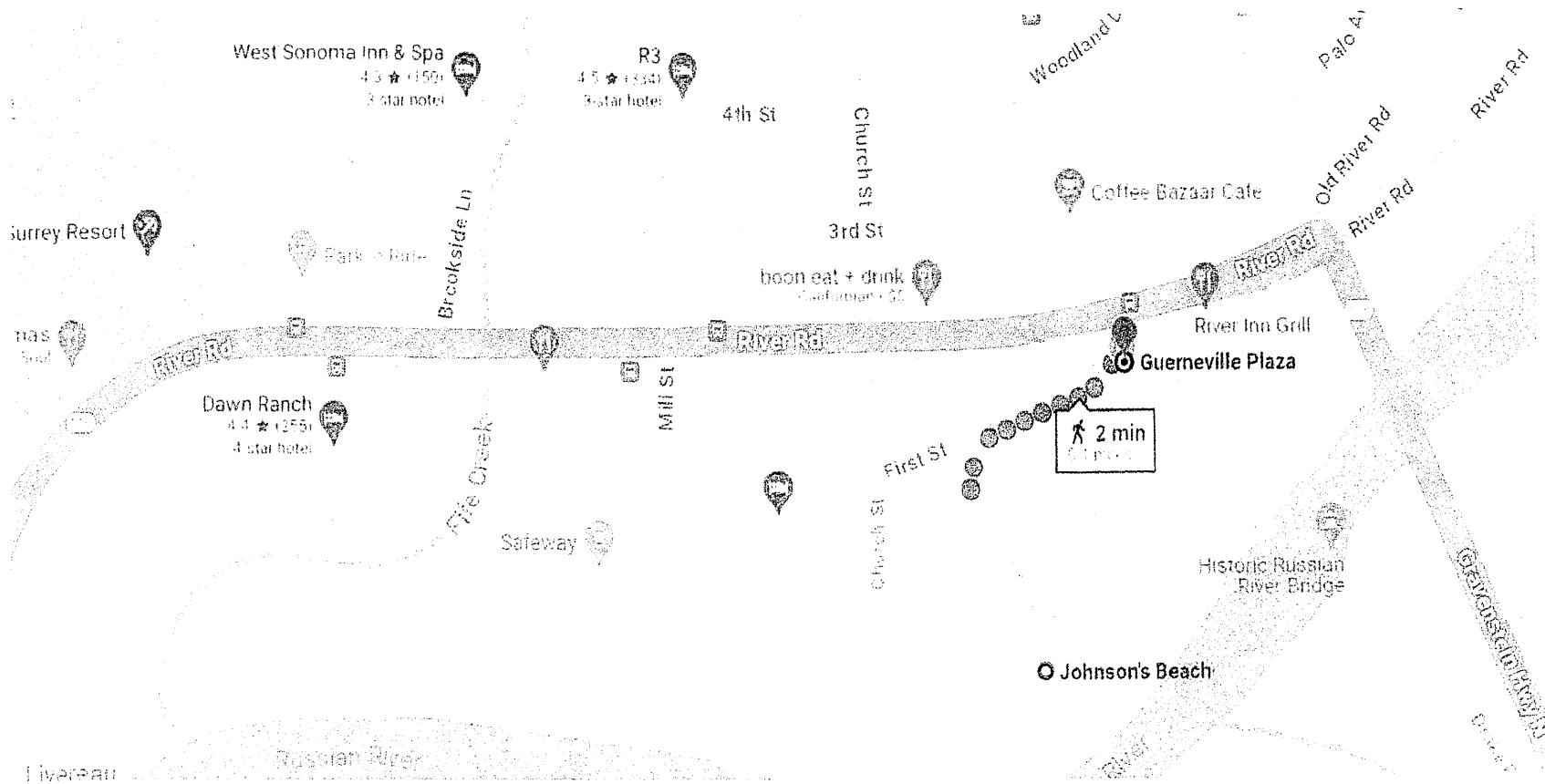


The map displays the downtown Guerneville area with the following details:

- Streets:** River Rd (top), Church St (vertical), First St (diagonal), and Mill St (left).
- Highway:** Highway 116 runs along River Rd.
- MUSIC AREA:** A large white rectangle labeled "MUSIC AREA" is located on the east side of Church St, between River Rd and First St.
- VENDOR/FOOD AREA:** A white rectangle labeled "VENDOR/FOOD AREA" is located on the east side of First St, south of the Music Area.
- Road Closures:**
 - A "ROAD CLOSED - LOCAL TRAFFIC ONLY" sign is at the intersection of River Rd and Church St.
 - A "ROAD CLOSED - LOCAL TRAFFIC ONLY" sign is at the intersection of Church St and First St.
- Other Signs:**
 - A "NO LEFT TURN" sign is at the intersection of Church St and First St.
 - A "LEFT TURN ONLY" sign with a left-turn arrow is at the intersection of Church St and First St.
- Landmarks and Businesses:**
 - Guerneville Veterans Memorial Bldg
 - Fire Mountain Lodge
 - Kcalas Fine Food
 - Second's First
 - Berkshire Hathaway HS Sonoma County
 - Westamerica Bank
 - Lark Hugs
 - Equality Vines Tasting Room
 - Guerneville Oddfellows Hall
 - Smart Pizza
 - Memano
 - Grille
 - Guerneville Pk
 - ChargePoint Charging Station
 - James Flynn-Elite Mobile Massage
 - P2T2 River Rentals
 - River To Coast Childrens Services
 - Placian River Land and Home

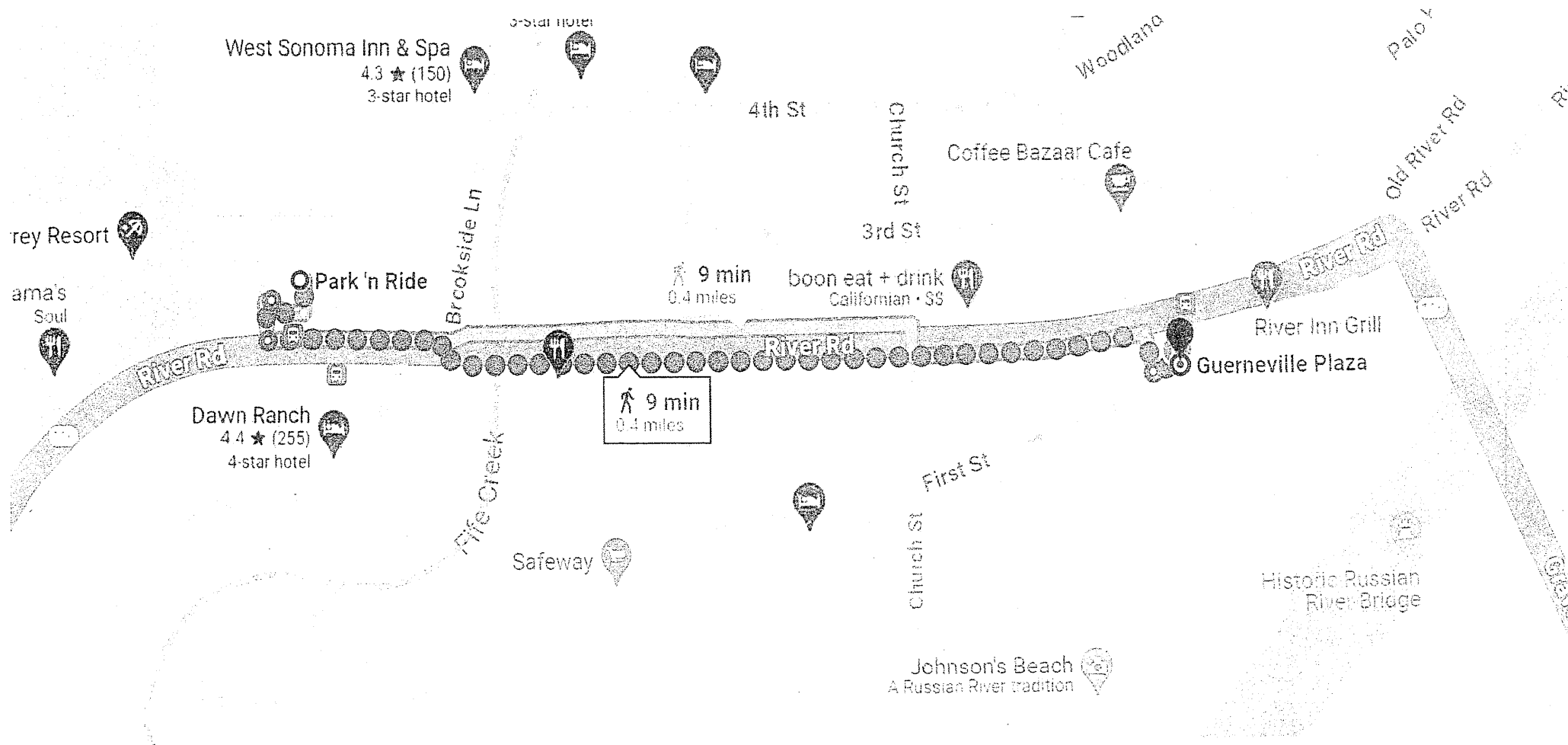
Johnson's Beach lot, 100+ spaces

0.1 miles, 2 minute walk



Park & Ride lot, 60 spaces

0.4 miles, 9 minute walk



Surrey Resort parking lot, 40 spaces

0.4 miles, 9 minute walk

