

From: [Stephen Newman](#)
To: [Mathias Hughey](#)
Subject: Notice of Planning Commission Public Hearing - Fares Ibrahim
Date: Thursday, November 13, 2025 1:11:25 PM
Attachments: [Northfield Notice for Cannabis Establishment.pdf](#)

Warning: Unusual sender [REDACTED]

You don't usually receive emails from this address. Make sure you trust this sender before taking any actions.

Good Afternoon,

I received the attached communication today regarding the Conditional Use Permit for a cannabis retail establishment set to operate directly across the street from our property (Land Growth, LLC / Sota Chevrolet).

After reviewing the notice, we have significant concerns about the negative impacts this business will have on our operations, the surrounding neighborhood, and the community's long-established small-town character.

Our business relies heavily on a positive, family-friendly environment that attracts customers and maintains a welcoming commercial atmosphere. The introduction of a cannabis retail store in such close proximity risks:

- Reduced customer foot traffic from families who may avoid the area.
- Perceived safety issues that can deter patrons, especially during evening hours.
- Negative stigma that may affect prospective tenants, partners, or buyers.
- Downward pressure on property value, which impacts business viability and reinvestment decisions.

These concerns are not theoretical— my data on other areas in the States where this has happened show retail corridors with high-visibility adult-use businesses often experience long-term challenges in maintaining a broad customer base.

The city is simultaneously supporting the development of a new ice-skating rink adjacent to our property—an attraction designed specifically to bring families, children, and community activity into the district. Placing a cannabis retail business directly across from an area intended for youth recreation creates a clear and avoidable conflict.

Specifically:

- Parents may feel uncomfortable bringing children to the rink when a cannabis retailer is

directly visible.

- Youth-oriented facilities typically benefit from surrounding businesses that reinforce safety, wholesomeness, and comfort—not adult-use retail.
- This conflict could deter attendance, reducing the rink’s success and the broader economic benefit it was intended to generate.
- Reduced activity at the rink will also reduce the spillover business that local property owners like us rely on.
- The pairing of a child-focused amenity with an adult-use retailer fails to support a unified development vision.

I, myself, live in Charlotte, North Carolina and visited the area when we acquired the property. What I enjoyed the most about the area was its small-town character. Approving a cannabis retail establishment in a highly visible, family-oriented corridor risks undermining that identity.

Our concerns include:

- Increased loitering or congregation near the store that is inconsistent with a small-town Main Street atmosphere.
- A dramatic shift in corridor character that may not align with the community’s expectations or long-term vision.
- Disruption to the carefully balanced mix of businesses intended to support Northfield’s charm and livability.

Our company has operated and still operates many dealerships in small-town areas and we have seen they thrive when development decisions reflect community values, not simply market interest.

In sum, we ask the city to consider not only the individual business but the cumulative effect of introducing adult-use retail into a corridor already evolving with new recreational, family, and community-oriented initiatives.

We respectfully request that the City of Northfield thoroughly evaluate the community compatibility, business impact, and youth-recreation conflicts before approving this proposal. Based on the information provided and the location chosen, we believe the cannabis retail establishment is not an appropriate fit for this corridor and would have substantial negative impacts on our business and the surrounding area.

We appreciate the opportunity to provide feedback – this is a luxury not always afforded to the land owners in Charlotte, NC.

We respectfully request to be notified of all future hearings, public meetings, or opportunities to provide additional input.

Sincerely,

Stephen Newman

VP/Secretary – Land Growth, LLC / Sota Chevrolet

704-491-4140