



ALTERNATIVE2

Alternatives East  
2300 Bethards Drive  
Zoning : GC, Commercial Office/Retail



# NEIGHBORHOOD COMPATIBILITY

Comercial area

## A

- 76Gas Station/ Auto Repair
- Safeway**
- Super burger**
- UPS
- Los Tres Chiles
- Beauty Salon
- Starbucks
- Cleaners
- Pilates Studio**
- Preferred Dental Care
- Dollar Tree
- MD Wine and Liquor**
- ACE Hardware**
- Financial Services
- Palm Beach Tan
- Exchange Bank**

## B

- Dental Offices
- Santa Rosa Back Fitness
- Warren Architecture

## C

- Spring Garden Center**
- Bluefish Sushi
- CVS**
- Beauty Connection
- Pet Center
- Jewelers
- Café

- Yoga
- Baskin Robbins
- Trattoria Cattaneo
- La Quercia Tacos
- Ricardo's
- Sisters Consignment
- Gios Pizza
- Kirin
- Beauty Salon
- 7Eleven

## D

- Calistoga Massage Therapy of Santa Rosa

## E

- Financial Services
- Accounting offices
- Court Reporter
- General Offices
- Moving Company
- Law Office
- Two Engineering offices
- Masonry Office

## F

- Pure Movement Pilates
- Beal Ins. Ag.
- State Farm Ins.

## G

- Dentistry Offices



ALTERNATIVE A

**BETHARDS DR. COMMERCIAL DISTRICT**



courtesy: Google Maps

Map data ©2021 Google

# General Plan



## ALTERNATIVE 2

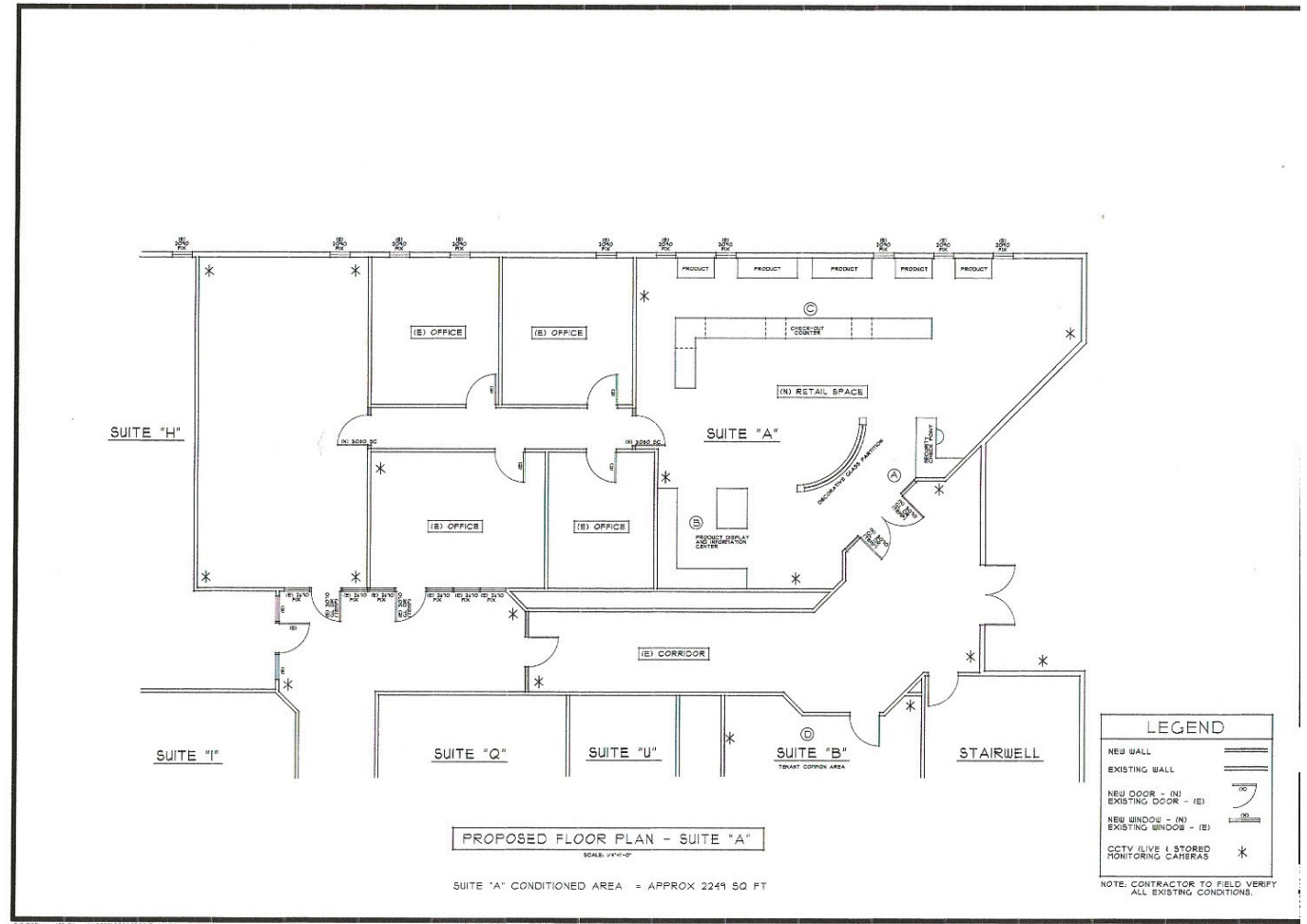
***Consistency:*** Retain Neighborhood Aesthetic, Discreet, Professional, Attractive.

***Consistency:*** Provide Tested, Safe and Affordable Medical and Adult-Use Cannabis.

***Consistency:*** Provide an oasis for customers to be inspired, learn, and explore the benefits of cannabis.

# Dispensary Interior Plan

- ~ Inviting, Convenient Flow
- ~ No Cannabis Visible from outside dispensary
- ~ Discreet, Secure Check Out
- ~ Education Stations
- ~ Private Consultation Rooms
- ~ Well-Lit with discreet Security Cameras
- ~ Constant air filtration





## *Alternatives: Demonstrated Dispensary Success in Santa Rosa*

- *Alternatives is a thriving, permitted dispensary in its 12<sup>th</sup> year!*
- Proven track record of full state and local compliance
- Diversity & Equity Inclusion hiring policies, 100% Woman-Owned and operated
- Mentoring dozens of people who are passionate to learn about the cannabis industry (many are women and minorities)
- Innovated the first recycling program for used packaging
- We hire locally and give preference and support to local cultivators and family farmers, manufacturers, and distributors
- California Track and Trace and Weighmaster experts
- Every day Discounts for seniors, veterans, & medical patients
- A robust cannabis industry is one way to help rebuild our economy

# Traffic, Odors, Crime, Security

- **Traffic:** About 45 new peak hour trips but reduced by Delivery Service. –Cameron Nye, W-Trans, Traffic Engineer, 3/9/21
  - *Bike Path and Public Transit use encouraged, with incentives*
- **Odors:** Odors will not escape the shop. Engineers have approved our “accepted and best available industry-specific technologies designed to effectively mitigate cannabis odors” –Yorke Engineering Rpt., 1/20/21
- **Crime:** Dispensaries do not significantly impact violent crimes and property crimes *decrease*. Researchers ascribed this to:
  - Increased foot traffic and “eyes on the street” even at extended hours,
  - Increased security technology, and
  - Availability of tested, safe cannabis without the stigma“Cash business” is a myth: Alternatives has conventional banking and we accept credit and debit cards.
- **Security:** State of the art. Approved by the State of California, Sonoma County, and Santa Rosa.



## About the Applicant

- Attorney for 39 years, mother of 2
- Stage 3 cancer survivor: Researched the medicinal benefits of cannabis and devoted my career to learning about its properties and helping others
- Own a home in Montgomery Village and commercial properties in Bennett Valley and Roseland
- Contributions to our community: Member of Roseland Annexation Steering Committee, Santa Rosa Metro Chamber, Sonoma County Bar Association, NORML Legal Committee, Featured Speaker at Metro Chamber's Young Professionals Network, Member Society of Cannabis Clinicians, Jewish Coalition for Literacy
- OSHA certified, State Bar mediator
- Bennett Valley Community Liaison for Alternatives East

# 2300 Bethards Dr.

## About the Location

- Conveniently located on a commercial corridor surrounded by retail shops, malls, personal services, gyms, grocery stores (and a liquor store,) and professional office buildings. Allows customers to patronize other local shops, saving trips and the environment and benefitting other local shops.
- Major thoroughfare connecting Summerfield to Bennett Valley Rd. for easy access.
- 63 parking spaces!
- On a major bus route (8,) from downtown, encouraging people to use public transit.
- On a bike path encouraging people to get exercise.
- Zoned Commercial Office in compliance with zoning for dispensaries, more than 600 ft from any school, more than 1,000ft to any other dispensary. All surrounding zoning is Commercial.
- Recommendation from staff planner: Approval