

***ALTERNATIVES, A HEALTH COLLECTIVE***

2300 Bethards Dr. Suite A  
Santa Rosa CA 95407  
415-250-8888  
APN 147-061-015-000

March 24, 2020  
*Revised Jan. 20, 2021*

To: Susie Murray  
City of Santa Rosa Planning Dept.  
100 Santa Rosa Ave.  
Santa Rosa CA 95401

Re: ***Alternatives East***: CUP for Medical and Adult Use Dispensary and Delivery  
Owner: 2300 Bethards Dr., LLC. by Karen Kissler  
Zoning: CO  
Purpose: Project Narrative, *Revised Jan. 20, 2021*

Dear Ms. Murray,

Per your request, this letter revises our March 24, 2020 project narrative to respond to comments made by City staff. Specifically, this narrative:

- Enlarges the font size of the architect's plan to clarify the total square footage of the requested retail space is 2248.8SF,
- Ensures the square footage in this narrative is consistent with the contents of W-Trans' traffic study and report (see attached,) and
- Adds an updated Odor report by Yorke Engineering confirming the odor control measures suggested by odor specialists at Monster Gardens will fully comply with state and local ordinances concerning odor containment in the proposed space (see attached.)

Alternatives East proposes Dispensary at 2300 Bethards Dr. The County and City have already entrusted Alternatives with a license to operate a dispensary off Stony Point since 2012. Alternatives has been honored to serve thousands of patients (I'm a stage 3 cancer survivor) and recreational cannabis users responsibly and joyfully.

We promise to continue caring for our Bennett Valley customers with superb, knowledgeable service and education, using state of the art methods to safeguard our neighborhood and products. Alternatives East at 2300 Bethards will be a tasteful, discreet, neighborhood dispensary without flashy lights or signs showing cannabis: it will quietly blend in with the neighborhood and welcome our community with education about CBD and the other benefits of cannabis.

2300 Bethards already complies with City codes: it is outside mandated school setbacks and has the proper dispensary zoning. Odor experts confirm there will be no smell of cannabis within Suite A (the only proposed area of the property to be utilized as a cannabis

dispensary.) Nor will there be cannabis odors outside the building or in any other areas inside the building.

2300 Bethards Dr. is a 1.05-acre parcel located in a mixed commercial office and residential section of Santa Rosa at the corner of Bethards and Yulupa Ave. Although there are some residential uses, these are easily and well separated from the acre+ parcel at 2300 Bethards Dr.

***We are not requesting a consumption area of any kind. No smoking, vaping, injecting edibles or use of topicals containing cannabis will be allowed anywhere on the property.***

Alternatives proposes to use Suite A for retail sales. All sales of cannabis products will be contained within Suite A. (Suite A is 2249SF.) All the offices used by Alternatives East dispensary will be located within Suite A.

Comprised of one large building (of approx. 17,000sf,) the building contains offices rented by various non-medical professionals. The building has a main corridor with two entrances, one from the parking lot and the other from the Bethards Street side (close to the corner of Bethards and Yulupa.) There is a smaller, interior corridor connecting some interior offices. the interior corridor leads to the ADA bathrooms and both entrances lead to the main corridor. The building is on slab with stud walls and T1-11 siding with exterior vertical windows. All offices are oriented toward the main street, Bethards.

#### 1. LOCATION REQUIREMENTS:

- a. 2300 Bethards Dr. is an office building architecturally designed consistently with surrounding office and retail uses in the neighborhood. Please see Exhibit A, Floor Plan, attached hereto.
- b. The architecture of our building blends well with the neighborhood as a one story wood commercial office structure with wide exterior concrete entry steps near the corner of Bethards and Yulupa. Both these main streets have 4 lanes, 2 in either direction. Please see Exhibit B, Photos of all sides of the building and intersection area, attached hereto.
- c. 2300 Bethards Dr. fully complies with our City's cannabis locational requirements in that it is well outside the 600ft. setbacks from schools, day care centers/youth facilities, and other dispensaries. (The latter was confirmed via public records requests: there are no other applications pending with in the requisite 600ft either.) Please see Exhibit C, Distance Graphic, attached hereto.

Use: Alternatives requests the honor of serving the medical and adult-use community.

#### 2. SECURITY:

- a. CCTV: We will have two redundant, separate video camera systems made by Q-See and Frontpoint. Day/night cameras are shown by "X's" on the plans submitted plans. We will always have motion detection during our closed hours and glass break sensors. Our security systems will be monitored 24/7 by ADT and information will be stored both in the cloud (encrypted) and on interior and exterior hard discs.

The cameras have numbered designations on the plan as follows:

1. Cameras 1-9 focus on the interior areas, especially on access points such as doors. Each of the ceilings above the windows contain glass break sensors. All are infrared-enabled cameras.
2. The exterior infrared-enabled cameras are monitored at night from 9pm to 9am by live guards, in real time. Our exterior security camera systems cover the same areas as the one described above but is sound enabled, allowing us to hear activities in the dispensary and to speak to an intruder, if necessary.
3. All interior and exterior areas of the facility are monitored 24/7 including areas where cannabis is stored and inventoried. The cameras are oriented in a manner that provides clear and certain identification of all individuals within those areas and do remain active. Video footage is stored in the cloud for a minimum of 90 days. The redundancy of systems allows us to remain abreast of recent improvements in surveillance such as audio monitoring and remote talk-back functions.
4. Our alarm system will be monitored by separate companies, Frontpoint and Allguard, professional monitoring companies, which will send technicians the same day in the event of questions or malfunctions. But additionally, both Allguard and Frontpoint are contracted to send email and text notifications as well as calling the individuals designated (then, the Sheriff's Dept.) in the event one of their sensors is triggered. Hence, we will have three fully functioning, remotely accessible day and night camera systems with room motion sensors and door and window sensors as well.
5. Alternatives will comply with California State law concerning the retention and training of security guards. A security guard will always be present when Alternatives is open for business.

### 3. SECURE PRODUCT STORAGE AND WASTE

- a. All Alternatives' medicine will be protected and separated in its own inventory room within the building. Access to this storage will fully comply with California state law concerning limited access by only designated, bonded and insured employees. Such storage areas will have separate deadbolts and keypad entry locks to prevent theft and diversion. Only managers will have the keypad codes to the room with safes and cannabis products.
- b. No cannabis waste will be disposed of on the property. Per state law, any and all returns of cannabis products are returned to the licensed distributors of the returned products.

### 4. TRANSPORTATION/DELIVERY

We fully comply with state regulations concerning delivery of cannabis. All our drivers have clean driving records, take only the sealed containers for specific deliveries, check the identities of the recipient (confirming their medical cannabis and government-issued ID's),

and they are sent out by managers who are our dispatchers. Drivers have duplicate receipts for all items sold and deliver between the hours of 9AM to 9PM and keep detailed Logs per state regulations. Recipients' ages are confirmed when the driver visually confirms the name of the customer matches the photo ID at the time of the physical delivery of all cannabis products. In the event the recipient is also a medical patient, the patient's status will have been verified by the dispatcher and the driver visually confirms the patient has their medical recommendation at the time of the delivery.

All vehicles are Prius' owned by Alternatives and carry 1,000,000/2,000,000 bodily injury insurance policies and comp/collision. Drivers are employees of Alternatives, per state law. All delivery vehicles contain Guidepoint Security systems, allowing us to monitor vehicle locations 24/7 from our smartphones and shop computers and they can be tracked in the event of theft or vandalism. Guidepoint is contracted to contact specific individuals if a car is jarred too hard via phone, email and text notifications. California state delivery regulations are attached hereto as Exhibit D.

5. TRAFFIC:

Attached please find the traffic generation study performed by W-Transtraffic engineers concluding there will not be a significant increase in traffic at the site or in the contiguous areas as a result of the requested CUP.

6. FIRE SAFETY

- a. 2300 Bethards Dr. complies with all building and fire codes. Alternatives will obtain all necessary building permits, fire permits and CUPA permits as requested or required. The building already has a Fire Department lock box with keys/access to gates and doors.
- b. Locks: all points of ingress and egress will be secured with Building Code compliant commercial grade, non-residential door locks and all windows are barred from the outside.
- c. Emergency access: security measures are designed to ensure emergency access in compliance with the California Fire Code and Santa Rosa Fire Dept. standards. Annual inspections are conducted by the fire department for ingress and egress and fire extinguishers.

7. ODOR CONTROL:

- a. No packaging, processing or trimming or drying of cannabis will be conducted at the dispensary. To contain odors, all cannabis is pre-packaged and is purchased from state licensed cultivators and manufacturers through state-licensed distribution facilities.
- b. Alternatives East has provided an odor control report prepared by a certified by a licensed professional engineer which addresses minimum code components and requirements per Sec.20-46.050(h) including
  - i.Ensuring odor control systems will remain functional
  - ii.Staff will be fully trained on the use and maintenance of the odor control system and procedures and

iii. Engineering controls will be sufficient to mitigate cannabis odor such that cannabis odors are not detected in the building's lobby or outside of the structure.

8. LIGHTING:

a. Current exterior lighting provides illumination and visibility to outdoor areas where visitors may be present (in the parking lots) while eliminating light pollution and trespass onto neighboring properties, have reduced glare. All lighting is consistent with the building and neighborhood design. Any added exterior and interior lighting will be commercial grade and intended to provide excellent visibility.

b. Inside the dispensary, there will be commercial-grade lighting fixtures, as well as interior lighting intended for task lighting and general room lighting. All windows will be fully shielded to confine light and glare to the interior of the structure. Exterior lighting is shielded against glare.

9. NOISE:

a. This project will comply with the City's Noise Ord, City Code, Ch. 17-16.

10. RESTROOMS:

a. We are currently remodeling the two bathrooms nearest the dispensary (there are 4 in the building) to comply with the most recent ADA Building Codes. Construction has been completed on these two bathrooms and it is our understanding the building dept. has finalled that construction.

b. Currently, the two bathrooms are designated for men and women but will be re-labelled as non-gender specific.

11. EMPLOYEES:

a. **BACKGROUND CHECKS:** Potential delivery drivers must have clean driving records and be at least 21 years old. They must be approved by our insurance carrier to listed as drivers on our auto policy.

b. **STAFFING:** An on-site manager who will always be present when we are open. There will be at least 2 other employees present when we are open including an inventory manager and highly trained budtenders. Local management will be on-call 24 hours a day, 7 days a week to address any operation, emergency or other issues or concerns

c. **REGISTER OF EMPLOYEES:** A roster of all employees will be available to the City or any government official upon request. Additionally, each employee will have access to contact information of all Alternatives employees. In compliance with State law, Alternatives uses a payroll processor and has been in full compliance regarding employer contributions

(and all taxes) for nearly 10 years, to date. All prospective employees are required to supply required documentation such as W4s and I9's.

d. DIVERSITY:

i. Alternatives has always been 100% woman-owned and has prided itself on hiring a racially, culturally, and gender-diverse staff. All employees live locally, and we go out of our way to purchase and offer locally sourced products, preferring small farmers and producers to large corporate entities.

12. SIGNAGE:

- a. Signage will be tasteful, not have any representations of cannabis leaves, and fully comply with our City signage ordinance.
- b. Storefront signage will be via monument signage. There is currently a monument sign on Bethards and one on the corner of Bethards and Yulupa which will be replaced to include "Alternatives Dispensary+Delivery." It will comply with monument signage regulations.
- c. Window treatments will be interior shades intended to allow light into the rooms but mask activities and products.
- d. Signage permits will be obtained from the City prior to the erection of any exterior signage.

13. PARKING

a. 2300 Bethards Dr. is fortunate to have 63 parking spaces on two levels. On the Bethards Dr., there are 32 street-level spaces (2 are ADA spaces at the entrance to the walkway to the front door of the building.) There are 31 spaces downstairs under the building, accessible by an interior, keypad locked stairway. Our intent is to make the downstairs spaces exclusively used by tenants and the upstairs for our tenants and dispensary customers.

14. PROPOSED HOURS OF OPERATION:

- a. Per the City code, our operating hours will be 9am to 9pm, daily.
- b. Deliveries will be performed during hours of operation. Vendor deliveries will be accepted only between the hours of 9am and 5pm, Monday through Friday.

15. PATIENT/CUSTOMER PROTOCOLS:

a. Alternatives will publish, implement, and abide by all state and locally mandated protocols concerning verifying patient status and checking government-issued identification prior to allowing individuals to enter the dispensary.

16. CRIME AND TRAFFIC?

1. There is no evidence dispensaries increase crime (actually they reduce crime by bringing people to areas that would otherwise be vacant, property

values are shown to increase near dispensaries Contact (me for citations.) We currently deliver to Bennett Valley; having a closer hub will reduce delivery times (we use Prius' to deliver, reducing environmental impact.)

Thank you for this giving us opportunity to give back to our community we love and serve.

Very Truly Yours,

Karen Kissler for Alternatives, a Health Collective

***ALTERNATIVES DISPENSARY EAST***

2300 Bethards Dr.  
Santa Rosa CA 95705  
(415) 250-8888

February 4, 2021

To: Susie Murray  
City of Santa Rosa Planning Dept.  
100 Santa Rosa Ave.  
Santa Rosa CA 95401

Re: CUP for Medical and Adult Use Dispensary  
Owner: 2300 Bethards Dr., LLC. by Karen Kissler  
Zoning: CO  
Purpose: Project Narrative

Dear Ms. Murray,

Thank you for asking about how the dispensary will function. Please see below and attached plan.

- A. Screening and Security Check Point
- B. Product Displays and Selection
- C. Check-Out Counter
- D. Common Waiting Area

*Screening and Security Check Point:*

Everyone entering onto the property will be electronically tracked and movements recorded. Customers enter the facility via either the Parking lot or street parking on Bethards or Yolanda and enter the building via the double doors on Bethards Dr. The dispensary is on the customer's right and is accessed through the right front door where they are met by a security receptionist who is posted at a desk (Area A.) Each customer is screened for age and medical or adult status and a profile is made for them in our state-approved point of sale system. Medical patients and adults 21 and over (and medical patients with a valid doctor's recommendation if they are 18-21) are permitted into the dispensary. Upon entering, cannabis products are hidden from view. Customers admitted are then directed to either enter or wait in the building's common waiting area, across the hall (Area D, AKA Suite B.) No loitering is allowed in the hallway, outside the



building, or in the parking area. Customers admitted continue to the left of the reception desk and may either proceed to the education area (Area B) or to the check-out counters (Area C.) Customers then exit back into the building and out the front doors onto Bethards Dr.

*Product Displays:*

The education center to the left of the entry and exit doors contains empty product boxes and electronic tablets with product information as well as links to cannabis medical sites, etc.

*Product Selection:*

Cannabis technicians (Budtenders) are available to accompany customers to the education area to explain dosing, application, safety, effects, and cost of cannabis products. No cannabis will be consumed anywhere in the property, including parking area, common waiting area, general building, or in the dispensary. Customers are given obscure brown bags with the cannabis products they have purchased as they leave the building.

*Security*

There are several redundant security systems including CCTV (live and stored) and live monitoring per California state requirements. (Identified by asterisks on attached plan.)

Please let me know as questions arise.

Very Truly Yours,

/S/

Karen Kissler for Alternatives East