



Alternatives East
2300 Bethards Drive, Suite A
Zoning : CO, 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

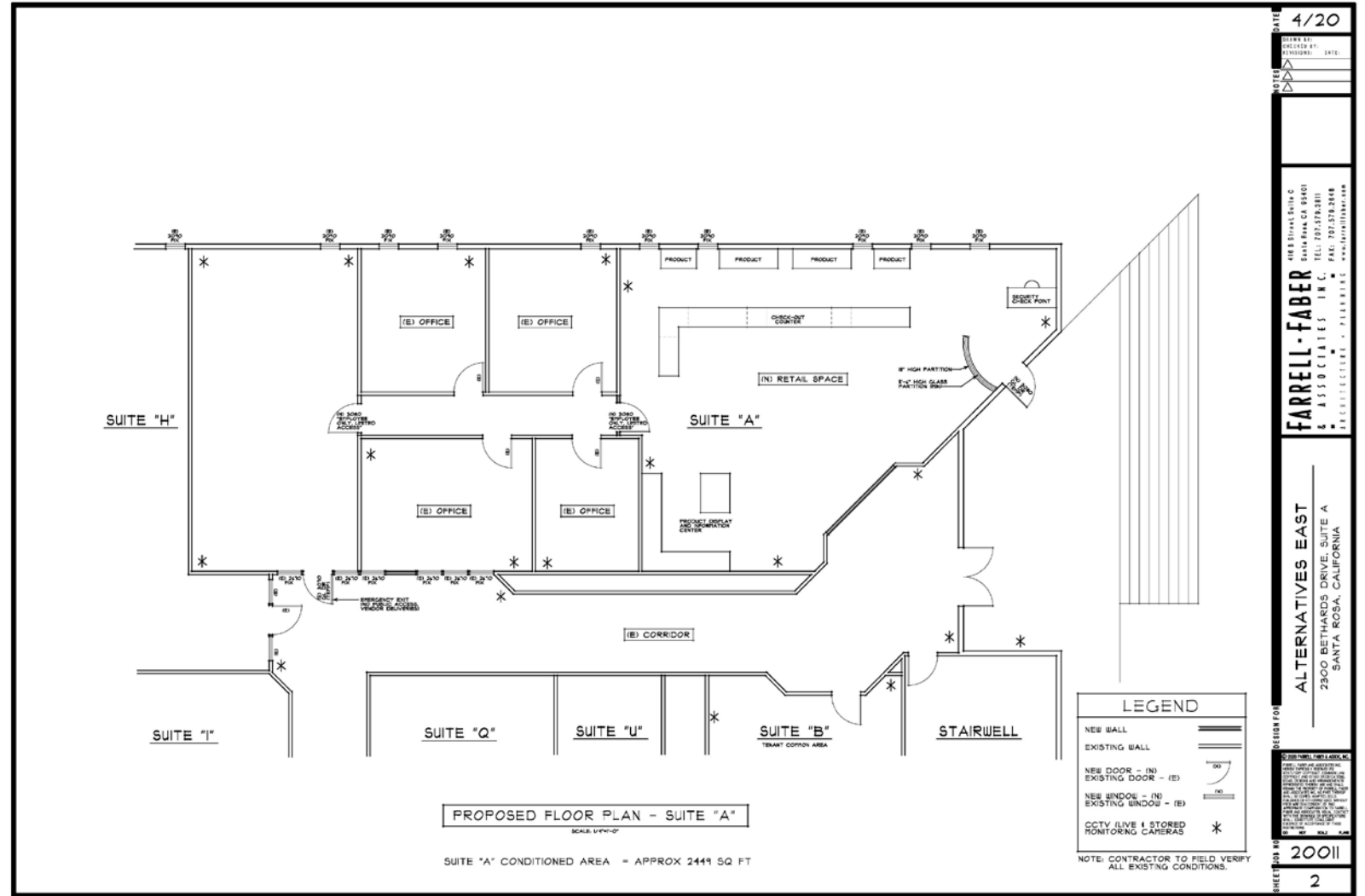


courtesy: Google Maps

Map data ©2021 Google

Dispensary Interior Plan

- ~ Front Door Visible from Street, Entry from Public Right of Way
- ~ Welcoming Reception Area
- ~ Discreet, Secure Check Out
- ~ Education Stations
- ~ Private Consultation Rooms
- ~ Well-Lit with discreet Security Cameras
- ~ Covid 19: Social Distancing, Masks required, Frequent Disinfecting



General Plan



ALTERNATIVE 2

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

Consistency: Offer *only* 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.



Alternatives: Demonstrated Dispensary Success in Santa Rosa

- Alternatives is a thriving dispensary in its 12th year
- 100% Woman-Owned and operated
- Proven track record of full state and local compliance
- 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

Traffic, Odors, Crime, Security

- **Traffic:** About 45 new peak hour visits but reduced by Delivery Service. –*Cameron Nye, W-Trans, Traffic Engineer, 3/9/21*
- **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. To be approved by the State of California and Santa Rosa.



About the Applicant

- Attorney for 39 years, mother of 2 (an RN and a teenager)
- 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 Steering Committee for Annexation, 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