



THE HOOK CANNABIS RETAIL STOREFRONT WITH DELIVERY

817 Russell Ave., Santa Rosa, CA 95403
CUP18-041

Project Overview

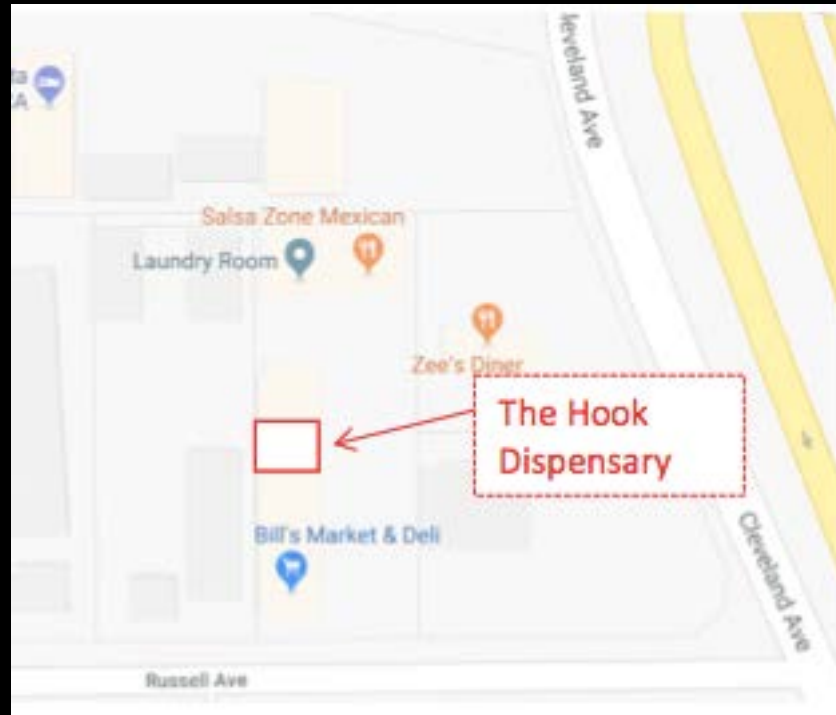
Applicant: Rx Boys, Inc.

Location: Suite C within an existing retail and business services building (Russell Square Strip Mall) located at 817 Russell Ave.

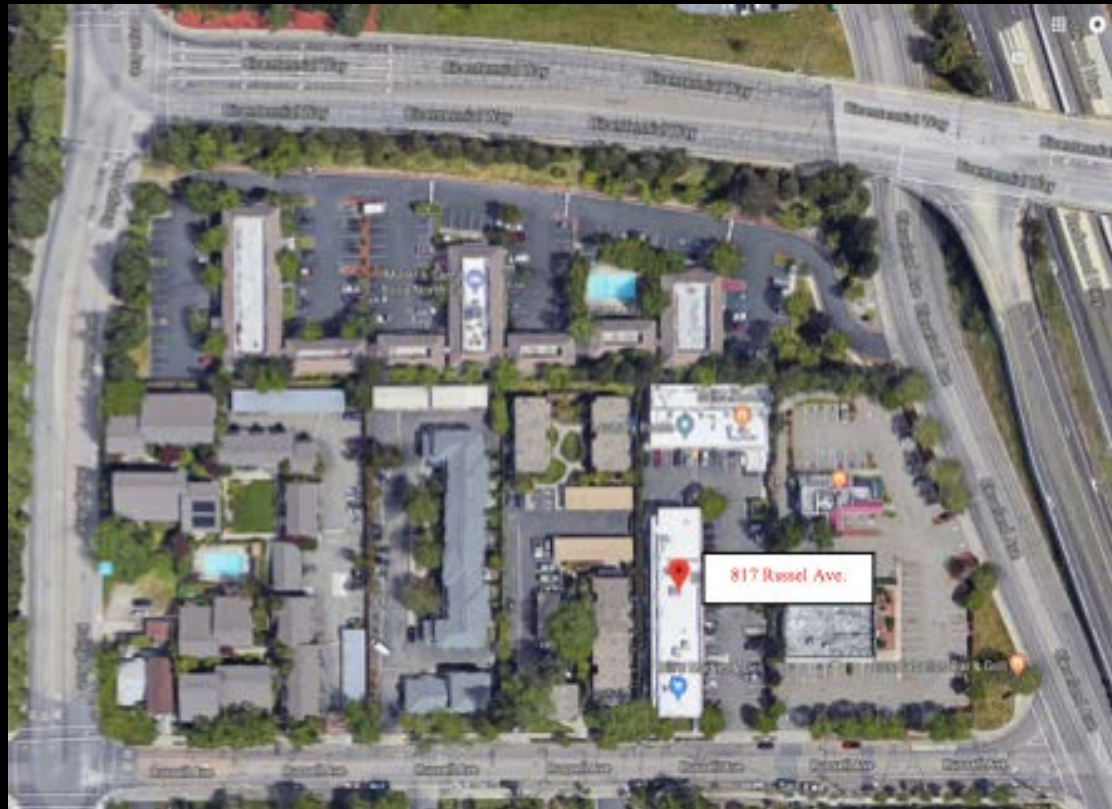
Business Proposal: Operate a medicinal and adult use cannabis retail storefront and delivery service known as "The Hook."

Hours of Operation: 12PM – 7PM daily

Permit Required: Applicant seeks to obtain a Conditional Use Permit for the medicinal and adult use Cannabis Retail Storefront with Delivery.



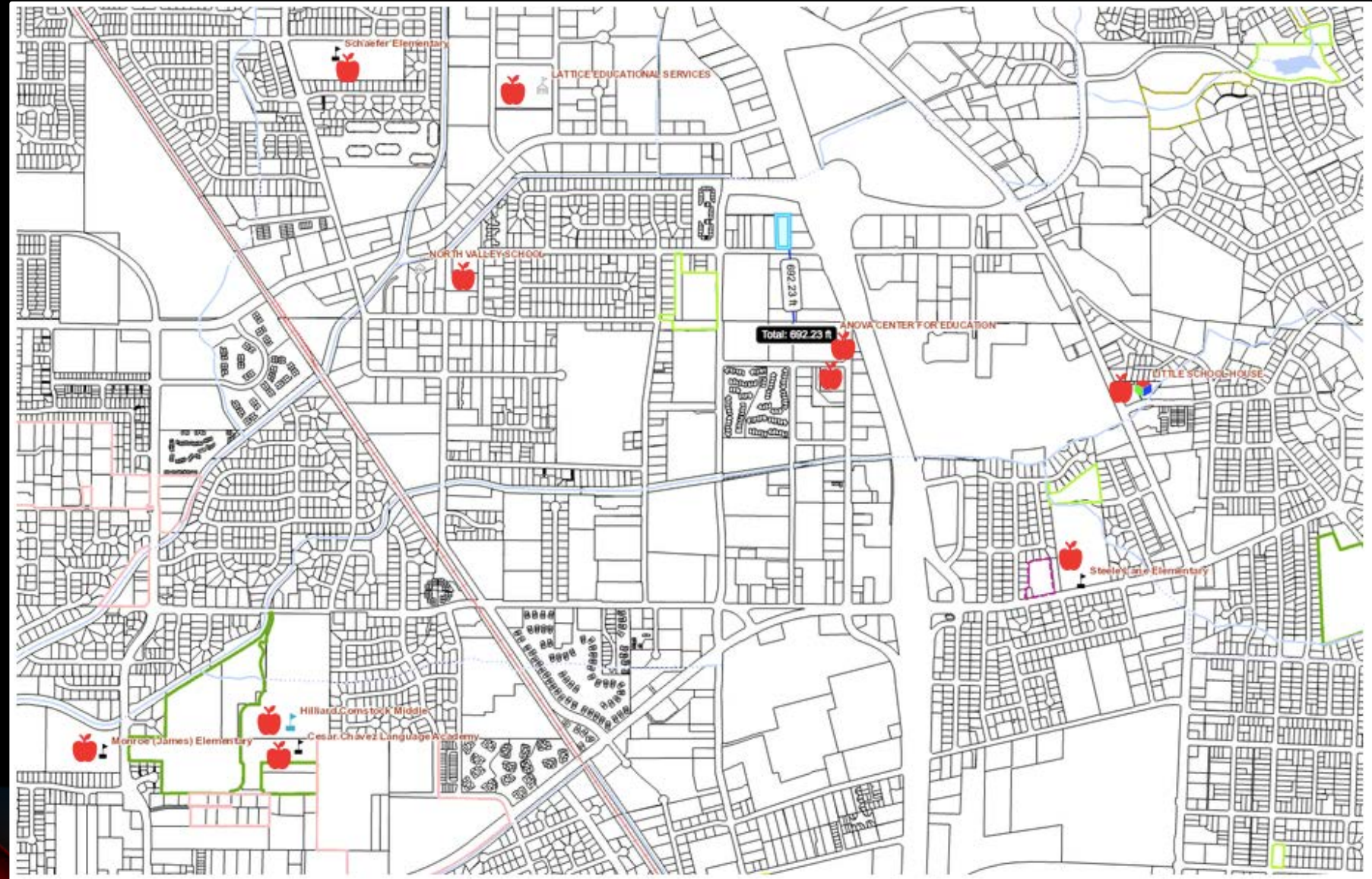
Location Information



Location Information

Nearby Schools

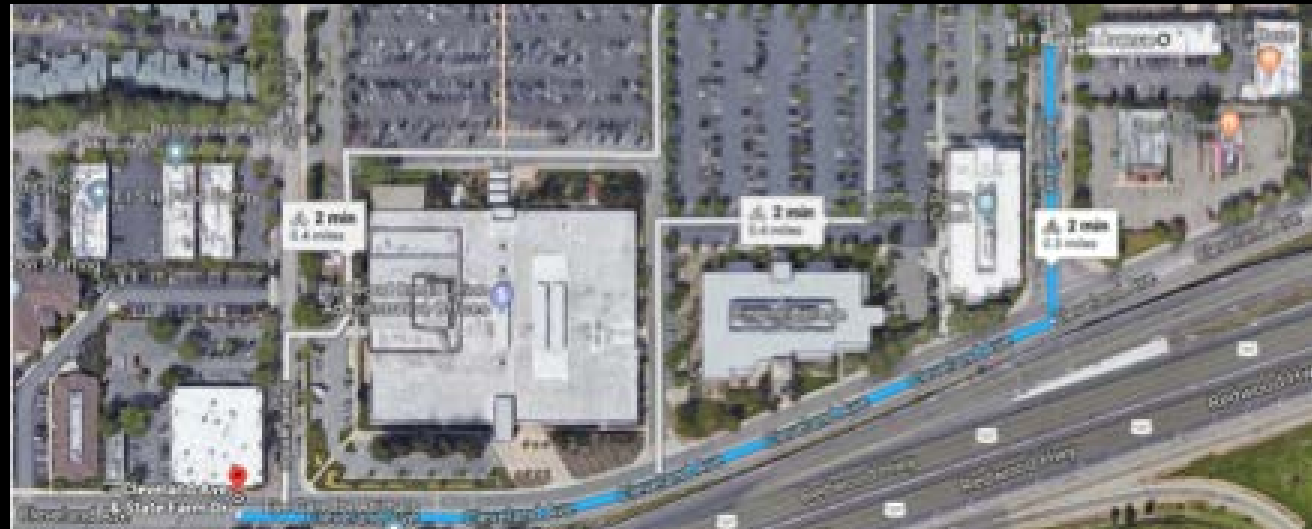
- The closest school, Anova Center for Education, is located approximately 692 feet away from the subject property, in excess of the required 600-foot setback.



Location Information

Nearby Transit Stops & Traffic Reduction

- The closest bus stop is located at Cleveland Ave & State Farm Dr., approximately 0.4 miles away from the proposed retail storefront.
- It will take customers approximately 6 minutes to walk or 2 minutes to ride a bike from the bus stop to the proposed retail storefront.





Retail storefront entrance will remain here and will be visible from public right-of-way (Russell Ave).

The retail storefront entrance is in a visible location that provide an unobstructed view from the public right-of-way, as required by Section 20-46.080 (D) of the Local Ordinance.

Neighborhood Impact

Applicant Anticipates Positive Neighborhood Impact

- No neighbors attended the scheduled Neighborhood Meeting.
- Applicant will be readily available to address any concerns that may arise related to applicant's operations.



About the Applicant

Applicant Eddie Alvarez is a well-respected member of the local community dedicated to creating businesses that better the community. Eddie is the child of immigrants who moved their family to Santa Rosa. Eddie's family has a deep dedication to the City of Santa Rosa.

Eddie has served the local community in the following ways:

- Served on the Board of Directors for one of Santa Rosa's community banks,
- Served as the president of local business organizations,
- Served as a member of the Community Advisory Board for the City of Santa Rosa, and
- Served as a board member of the Hispanic Chamber of Commerce, among many other community-focused roles.

Jose Eduardo "Eddie" Alvarez and his family have a deep connection to the City of Santa Rosa and a vested interest in and desire to see the success of the City and its inhabitants. Eddie has stated, "*What I am asking for is the opportunity to help others to have the opportunities we were once afforded. I want to see a better Santa Rosa, a strong Santa Rosa.*"

- Operates a family-owned Jewelry Store in Santa Rosa;
- Working to develop a family-friendly food truck park in Roseland;
- Working with Marcos Suarez, (the Business Diversity Program Manager with the Sonoma County Economic Development Board's Business Development Team), to hire employees through their job training program.

Written Neighbor Concerns

Neighbor Concerns: *Inebriated, destructive, and loud customers; homelessness and drug addicts; loss of property value; increased criminal behavior.*

- Cannabis businesses are required to mitigate potential nuisance impacts in the neighborhood. Applicant takes this responsibility very seriously.
- Applicant's security measures include 24-hour security guards and 24-hour security cameras.
- Applicant will be readily available to discuss any issues with local residents, neighboring businesses, and local authorities.
- Eddie considers his most important title to be, "Santa Rosan." When asked to describe how his background, Eddie stated, "*I've risen from the ill-represented areas to not only live a better quality of live, but I'm very cognizant of the responsibility I have to return my appreciation to the community that has allowed me to venture into unknown territories, whether it be personal, financial, or political.*"

Odor and Noise

Odor Mitigation/Control

- This is solely a retail facility, so there will very likely be no odor of cannabis from this facility.
- Even so, this project will be equipped with odor control filtration and ventilation systems to control odors.
- The odor will be controlled by carbon filtration systems and the odor of cannabis will not be detectable outside of the structure.



*Example of 10-inch
Max-Fan with Carbon
Filter and Speed Controller*



*Example of a Can-Fan Max-Fan Inline
Mixed Flow Fan
14-Inch, 1700 cubic feet per minute.*

Noise

- All activities will take place inside. There will be no manufacturing, cultivation, or distribution uses, so noise should be quite limited.

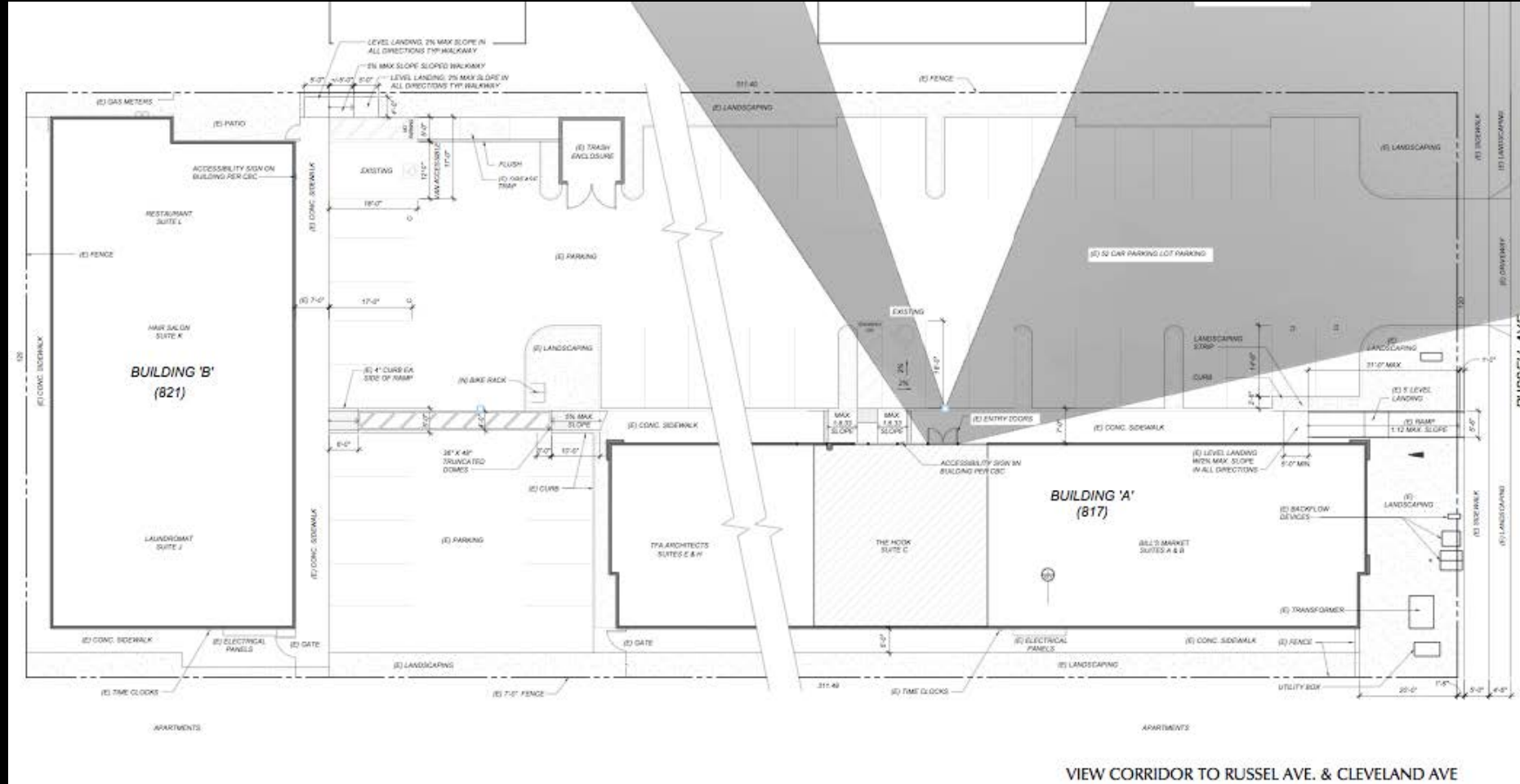
Traffic and Circulation

Net increase of trips to site, but:

Site access and on-site circulation expected to continue to operate acceptably.

Sight distance on Russell Ave. at the project driveway are adequate to accommodate all turns into and out of the site.

Existing parking supply would continue to satisfy City requirements (46 spaces required and 52 available).



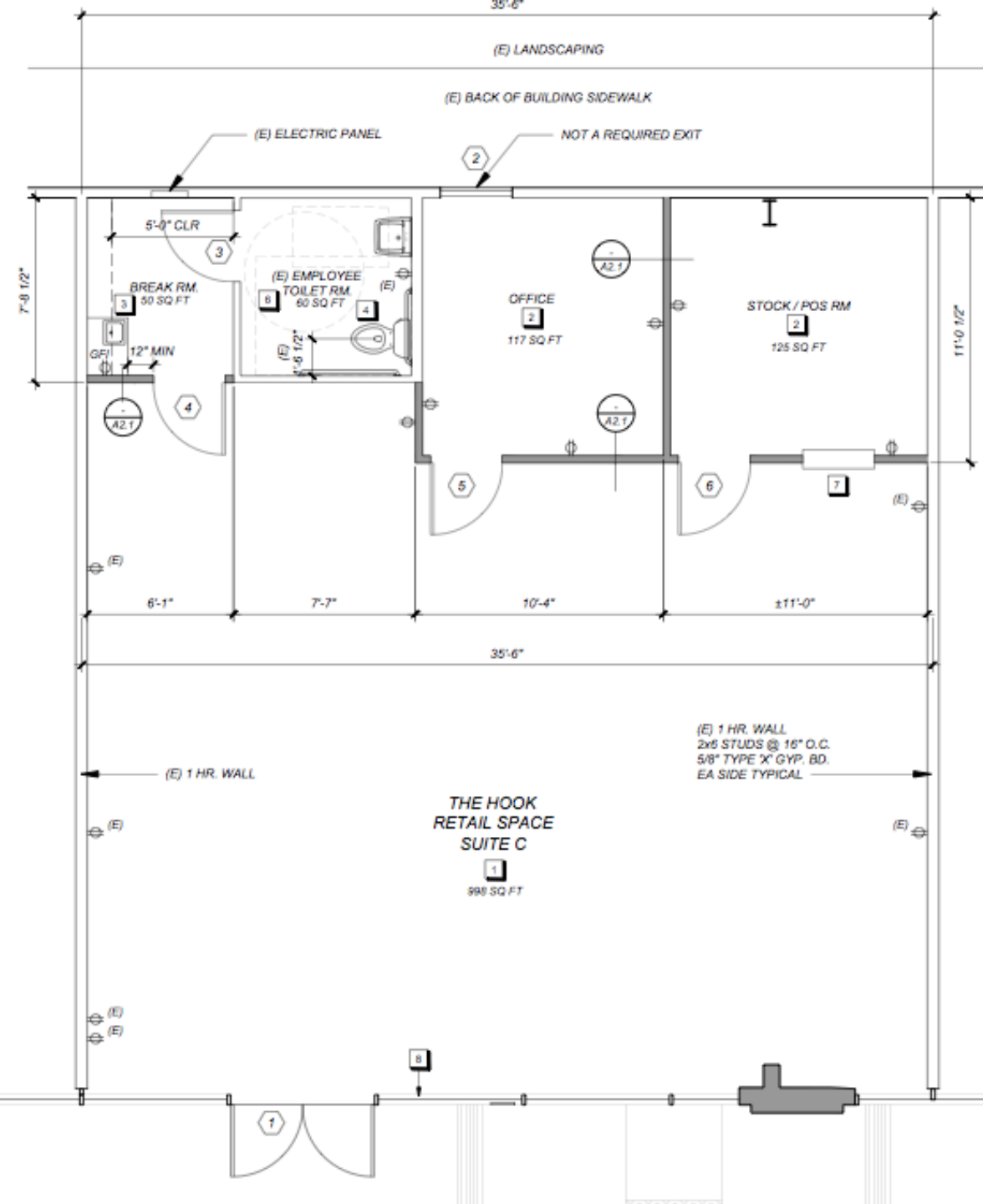
Local Hiring Plan

- Applicant's employees will be recruited from the local Santa Rosa and Sonoma County labor pool and Applicant will market its hiring campaigns in order to accomplish this.
- Applicant plans to cover its work schedule with full-time employees eligible for full benefits as much as possible, but will also hire part-time employees as necessary.
- Starting hourly wage for all employees will be approximately \$20, supporting Santa Rosa's commitment to the creation of head-of-household jobs and sustainable wages.
- Applicant is currently working with Marcos Suarez, who is the Business Diversity Program Manager with the Sonoma County Economic Development Board's Business Development Team, to hire employees through their job training program.

Facility Design

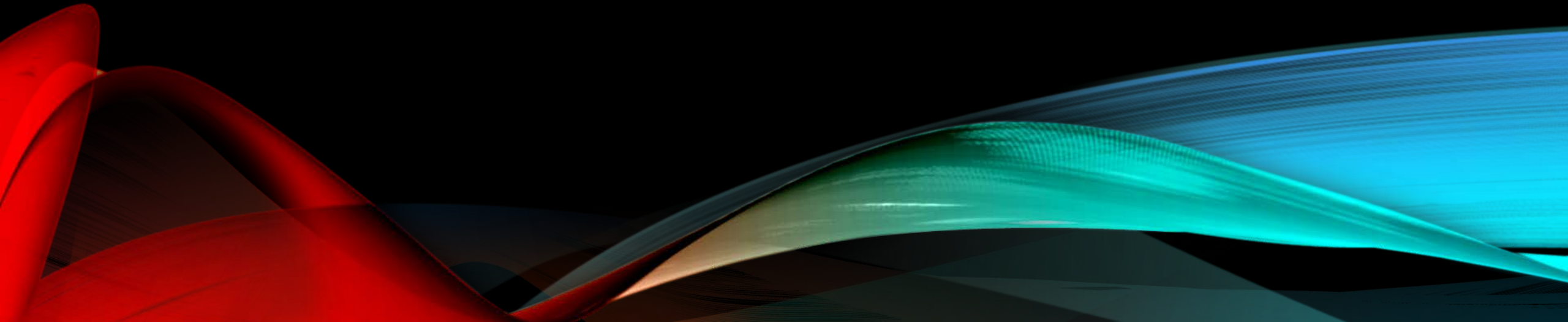
- The showroom of Applicant's facility will be an open floor space with showcases located throughout, similar to a cellphone retail space.
- No exterior changes, aside from signage, as the proposed shop is located within a uniform commercial center / strip mall.
- Applicant plans to create an attractive retail space using quality, environmentally-friendly materials.
 - Earth tones;
 - All of Applicant's furniture and showcases will be refurbished.
 - Applicant will use reclaimed wood to hide imperfections and to create a simple, refined look.





Green Business Practices

- All water faucets will be water-efficient.
- All lighting will be energy-efficient.
- **No showcase lights:** Product showcases within the retail space will not have showcase lights. Eliminating this light source will lower the heat produced on-site, reduce energy consumption, and will allow products to maintain quality without exposure to heat and other elements.



WE RESPECTFULLY REQUEST THAT IN ACCORDANCE WITH THE
STAFF RECOMMENDATION, THE PLANNING COMMISSION
APPROVES THE ISSUANCE OF THIS USE PERMIT FOR A
CANNABIS RETAIL FACILITY.

THANK YOU VERY MUCH FOR YOUR TIME.

