

Appeal of Roots Cannabis Store on Santa Claus Lane- Appellants' slides

November 1, 2022

Santa Barbara County Board of Supervisors

Excerpt from PEIR Section 3.1

- "if findings cannot be made.... The application must be denied"

Policy 1-4: Prior to the issuance of a coastal development permit, the County shall make the finding that the development reasonably meets the standards set forth in all applicable land use plan policies.



Consistent. All development of cannabis-related structures in the coastal zone would be subject to existing County policies and regulations protecting environmental and natural resources to control where and how development occurs. The Program allows for cultivation where public services would meet the needs of cannabis cultivation operations. County Planning and Development staff would also review all permit and license applications for cannabis cultivation, manufacturing, testing, distribution, and retail activities on a case-by-case basis. Through this project review process, the decision-making authority can make findings on whether the cannabis facilities meet applicable coastal policies. If in the event that the decision-making authority cannot make the requisite findings of approval to issue a coastal development permit, the application for a coastal development permit must be denied. Therefore, the Project would be consistent with this policy.

Santa Claus Lane Beach



Surf School on Santa Claus Ln.

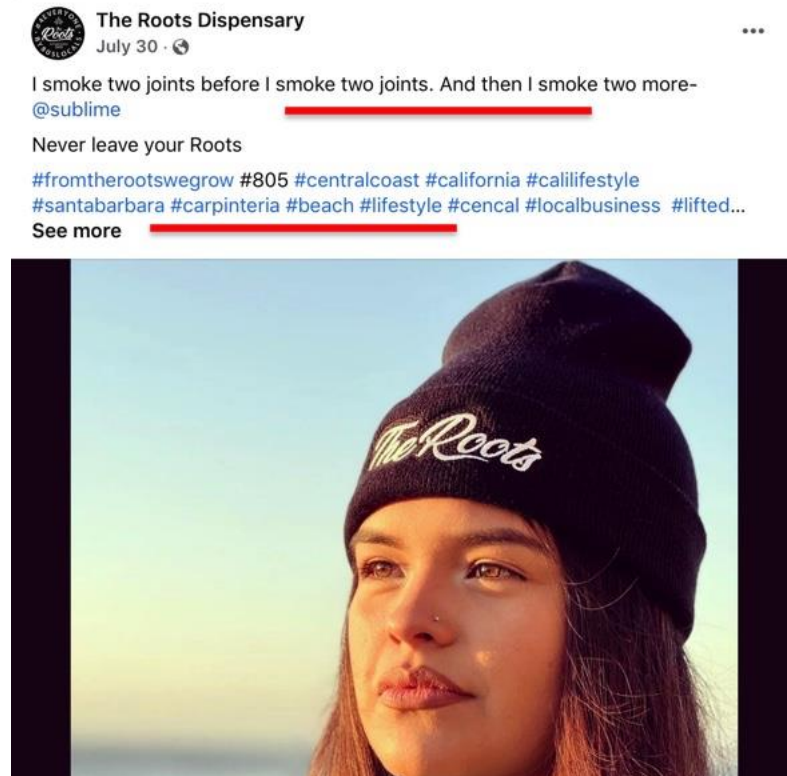


Surf School & Roots' driveway



Roots' "Community Education Plan"-

Chapter 50 application vs recent post



County of Santa Barbara

Cannabis Storefront Retail: Selection Process

B2 – Community Education Plan

Please provide a detailed plan describing the type of cannabis education and outreach efforts that the proposed business will provide to the community. The ideal plan will refer to ongoing efforts for outreach and education.

Dedicating time and resources to educating our community about cannabis and our operations is imperative for our relationship with community members and their health and safety. Creating opportunities to provide information to those in proximity to our Carpinteria location will help to address the questions that enthusiasts or those who are curious about cannabis may have.

→ Providing accurate, science-backed information is also a way to assuage many common concerns about cannabis, which are often rooted in misunderstanding or are the result of misinformation. Carpinteria residents want answers to their questions about cannabis, and we want individuals to have the information they need to make informed choices and know how to use cannabis as part of a healthy lifestyle. Our approach to community outreach and education is simple: provide accessible, evidence-based information to please and inform the public.



Santa Barbara County



California Cannabis Health Information Initiative

What Parents and Mentors Need to Know about Cannabis

Santa Barbara County Public Health continuously posts and promotes concerns about the risks of cannabis use to teens, young adults and pregnant and breastfeeding women through “Let’s Talk Cannabis Santa Barbara County” social media.

Parents and mentors can have an impact on whether or not youth use cannabis (marijuana, weed, pot, etc.). Pre-teens, teens and youth in their early 20s often seek out new experiences and engage in risky behaviors, such as using cannabis. You can help prevent underage use by starting the conversation about cannabis with youth in your life, and make sure they are aware of potential consequences. Here are some important facts you should know about cannabis and some tips for talking to youth.



Santa Barbara County



California Cannabis Health Information Initiative

Youth and Cannabis

Cannabis (marijuana, weed, pot, etc.) may affect your educational and professional goals and how successful you are in life. Because your health and future are important to you, here are some things you should learn about how cannabis use influences your body and brain.



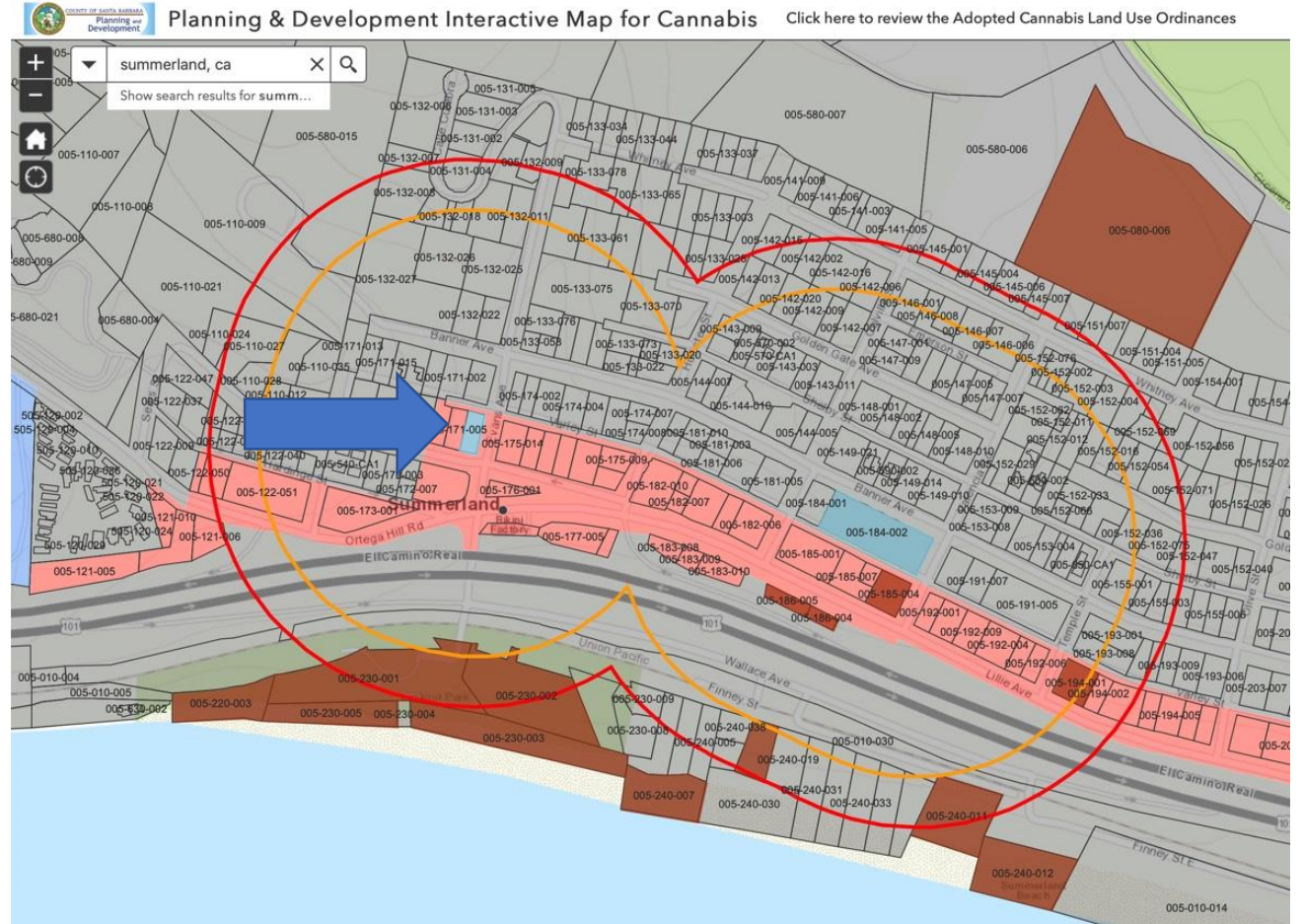
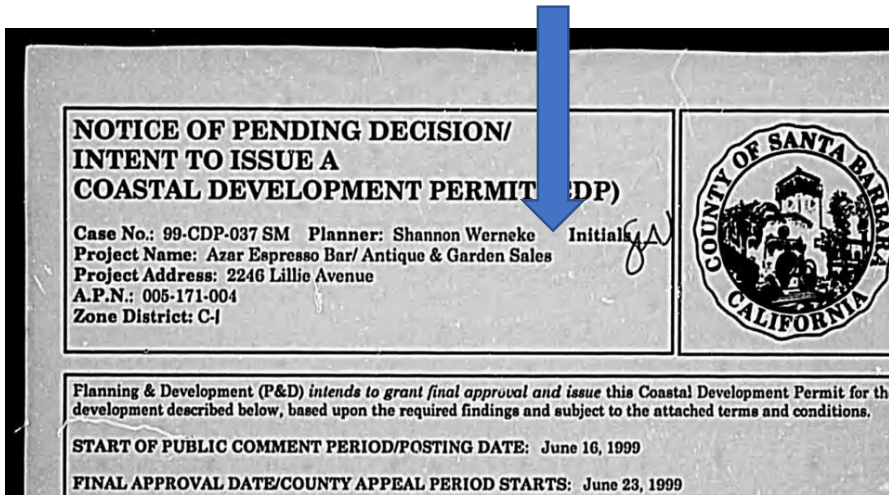
Cannabis Affects Your Brain

- Your brain is still developing. Using cannabis regularly in your teens and early 20s may lead to physical changes in your brain.¹²



To stay on top of your game. Stay weed-free. Using marijuana affects timing, movement, and coordination, which can harm your performance.

County's GIS Cannabis map declares a C-1 parcel on Lillie Ave a sensitive receptor- it houses the "Montecito Academy"-a chartered "home school". Yet the only CDP for the site specifies "espresso bar/antique and garden sales" [Exh 165]



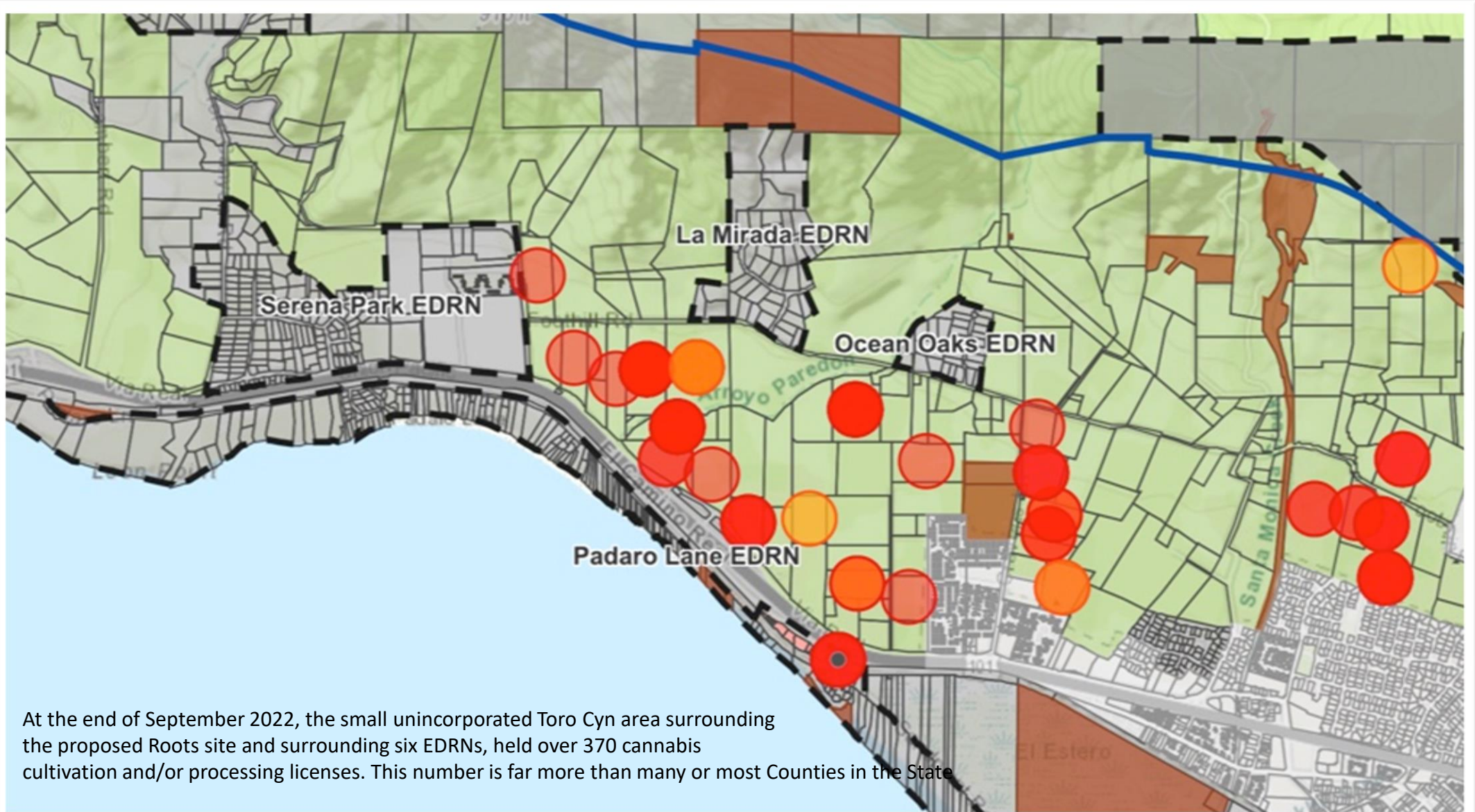
INSTITUTE OF TRANSPORTATION ENGINEERS

COMMON TRIP GENERATION RATES (PM Peak Hour)

(Trip Generation Manual, 10th Edition)

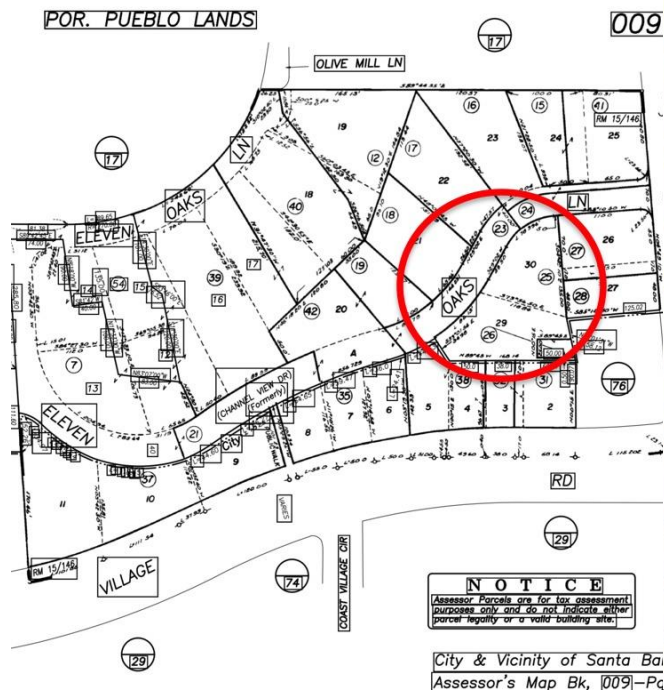


| Code | Description | Unit of Measure | Trips Per Unit | General Use | |
|-----------------|--|-----------------|----------------|-------------|-----------|
| | | | | Suburban | Use Urban |
| 864 | Toy/Children's Superstore | 1,000 SF GFA | 5.00 | | |
| 865 | Baby Superstore | 1,000 SF GFA | 1.82 | | |
| 866 | Pet Supply Superstore | 1,000 SF GFA | 3.55 | | |
| 867 | Office Supply Superstore | 1,000 SF GFA | 2.77 | | |
| 868 | Book Superstore | 1,000 SF GFA | 15.83 | | |
| 869 | Discount Home Furnishing Superstore | 1,000 SF GFA | 1.57 | | |
| 872 | Bed and Linen Superstore | 1,000 SF GFA | 2.22 | | |
| 875 | Department Store | 1,000 SF GFA | 1.95 | | |
| 876 | Apparel Store | 1,000 SF GFA | → | 4.12 | 1.12 |
| 879 | Arts and Craft Store | 1,000 SF GFA | 6.21 | | |
| 880 | Pharmacy / Drugstore without Drive-Through Window | 1,000 SF GFA | 8.51 | | |
| 881 | Pharmacy / Drugstore with Drive-Through Window | 1,000 SF GFA | 10.29 | | |
| 882 | Marijuana Dispensary | 1,000 SF GFA | 21.83 | | |
| 890 | Furniture Store | 1,000 SF GFA | 0.52 | | |
| 897 | Medical Equipment Store | 1,000 SF GFA | 1.24 | | |
| 899 | Liquor Store | 1,000 SF GFA | 16.37 | | |
| SERVICES | | | | | |
| 911 | Walk-In Bank | 1,000 SF GFA | 12.13 | | |
| 912 | Drive-In Bank | 1,000 SF GFA | 20.45 | | |
| 918 | Hair Salon | 1,000 SF GFA | 1.45 | | |
| 920 | Copy, Print, and Express Ship Store | 1,000 SF GFA | 7.42 | | |
| 925 | Drinking Place | 1,000 SF GFA | 11.36 | | |
| 926 | Food Cart Pod | Food Carts | 3.08 | | |
| 930 | Fast Casual Restaurant | 1,000 SF GFA | 14.13 | | |
| 931 | Quality Restaurant | 1,000 SF GFA | 7.80 | | |
| 932 | High-Turnover (Sit-Down) Restaurant | 1,000 SF GFA | → | 9.77 | 9.80 |
| 933 | Fast Food Restaurant without Drive-Through Window | 1,000 SF GFA | 28.34 | | |
| 934 | Fast Food Restaurant with Drive-Through Window | 1,000 SF GFA | → | 32.67 | 78.74 |
| 935 | Fast Food Restaurant with Drive-Through Window and No Indoor Seating | 1,000 SF GFA | 42.65 | | |
| 936 | Coffee/Donut Shop without Drive-Through Window | 1,000 SF GFA | 36.31 | | |
| 937 | Coffee/Donut Shop with Drive-Through Window | 1,000 SF GFA | → | 43.38 | 83.19 |
| 938 | Coffee/Donut Shop with Drive-Through Window and No Indoor Seating | 1,000 SF GFA | 83.33 | | |
| 939 | Bread / Donut / Bagel Shop without Drive-Through Window | 1,000 SF GFA | 28.00 | | |
| 940 | Bread / Donut / Bagel Shop with Drive-Through Window | 1,000 SF GFA | 19.02 | | |
| 941 | Quick Lubrication Vehicle Shop | 1,000 SF GFA | 8.70 | | |
| 942 | Automobile Care Center | 1,000 SF GFA | 3.11 | | |
| 943 | Automobile Parts and Service Center | 1,000 SF GFA | 2.26 | | |
| 944 | Gasoline / Service Station | 1,000 SF GFA | 109.27 | | |
| 945 | Gasoline / Service Station with Convenience Market | 1,000 SF GFA | 88.35 | | |
| 947 | Self Service Car Wash | Wash Stalls | 5.54 | | |
| 948 | Automated Car Wash | 1,000 SF GFA | 14.20 | | |
| 949 | Car Wash and Detail Center | Wash Stalls | 13.60 | | |
| 950 | Truck Stop | 1,000 SF GFA | 22.73 | | |
| 960 | Super Convenience Market/Gas Station | 1,000 SF GFA | 69.28 | | |
| 970 | Warehouse | 1,000 SF GFA | 7.24 | | |



At the end of September 2022, the small unincorporated Toro Cyn area surrounding the proposed Roots site and surrounding six EDRNs, held over 370 cannabis cultivation and/or processing licenses. This number is far more than many or most Counties in the State.

C-zoned parcels in Montecito CP area APN-009-230-026, 009-230-005



| Property Information | |
|----------------------|---------------------------------|
| Parcel Number: | 009-230-026 Value Notice |
| Address: | , CA |
| Transfer Date: | 09/17/2004 |
| TRA: | 078012 |
| Document #: | |

| Property Information | |
|----------------------|--|
| Parcel Number: | 009-230-025 Value Notice |
| Address: | 1282 COAST VILLAGE RD SANTA BARBARA, CA 93108 |
| Transfer Date: | 08/13/2021 |
| TRA: | 078012 |
| Document #: | |
| Transfer Tax Amount: | |

| Property Characteristics | |
|------------------------------|-----------------------------|
| Use Description: | Retail Stores, Single Story |
| Jurisdiction: | County - Unincorporated |
| Acreage: | 0.47 |
| Primary Res SF: | |
| Year Built: | |
| Bedrooms: | |
| Bathrooms: | |
| Fireplaces: | |
| Guest SF: | |
| Garage: | |
| Carport: | |
| Pool/Spa: | None |
| Assessor Map | |

Updated STDMP

- **Employee incentives:**
 - Carpooling will result in an additional employee discount on products
 - Employees will earn “Roots Bucks” for in store redemption
 - Free monthly bus passes
 - Electric bike purchase assistance plus battery charging station
 - If needed, parking partnerships with other cannabis related business with shuttle service to Santa Claus Lane location
- **Customer incentives:**
 - Advertise non-auto-based transportation options, including providing a 10% discount to customers who can show proof of public transportation use to the store
 - Non-peak hour product discounts provide an incentive to visit the store during non-peak hours (peak from 4:00PM to 7:00PM)
 - Non-peak day product specials provide an incentive to avoid summer weekends and Fridays year-round
 - Discounts offered to use express checkout during peak hours

The nearest bus stop for Line 20-the only line serving the Carp-Summerland area- is on the other side of 101, .6 of a mile from 3823 SCL.

- M-Sat The bus stops at the Padaro/Via Real stop every half hour until 6pm, then every hour.
- Sundays: The bus stops only every hour, last stop before 9pm
- Line 20 ends at the Transit Center.
- While bus travel is always a good alternative to vehicle travel, in this case, due to isolated location of the stop nearest the proposed project, and infrequency of stops, it is **not** the most practical, or, for vulnerable people, the safest.



Misrepresentations

This petition- still online as of 10-28-22 and likely included in many of the emails you receive- falsely claims:

“Roots Carpinteria will have 22 dedicated onsite guest/employee parking spaces”

The applicants KNOW that is a false statement.- Below is the parking supply they mention in the STDMP for today’s hearing; and even fewer spots (6) are “dedicated” in staff’s proposed Condition 31 below:

Parking Supply

Twelve off-street parking spots are required for the project as has been reviewed by the South County Board of Architectural Review on February 18, 2022 and the Zoning Administrator on May 23, 2022. The off-street parking requirement is based on the County’s commercial parking standards. No change to the square footage is proposed for this project.

Table 1: Parking Requirement Calculations

| First Floor | Actual Square footage | County Standard | Parking required |
|-----------------|-----------------------|-----------------|------------------|
| Boutique Retail | 1069 | 500 | 2.14 |
| Office | 135 | 300 | 0.45 |

| | | | |
|---------------------|--------------|-----|--------------|
| Cannabis Retail | 3546 | 500 | 7.09 |
| Second Floor | | | |
| Office | 581 | 300 | 1.94 |
| Total | 5,331 | | 11.62 |

Online Petition Form

Dear Friend of Roots Carpinteria,

Our hearing before the Board of Supervisors is Tuesday, November 1.

Please sign our petition and let the Supervisors know you enthusiastically support Ro Carpinteria.

Thank you!

SHOW YOUR SUPPORT

I support Roots Carpinteria!

- exemplary compliance records.
6. Roots management is committed to sound corporate governance.
 7. All Roots employees will receive a living wage and best-in-class health benefits.
 8. Roots Carpinteria will have 22 dedicated onsite guest/employee parking spaces
 9. Roots Carpinteria will be compatible with the surrounding neighborhood and help restore Santa Claus Lane's economic vitality.
 10. When open and operational, Roots Carpinteria will generate millions in federal, state, and local tax revenues and will provide substantial community investments to local nonprofits.

- 31. Designated Parking:** The owner/applicant shall designate 6 on-site parking spaces for The Roots onsite employees and customers during business hours.
 Plans Requirement: The marked parking spaces shall be demonstrated on the site plan prior to issuance of the Coastal Development Permit.
 Monitoring: The Owner/Applicant shall demonstrate that parking signs are posted prior to building permit issuance. Permit Compliance Staff shall spot check and respond to complaints.

SURF HAPPENS-youth



After School Surf Program

Ages 7-16 / All Skill Levels

Travel Groups

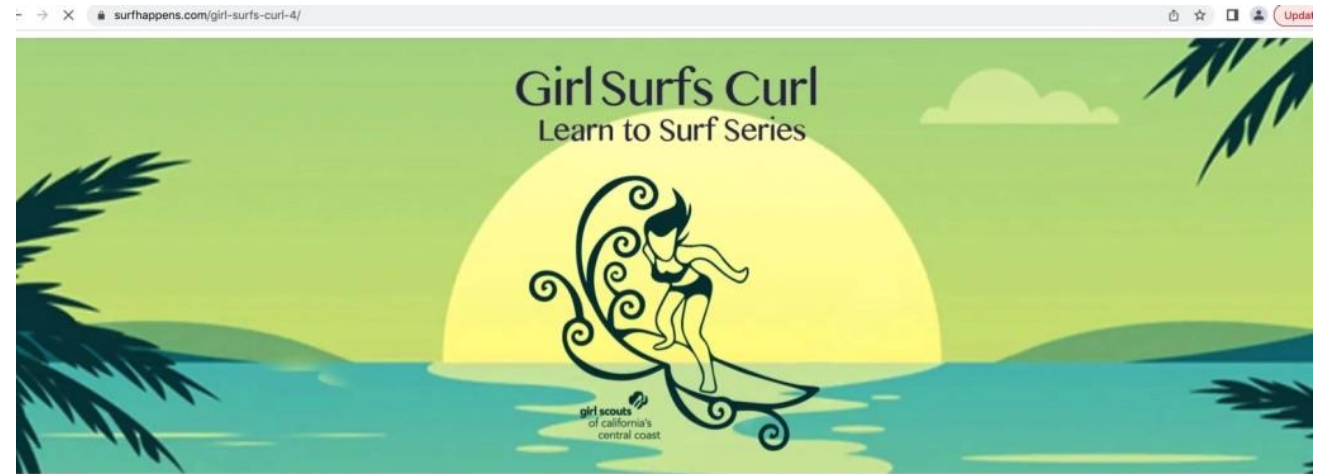
Intermediate-Advanced | \$90 per session

- Longest running program in Santa Barbara
- Team of advanced surf coaches with groups of 4-6
- Transportation to the best surf locations in safe vehicles
- Live video review
- Pick up (at school or home between 2 pm-3:15 pm)
- Drop off (between 5:45 pm-6:30 pm)
- ISPE certified

Surf Classes

Beginning-Intermediate | \$50 per session

- Longest running program in Santa Barbara
- Team of advanced surf coaches with a 1:4 ratio
- Meets daily in Santa Barbara, Carpinteria, and Goleta
- Safe and fun environment to learn the basics and progress
- Equipment provided
- 90 minute classes running 7:30 am - 5 pm



Girl Surfs Curl – Girl Scouts

Learn to Surf Series Just for Girls!

6 Sessions Annually Up & Down the Central Coast

Each surf day focuses on building the fundamentals of the sports, teaching safety etiquette, oceanography, and the basics of catching waves and standing up. On-land balance trainers, beach games, and fun with friends is a part of each surf day along with an environmental talk and beach clean up. Participants each receive a Surf Happens "Girl Surfs Curl" Badge and are provided with new wetsuits and boards to use during the lessons.

That feeling of overcoming fears, facing a challenge, and the thrill of riding on a wave foster camaraderie, confidence, and build memories that will last a lifetime. The Surf Happens Foundation is offering full and partial scholarships for the program as well. Each surf day takes place on a Saturday from 10 a.m. – 2 p.m.

Sponsored by Channel Islands Surfboards, participants will be treated to the best instruction and equipment available.

Open to Girl Scout Juniors and up.



Roots' promotional piece posted in local paper and on Facebook taking Commissioner Cooney's comments out of context. Commissioner Cooney voted to DENY the project

Front exterior of store



"...it [the project] sounds like it's going to be the best if not the best in Santa Barbara County..."

Michael Cooney - 1st Dist. Planning Commission

The Roots
www.therootscarpinteria.com