

**Subject:** Planning Commission 3/11/2019 Comment Letter  
**Attachments:** Planning Commission Comments 3-10-2019.docx

**From:** Bob Wignot <rewignot@cox.net>  
**Sent:** Sunday, March 10, 2019 7:01 PM  
**To:** Wendy Winkler <wwinkler@cityofgoleta.org>  
**Subject:** Planning Commission 3/11/2019 Comment Letter

Hi Wendy,

I hope this finds you doing well. I am hoping to attend the Planning Commission meeting tomorrow, but ask that you distribute my attached comment letter to the Commission members as soon as possible prior to the meeting.

Thanks very much!

Sincerely,

Bob

Planning Commission Chair and Members  
City of Goleta  
Via Email

Re: Planning Commission Meeting of March 11, 2019  
Agenda Item A.1 Amendments to Cannabis Land Use Ordinance and  
General Plan: Case No. 18-135-ORD

Dear Chair Smith and Planning Commission Members,

My name is Bob Wignot; I am a 40 year resident of Goleta and appreciate the opportunity to comment on this item. For most of the 1980's, my family and I resided in Old Town Goleta. During that time, my two daughters attended the Rainbow School and my son spent many hours at the Goleta Boys Club behind the Community Center.

We lived in Old Town because it was affordable, and we continue to frequent Old Town businesses to this day. Old Town is vibrant and thriving and Old Town is still affordable, for both a diverse array of businesses, mostly Mom & Pop stores, and for residents of modest means.

When we arrived in Old Town Goleta in 1979, there was one Rexall drugstore on Hollister Avenue at Magnolia. The drugstore is long gone and that location is now a Family Discount store.

I think what Old Town Goleta really needs is a new store that sell many kinds of OTC and prescription drugs and related pharmaceutical supplies, and not a plethora of new stores selling only one kind of drug.

Regarding separation of parcels occupied by Storefront Cannabis Retailers from other parcels, I would recommend that the new Ordinance not carve out exceptions but simply provide as follows (please reference pages 138-139 of the staff report):

1) Separation.

a) 300 Feet. A Storefront Cannabis Retailer shall not be located on a parcel within 300 feet from another Storefront Cannabis Retailer that was legally established before or after the adoption of this Ordinance.

b) 300 to 600 Feet. A Storefront Cannabis Retailer shall not be located on a parcel located more than 300 feet and less than 600 feet from another Storefront Cannabis Retailer that was legally established before or after the adoption of this Ordinance, ~~unless, the following applies:~~

- ~~1. Neither the frontage nor the entrance nor the signage face Hollister Avenue in Old Town; and~~
- ~~2. Off-street parking is available.~~
- 2) Goleta Valley Community Center. A Storefront Cannabis Retailer shall not be located on a parcel within 300 feet from the Goleta Valley Community Center property ~~unless the following applies:~~
  - ~~1. Neither the frontage nor the entrance nor the signage face Hollister Avenue; and~~
  - ~~2. Off-street parking is available.~~
- 3) Schools. A Storefront Cannabis Retailer shall not be located on a parcel within 300 feet from Schools providing K-12 education.
- 4) Residential. A Storefront Cannabis Retailer shall not be located on a parcel adjacent to parcels designated for residential land uses, ~~unless the following applies:~~
  - ~~a) No front door or signage of the cannabis business may face the residential parcel; and~~
  - ~~b) The parcel and the residential parcel are separated by a fence, wall, or hedge at least 4 feet high.~~

And I recommend that you also make the following revision:

ii. ~~No prohibitive buffers are required~~ A Storefront Cannabis Retailer shall not be located on a parcel within 300 feet from a Day Care Centers or Youth Centers- that was legally established before the adoption of this Ordinance.

Thank you for the opportunity to provide comments on this subject.

Sincerely,

Bob Wignot  
6155 Verdura Avenue  
Goleta, CA 93117-2003  
[rewignot@cox.net](mailto:rewignot@cox.net)

**Subject:** Stop the madness!

From: Wendy Stratil <wstratil@cox.net>  
Sent: Monday, March 11, 2019 8:13 AM  
To: Wendy Winkler <wwinkler@cityofgoleta.org>  
Subject: Stop the madness!

We need to limit the amount of these shops in Goleta!!!  
Sent from my iPhone

**Subject:** Cannabis Dispensary Waiver

**From:** John Profant <johnprofant@cox.net>  
**Sent:** Monday, March 11, 2019 9:37 AM  
**To:** Wendy Winkler <wwinkler@cityofgoleta.org>  
**Subject:** Cannabis Dispensary Waiver

I don't have a problem with Cannabis Dispensaries, it's a far better situation than selling pot on the black market. With that being said, there is a lot of people who don't agree with me, so compromises and guidelines come into play. The state guidelines suggest that no dispensary should exist within 600 yards of a school or youth organization. That is an easy enough compromise to abide by. So why does our city feel they need to do something different? Coastal Dispensary chose to acquire a facility within the recommended buffer zone and then try and get a waiver from the city to sell there. That was just a bad business decision. Why should the city even consider a waiver, it just sets a bad precedence?

John Profant

**Subject:** Planning Commision Comments- 3/11  
**Attachments:** Goleta Planning Commission Coastal Pubic Comments.pdf; Coastal Goleta Forum Flyer.jpg; Store render 2.png; Store Render.png; satellite view.png; Lot.png; Coastal-Goleta.pdf

**From:** Myles Peck <myles@coastaldispensary.com>  
**Sent:** Monday, March 11, 2019 11:17 AM  
**To:** Wendy Winkler <wwinkler@cityofgoleta.org>  
**Cc:** Devon Wardlow <devon@coastaldispensary.com>  
**Subject:** Planning Commision Comments- 3/11

Hi Wendy-

Attached please find comments for tonight's meeting. Additionally, for the record we have included a summary of our appliction, store renderings and diagrams, and a flyer from a public forum we recently hosted to demonstrate all of the efforts we have taken thus far. Please let me know if you have any qestions- thank you, we are looking forward to the meeting this evening.

## Myles Peck

Director of Business Development

[myles@coastaldispensary.com](mailto:myles@coastaldispensary.com) \ \ 310.729.6241  
819 Reddick Street, Santa Barbara CA 93103  
[COASTALDISPENSARY.COM](http://COASTALDISPENSARY.COM)



COASTAL



**TO:** Goleta Planning Commission Members and Staff  
**FROM:** Julian Michalowski, Co-Founder, Coastal Dispensary  
**DATE:** March 11, 2019  
**SUBJECT:** Public Hearing - Amendments to Cannabis Land Use Ordinance and General Plan  
**CONTACT:** Devon Wardlow, Director of Public Affairs, Coastal Dispensary;  
[devon@coastaldispensary.com](mailto:devon@coastaldispensary.com), 805-637-0558

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Members of the Goleta Planning Commission,

Thank you for hosting this important public hearing regarding amendments to the Cannabis Land Use Ordinance and General Plan. We appreciate the Planning Commission hosting this important discussion with the public.

Coastal Dispensary is committed to being a productive partner to the City of Goleta in opening and operating a safe, compliant cannabis retail storefront at 5710 Hollister Ave, Goleta CA. We have been engaged in the process and look forward to working with the City and the public on the next phase of this process.

We applied for a Cannabis Retail Storefront permit in August of 2018. We attended the workshop on January 23, 2019. Today, we are here to voice our support for the proposed cannabis land use amendments in respect to the Goleta Valley Community Center being considered sensitive receptor, requiring a conditional buffer.

As noted in the city staff's recommendations, Coastal's 5710 Hollister location meets both requirements - onsite parking and signage and entrance off of Hollister - to allow Coastal to move forward with our Cannabis Retail Storefront. Please see attachments for renderings of 5710 Hollister.

As noted in our renderings, Coastal's location will have ample parking for customers with 18 parking slots located in the back of the building. Coastal's entrance and primary signage will be located on the side of the building. The signage will in no way represent a cannabis business but rather a symbolic California "wave" as Coastal's logo. This is important to our customers, our brand and for Old Town Goleta.

***"Storefront Cannabis Retailer - Sensitive Receptor Buffers: Goleta Valley Community Center Buffer. Adopt a conditional buffer to prohibit storefront cannabis retailers on parcels***





ELEVATED HAPPINESS

*located within 300 feet of the Goleta Valley Community Center property unless the following applies:*

- 1. Neither the frontage nor the entrance nor the signage face Hollister Avenue;*
- 2. Off-street parking is available.*

*-----Quoted from the Amendments to Cannabis Land Use Ordinance and General Plan: Case No. 18-135-ORD, Goleta CA -----*

We appreciate the City and the Commission's efforts to acknowledge the investment's we had previously made into the property and the safety and security measures we are taking. Coastal is heavily invested in the opportunity to do business in Goleta, and in Old Town specifically. It is a member of the Goleta Chamber of Commerce, and Coastal as the tenant and the owner of the property as the landlord are committed to establishing a safe and secure location consistent with community standards and in harmony with other business and operations in Old Town. In reliance on the scope of the original Ordinance in place at the time Coastal submitted its application, Coastal incurred in excess of \$100,000 on application fees, city fees, traffic studies, and architectural drawings and design work in anticipation of operating a dispensary at that location.

Coastal has taken steps to educate the public, members of the Planning Commission and the City Council on our plans for Coastal's Retail Cannabis Dispensary located at 5710 Hollister. Coastal has met with all members of the City Council individually. We have created a reader-friendly summary of our application in respect to our proposed Community Benefits, Public and Employee Education, Security, Odor Safeguards and Neighborhood Compatibility - and distributed to all members of the Planning Commission and the City Council.

Additionally, Coastal hosted a public educational meeting on Thursday, February 28th at the Goleta Valley Community Center, where we invited the public, city officials and members of the Goleta Valley Community Center Board to attend a public education meeting where we provided an overview of our plans and opened up the discussion for any questions from the audience. We decided to host this public forum with the goal of providing transparency to the public and city officials in which we serve. We wanted to provide a forum in which individuals from the community could voice questions or concerns where we could directly answer their inquiries. We believe transparency and education are critical to ensuring the community and public officials are educated on all aspects of our cannabis retail storefront. Transparency and community engagement are very important to Coastal as an integral way in which we conduct business. We will



819 Reddick Street, Santa Barbara, CA 93103



805.380.7730



[www.coastaldispensary.com](http://www.coastaldispensary.com)







continue to work with the public and the city to ensure a safe and compliant cannabis retail storefront.

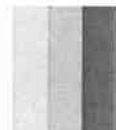
Coastal is local to Santa Barbara. We are from Santa Barbara and love our community. Coastal is in the process of opening our cannabis retail dispensary in downtown Santa Barbara, scheduled to open in May. Coastal was the highest scoring applicant in the competitive cannabis business permit process in Santa Barbara. We intend to provide the same rigor and thoroughness throughout our application process to our cannabis retail storefront in Goleta.

As this process evolves, Coastal plans to continue to have an open dialogue with the public and the city on best practices moving forward. We are more than willing to meet with city officials and answer any questions at any time.

Thank you very much for your time and consideration. We look forward to working with you.

Sincerely,

Julian Michalowski  
Co-CEO  
Coastal Holding Company



# GOLETA+ CANNABIS

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## PUBLIC Q&A FORUM

Coastal Dispensary will host a free open discussion with the Goleta community by providing an overview of Coastal's plans in Goleta and facilitating a Q&A with members of the community.

**Thursday, February 28**  
**6:30-7:30pm**

Goleta Valley Community Center (Dining Hall)  
5679 Hollister Avenue, Goleta, CA 93117

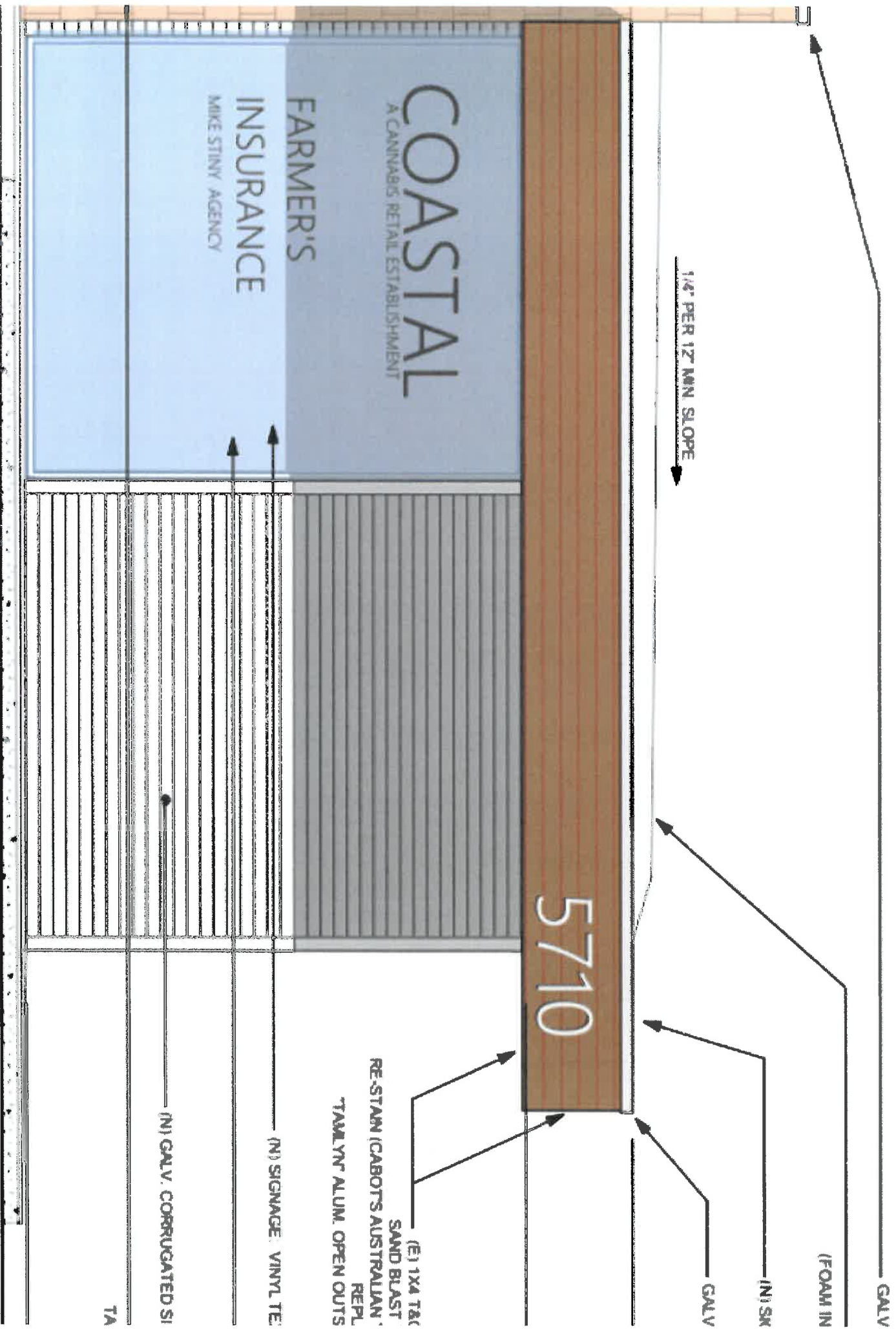
Light refreshments will be provided.

Please contact Devon with any questions at  
[devon@coastaldispensary.com](mailto:devon@coastaldispensary.com)



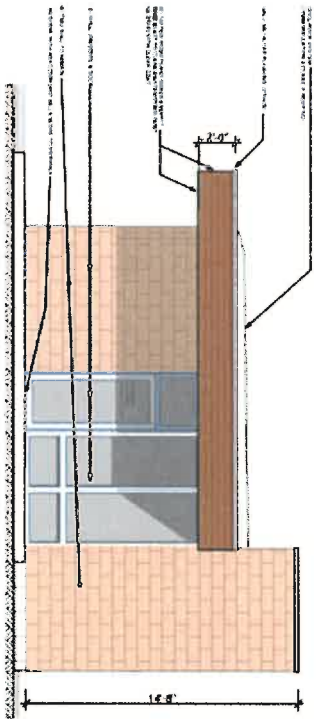
**COASTAL**

5710 HOLLISTER AVE, GOLETA, CA

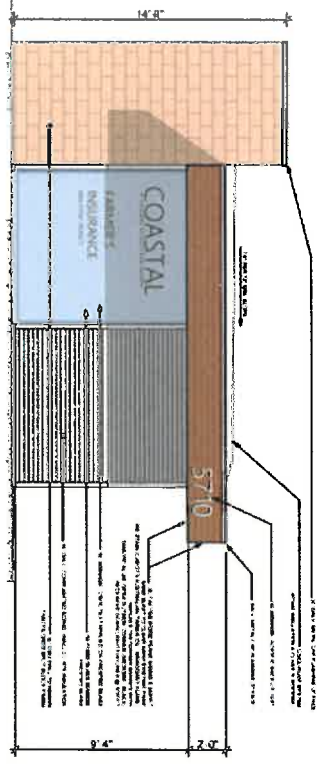




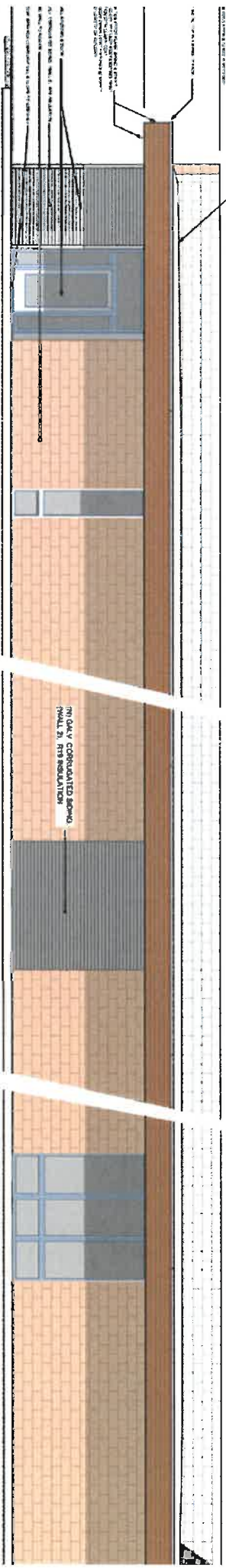
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ELEVATION NORTH  
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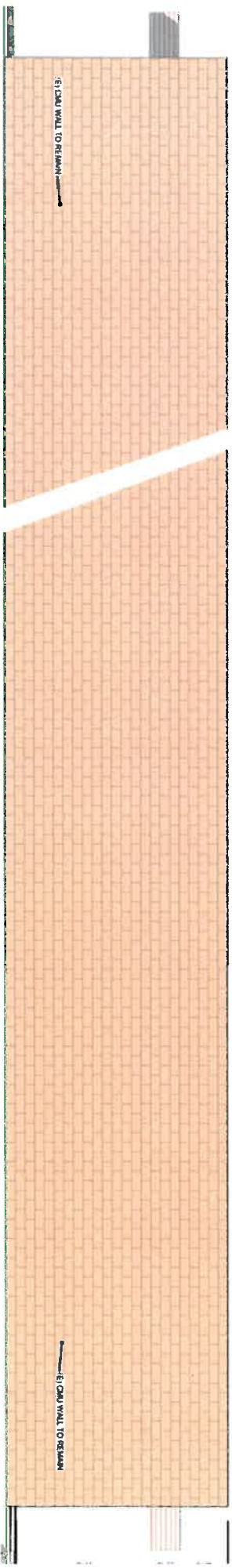
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ELEVATION SOUTH (STREET)  
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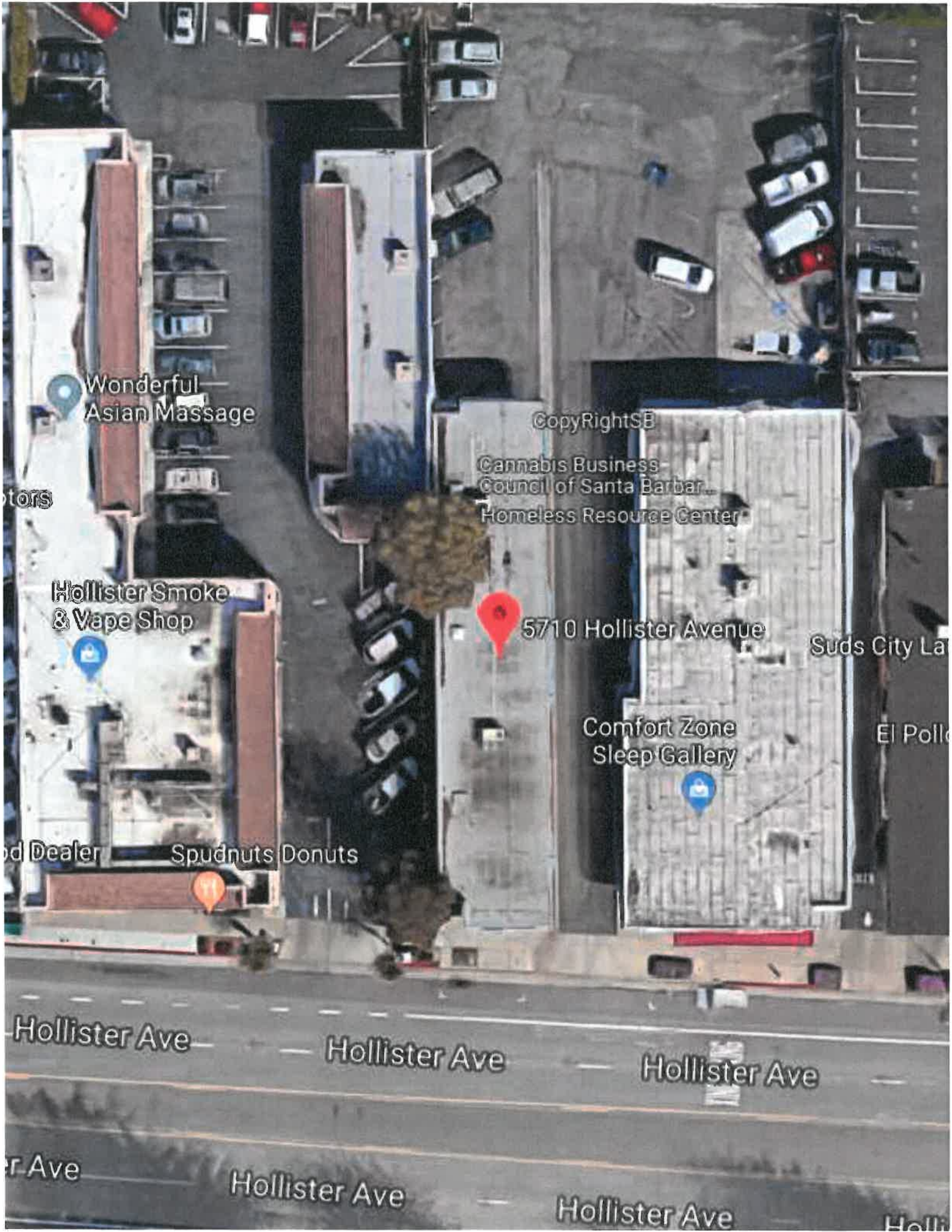


**E**  
ELEVATION EAST  
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**W**  
ELEVATION WEST  
SCALE 1/8" = 1'-0"





Wonderful Asian Massage

CopyRightSE

Cannabis Business Council of Santa Barbara Homeless Resource Center

5710 Hollister Avenue

Suds City La

El Pollo

Comfort Zone Sleep Gallery

Hollister Smoke & Vape Shop

Spudnuts Donuts

Hollister Ave

Hollister Ave

Hollister Ave

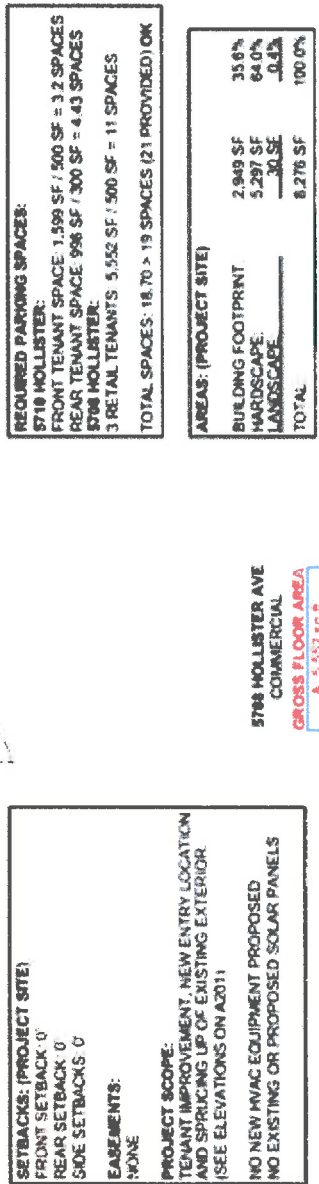
Hollister Ave

Hollister Ave

Hollister Ave



K01	REMOVE CONCRETE ADJACENT TO SIDEWALK AT FRONT OF BUILDING TO ALLOW FOR ENLARGED PALETTE BED. REPURPOSE EXISTING CRIP SYSTEM WITH PLAN L15 PER 3.503 PLANTER BED
K02	REMOVE LANDING & ASPHALT CONCRETE OUT TO WALK ALONG BUILDING EDGE
K03	(N) TRASH ENCLOSURE PDF4 4X4 POSTS PER 8.503 CONC PAD & CANTILEVERED POST WITH 30" EMBEDMENT
K04	TRUNCATED DOMES PER 2.501 NOTES DETECTABLE WARNINGS
K05	PARKING SIGNAGE PER 2.504-PARKING SIGNAGE
K06	RESTRIPE FOR VAN ACCESSIBLE PARKING PER 1.504 PARKING-VAN ACCESSIBLE
K07	PROVIDE (N) LANDING & WALK ALONG BUILDING EDGE PER 3.502 CONC SLAB TRANSITION @ EXT WALL WITH X 120 THICKENED FOOTING AT BUILDING
K08	STRIPS LOADING ONLY
K09	RESTRIPE SPACES 12, 13, 14, 16, 18, 20 & 21 TO ALLOW FOR ADDITION OF ACCESSIBLE SPACE AT SUBJECT PARCEL
K10	NEW STREET TREE
K11	PROVIDE SECURE TRASH RECEPTACLE FOR CANNABIS WASTE





**COASTAL**

## GOLETA APPLICATION SUMMARY

This brief summary is intended to highlight certain aspects of Coastal's application to the City of Goleta. This is in no way intended to be a comprehensive reflection of Coastal's application or plans, but rather a high-level summary of key components that may be of interests to public officials.

FEBURARY 19, 2019



## ABOUT COASTAL

Coastal is a licenced cannabis business focused on the legal and compliant sale of products to adults in California. Coastal's mission is to provide premium cannabis products through a community focused approach, in a safe and responsible manner in order to promote a healthy, happy lifestyle. Coastal holds retail, delivery, manufacturing and distribution licenses and is quickly becoming a trusted, dominant player in the growing cannabis industry.

Coastal earned the highest application score in Santa Barbara's competitive permit process for the retail cannabis business license and we will be opening our doors this May at 1019 Chapala Street Santa Barbara, CA. We are cannabis professionals, locals to Santa Barbara and more importantly, we are a family. The Coastal team has a combined 40 years of experience owning and operating businesses in the legal cannabis space. We are confident that Coastal will be regarded as a good neighbor and a responsible service provider that is adding value to the Goleta community. *Please see bios attached.*

## COASTAL GOLETA

Coastal will design an upscale, hip, and fun retail storefront with an inviting, relaxed atmosphere that blends in with the character of its location in Goleta. The interior design will invoke classic California surf culture while also offering the technology, safety, and security of a contemporary cannabis retail storefront. State-of-the-art monitors with clean, bright displays will inform customers of the store's best-in-class adult-use and medical cannabis products, and will also promote Coastal's commitment to social responsibility and community engagement.

## COMMUNITY BENEFITS

Community engagement is core to Coastal's values. It is what makes our brand resonate with our customers and ensures that we are providing the best experience and product to the community in which we call home. Coastal has established numerous avenues to receive feedback, provide benefits and establish long term partnerships in the effort of bettering the Goleta community.

- **Coastal Cares - Employee Community Service Program:** Coastal has committed each team member to participating in 8 hours of community service per quarter, averaging to over 50 hours per month of community service, when accounting for a staff of roughly 20 team members. Coastal will compensate our team members for their time the same as if they worked a normal day. Coastal will establish relationships with local charities to arrange a schedule in which Coastal team members will contribute as reliable volunteers in the non-profit community.
- **Donations:** As part of Coastal Cares, Coastal will donate monthly to our non-profit partners of which Coastal employees volunteer with. Coastal will donate 2% of net profits to local nonprofits and charities on an annual basis to ensure we are giving back to in a impactful way.
- **Transparency and Feedback - Annual Report:** Coastal is committed to being a transparent partner to the city, local businesses, and the general public about the benefits that the cannabis industry provides to the community. Coastal will provide an annual public report providing topline findings regarding the sale of cannabis. This information is intended to educate the public and policymakers on the economic and societal impacts of this evolving industry.
- **Community Events:** Coastal will host evening and weekend events that benefit the community ranging from educational cannabis health events, criminal justice reform, business promotion and fun. All events will be open to the public for adults 21 and over. The following notes events we plan to host upon opening our doors:
  - **Cannabis Health:** Coastal will host experts in the cannabis field to educate the public on the various strains of cannabis, its therapeutic, benefits and the numerous methods of consumption.





- *Expungement Events:* Proposition 64 allows for individuals who previously faced criminal charges for cannabis related infractions to petition to have their records expunged. Coastal will work with a local law firm to advise the public on the best practices for expungement under a Prop 64 petition.
- *Elevate Our Community:* Coastal will be hosting “Farmers’ Market” style pop-up events featuring local vendors such as, creative artists, local restaurants, stores, and community charities that will educate and entertain the public about their products and services. We will offer co-marketing opportunities through our events.

## **EDUCATED EMPLOYEES**

Retail team members will be well-trained and knowledgeable about all of Coastal’s products to help customers make informed choices on purchases as well as educated choices regarding how to consume cannabis in a safe and responsible manner. Coastal’s robust employee training program will include modules that cover information on adult-use products, including cultivars of cannabis flower; edibles and infused products; oils; topicals; the variety of effects from different cannabinoids (i.e., THC and CBD); expected physical and psychological effects; the variation in duration and intensity of effects due to strain, concentration or potency, consumption method, rate of absorption, and other factors; therapeutic benefits; potential adverse reactions; and other information.

The employee training program starts with a three-day intensive training course, followed by a minimum of one day of on-the-job training before team members can begin working with Coastal customers. Each team member will be trained in standard operating procedures (SOPs) related to receipt, storage, dispensing, and disposal of products.

The employee training curriculum will include but is not limited to:

- Regulations & Compliance - including applicable federal, state, and local cannabis regulations
- Retail Operations - including limited access areas, storage, product handling, customer service, sales procedures, POS system and daily limits
- Delivery Operations - including robbery awareness, driver documentation, POS transactions, routes, vehicle requirements, and transport manifests
- Identification Verification
- Consumer Education (comprehensive product care/education)
- Medical Conditions and Cannabinoids
- Responsible Use (recognizing signs of abuse)
- Product Knowledge, including serving sizes/doses, strains, effects, and consumption methods
- Security, including diversion prevention and law enforcement interactions
- Inventory & Recordkeeping
- California Track-and-Trace (METRC)
- Employee Responsibilities, including safety, sanitation, and theft prevention
- Sexual Harassment
- Impaired Customer
- Motor Vehicle Use

## **EDUCATED PUBLIC**

Every person has the right to be educated on the products they purchase, the decisions they make, and the potential impacts of their actions. The following details the various avenues Coastal will utilize to achieve our goal of providing education to our customers and all members of the Goleta community.





**Responsible Cannabis Use Education:** Coastal's comprehensive consumer education program will be delivered through knowledgeable team members, printed in-store materials, web pages, and informational seminars hosted at our facility. Education is built into the entire customer shopping experience. Tablets are placed in the store that describe the type of product's potency, health benefits and origin allowing all customers to understand up front, the potential side effects and strength of the product in which they are browsing.

Coastal's will provide information on safe and responsible use, secure storage of cannabis for personal use, preventing access to cannabis by children or minors, and local and state laws pertaining to legally possessing, growing, and using cannabis. Coastal manufactured products include information about our "Coast" dose program. All Coastal products have single servings of THC that are measurable allowing customers to intake doses at their own control. It will also provide resources on substance abuse awareness and how to access treatment programs and other support for substance abuse problems. All materials will be available in the store, on the website and can be discussed with employees.

**Customer Use Awareness:** Coastal will leverage our partnership with Seed.io to provide our customers the ability to build a personal profile to input information such as consumption preferences, product types and dosages. This platform allows customers to save their information in an easily accessible manner, tracking for when and what types of products they purchased. This empowers customers to keep record of how various products and doses have affected them. Having continuous access to your past purchases facilitates our customers' ability to better understand what products, strains and dosages have worked best for their needs.

**In-Store Education Manager:** Responsible cannabis use is imperative to the safety of the community and the continued success of the industry. Coastal recognizes this symbiotic relationship and has invested in creating a designated position that is solely responsible for ensuring that our customers have access to the most up to date research and education available.

The Education Manager will be placed separately from the retail sales associates in order to provide a level of privacy for consumers as well as encourage a more free flowing informative conversation.

Responsibilities include:

- Demonstrated knowledge of cannabis products as well as substance abuse
- Provide weekly free educational workshops at the facility
- Ongoing communication with CA Dept of Health, Cannabis Education Initiative
- Serve as POC to our lab to ensure stores have the most up to date knowledge of products
- Engage and be available to local educators and citizens on the benefits of cannabis as well as the dangers of addiction

**Designated Cannabis Consumption Response:** Coastal has established an email account where customers can email any questions in relation to cannabis use ranging from strain potency to substance abuse resources in the area. This email account will be monitored by the Education Manager and customers will receive replies within 24 hours.

**The Dangers of Addiction and Underage Use:** Coastal is committed to ensuring that all members of our community understand the dangers of addiction and the potential damages that underage use can cause. Coastal will work with the California Department of Health and the National Institute on Drug Abuse for Teens to ensure that we have the most up to date information on cannabis use disorders as well as the proper cautions regarding the potential for developmental problems of the adolescent brain as a result of



underage use. Coastal will have posted signs warning about the dangers of adolescent use and its potential developmental impacts. Coastal will also provide local resources for addiction recovery programs in the Pasadena area such as Casa, Insight, Gooden Center and the Pasadena Recovery Center.

***Educating Families and K-12 Schools:*** Parents and schools face particular challenges educating youth on the facts about adult cannabis use. Adolescents may misinterpret the legalization of cannabis for adult use. Coastal believes in reaching out to families and educators by offering ongoing educational programs focused on the importance of protecting our children. Our Education Manager will serve as the primary liaison to families, K-12 schools, and educational organizations.

***Law Enforcement Outreach:*** Coastal will engage local law enforcement with regular meetings to discuss issues of mutual concern, provide site tours, and address any questions or concerns regarding Coastal's business. We will maintain an open-door policy with law enforcement officials, addressing anti-diversion tactics and encouraging transparency throughout our entire operational chain of custody.

## SECURITY

It is Coastal's goal to ensure that no security breaches occur at any of our licensed commercial cannabis businesses, and that the presence of its state-of-the-art security systems will not only protect Coastal's assets, but also improve the peace, safety, and security of the surrounding neighborhood. The Coastal team will enact a combination of security protocols that provide multi-layered protection for our workplace environment that will satisfy and exceed all local and state regulatory requirements. Coastal's security and safety measures, designed specifically to address neighborhood impacts, will be managed by an experienced team of security professionals.

- ***Security Team:*** Coastal has appointed Terry Blevins as the our third party security consultant and his firm Armaplex Security, a licensed PPO by the California Bureau of Security and Investigative Services (BSIS), to assist in it's security systems and program design. Terry has over 30 years of experience in Law Enforcement and Security and has worked as an Industrial Site Security Subject Matter Expert for the U.S. Department of State. Blevins is considered one of the foremost cannabis security experts in the U.S. He has studied many cannabis businesses in California and other states, learning what works and doesn't work, including industry better and next practices and has drawn from those to develop the security strategies that he includes in the numerous cannabis security plans he has completed. Our Security Director will be available to meet with the City Manager and law enforcement regarding any security related measures or operational issues.
- ***Physical Security***
  - Exterior entry and exit doors constructed of eighteen-gauge hollow metal, doors will be on a metal frame with hinges on the interior to prevent forced entry
  - Perimeter and other exterior lighting will be automatically engaged by a photosensor to facilitate surveillance and discourage loitering or trespassing- facilitating continuous 24-hour passive video surveillance to three yards around the perimeter of the facility
  - Actively monitored video surveillance system with recording capabilities
  - Motion detection alarms around the facility perimeter
  - Grounds maintenance to trim all trees, bushes and other foliage to prevent intruders from concealing themselves from the security camera view
  - 24/7 Live support security staff on-site
- ***Alarm Systems:*** The facility alarm system will be designed to detect intrusions and automatically notify law enforcement in the event of unauthorized access. The alarm system will be installed,



monitored, and maintained for continuous operation by a licensed alarm company. Specific features of the alarm system will include:

- A Central Monitoring Station (CMS) to monitor the alarm and video surveillance systems, which will include verification procedures to limit false alarms
- Failure notification systems that will alert law enforcement if any failure in the alarm system occurs
- Motion detectors, door status sensors, and glass-break detectors, as applicable, for the following areas: all areas of ingress and egress, including exterior doors and windows, emergency exits, and loading bays; all rooms with exterior walls; any area where a person may enter through mechanical air ventilation systems; all limited-access areas; and all cannabis storage areas
- Passive infrared sensors to detect intruders via body heat
- An in-building intercom system to allow for audible notifications of weather hazards, lockdown situations, and other potential threats
- Capacity to remain operational throughout a power outage
- **Digital Security:** Digital security systems will be designed to protect the integrity of electronic systems and information. In order to ensure the digital safety of operational information, the facility will have multiple information technology (IT) systems and policies in place.
  - Network firewall blocking all incoming, unauthorized connections from the internet
  - All networks related to physical security will be segmented and access limited
  - All computers will have unique identification and must be a part of the facility IT domain
  - Every employee will have a unique login credential that will automatically expire and require updating on a regular basis
  - All data stored onsite and offsite will be encrypted using SHA 256-bit encryption keys.
- **Prohibition of Cannabis Consumption:** Coastal will not allow consumption of cannabis on the premises, in any form, by any customer, person, or team member.

### CANNABIS GOODS DISPLAY

All cannabis goods in the retail point of sale area will be stored or displayed in a manner that prevents customers from having direct access. To further protect goods from the risk of theft or diversion, the retail point of sale area and retail storage areas will be under continuous video surveillance in accordance. Additional retail inventory not on display will be stored in a locked vault within a limited access area near the point of sale area. The number of cannabis goods on display in the retail point of sale area will be limited to only an amount necessary to provide a visual sample for customers. Cannabis goods available for customers to browse will be organized in locked display cases in the retail point of sale area. Goods may also be displayed behind the retail service counter, which does not provide access for customers.

### ODOR MANAGEMENT

Per Santa Barbara County Air Pollution Control District (APCD) Rule 303, Coastal will not discharge from any source of air contaminants or other material in violation of Section 41700 of the Health and Safety Code. These include contaminants or materials that might cause injury, detriment, nuisance, or annoyance to any considerable number of persons or to the public; contaminants that endanger the comfort, repose, health, or safety or any such persons or the public; or contaminants that cause or have a natural tendency to cause injury or damage to business or property.

- **Ventilation Systems:** The facility heating, ventilation, and air conditioning (HVAC) system will be installed and maintained to provide a safe, comfortable, and hygienic environment for employees.
- **Air Filtration:** The property's ventilation and exhaust systems are designed to control odors in such a way as to not materially disrupt the ability of any person to enjoy the reasonable use of their residence or areas open to the public. In addition, the use of the systems described below



will prevent fumes and odors from exceeding the boundary line of the lot. The ventilation systems will use the most effective odor control technology available, including:

- An exhaust air filtration system with carbon filters for odor control
- An air system that creates negative air pressure between the building interior and exterior to ensure that odors generated by cannabis are not detectable offsite or outside of the building
- **Odor Control:** The ventilation system and exhaust will be designed to prevent cannabis odors from escaping the building or being detected by the surrounding neighborhood per Santa Barbara County Code §50-10(a)(1). This will include the most effective odor control technology available including:
  - A carbon filtration system will be used to mitigate odors, per APCD recommendations
  - An air system that creates negative air pressure between the building interior and exterior, so that the odors generated by cannabis are not detectable outside of the building

## NEIGHBORHOOD COMPATIBILITY

Coastal's storefront and logo do not in any way emulate or promote traditional symbols associated with cannabis or smoking. Our discrete and universally accepted logo is an important attribute to who we are as a company and what we stand for—a healthy, happy active lifestyle. We understand that families do not want their children to be subject to a visual bombardment of legal cannabis stores as they drive through their community. The Coastal name and logo looks exactly what it sounds like—a simple visualization of a wave, emulating what the California lifestyle has to offer.

Coastal's design and architecture are made to reflect the historical character of Goleta. We want to ensure that our retail storefront reinforces the diverse, lively, and colorful themes apparent in the Goleta culture and atmosphere in keeping with the area's revitalization plan. Our design will inherently remain consistent with Goleta's Revitalization Plan for the purposes of not only reflecting Goleta's heritage, but equally enhancing it. Additionally, we will collaborate with the County Arts Commission to potentially add art to our buildings.

**Subject:** Agenda item A1 March 11 pc hearing Cannabis Ordinance amendments pc hearing

**From:** Cecilia Brown [mailto:[brownknight1@cox.net](mailto:brownknight1@cox.net)]

**Sent:** Monday, March 11, 2019 12:15 PM

**To:** Deborah Lopez <[dlopez@cityofgoleta.org](mailto:dlopez@cityofgoleta.org)>

**Cc:** Anne Wells <[awells@cityofgoleta.org](mailto:awells@cityofgoleta.org)>; Peter Imhof <[pimhof@cityofgoleta.org](mailto:pimhof@cityofgoleta.org)>; [brownknight1@cox.net](mailto:brownknight1@cox.net)

**Subject:** Agenda item A1 March 11 pc hearing Cannabis Ordinance amendments pc hearing

Dear Chair and Planning commissioners,

I was really disappointed to read about proposed

Cannabis ordinance amendments deleting any sort of land use permit for retail stores adjacent to residential uses. Elimination of a land use permit means neighbors are never notified or have any way of appealing the permit if the circumstances for their property are unusual such that the conditional buffers can't and won't work out in protecting them. This change only is beneficial to the retail operator and detrimental to the next door resident.

Restore the land use permit so neighbors are notified and have the opportunity to appeal this kind of potentially intrusive and incompatible activity next to a residence.

Instead, the city is recommending imposing some sort of conditional buffer as sufficient protection. A four feet tall hedge, fence, wall is hardly a buffer for any nuisance issues that might arise from a retail store next door. It's not a buffer at all. Maybe a 6ft permanent barrier, but a hedge is ineffective in providing any barrier at all.

There are nuisance issues that a 4ft fence, hedge or wall is wholly ineffective in addressing, like increased night time activity in an adjacent parking lot or on the street at night when none existed before, nighttime lighting in a parking lot used by patrons, and the noise from them and their car. And having no signage or a door facing the residential parcel will do little to address the above issues. It might make some them worse. There needs to be other measures. Perhaps it is the case that a cannabis retail store might just not be appropriate next to a residence. And if this is so, it shouldn't be allowed.

Was there a noticing of this ordinance change to potentially affected residents outside of your standard noticing so they would be aware that their lives would be disrupted by a cannabis store next door? You didn't hear from anybody in Old Town at the last hearing just the cannabis folks, but the city needs to hear from the residents now so they can let you know how they feel. The city needs to protect the residents of Old Town, not enable the cannabis retail operation.

Thank you,  
Cecilia Brown

**Subject:** Public Comment Cannabis Amendments  
**Attachments:** AGQ Labs Public Comment Cannabis Workshop.pdf

**From:** Erin Weber <Erin@axiomadvisors.com>  
**Sent:** Monday, March 11, 2019 3:20 PM  
**To:** Ed Fuller <efuller@cityofgoleta.org>; Katie Maynard <kmaynard@cityofgoleta.org>; Jennifer Smith <jsmith@cityofgoleta.org>; Robert Miller <rmiller@cityofgoleta.org>; Bill Shelor <bshelor@cityofgoleta.org>  
**Cc:** Wendy Winkler <wwinkler@cityofgoleta.org>  
**Subject:** Public Comment Cannabis Amendments

Honorable Planning Commissioners,

**We support amending the General Plan to allow cannabis distribution in Business Park land use designation – page 8 of your staff report.** A cannabis distribution license type (as defined by the State) simply allows operators to physically transport product between licensed businesses, but does not include delivery or direct sales to customers. Cannabis distribution is different from typical “distribution” in other industries. Cannabis distributors typically use small sprinter vans – not large semi-trucks - and the small nature of the cannabis product allows for less vehicle trips, and less impacts. The City’s cannabis consultant HDL, Matt Eaton, testified at the City Council hearing on January 23 that many local jurisdictions encourage distributors to locate in business park zones because it is often a compatible use. Furthermore, BP zones tend to have pre-existing infrastructure that is turn-key for distributors, which includes high ceiling, roll-up doors, and adequate parking. This also helps encourage use of pre-existing infrastructure, compared to new development.

We have submitted public comments to your Commission and the Council since the inception of the cannabis ordinance development in support of cannabis distribution as a compatible use in Business Park zoning. We attended the last City Council hearing on cannabis amendments on January 23<sup>rd</sup> and did not hear direction from Council to staff to return with a square footage cap on distributors in BP zones. **Therefore, we do not support the proposed square footage cap. Instead, we could potentially support a square footage cap not to exceed 30,000 square feet per APN or parcel.**

In general, we urge the City to limit additional, new regulations on the cannabis industry and allow time for the existing ordinances and regulations to take effect. To date, to our knowledge, there have not been **any** cannabis applicants who have completed the City of Goleta’s process and secured both a land use permit from the Planning Department **and** a business license from the Finance Department, which would allow them to operate. The City already has an extraordinarily robust review and vetting process for cannabis applicants that not only takes 6-8 weeks to review, but also evaluates the following criteria:

- Zoning, setbacks, land use compatibility and any unpermitted development onsite
- Odor control technology must be certified by a third-party professional engineer for efficacy and best available technology
- Security plan indicating location of cameras, locks, alarms, perimeter fencing, secure areas,
- Business operating plan which includes procedures for inventory, waste disposal and shipment
- Live Scan for all employees, managers and owners which requires submitting fingerprints to the Dept of Justice
- List of financial interest holders
- Proof of insurance naming the City, with a minimum cover of \$2M
- Nuisance response plan including 24-hour emergency contact, procedures for complaints, mitigation and contingency
- Evidence of right to occupy the building from the property owner
- Documents pertaining to the business structure, such as articles of incorporation
- Standard operating procedures regarding packaging and labeling, testing, limited access areas, record storage, track and trace, etc

In conclusion, as much as 80% of the marijuana sold in California still comes from the black market, according to an estimate by New Frontier Data. Local businesses who are seeking permits and licenses from the City of Goleta and the State are struggling to compete with the black market. We urge the City to *encourage* legal cannabis businesses to secure the necessary licenses and permits, which starts with reasonable regulations.

(We've re-attached formerly submitted public comment letters on this item.)

Erin Weber  
Axiom Advisors  
805-440-9021





January 22, 2019

City of Goleta  
130 Cremona Drive  
Suite B  
Goleta, CA 93117

Honorable Mayor and Councilmembers,

**RE: Cannabis Ordinance Workshop**

AGQ labs is one of the world's leading labs for chemical analysis in food and soil, with more than 25 years of experience in advanced analytical testing, agronomic consulting, specialized engineering and environmental project management. We have an operation in Oxnard and have obtained international accreditation. AGQ labs services agricultural and food industries across North America, including the Central Coast, mainly through nutritional monitoring of crops and pesticide residue analysis of foods.

We are looking forward to securing a cannabis testing lab permit in the City of Goleta and applying our expertise in chemical analysis to the newly legalized cannabis market. State law requires that all cannabis is tested by an independent testing lab before it is sold to consumers. All product is tested for contaminants such as mold, pesticides, moisture, residual solvents, microbial impurities, and foreign material.

There is a serious shortage of licensed cannabis testing labs, which is slowing the transition to the legal cannabis market and allowing the black market to continue. Similarly, there is a critical shortage of licensed distributors – which are also a pivotal part of the legal cannabis supply chain. Distributors play a fundamental role in quality assurance and quality control of cannabis products, including labeling and packaging compliance and close coordination with the testing lab. State law requires that testing labs pull samples of product for analysis at the distributors premise, before the distributor transports the product to retailers for sale. In other words, the State regulations require that testing lab employees travel to the distributor premise as often as multiple times a day, depending on the volume. Therefore, our cannabis testing lab business cannot be successful without a distributor nearby.



This is problematic because the City of Goleta's existing regulations allow testing labs in Business Park, but not distribution. **We urge your Council to direct staff to expeditiously amend the General Plan and allow distribution as a primary use in Business Park land use designations.** It is critically important for our business model that we co-locate with a distributor, and this is not currently allowable, absent an amendment to the City's General Plan. Permitting distribution and testing labs to co-locate on properties with a Business Park land use designation will decrease traffic impacts because instead of driving back and forth several times a day to pull samples at the distributor premise – as required by State regulations – instead our employees will travel the short distance to the distributor premise to pull the samples. Synchronization between our two businesses is also fundamental to protect consumer safety, as previously discussed.

We submit that amending the General Plan to allow distribution as a primary use in Business Park land use designations is good for the City of Goleta, because it will generate critically needed tax revenue. Additionally, encouraging professional and compliant distributors and testing labs to locate in the City of Goleta will also result in dozens of new, high paying, high-tech jobs for local residents.

Not unlike any other business, starting a cannabis testing laboratory or distribution business requires an enormous amount of capital investment – in the millions of dollars – in mandated technology (such as seed-to-sale/track and trace to prevent diversion of product), security measures (video surveillance), equipment (best available testing technology) and facility build out. We urge the City to quickly provide businesses with clarity that we need to continue to make these investments in the local community.

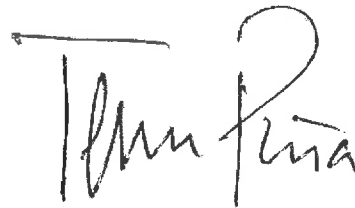
As you may have seen in the recent news, the cannabis black market is still thriving, and this is in large part due to overly burdensome local regulations, which make it exceedingly difficult for new, cannabis businesses to secure permits needed to operate. We encourage the City of Goleta to do all that you can to *encourage* new legal cannabis businesses to secure permits. This includes streamlining regulations and removing barriers to entry. It is in the best interest of public health and safety to facilitate a robust legal cannabis market – including distribution and testing labs.



In conclusion, we urge you to direct staff to *expedite* amending the General Plan to allow cannabis distribution as a primary use in Business Park land use designations. This amendment is important for the sustainability of the legal cannabis market locally, the efficiency of the supply chain, local job creation, and the City's fiscal health. It is also important for consumer safety, as both cannabis testing labs and distributors must work together and co-locate to effectively test and verify the safety and integrity of products for consumption. We are confident that this amendment will actually help to reduce vehicle, and other impacts, by allowing co-location and synergies between the two cannabis businesses.

Thank you for your consideration,

Tenesor Pena  
CEO, AGQ Labs USA  
2451 Eastman Ave Suite 1  
Oxnard, CA 93030

A handwritten signature in black ink, appearing to read "Tenesor Pena".

Wendy Winkler

---

**Subject:** Planning Commission Agenda Monday, March 11, 2019  
**Attachments:** Is Goleta the Ganja Land.pdf

**From:** Christopher Willow <christopherwillow@yahoo.com>  
**Sent:** Monday, March 11, 2019 3:41 PM  
**To:** Wendy Winkler <wwinkler@cityofgoleta.org>  
**Subject:** Planning Commission Agenda Monday, March 11, 2019

Hello, I would like to attach and bring to your attention an article from the Santa Barbara Independent that describes how big companies coming from out of town are becoming a factor in increasing rents in Goleta, while local businesses are struggling to find suitable for cannabis businesses locations. Wiping out the local small businesses will lead to not only a monopoly that will directly affect the direct customer, but it will also strengthen the black market and last but not least increased rents will lead to empty spaces. I would encourage you to limit the number of dispensaries that are all concentrated in Old Town Goleta.

Thank you,  
Christopher Willow

(See attachment below)

March 11, 2019

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Paul Wellman

Among the 15 retail cannabis applications Goleta has received, four are on Hollister Avenue in Old Town, including the Fuel Depot, and the Palm Reader at Fairview Avenue, 5710 Hollister Avenue, and Gimeal Restaurant on Orange Avenue.



## Is Goleta the Ganja Land?

Cannabis Shops Applying for Old Town Storefronts

Wednesday, March 6, 2019

By [Jean Yamamura \(Contact\)](#)

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The riches promised by storefront cannabis shops were enough to have one landlord joking that he would be renting to the best drug dealers in Goleta. Fifteen applicants have filed with the City of Goleta to open retail stores selling cannabis products. Nine are in Old Town, though three were made inactive for being within 300 feet of an earlier applicant. But Old Town might be able to avoid having cannabis retail on every block; on Monday, the [Planning Commission](#) will consider expanding the proximity requirements between shops and around the Goleta Valley Community Center.

The fervor over cannabis gold has some longtime landmarks looking to make the switch, including the palm reader on the corner of Fairview and Hollister avenues and the old Union 76 station on the corner of Hollister Avenue and Rutherford Street. The 2,500-square-foot Gimeal Restaurant on Orange Avenue has also filed. The gas station is now a Fuel Depot owned by John Price, who was told by Goleta Planning that a major, not a minor, conditional-use permit could be required: His cannabis shop would be too close to homes (within 100 feet) and the children's day school at the Goleta Valley Community Center (600 feet). Price has a second application in for the Zizzo's Coffee drive-thru at 370 Storke Road. Contacted briefly on the phone, Price said he was reconsidering the Fuel Depot permit.



By Paul Wellman

The Palm Reader at Fairview Avenue

Goleta's retail cannabis rules went into effect August 17, 2018, a date that saw at least nine applications filed, and next week's Planning Commission meeting follows a January workshop on rule revisions. All the applicants were told that any permit decisions would be made according to the city rules in force at the time, a statement that has gotten pushback from Coastal Dispensary's attorneys, Cappello & Noël. Coastal has applied for a cannabis shop at 5710 Hollister Avenue, directly across the street from the Goleta Valley Community Center. It's already been approved for a store in Santa Barbara on Chapala Street, though the spot is currently red-tagged for premature building renovations, and Coastal's cannabis permit has been challenged.

In a letter to Goleta planning commissioners ahead of a January 23 workshop with the City Council, attorney Lawrence Conlan stated Coastal had spent more than \$100,000 prepping for the permit and that in August, when the application was filed, no buffer existed for youth centers or schools. Conlan also wrote that the prior tenant "vacated the premises to accommodate Coastal's proposed business." That tenant disagrees.



By Paul Wellman

Gimeal Café

Not only is 5710 Hollister Avenue directly across from Goleta's community center, but it also previously housed Phebe Mansur's business, CopyRight. Mansur is the executive director of the Goleta Old Town Community Association, a major advocate for the neighborhood. Her landlord gave her early warning of Coastal's offer of three times her rent, somewhere around \$10,000 a month. Mansur went ahead and moved, right next door in a former furniture store, but she is concerned: "Old

Town could end up like Santa Barbara with exceptionally high rents," she said. Her new lease says her landlord can raise the rent at any time if surrounding rents rise.

The owner of 5710 Hollister, Michael Stiny, said the great attraction of his building is the large parking lot behind it. And the great attraction of a cannabis shop would be the work Coastal will do to upgrade the interior, the security it will be required to have, and the "jewelry store environment, like Tiffany's," said Stiny. He described a nearby smoke shop as one of the nicest stores in Goleta.



By Paul Wellman

The two existing medical cannabis shops in Old Town have both applied for storefront retail status. One of them is zoned "industrial general," a designation that does not allow retail cannabis activity. Altering the uses allowed under that designation is among the questions before the Planning Commission on March 11 at 6 p.m. Another is whether to streamline the application, which currently includes a conditional-use permit (CUP) and a cannabis business license process. The commissioners are considering folding CUP requirements into the one-year business license, which examines owners and employees for crime convictions, outlines surveillance and financial reporting requirements, and prohibits consumption of cannabis product on-site or within 100 feet of the business, among many other conditions, such as parking.

[ Correction: Our thanks to our astute Facebook readers who noticed "ganja" somehow got typed in as "ganga." The typo has been corrected. ]

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## BEST BETS

MONDAY, MARCH 11



**Subject:** Agenda item A1 March 11 pc hearing Cannabis Ordinance amendments pc hearing

**From:** George Relles [<mailto:grelles@cox.net>]

**Sent:** Monday, March 11, 2019 3:44 PM

**To:** Anne Wells <[awells@cityofgoleta.org](mailto:awells@cityofgoleta.org)>

**Cc:** Anne Wells <[awells@cityofgoleta.org](mailto:awells@cityofgoleta.org)>; Peter Imhof <[pimhof@cityofgoleta.org](mailto:pimhof@cityofgoleta.org)>; Deborah Lopez <[dlopez@cityofgoleta.org](mailto:dlopez@cityofgoleta.org)>; Cecilia Brown <[brownknight1@cox.net](mailto:brownknight1@cox.net)>

**Subject:** Re: Agenda item A1 March 11 pc hearing Cannabis Ordinance amendments pc hearing

Dear Ms. Wells and Planning Commissioners,

I want to indicate my agreement with the email sent to you by Cecilia Brown, a copy of which you will find below. I think Cecilia is offering a very reasonable view and I agree with her suggestions.

Thank you for all your hard work on the NZO and soliciting public input. Best wishes.

On March 11, 2019 at 12:14 PM Cecilia Brown <[brownknight1@cox.net](mailto:brownknight1@cox.net)> wrote:

Dear Chair and Planning commissioners,

I was really disappointed to read about proposed Cannabis ordinance amendments deleting any sort of land use permit for retail stores adjacent to residential uses. Elimination of a land use permit means neighbors are never notified or have any way of appealing the permit if the circumstances for their property are unusual such that the conditional buffers can't and won't work out in protecting them. This change only is beneficial to the retail operator and detrimental to the next door resident. Restore the land use permit so neighbors are notified and have the opportunity to appeal this kind of potentially intrusive and incompatible activity next to a residence.

Instead, the city is recommending imposing some sort of conditional buffer as sufficient protection. A four feet tall hedge, fence, wall is hardly a buffer for any nuisance issues that might arise from a retail store next door. It's not a buffer at all. Maybe a 6ft permanent barrier, but a hedge is ineffective in providing any barrier at all.

There are nuisance issues that a 4ft fence, hedge or wall is wholly ineffective in addressing, like increased night time activity in an adjacent parking lot or on the street at night when none existed before, nighttime lighting in a parking lot used by patrons, and the noise from them and their car. And having no signage or a door facing the residential parcel will do little to address the above issues. It might make some them worse. There needs to be other measures. Perhaps it is the case that a cannabis retail store might just not be appropriate next to a residence. And if this is so, it shouldn't be allowed.

Was there a noticing of this ordinance change to potentially affected residents outside of your standard noticing so they would be aware that their lives would be disrupted by a cannabis store next door? You didn't hear from anybody in Old Town at the last hearing just the cannabis folks, but the city needs to hear from the residents now so they can let you know how they feel. The city needs to protect the residents of Old Town, not enable the cannabis retail operation.



Thank you,  
Cecilia Brown

Sent from my Galaxy Tab® A