

Please Sign in: Appendix F

Name:

Address:

Comments:

AL LINDSKOG

888 LAMPSON

- BETTER HERE THAN ON THE STREET.
- KEEP OUT ORGANIZED CRIME INFLUENCE
- BETTER UNDER-AGE CONTROL

Selma Sheldon

Lampson St.

- best wishes in having a responsible enterprise

Jon DONALD

Esquimalt Rd.

TOM PERCY 1258 ESQUIMALT RD

- THANK YOU FOR THE OPPORTUNITY TO SHOWCASE  
YOUR BUSINESS AND INTENT. FULLY SUPPORTED  
EDUCATION OF CANNABIS IS PARAMOUNT.

Wayne Young

Pierre-Vin Chénier

419-1315 ESQUIMALT RD.

GREAT DISCUSSION! SEEMS LIKE A RESPONSIBLE  
ENTERPREUR. CONCERNS: TRAFFIC, PPE-SCHOOL, PARKING.

Donna Wildeman 102-1315 ESG. Rd  
AS long as ~~it~~ well Run

Alexandra Pansegrau 102-1315 ESG Rd  
look forward to frequenting your ~~busin~~ business!  
Best wishes! :)

Re: File RZ000052

Neighbourhood Consultation in Support of Cannabis Retail Rezoning Application  
Alternative Aromatics Ltd.  
522 Admirals Road, Esquimalt BC

On April 1, 2019, an Open House was held from 5Pm to 7PM at 522 Admirals Road, Esquimalt BC, in support of an application to rezone the property to allow a Cannabis Retail Store.

A public notice was mailed to surrounding residents by the Township on behalf of AA Ltd stating the date, time and place of the Open House, inviting attendance and offering an email address for comments and questions. None have been received as of this writing.

Sandee Nahal, Manager of my Victoria store, and I were in attendance for the duration.

A copy of the Open House invitation was displayed on the open front door and renderings of the proposed interior design were on the walls along with information about product, supply, staffing, safety and security (copies attached).

Eight people dropped in during the Open House. Two were noncommittal and I was not able to not solicit any views from them other than a few mild wait-and-see comments. Five were supportive in their expressed views, including two board members of the Esquimalt United Church which is situated at the end of our block.

Most attendees did not realize that all product must be purchased solely from the Provincial government, that no advertising of any sort is permitted and that, in general, government regulations are very prescriptive.

I had a lengthy discussion with the eighth attendee, \_\_\_\_\_, resident of The Ovation, the condo building next door at 1315 Esquimalt Road.

While \_\_\_\_\_ states that he is not opposed to the nature of my proposed business, he is greatly concerned that my clientele will complicate parking issues in the neighbourhood. He stated that he feels all the street parking on the block should be posted as residential only and reserved for residents of his building and other dwellings. He feels that the parking spaces in the back of the building are not enough for a retail business that will presumably attract many customers. When I asked him what he thought of the Tim Horton's coffee shop around the corner on Esquimalt Road that has no parking he said that their clientele are generally from a lower socio-economic group and are less likely to need parking.

I mentioned that in addition to VietNam Gardens, the restaurant next door, this space has had at least 4 previous incarnations as a restaurant and that their patrons may have parked for longer terms at any given time, but \_\_\_\_\_ did not find that relevant.

asked for assurance that we would not install bright lighting in the rear parking lot that would disturb residents of the Ovation. He also complained about the appearance of the gate that secures the driveway beside the building, stating that it was not reflective of a gentrifying neighbourhood. He also mentioned that he had driven by my store on Quadra St in Victoria and while he had not entered it he found its appearance tawdry. (Photo attached)

In summation, all but one of the attendees expressed no particular concerns other than the expectation that store staff will be hyper vigilant about not selling to minors. remarks about parking were the strongest sentiments we heard.

The open House concluded at 7PM.

Mary Anne Emmott  
April 2, 2019



# *Alternative Aromatics Ltd*

*Alternative Aromatics*

STEPONE  
INTERIOR DESIGN



VIEW FROM BACK OF DISPENSARY

## **Proposal to Rezone 522(524) Admirals Road For Cannabis Retail**



# ***Alternative Aromatics Ltd***

## **Owner/Operator – Mary Anne Emmott**

I, Mary Anne Emmott, wholly and exclusively own Alternative Aromatics Ltd. (AA Ltd), the BC registered corporation that will operate the proposed store. I am a resident of Esquimalt, am involved in community life here and have owned and operated small businesses in the Victoria area for nearly thirty years.

## **My Experience**

Four years ago I opened a cannabis retail store in Victoria, which was technically illegal as there was no path to legality at the time. In 2017, I applied for and received a business licence from the City of Victoria to sell cannabis after successfully applying to rezone the host property for cannabis retail use.

In October of 2018, the day after legalisation, I applied for a provincial licence to operate a retail cannabis business. In May of this year the provincial licensing branch informed me that remaining open might jeopardize the progression of my application. I closed the store that same day and am currently in the final stages of obtaining the provincial licence.

From the store's inception I accurately declared all my income and remitted all taxes – GST, source deductions, payroll taxes, workers' compensation, city taxes and licence fees. All of my employees were paid well above the going retail rate and enjoyed full medical and dental benefits.

In four years I operated, Victoria Police never attended my store for a complaint of any kind. I passed every monthly City bylaw inspection with perfect scores. Patrons tell me that my well-lit and well-staffed store with a steady trade has enhanced the walkability of the Quadra Village neighbourhood, particularly in the evening, and contributed to their increased sense of safety and security.

The owners of neighbouring stores told Victoria City Council at my rezoning hearing that they had experienced a significant uptick in business after I opened.





# *Alternative Aromatics Ltd*

## History of Proposal to rezone 522(524) Admirals Road for Cannabis Retail

On December 15, 2018, I filed an application to rezone the property at 522 (524) Admirals Road for a cannabis retail store.

The property is a commercially zoned brick building consisting of two bays, one of which is a restaurant. There is a single residential unit above the restaurant which is occupied by the building's owner, who also operates the restaurant. The second bay is currently empty and has had several restaurant tenants in the past.

This block of Admirals Road has a large condo development and a liquor store on the corners of Esquimalt Road, 6 single and multi-family buildings on the block, and a church that also houses a preschool and a community kitchen on the corner of Lyall St.

## Public Consultation (Open House)

After invites were sent out to local neighbours, an Open House was held at 522 Esquimalt on April 1, 2019. I greeted the attendees and asked for comments regarding the proposed rezoning.

Eight people attended the open house, including two board members of the United Church at the end of the block. Two people were noncommittal, five expressed support for the store and one expressed some concerns around parking, traffic and the preschool at the end of the block. A copy of their comments and the sign-in sheet were submitted to the Township.

*Alternative Aromatics*

STEPONE  
INTERIOR DESIGN



VIEW FROM ENTRANCE OF DISPENSARY





# *Alternative Aromatics Ltd*

## **Advisory Planning Council Meeting**

On July 16, 2019, my application to rezone the property at 522 (524) Admirals Road came before the Advisory Planning Commission. With one member absent, the Commission tied 3 to 3 on a motion to forward the application to Council with a recommendation to approve. The APC stated that my application on its own merits meets the policy.

A new motion to forward with a recommendation to deny was then passed 4-2, on the basis that the location is not "appropriate" for this business. I have been unable to gain a description or guidance on how to improve the property to make it appropriate.

## **Neighbourhood Canvass**

In an effort to strengthen my application and address any outstanding concerns from local residents, I spent the last weeks of July engaging the neighbourhood. I personally canvassed every neighbour on the 500 block of Admirals Road, and the corner properties on Lyall St. I did not have access to the large condo building at 1315 Esquimalt Road on the corner of Admirals and Esquimalt roads.

In total I canvassed 18 households and surveyed a total of 21 respondents, asking if they approved, disapproved or were neutral regarding the proposed rezoning and if they had any concerns. The results are below:

8 Approve                      10 Neutral                      3 Disapprove

- Two of the residents who approved and two who are neutral have young children in their homes. Two of the three residents who disapprove also have young children.
- Four residents expressed disapproval of the pub proposed on the block.
- Seven respondents mentioned concern about parking. Only one of the respondents was aware that there is a 10 stall existing parking lot at the rear of my building.

## **Disapproval Concerns**

The specific concerns of the 3 disapproving residents are outlined below.

1. The resident of 1303 Lyall St was strongly opposed to a cannabis store, saying she had written to Council to complain about proximity to the preschool. Second-hand smoke and the smell of cannabis were her primary concerns. She is upset the clientele of the Rainbow Kitchen smoke on the street, and fears the cannabis store may make it worse.
2. One of the two adult residents at 1250 Lyall St disapproved, citing proximity to the preschool and concern about the people who frequent the Rainbow Kitchen. She said that when she bought her property there was no liquor store and no Rainbow Kitchen, and that she is disappointed that the neighbourhood has gone down. She is also concerned that a cannabis store might get robbed. Her partner declared himself neutral.



## *Alternative Aromatics Ltd*

3. The resident of 520 1B Admirals Road, immediately next door to 522 Admirals Road, stated that she has resided there for 15 years. She fears that a cannabis store might spoil the ambience of the neighbourhood and attract criminal activity from the clientele. She did, however, express delight when informed that a condition of rezoning would be removal of the vermin-ridden storage container in the parking lot of the proposed store.

Overall, 5 respondents expressed concern that the store might be frequented by clientele of the Rainbow Kitchen who might then use the product on the street.

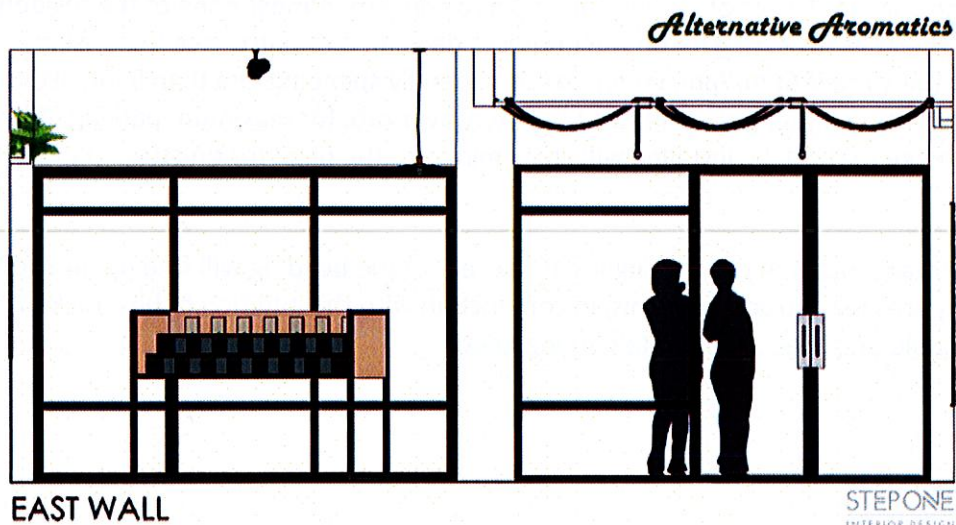
### Rainbow Kitchen

I interviewed the Executive Director of the Rainbow Kitchen, Troy Dunham, who told me that he is neutral about the rezoning, and has no concerns. When he took over the position a year ago there was tension with neighbours, but he has since reached out to them and believes that he has eased tensions considerably by doing so. He acknowledged that second hand smoke is a constant concern for the preschool and that he monitors it daily.

The director stated that the Kitchen's clientele is no more than 5-10% transients. The remaining 90% of patrons are local residents with a vested interest in maintaining the stability and order of their neighbourhood. The kitchen serves patrons weekdays only and closes by 1pm.

### Appletree Preschool

I spoke with Carole Trudeau, the owner of Appletree Preschool, who said she does not actively disapprove of the proposed cannabis shop. She does have a constant issue with second hand smoke, as Rainbow Kitchen clientele smoke cigarettes near the preschool windows and parents complain, but stated that she had not had a problem with Rainbow Kitchen clientele other than this and that Troy Dunham has worked with her to mitigate it. She told me that she would not want to see increased cannabis use on the property. The preschool operates weekdays only from 8:30am to 3:30pm.





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## **CHALLENGES**

**Clientele:** Some respondents expressed concerns around the store's projected clientele, suggesting that the store would attract and sustain a criminal element. My experience in Victoria in the Quadra Village area, a relatively low-income neighbourhood, proves that well-run cannabis stores will not attract any criminal element and in fact draws in clients from all social and cultural backgrounds.

Cannabis is not inexpensive and the vast majority of my clientele is employed. Due to the cost and tight controls, this is not the substance of choice for those with addiction issues. People who neighbours may feel are undesirable do not frequent my store as the product is generally too expensive and not potent enough for people with severe personal circumstances. I allow no loitering or unseemly behavior and my staff maintains constant vigilance of the clientele both within the store and out.

Experience tells me to expect that nearly half my clientele will be middle aged or older, desiring this product as much for its therapeutic benefits and use as home remedies. A great number of people would be pleased to be able to access this product in a safe and knowledgeable environment.

Consumption is strictly forbidden in or near the store by provincial legislation.

**Preschool:** Some respondents feared that cannabis customers might pose some threat to children at the Appletree Preschool, located a block away from the proposed store. The preschool's teacher/student ratio is low, with children being very well supervised and never out of view of their adult caretakers during their 3 hour sessions. Across Canada there is no evidence that cannabis retail stores or their patrons are responsible for any increase in harm to neighbouring children.

**Parking:** Parking was cited most often by residents as a concern. Almost none of the residents were aware of the 10 stall parking lot on the premises dedicated to patrons of the business. The busiest time at the store is 5pm-7pm, with patrons generally spending less than 5 minutes on the premises. This short purchasing time allows a high turnover rate for maximum parking utility. The appropriate signage that will be installed will likely minimise the need for on-street parking for patrons.

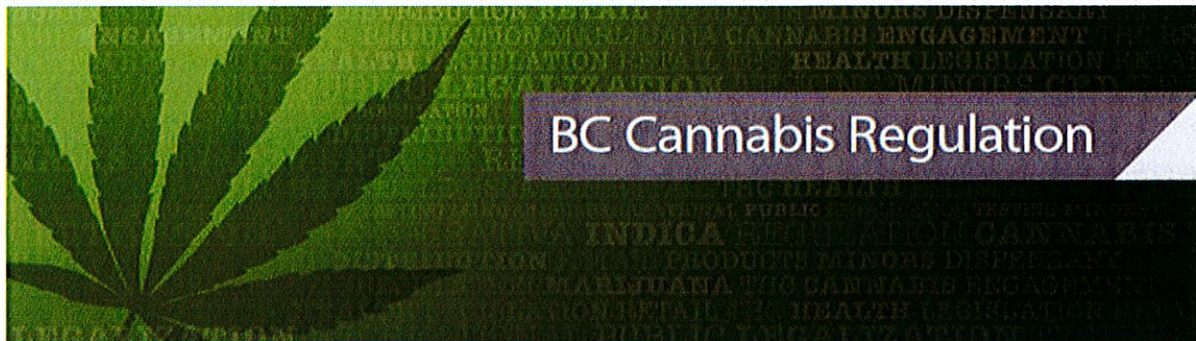
Removal of a storage locker in the parking lot at the rear of the building will free up an additional three parking spaces for patrons' use. This, in conjunction with the addition of bike racks in front of the store, should amply accommodate parking needs.



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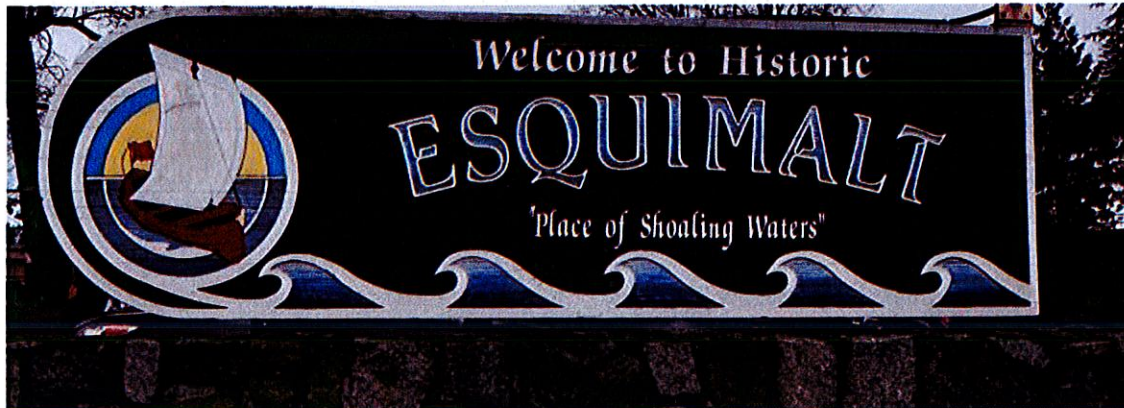
**1314-1322 Esquimalt Road:** At the June meeting, the APC voted to forward to Council the application for rezoning of the above property for cannabis sales with a recommendation to approve on the basis that it “meets the land use requirements and is a good location”. This store is around the corner from my proposed location and only 71 meters farther away from the Appletree preschool. The store also requires a greater parking variance, and is in a building with 16 rental apartments on the three floors above.

The APC was concerned that there may one day be too many cannabis locations in Esquimalt. While I understand this concern, currently there are only 3 applications under review, and no existing stores. Additionally, rezoning is no guarantee that a provincial licence will be granted to any applicants, and also does not force the Township of Esquimalt to grant a business licence for a cannabis store.





# *Alternative Aromatics Ltd*



## **ESQUIMALT ECONOMIC DEVELOPMENT STRATEGY**

Among the aims of Esquimalt's EDS is attracting new businesses to our town and developing a climate for them to flourish. I am a resident of Esquimalt and propose to open a new owner-operated small business in a physical location that has struggled in the past to support commercial success.

The physical improvements that will be made as part of the licensing process for both the city and province include:

- Bringing the location back into compliance with the city building code
- Remodeling the interior to be aesthetically pleasing
- Installing a bike rack to support alternative travel
- Removing a rodent-infested storage container
- Creating more parking spaces for public use
- Providing a well-lit and secure shopfront
- Improving physical security of the location

I expect to employ 5-8 people and I have a record of accommodating employees with health and mobility challenges. These positions are permanent, not seasonal, do not require advanced education, are suitable for employees of any age, and are paid above the retail industry rate with benefits.

I offer an aesthetically appealing design, a safe and responsible operation and a track record of providing both. This is a business with low environmental impact and a growing appeal to the health and wellness sector. It will bring business and consumers to this area of Esquimalt and will reflect a significant investment in infrastructure, the local market and people. This is the right place for this business.



# *Alternative Aromatics Ltd*

## **Provincial Regulations**

*Here are some of the regulations governing cannabis retail sales in British Columbia:*

No sales to minors, with heavy penalties for infractions

No cannabis consumption on or near premises

No product visible from outside the store

No samples

No edibles

No packaging attractive to children

No advertising of any kind

No delivery

No other business on the premises

The Liquor Distribution Branch (LDB) is the sole distributor of non-medical cannabis for the province. Absolutely no product from any other source may be on the premises.

A minimum of two staff on at all times

All product secured in a reinforced locked area

A monitored alarm system with cameras

Extensive financial scrutiny of licence applicants

Police checks of all employees

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Infractions of the above regulations can be punished by heavy fines, permanent loss of licence and significant jail time.





