

NEIGHBORHOOD BENEFIT AND COMPATIBILITY SURVEY

Seeking Feedback on Neighborhood Benefit and Compatibility in the
Identified Six Community Plan Areas for Storefront Retail Licenses

Summary of
Results from the
Cannabis Retail
Storefront
Community
Engagement
Survey –

Cannabis Storefront Retail Online GIS Survey Summary of Results

Information

Community Engagement for Cannabis Business License webpage:
<http://cannabis.countyofsb.org/retail.sbc>

Cannabis Survey:
<https://arcg.is/11bHWa>

Mapped Survey Results:
<https://arcg.is/0vH49S>

The mapped data in the link above is as of October 22, 2020. The mapped data shows the respondents selections on locations unsuitable for cannabis storefront retail. More information is available by selecting the orange dot and reviewing the pop-up table that shows the corresponding survey response.

Survey Results Summary

The information contained in this summary is of survey data results from August 7, 2020 to October 22, 2020.

The information contained in this summary is an effort to consolidate the information by community plan area. The responses to the questions regarding ranking neighborhood compatibility aspects were graphed based on the data received by community plan area. The data was consolidated by reviewing information provided on where the respondent indicated they lived or in evaluating the responses to determine what community plan area was being referenced in the survey responses.

In addition, a brief summary of the quantitative data is provided per community plan area based on the responses received in the following areas:

1. Reasoning for selecting an area on the map for being unsuitable for cannabis storefront retail, and
2. What does the term community benefit mean to you relative to your community plan area, and
3. Additional comments regarding neighborhood compatibility.

Data & Results

Data Overview:

- Analysis of county residents' reasoning for opposition to cannabis storefront retail in their communities.
- Written categories of responses:
 - Reasoning
 - Additional comments for neighborhood compatibility
 - What does the term community benefit mean to you relative to your community plan area?
- Numerical categories of responses:
 - Ranks the level of importance (scale from 1-5 least to most important) of the following:
 - Aesthetics, Operations, Security, Noise, Odor, Signage, Parking, Hours, Community Involvement, Design
- Locations:
 - Isla Vista, Eastern Goleta, Toro Canyon & Summerland, Santa Ynez Valley, Los Alamos, Orcutt

Isla Vista

Qualitative Data & Results

Reasoning Against Cannabis Retail:

- Concerns of lack of parking, already a major issues within Isla Vista
- UCSB and IV have worked too hard to get rid of the party school image and a cannabis storefront retail would be contradictory

Defining Neighborhood Compatibility:

- In order to be compatible, the applicant must have a “robust and comprehensive parking plan”
- Full transparency and accountability

Defining Community Benefit:

- Engaging with diverse groups of the community and reflecting what they have learned
- Providing financial assistance
- Active member of the community
- Working with local community stakeholders

Numerical Categories of Responses:

There were only four recorded responses for the ratings of the level of importance for considering the storefront retail's compatibility with the neighborhood (Aesthetic, Operations, Security, Noise, Odor, Signage, Hours of Operation, Parking, Community Involvement, Design Interior and Exterior)). Although there was too little data to create useful charts, the categories that ranked the highest for level of importance/ concern include operations, community involvement, and parking.

Eastern Goleta

Qualitative Data & Results

Reasoning Against Cannabis Retail:

- This location is within a quiet, residential community with children and teenagers
- Close to a rehabilitation center and local hospital
- Traffic congestion
- Cannabis would lead to increased substance abuse in minors
- Impact the safety of community

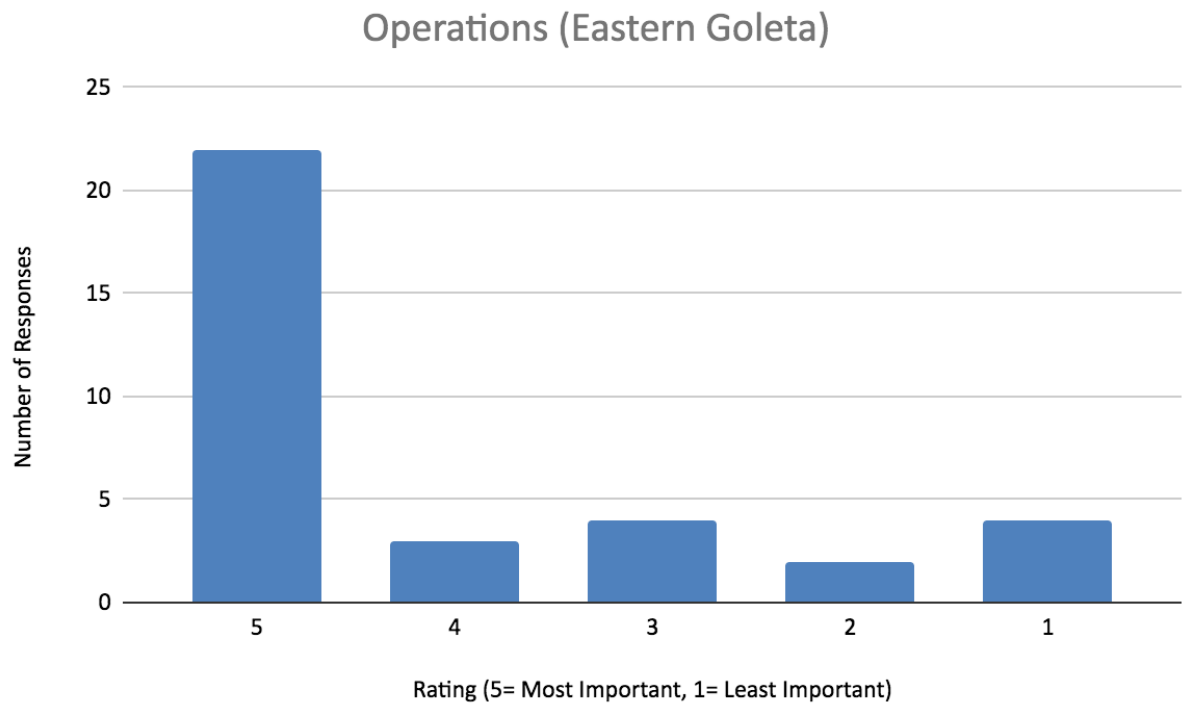
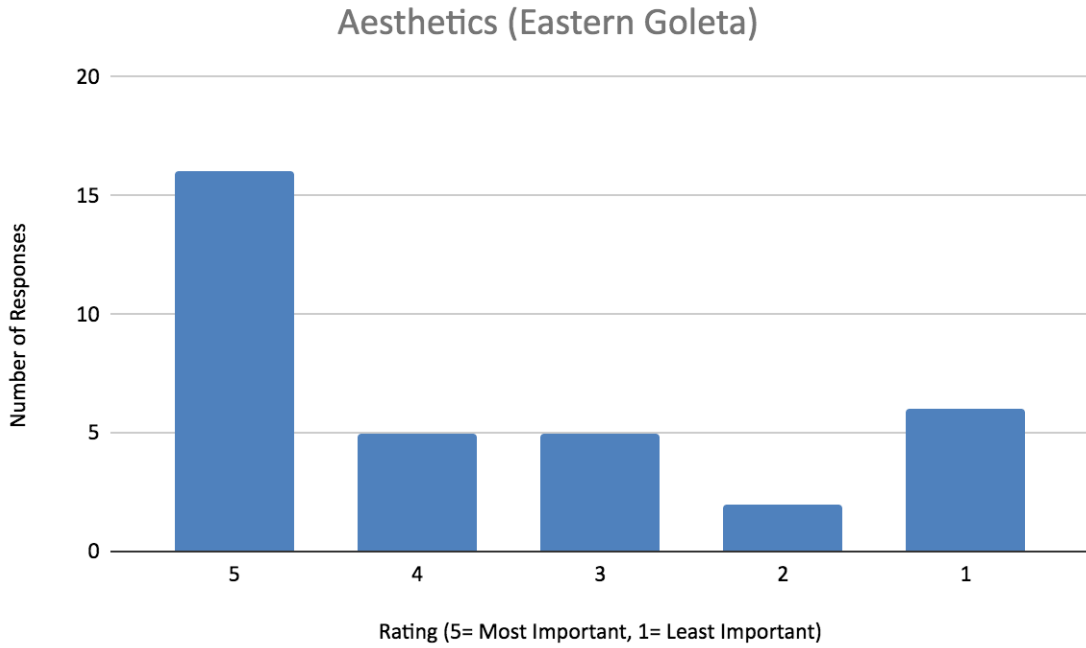
Defining Neighborhood Compatibility:

- All residents should be made aware of this site being a potential location
- Wants strict regulations on cannabis
- Should be in a safe location that is inaccessible to minors
- Operated in a manner that is sensitive and responsive to community concerns
- Must align with local property owner interests

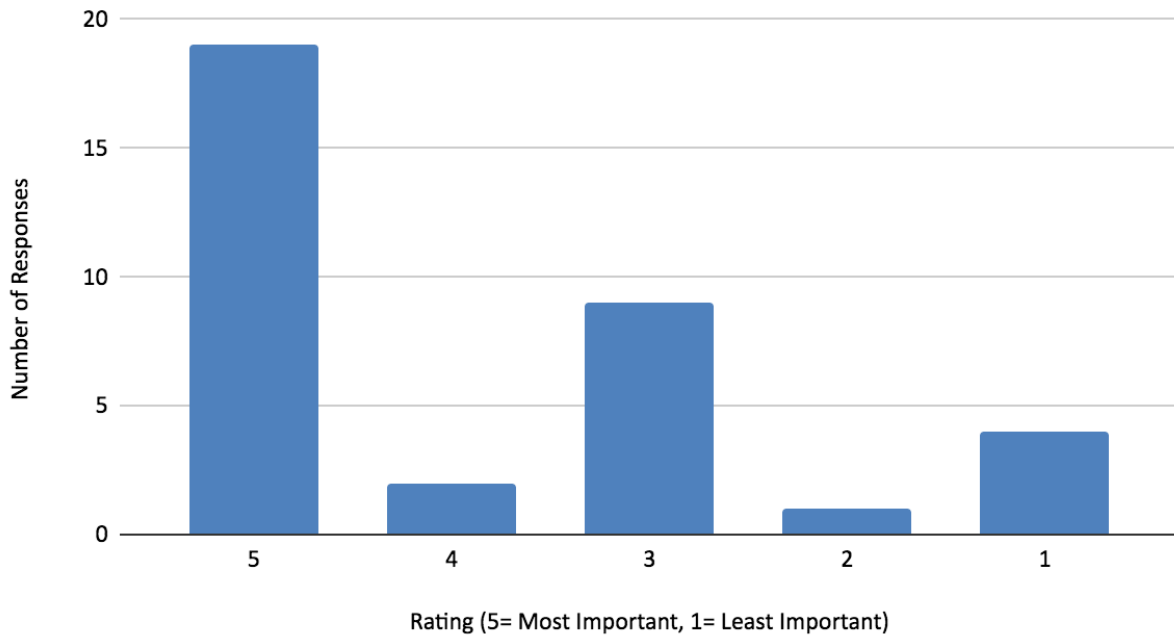
Defining Community Benefit:

- Community benefit is the advantage or good derived by the community
- It is the compatibility of the surrounding neighborhood, safety and health of children and teenagers, traffic and parking concerns, environmental impacts. Etc
- Provides economic benefits, fits in with the population, uplifts marginalized communities
- Benefits must provide utility locally
- Many respondents cited recreational spaces as examples of beneficial community land-use
- Advances local economy and remains committed to neighborhood wellbeing

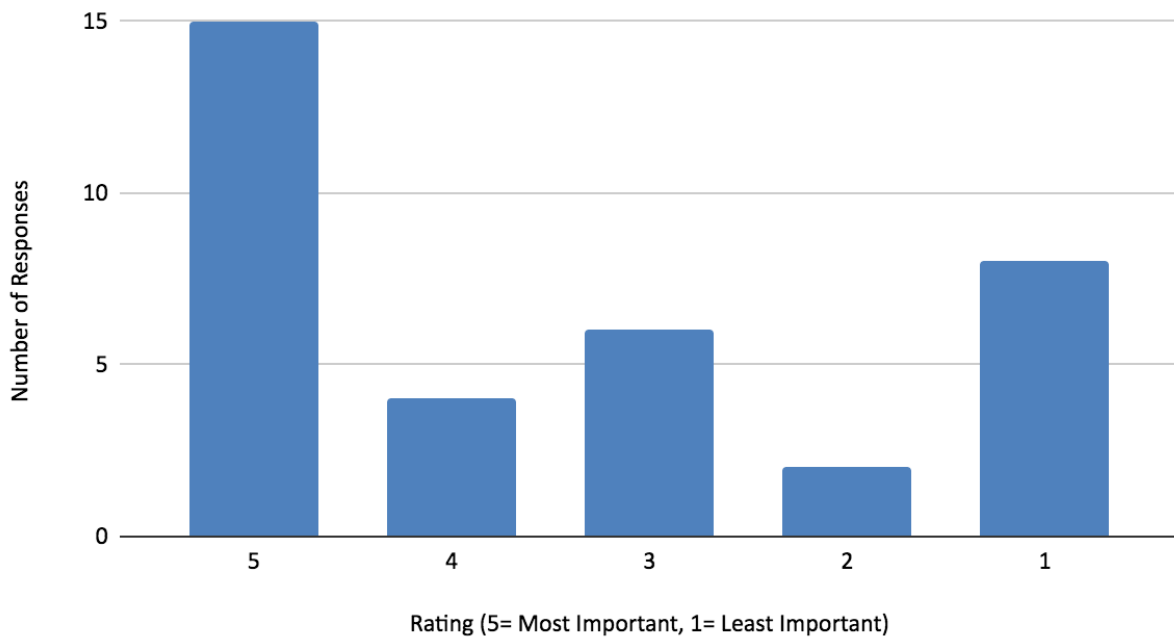
Graphs of Ranking the Level of Importance of 10 Categories:



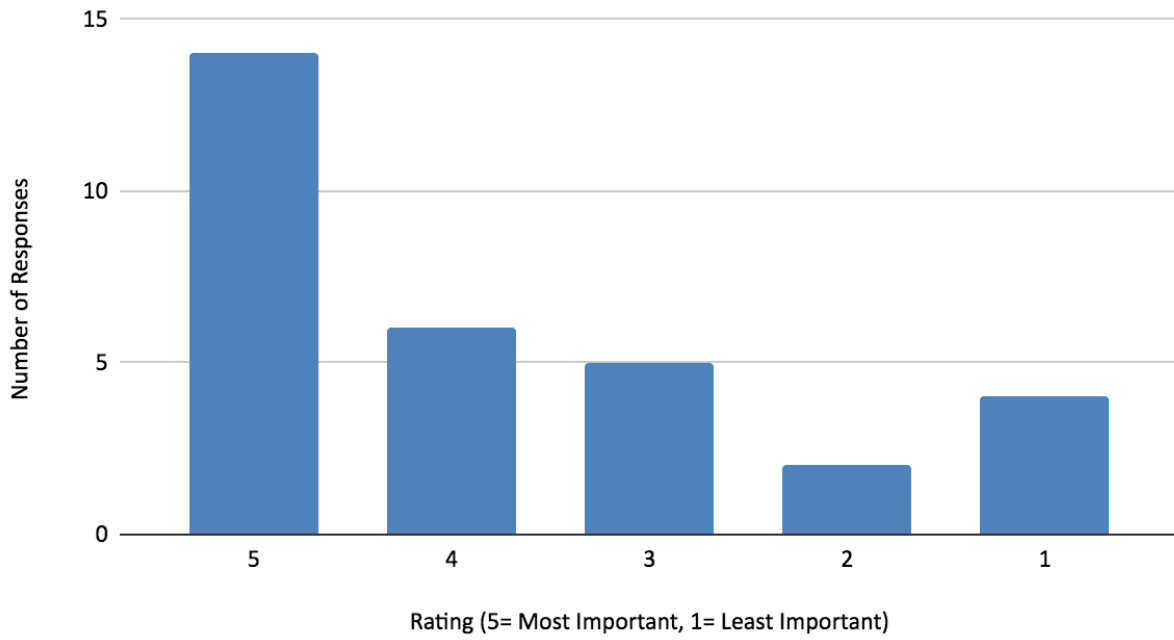
Security (Eastern Goleta)



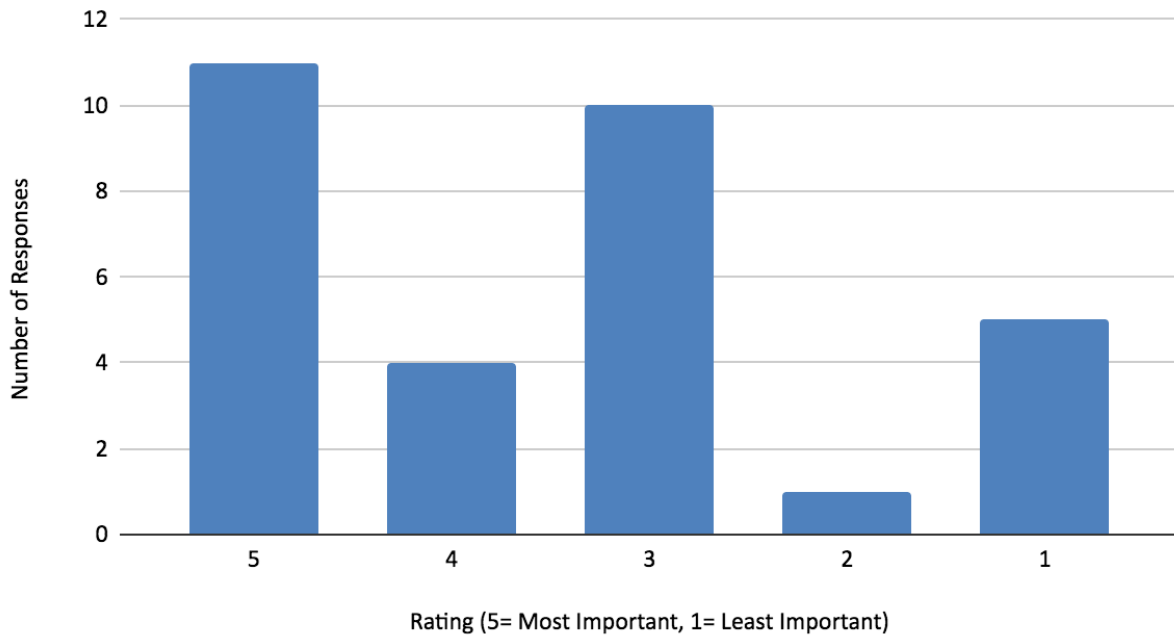
Noise (Eastern Goleta)



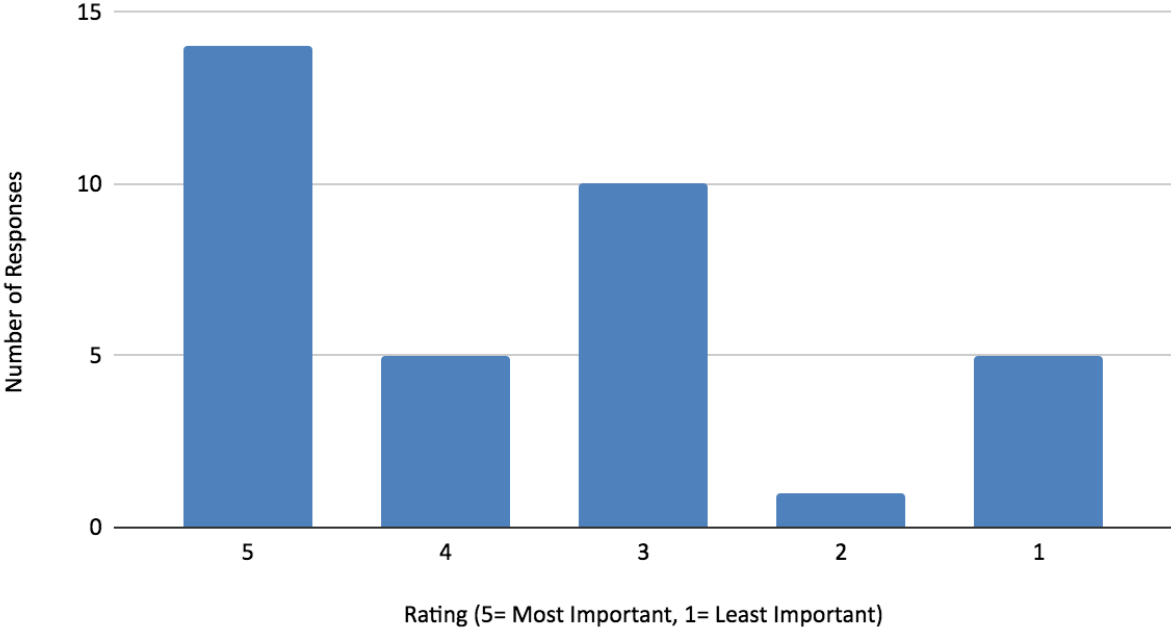
Odor (Eastern Goleta)



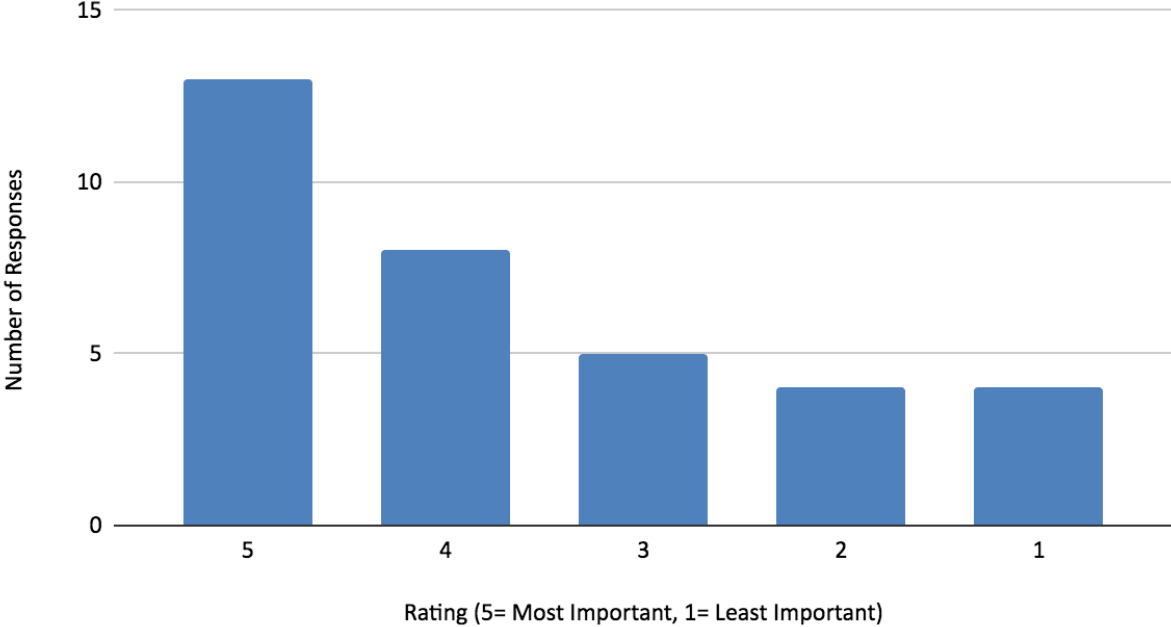
Signage (Eastern Goleta)



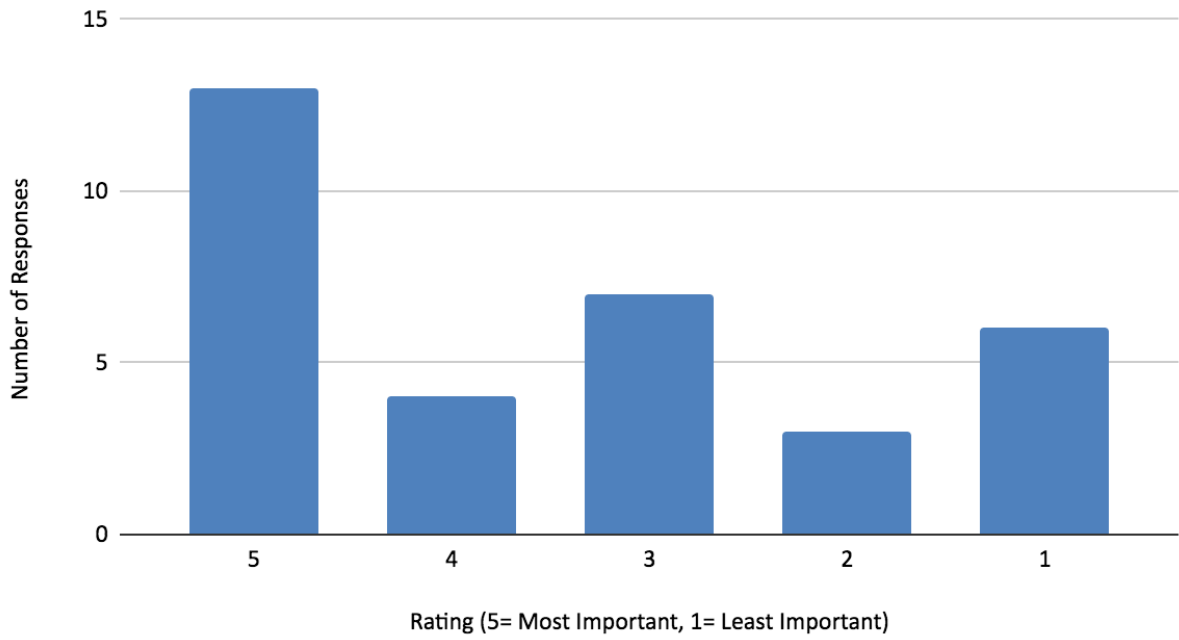
Hours of Operation (Eastern Goleta)



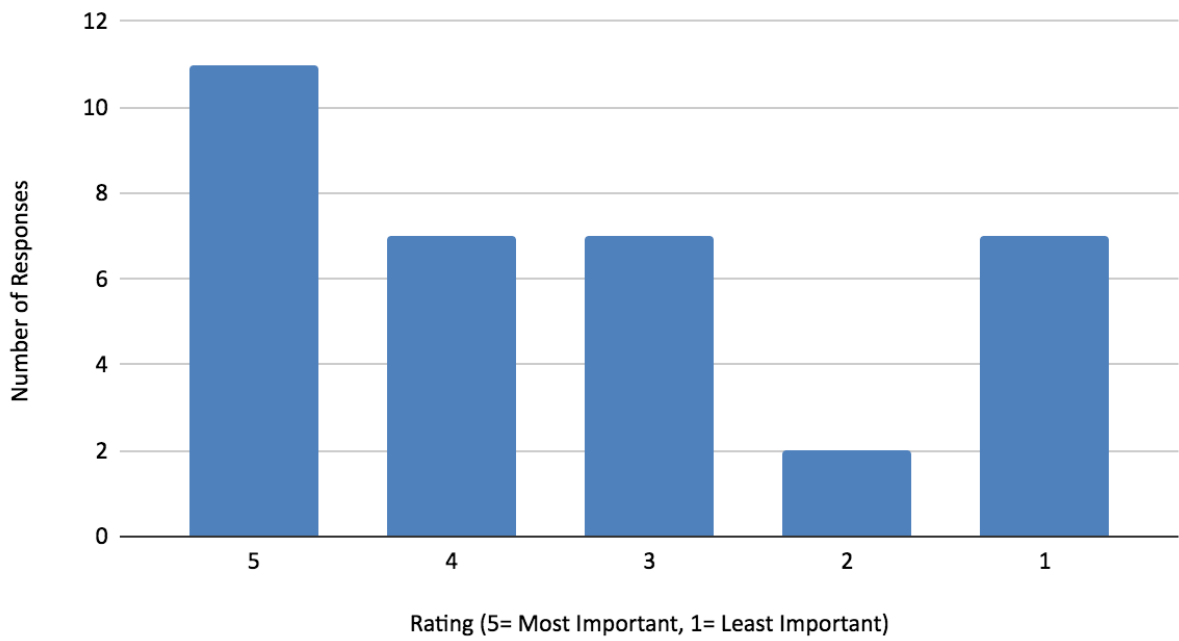
Parking (Eastern Goleta)



Community Involvement (Eastern Goleta)



Design (Interior and Exterior) (Eastern Goleta)



Summerland / Toro Canyon

Qualitative Data & Results

Reasoning Against Cannabis Retail:

- Local businesses off of Santa Claus Lane are concerned (e.g. the surf school off Santa Claus Lane, a high end boutique owner)
- It is a recreation area with children, young people, and tourists
- Parking and traffic concerns
- Not enough police/ CHP monitoring existing issues
- Does not fit into the character/ aesthetic

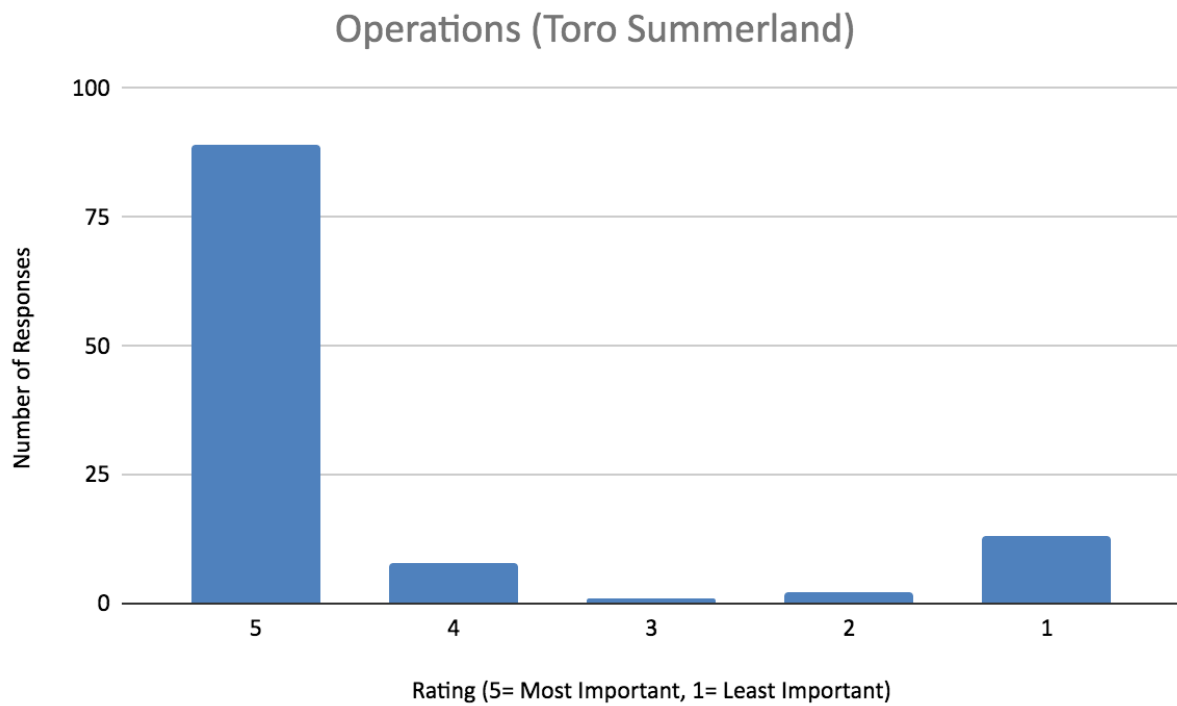
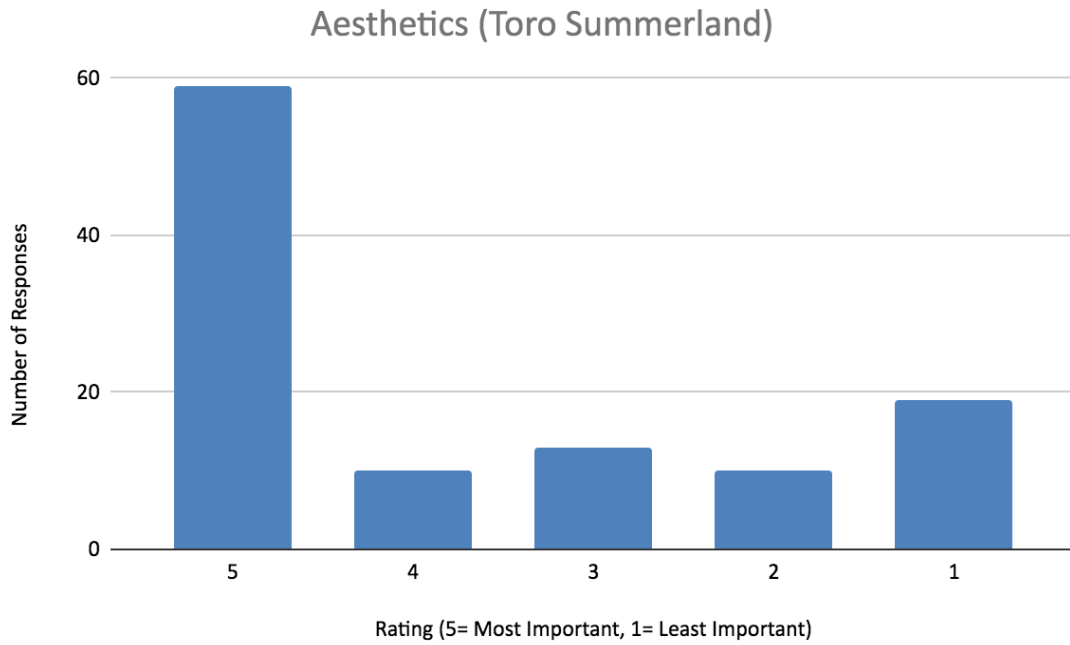
Defining Neighborhood Compatibility:

- Beneficial to existing businesses
- Family-oriented community
- Not compatible with the needs of the community
- Believes it should be located in non-residential areas
- Locations that are safe and inaccessible to minors
- Operated in a manner sensitive and responsive to community concerns
- Must align with local property owner interests

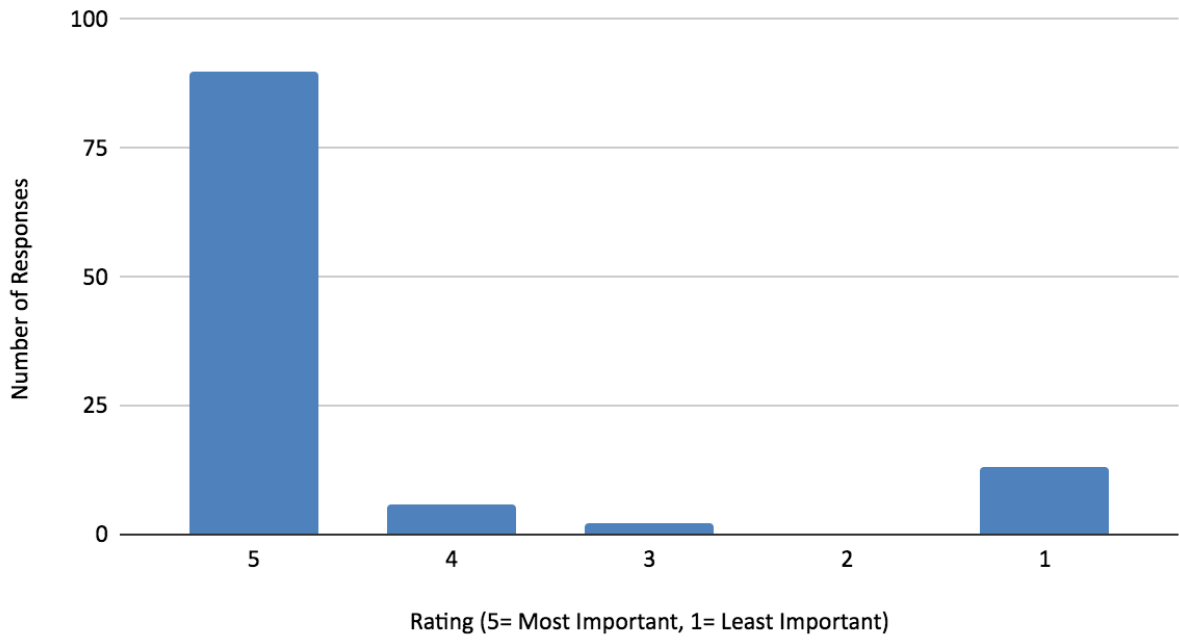
Defining Community Benefit:

- Supports families, business, recreation
- Maintaining or improving character of community
- Enhance town and benefits community residents
 - Money, access to basic goods and services, providing jobs for our community and social opportunities
- Good fit and consistent with the family-friendly feel
- Desire and opinion of locals and historic community personality
- Provides utility locally
- Recreational spaces are examples of beneficial community land use
- Advances local economy and wellbeing of neighborhood

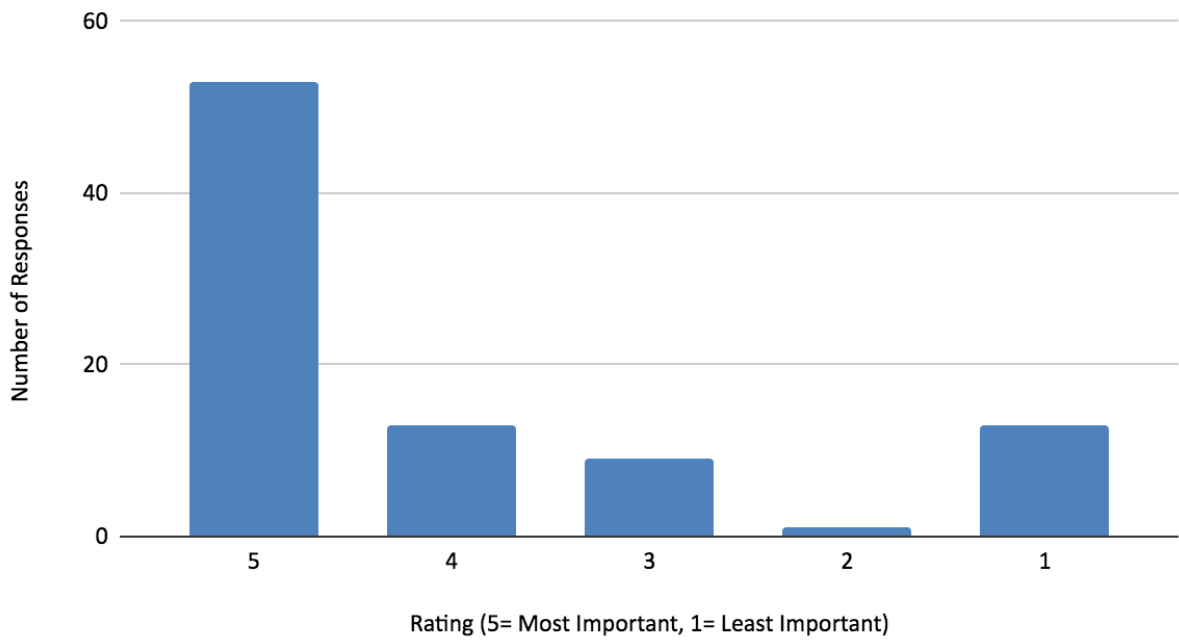
Graphs of Ranking the Level of Importance of 10 Categories



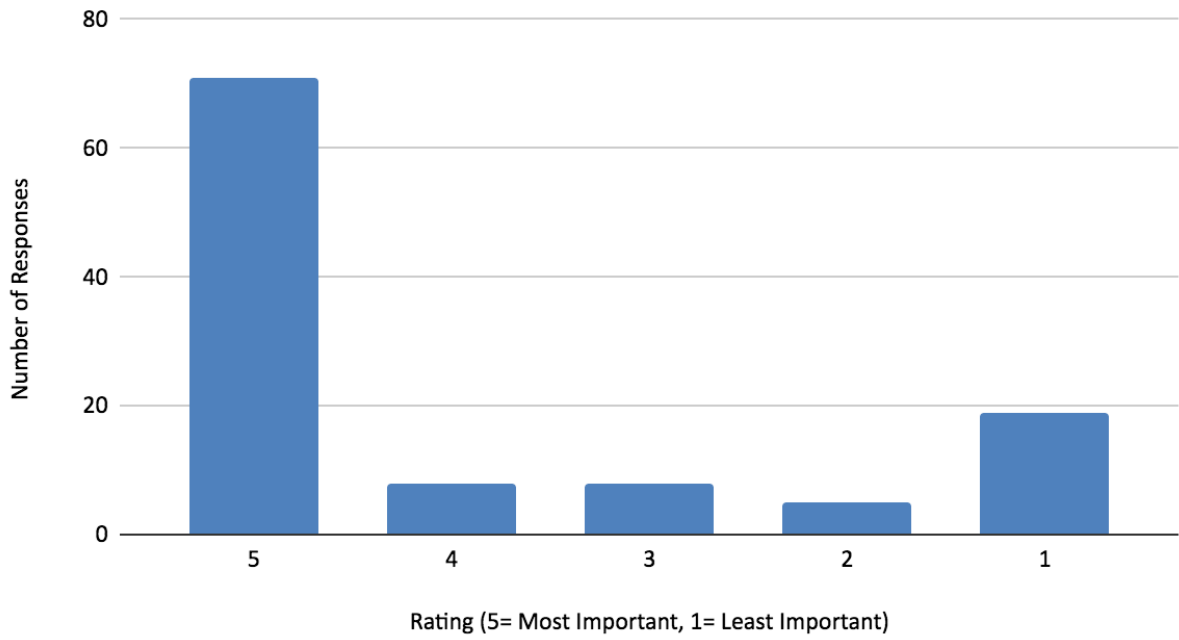
Security (Toro Summerland)



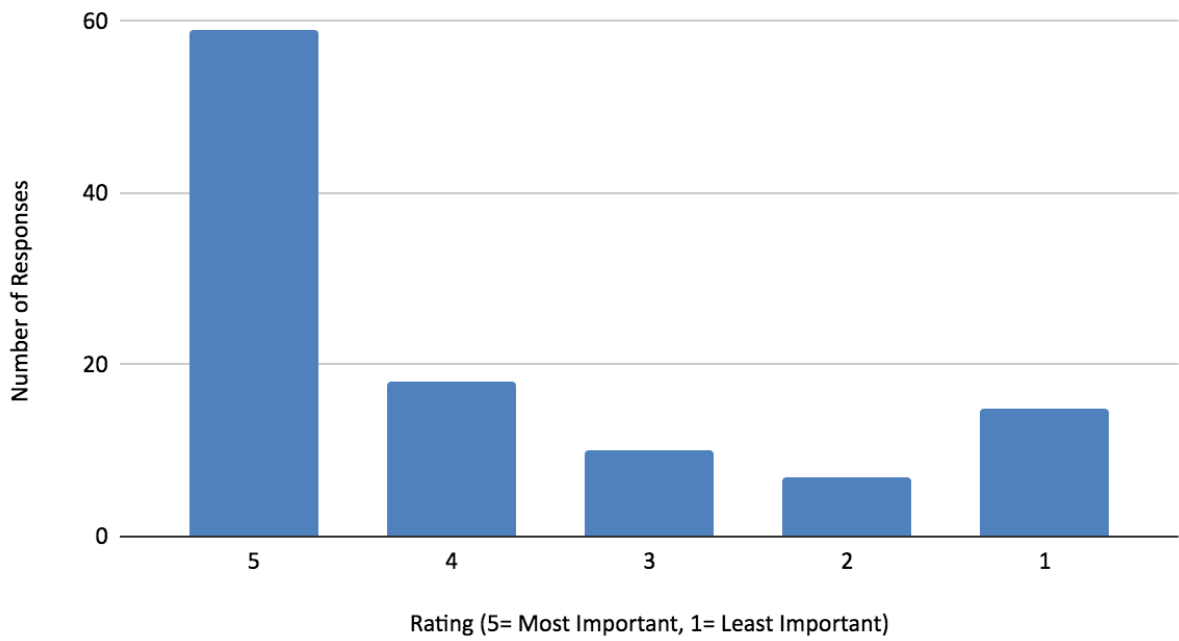
Noise (Toro Summerland)



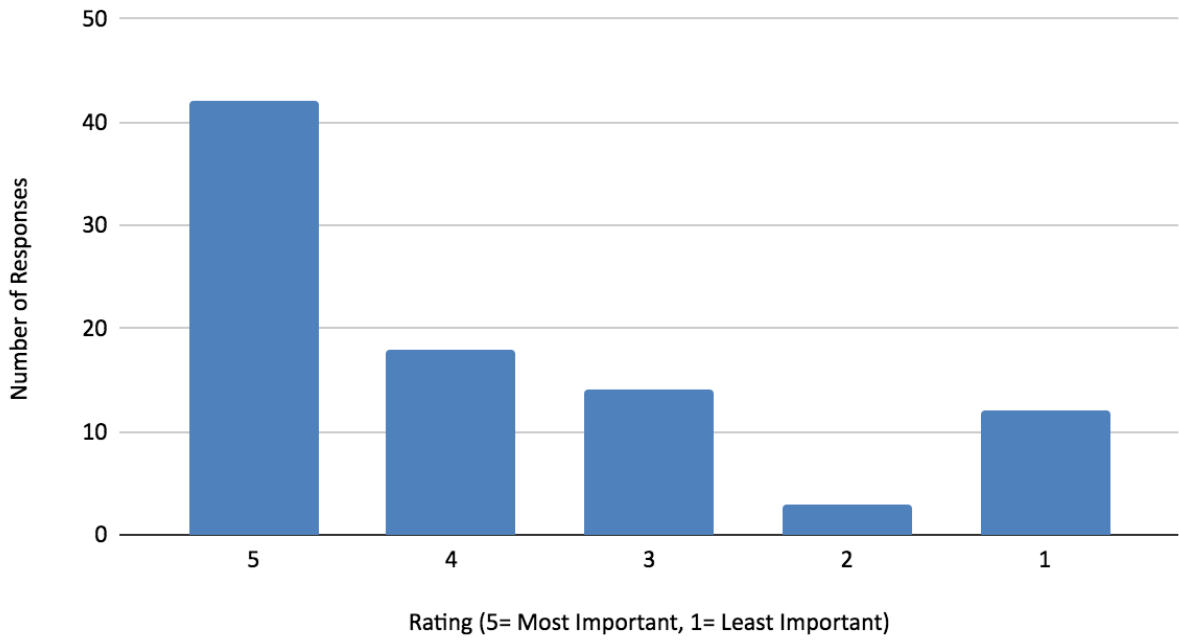
Odor (Toro Summerland)



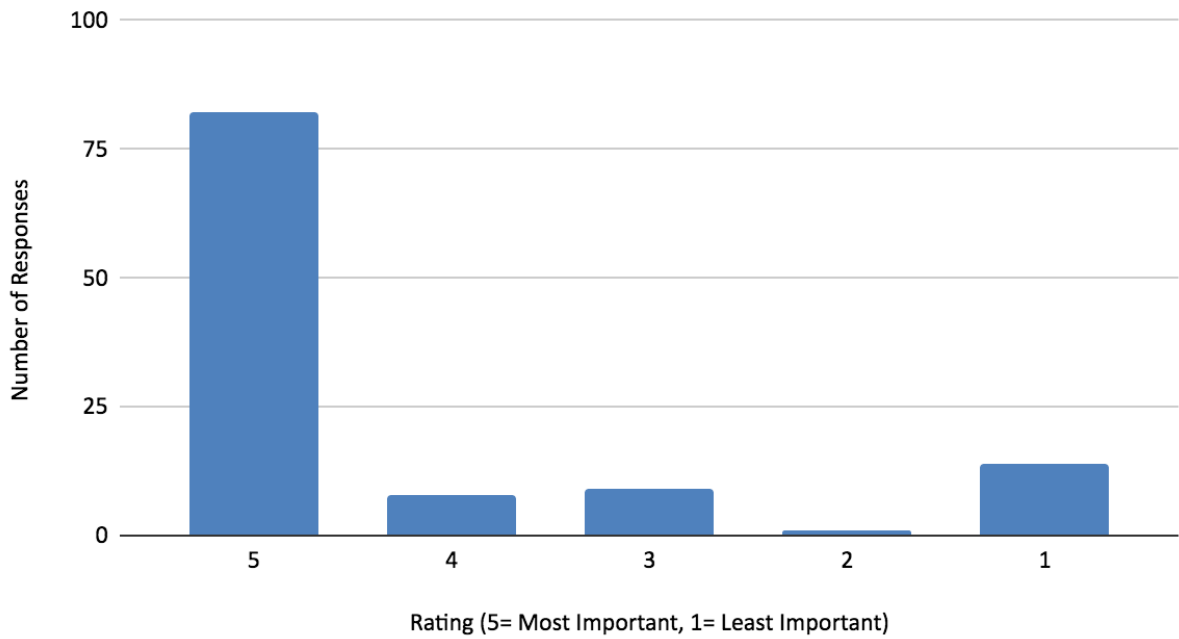
Signage (Toro Summerland)



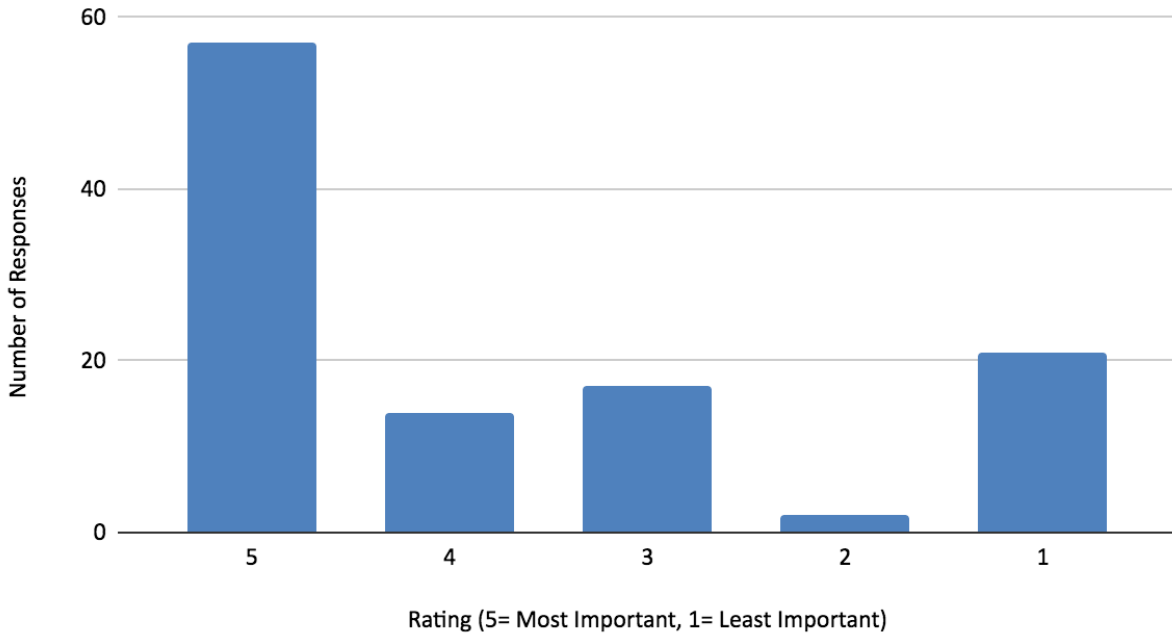
Hours of Operation



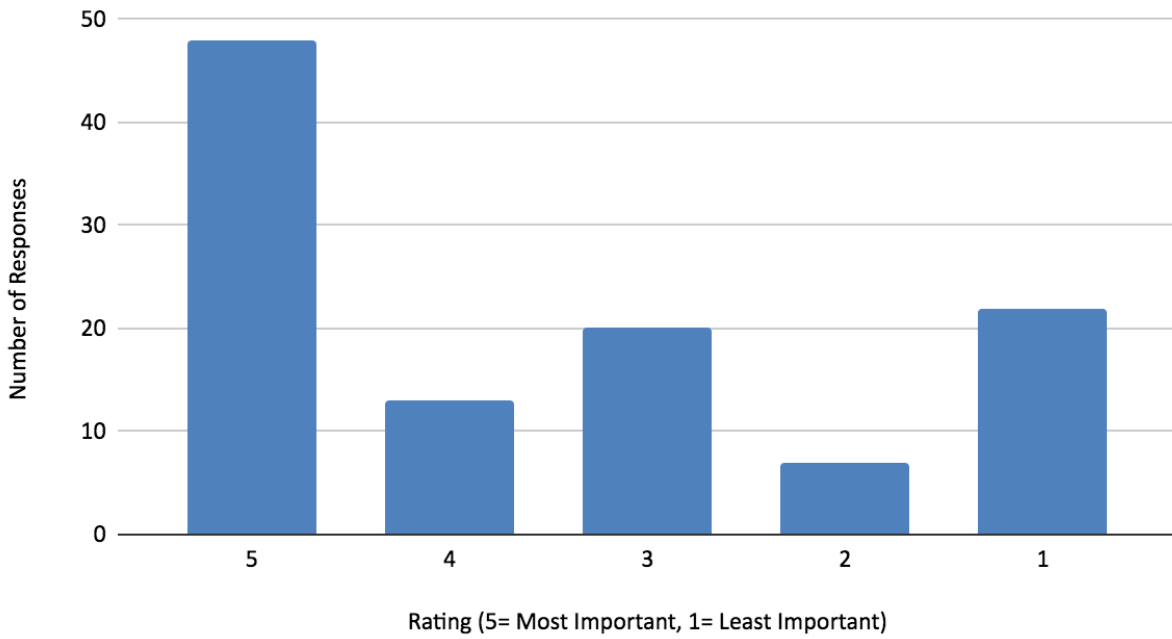
Parking (Toro Summerland)



Community Involvement (Toro Summerland)



Design (Interior and Exterior) (Toro Summerland)



Santa Ynez Valley

Qualitative Data & Results

Reasoning Against Cannabis Retail:

- Some businesses nearby offer children's activities (e.g. dance studio, karate, museum)
- SY Valley does not have enough street lighting creating criminal activity
- SY is family oriented and attracts small businesses, good community engagement
- Too close to the Chumash Casino
- Concerned about substance use among youth

Defining Neighborhood Compatibility:

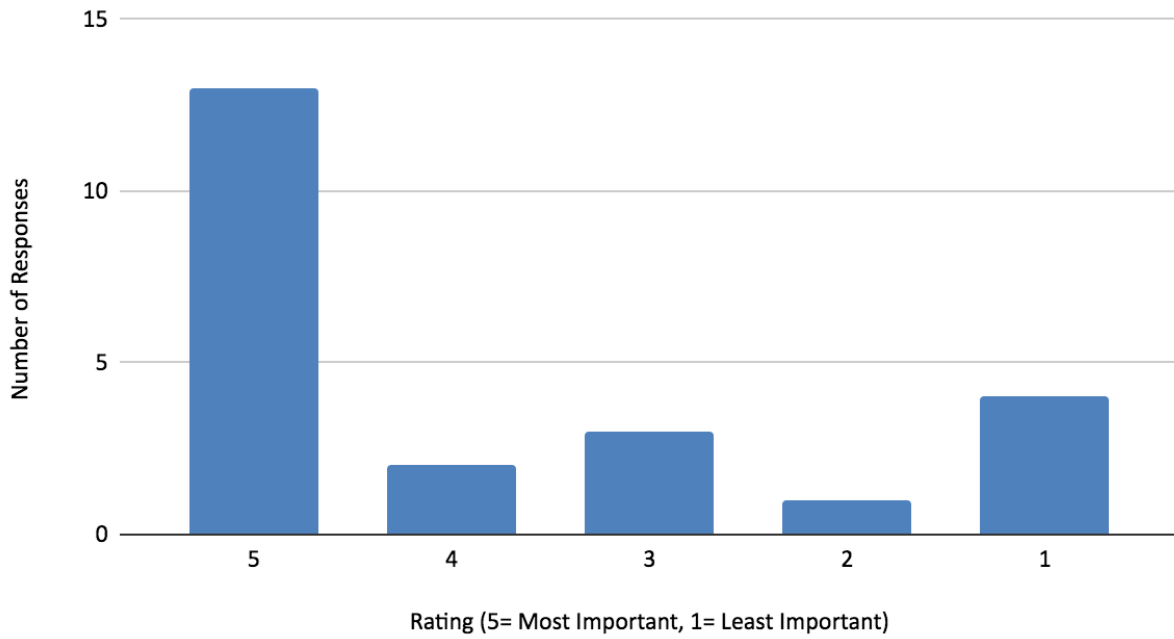
- SY is a small country town, western theme, traditional values
- Considers the desires of surrounding residential neighborhoods
- Residents did not want cannabis next to children and schools
- Preserve family values of area
- Several residents suggested moving it to a more industrial area rather than a retail area.

Defining Community Benefit:

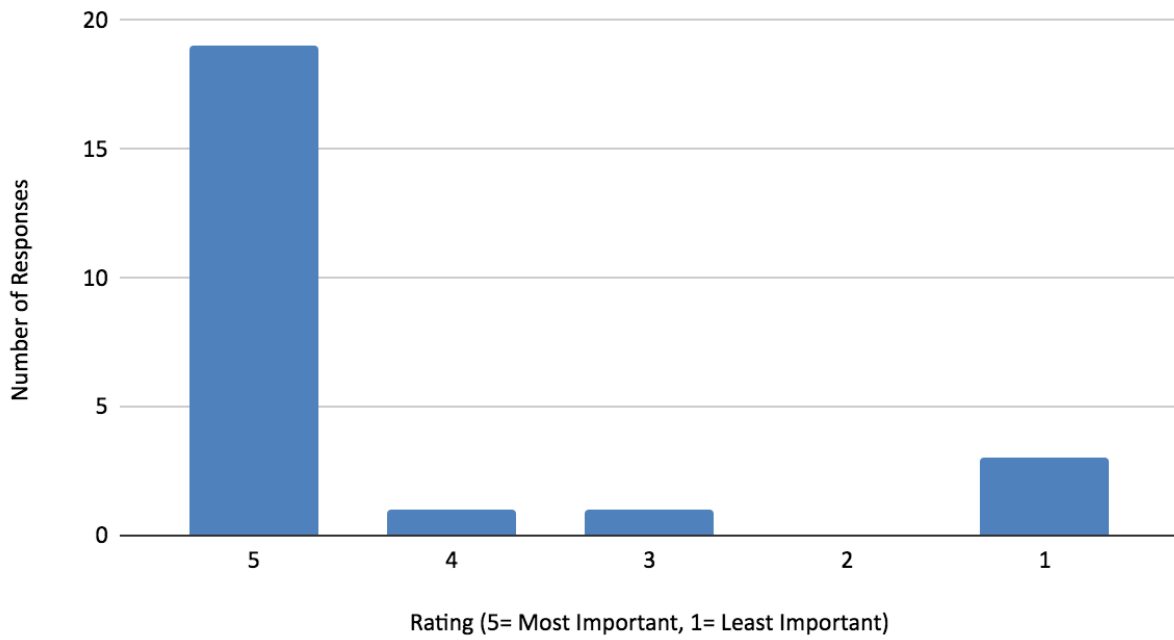
- Businesses provide services their community needs and utilizes
- Desired service from a business that can be successful and add tax dollars to the community
- Does not disrupt existing businesses and residential atmosphere
- Residents defined a "community benefit" as one that benefits the immediate residents of all ages and demographics
- Benefits should be family-oriented and family-friendly
- Improves the quality of life in the area

Graphs of Ranking the Level of Importance of 10 Categories

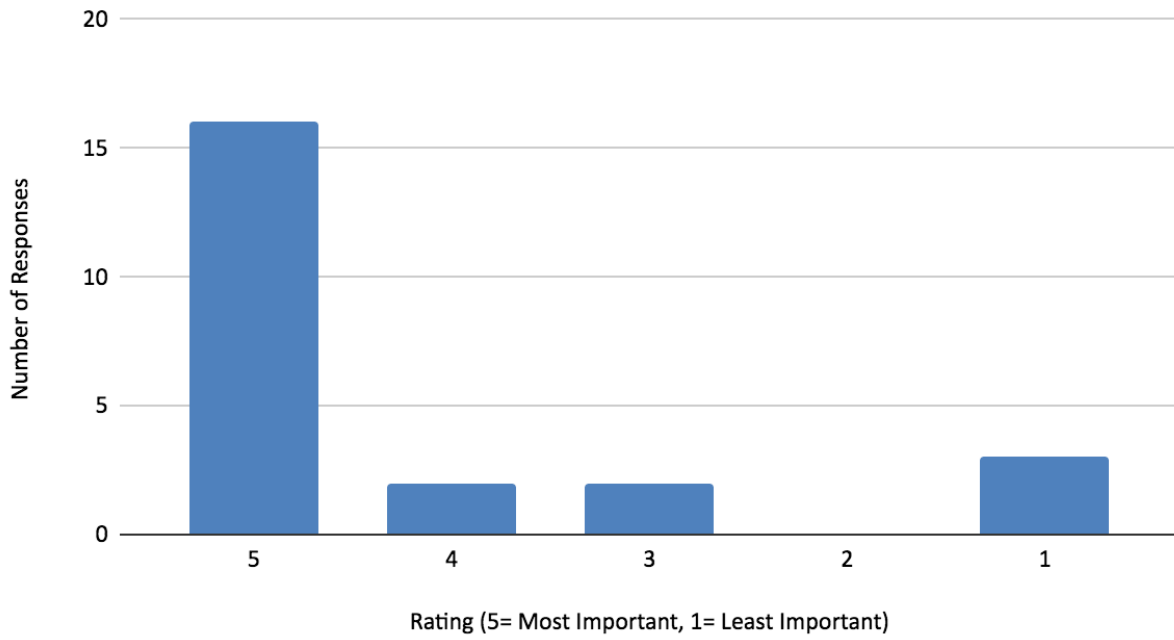
Aesthetics (Santa Ynez Valley)



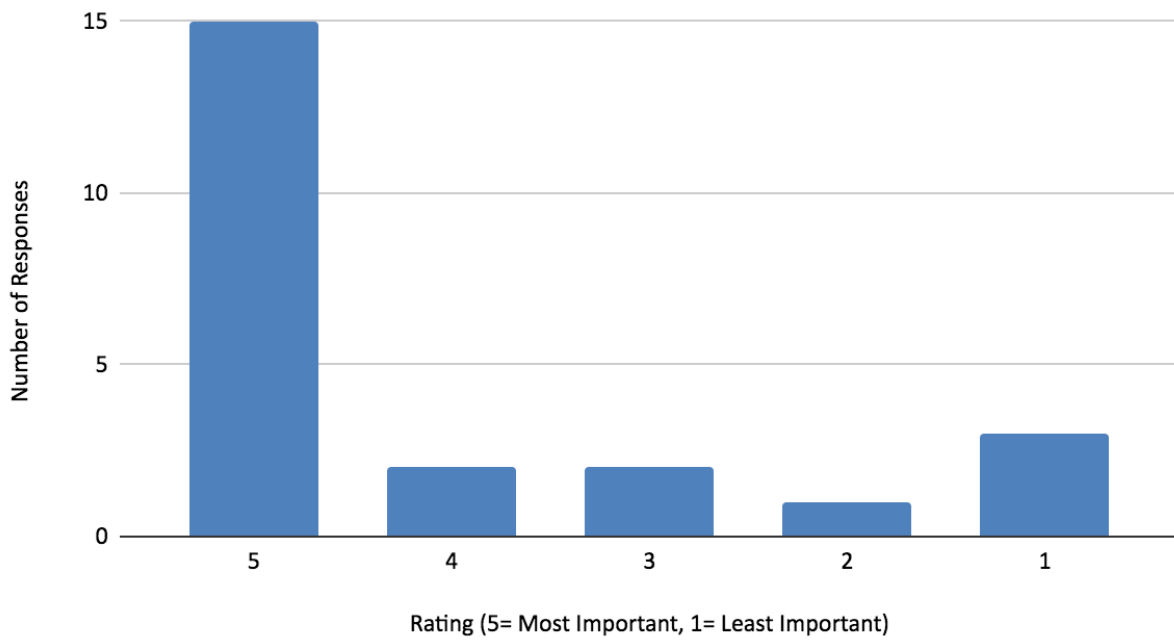
Operations (Santa Ynez Valley)



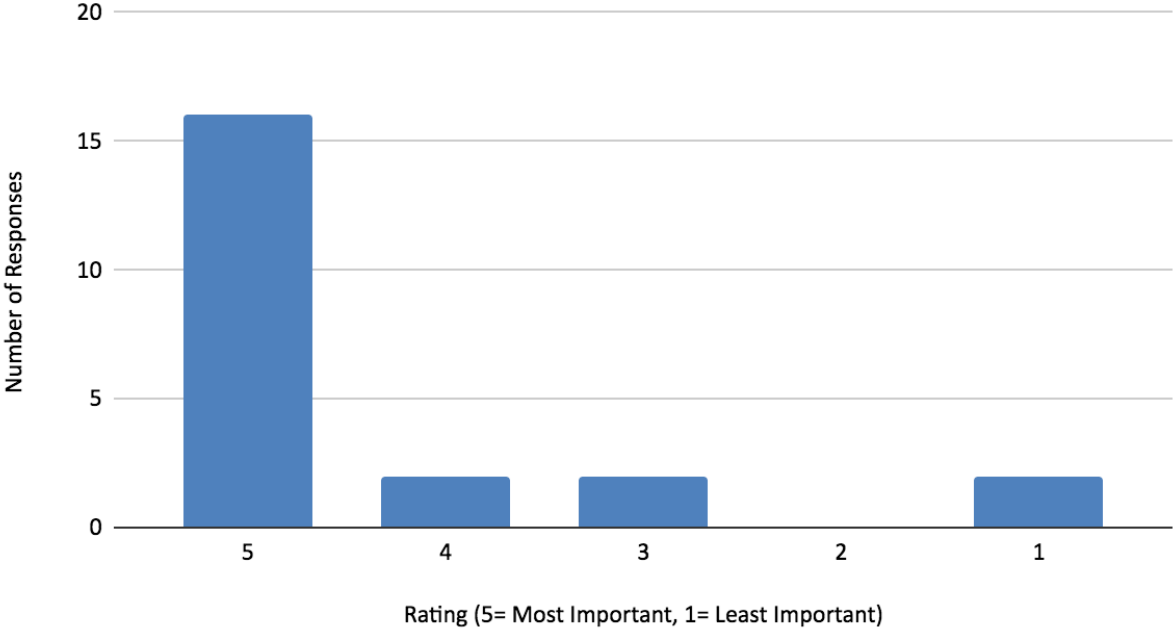
Security (Santa Ynez Valley)



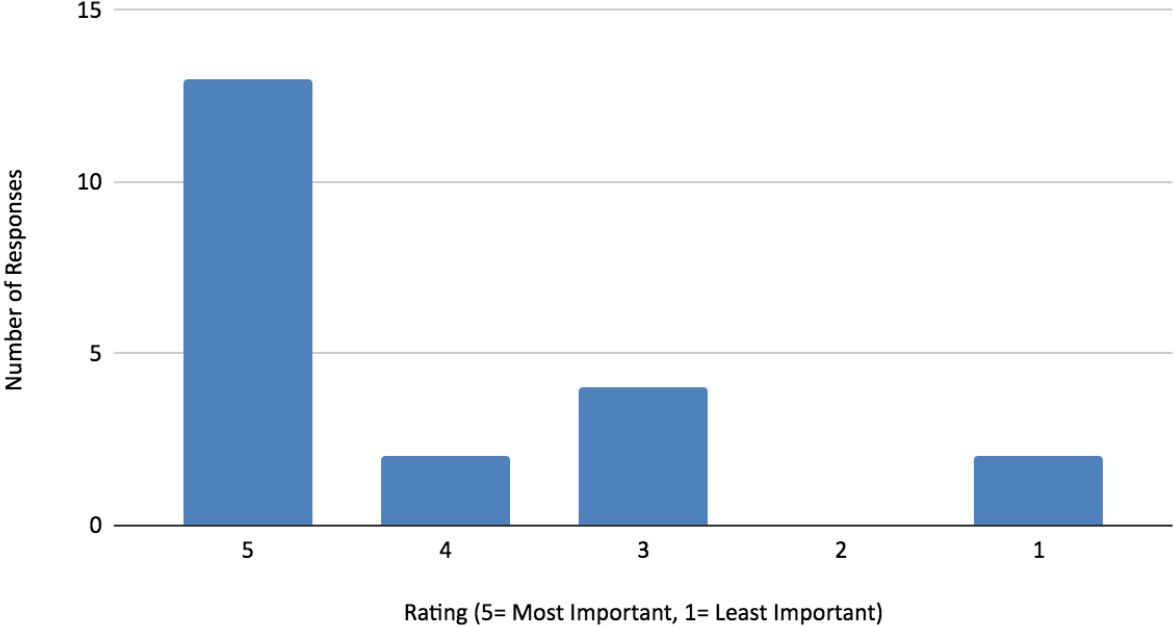
Noise (Santa Ynez Valley)



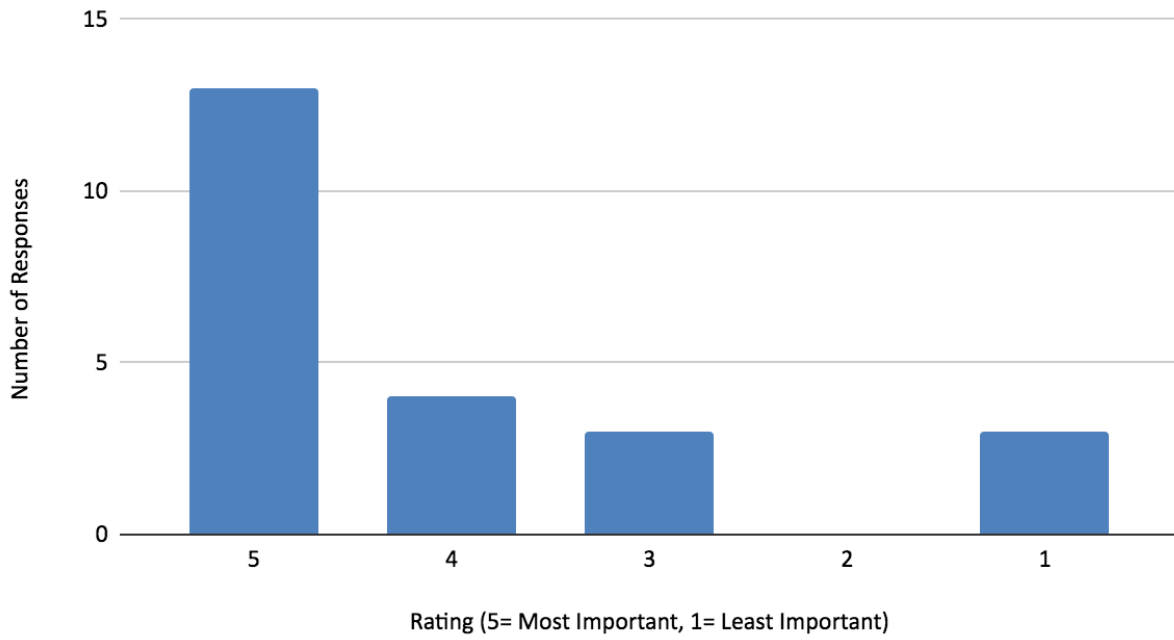
Odor (Santa Ynez Valley)



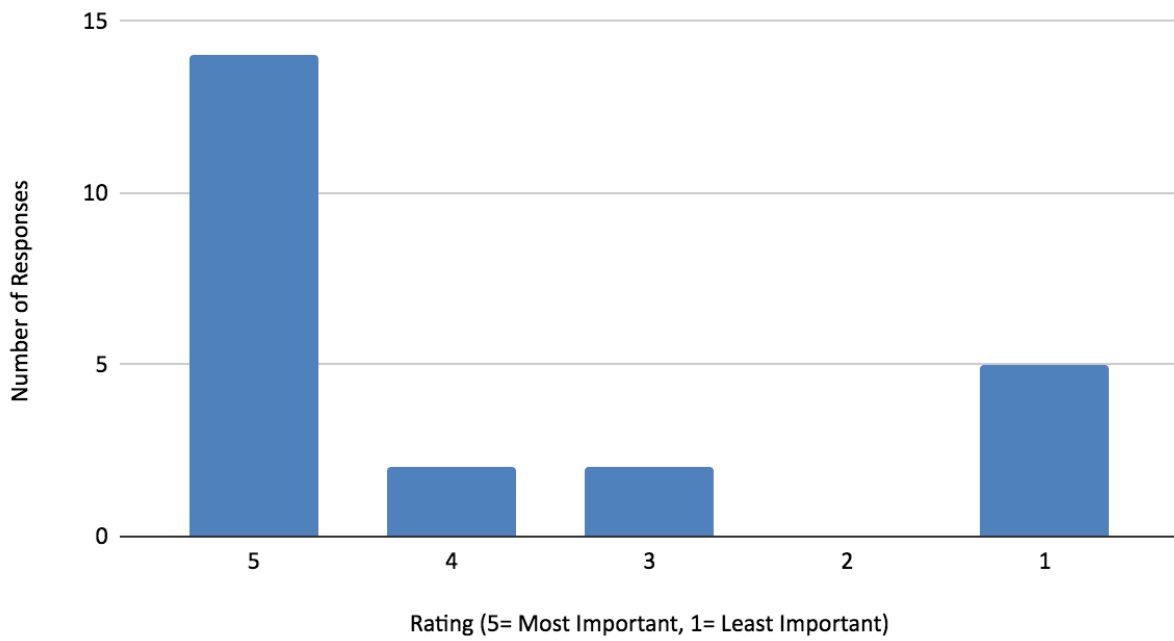
Signage (Santa Ynez Valley)



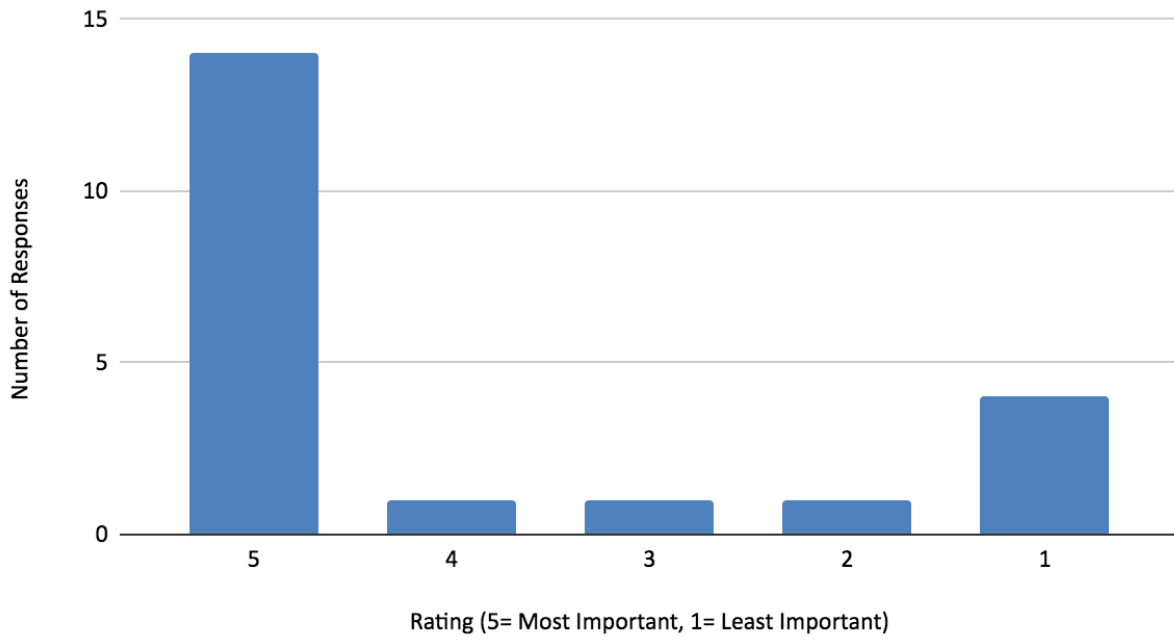
Hours of Operation (Santa Ynez Valley)



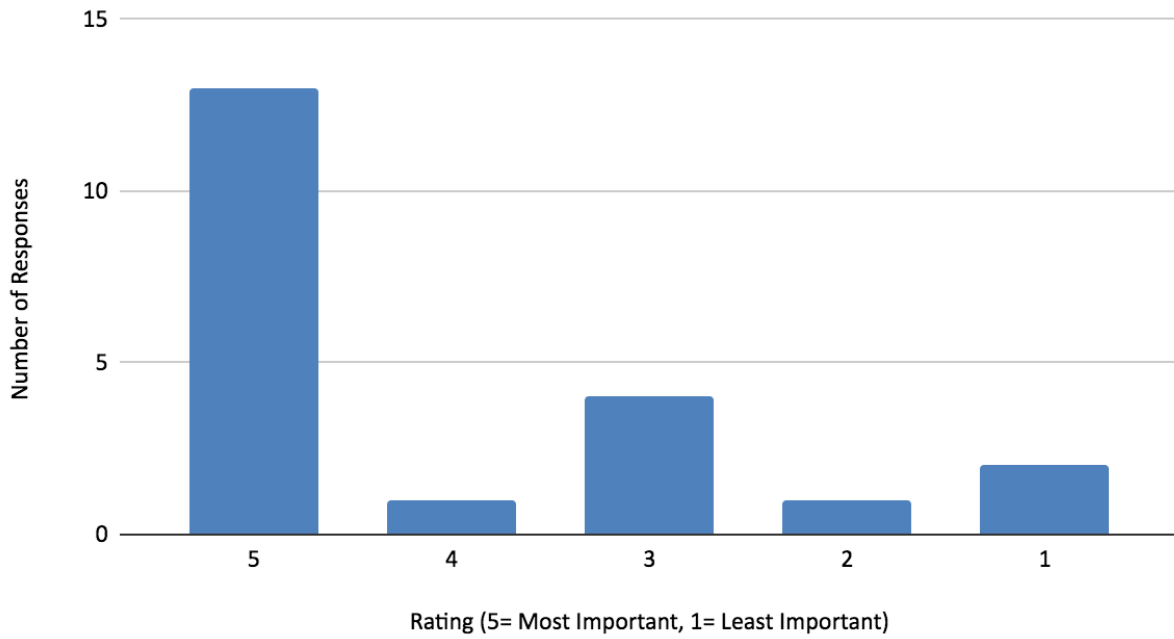
Parking (Santa Ynez Valley)



Community Involvement (Santa Ynez Valley)



Design (Interior and Exterior) (Santa Ynez Valley)



Los Alamos

Qualitative Data & Results

Reasoning Against Cannabis Retail:

- Near a school area with children
- Serves little benefit for local residents/ too close to residential parcels
- Not enough available law enforcement
- Disrupt the draw of Los Alamos
- Loitering, noise, smell parking

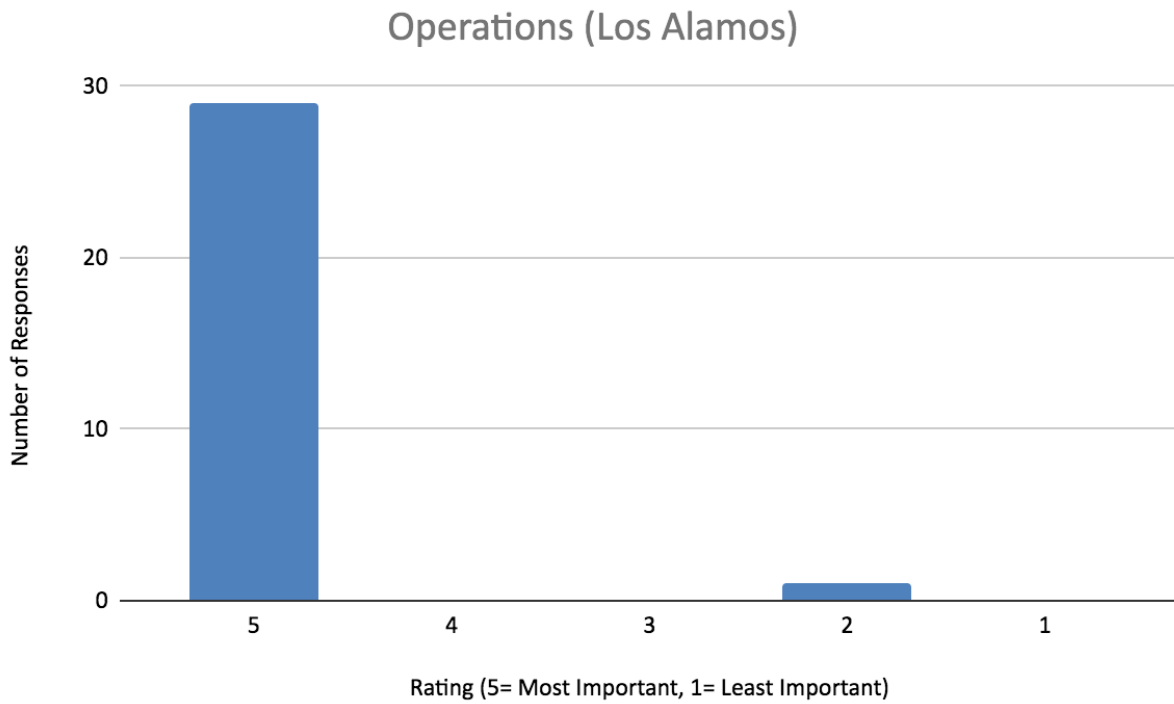
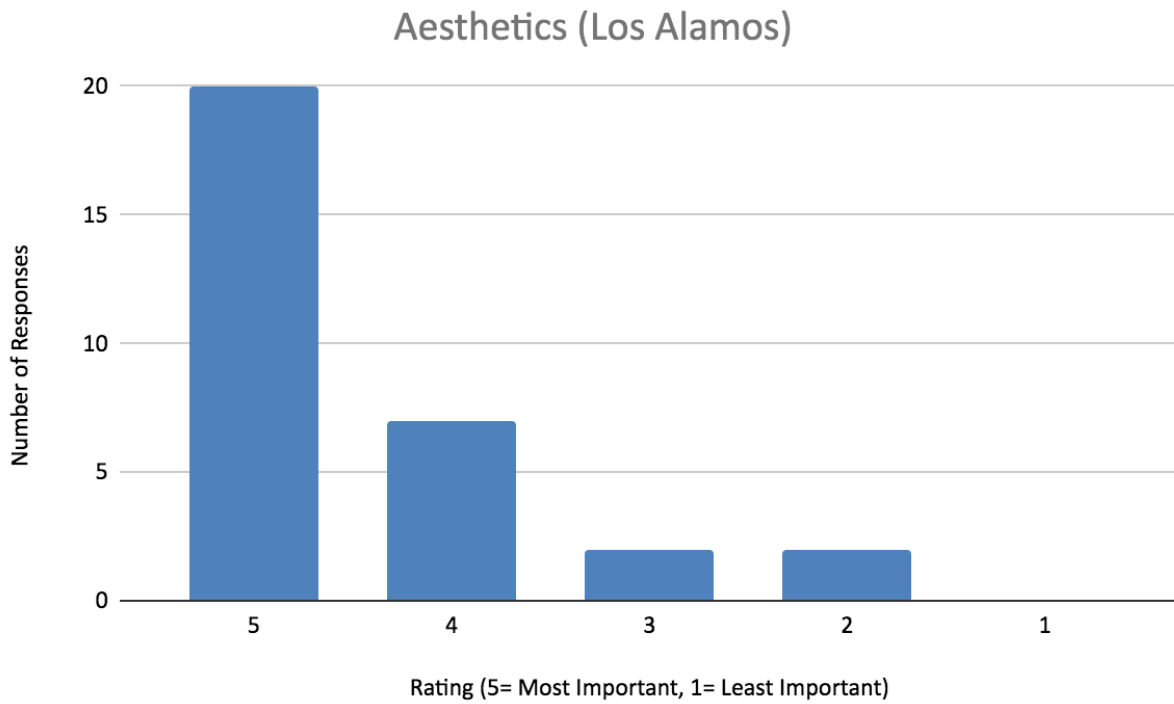
Defining Neighborhood Compatibility:

- Quaint town with aging community
- Town deserves upscale presentation
- Old western town, no more upgrades

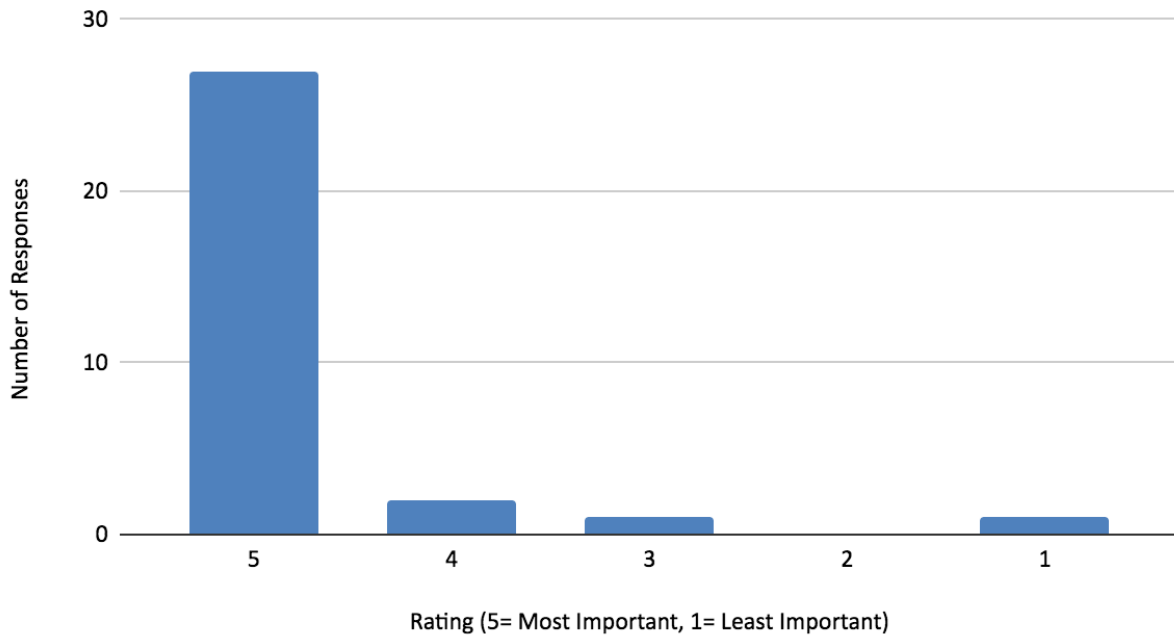
Defining Community Benefit:

- Revenue from store to improve schools and homeless
- Preservation and enhancement of the community's social, economic, and physical environment by avoiding detriments to safety
- Products that enhance the quality of life and draw people to shop at community businesses
- Blend in with town's character
- Business create partnership environment
- Joining local business organizations, donating to local non-profits, participating in local events

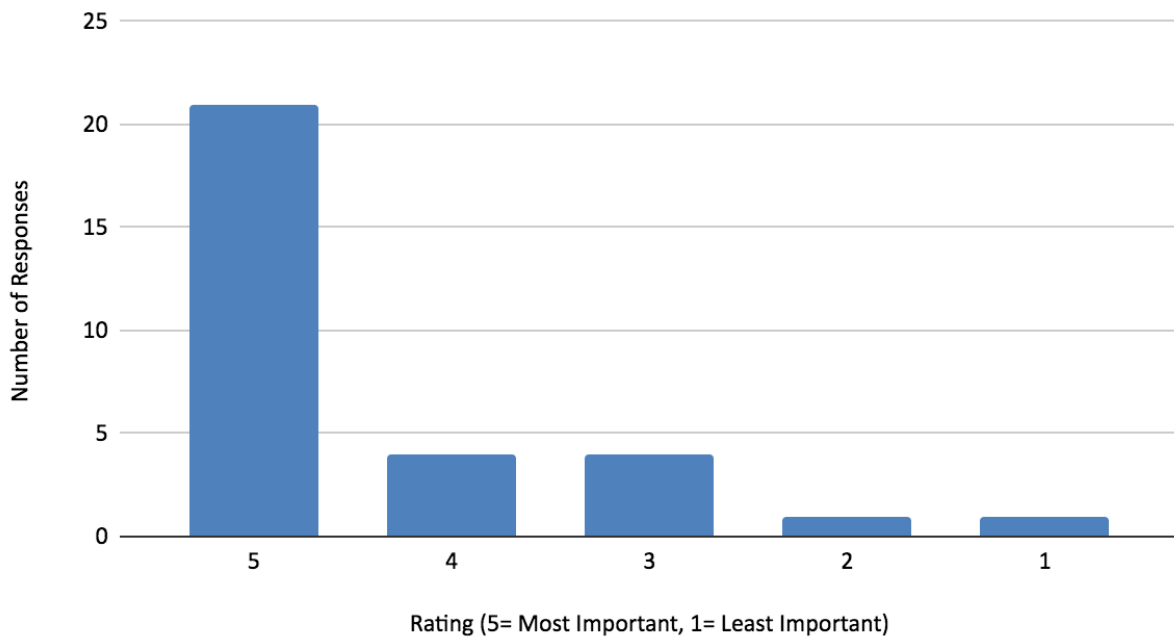
Graphs of Ranking the Level of Importance of 10 Categories



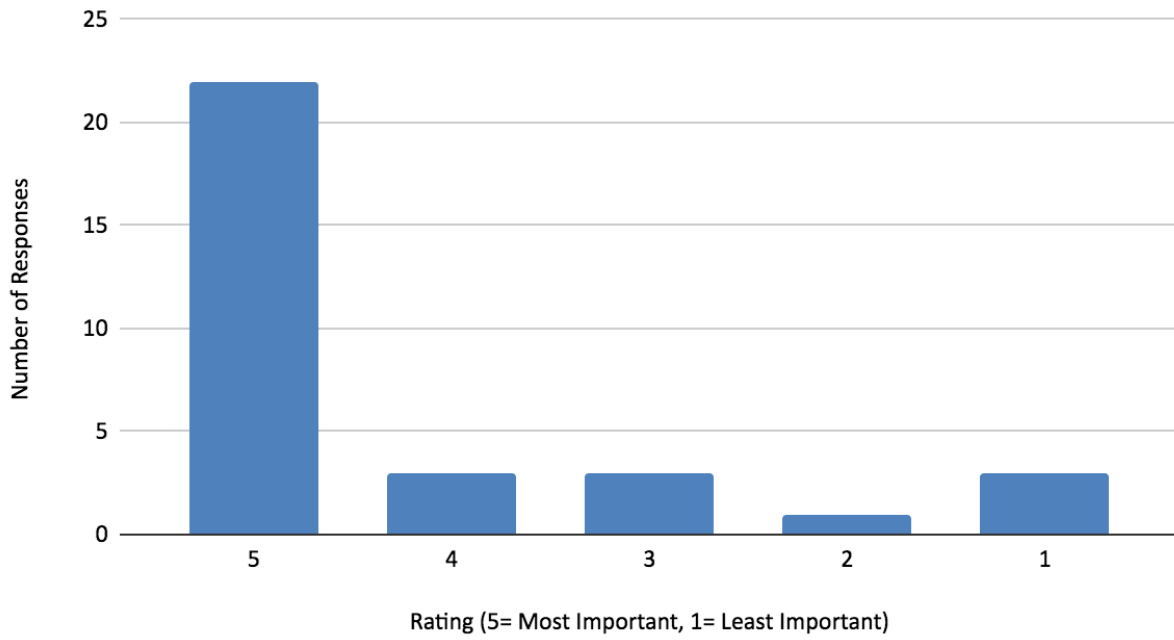
Security (Los Alamos)



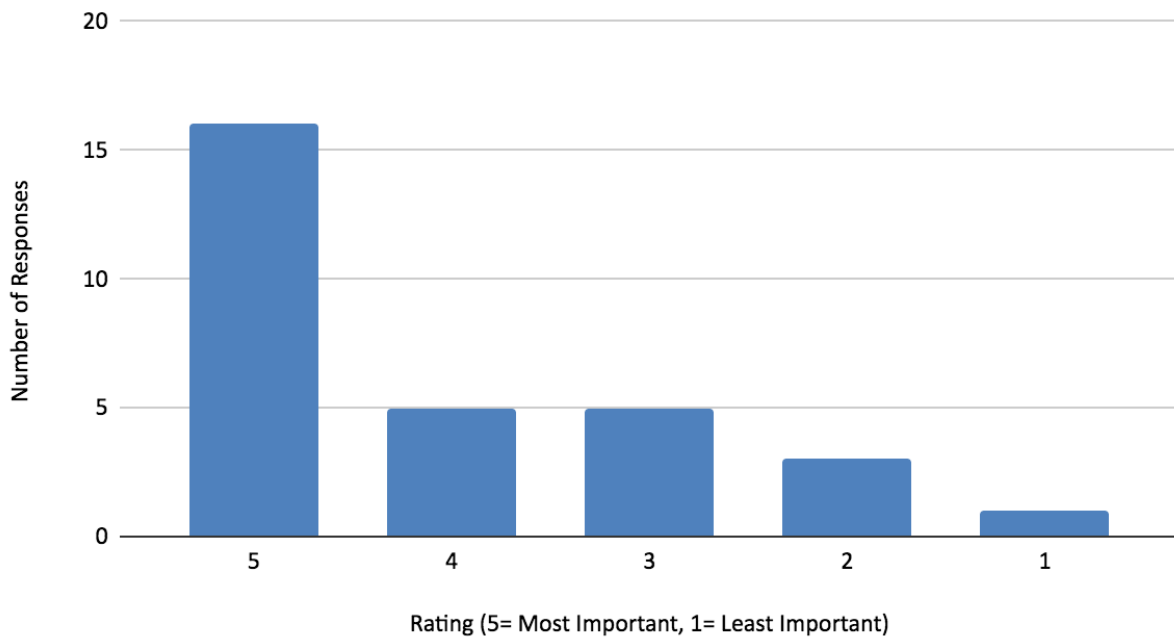
Noise (Los Alamos)



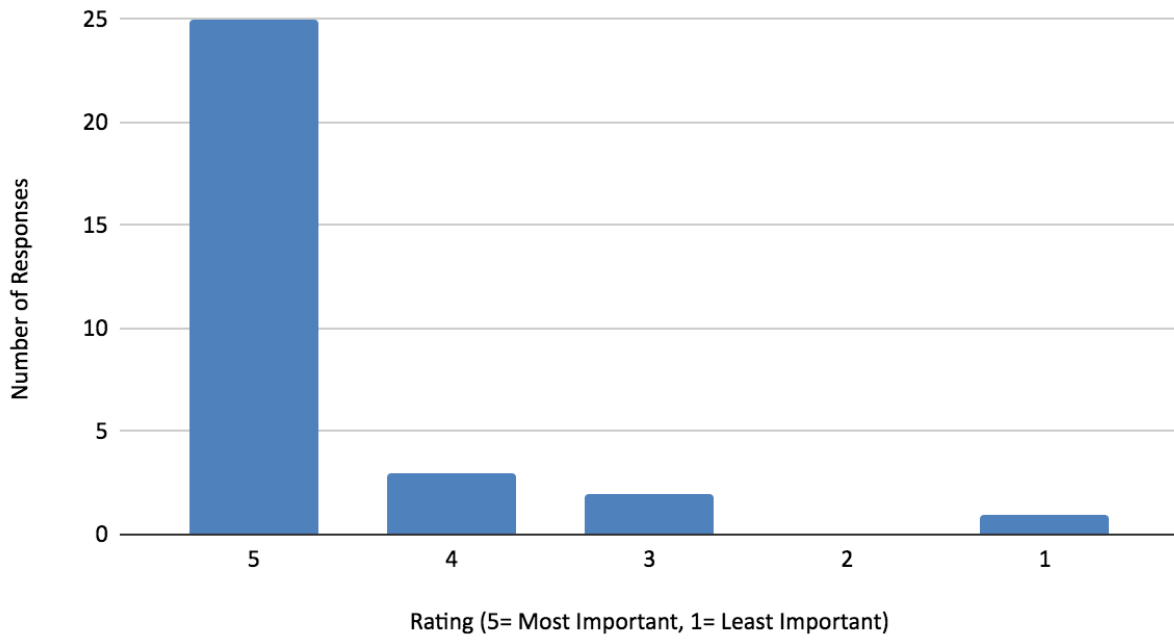
Odor (Los Alamos)



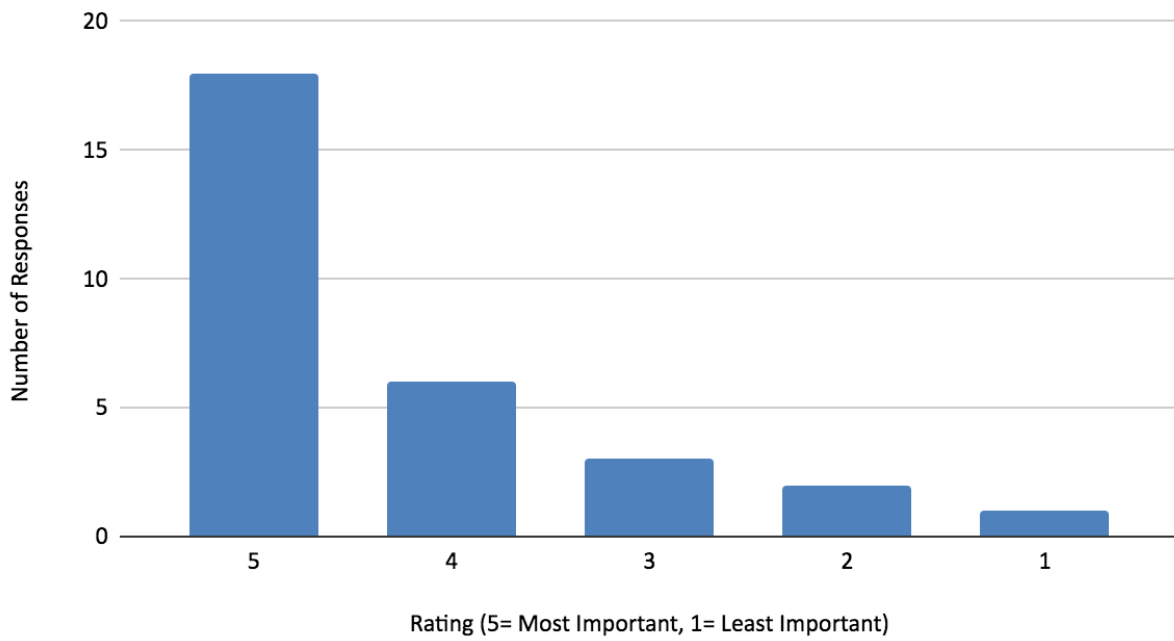
Signage (Los Alamos)



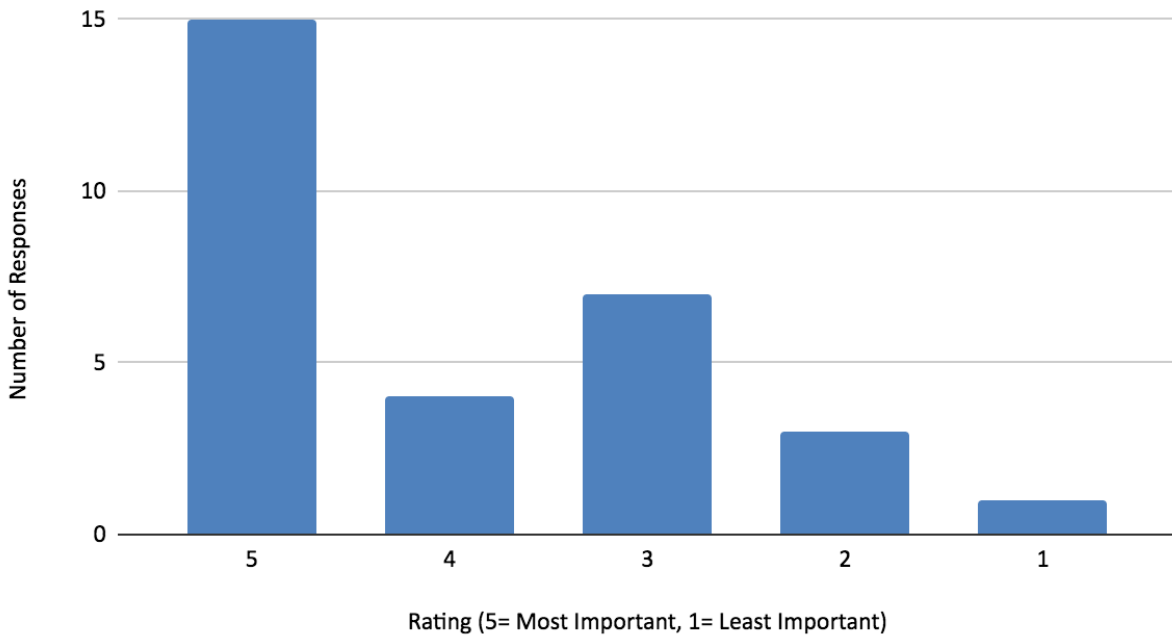
Hours of Operation (Los Alamos)



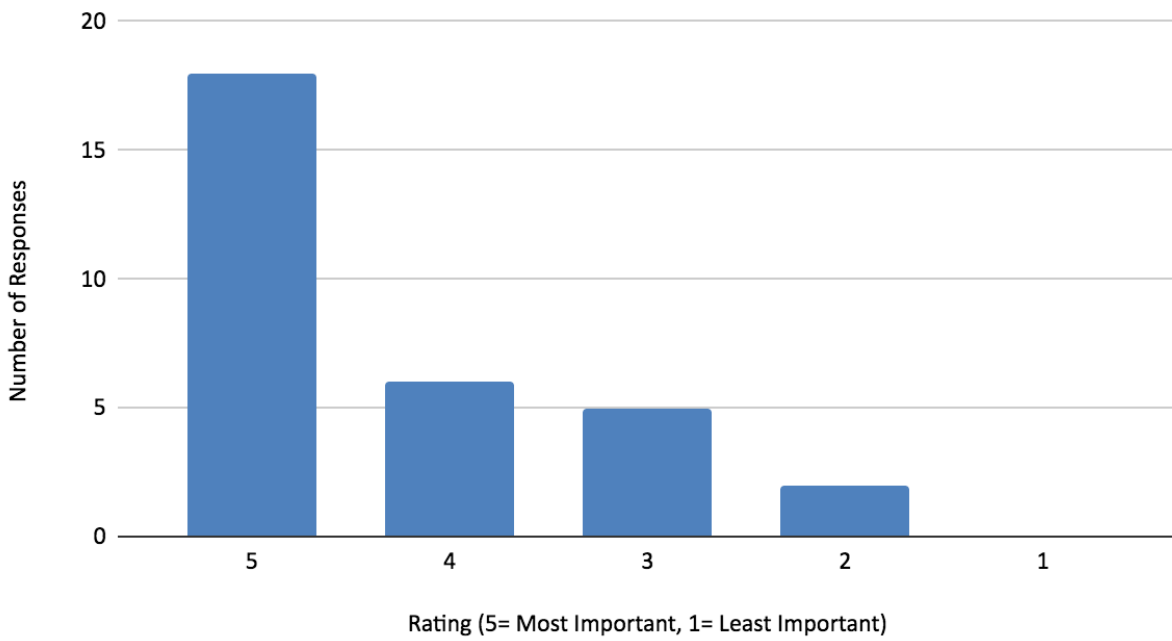
Parking (Los Alamos)



Community Involvement (Los Alamos)



Design (Interior and Exterior) (Los Alamos)



Orcutt

Qualitative Data & Results

Reasoning Against Cannabis Retail:

- Hometown family community with a historic western theme
- Too close to freeway and too far from law enforcement
- Detriment to business owners
- Traffic/ limited parking
- Does not fit the available and small and limited use of commercial space
- Negatively affects tourism

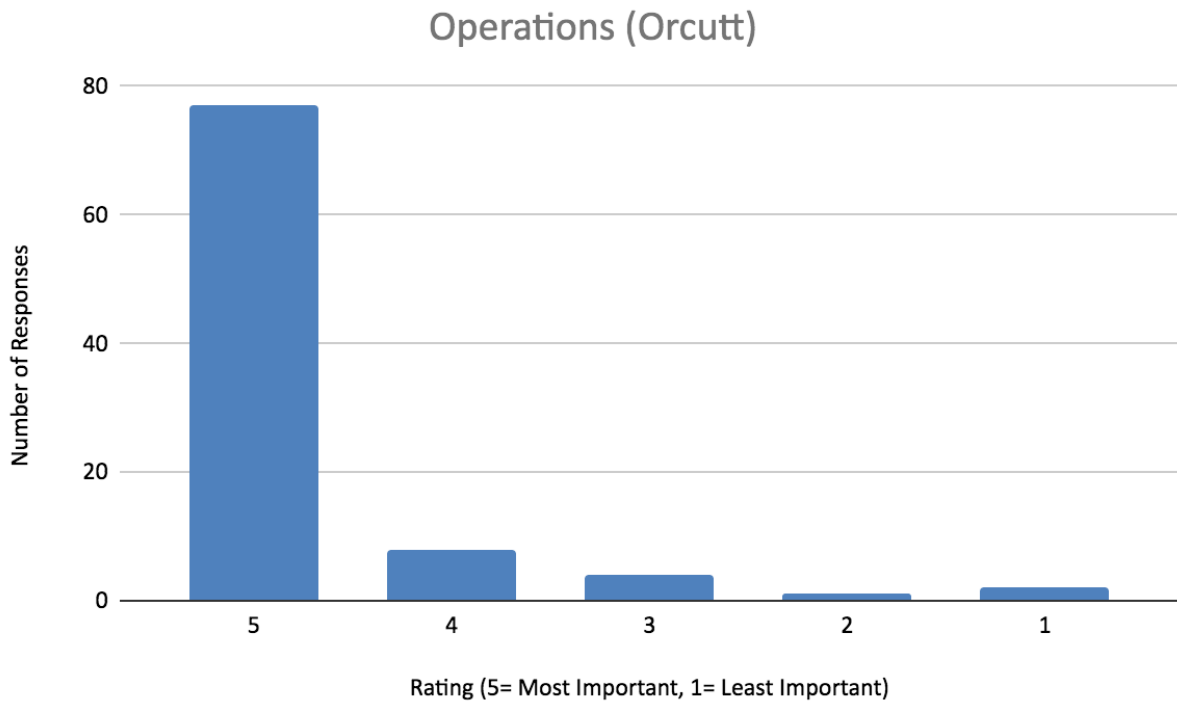
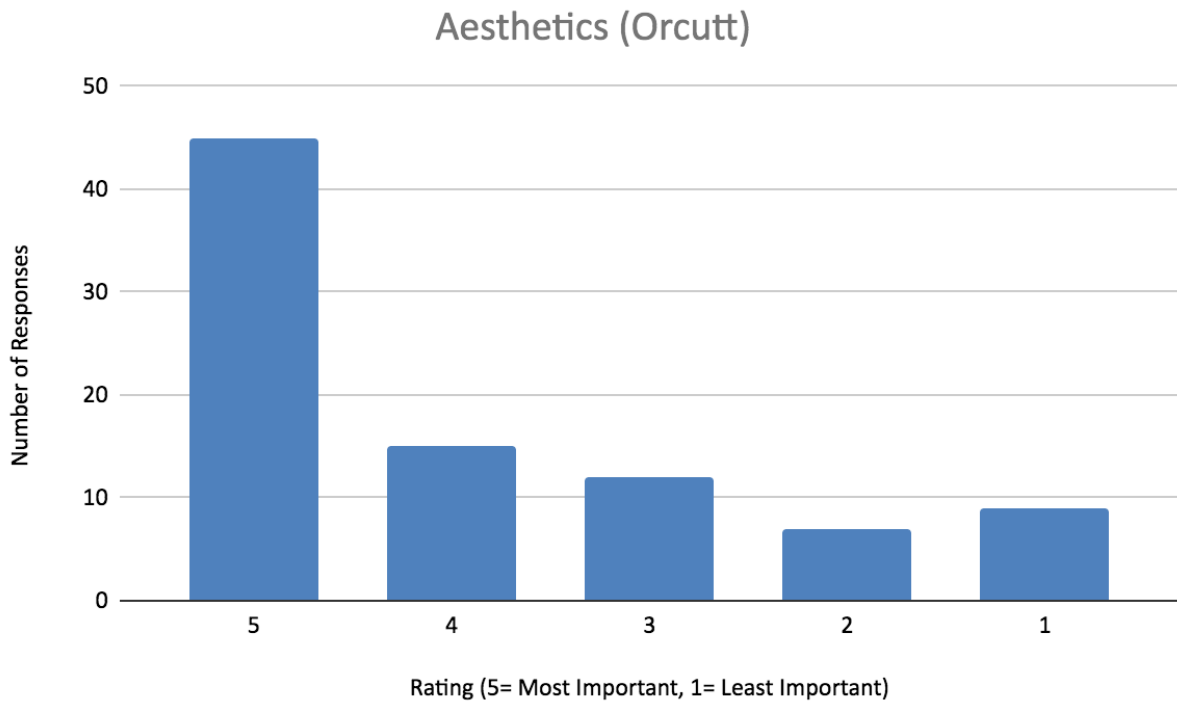
Defining Neighborhood Compatibility:

- No circumstance in which it is compatible and suitable
- Inappropriate location due to local heritage and parking
- Hurtful to existing businesses
- Too close to schools and residential areas
- Many suggested relocating the dispensary to either a new industrial area or the new shopping center on Clark and Highway 101
- Concerns about odor, health, and community safety

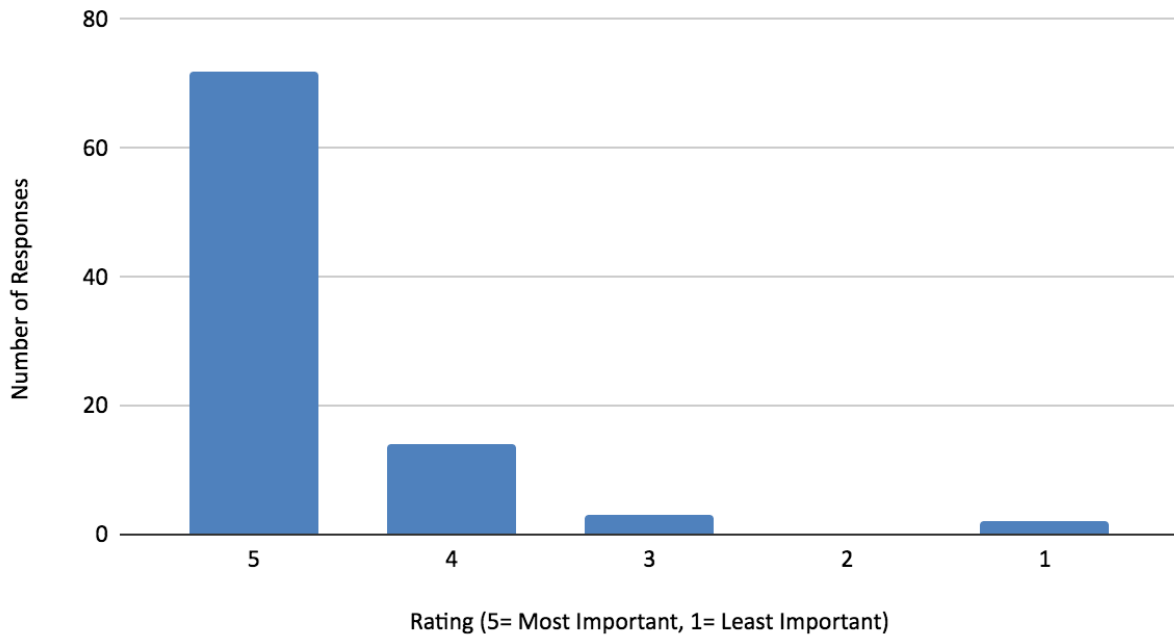
Defining Community Benefit:

- Money should support other individuals and supportive of all other retail businesses, nonprofits, and schools could
- Benefit a majority in the community
- Right business will bring revenue, provide jobs to local residents, and educate the community
- Owners are active, invested culturally into the community and provide a service that is good to all residents
- A business that benefits other surrounding businesses and the overall community by bringing tax revenue

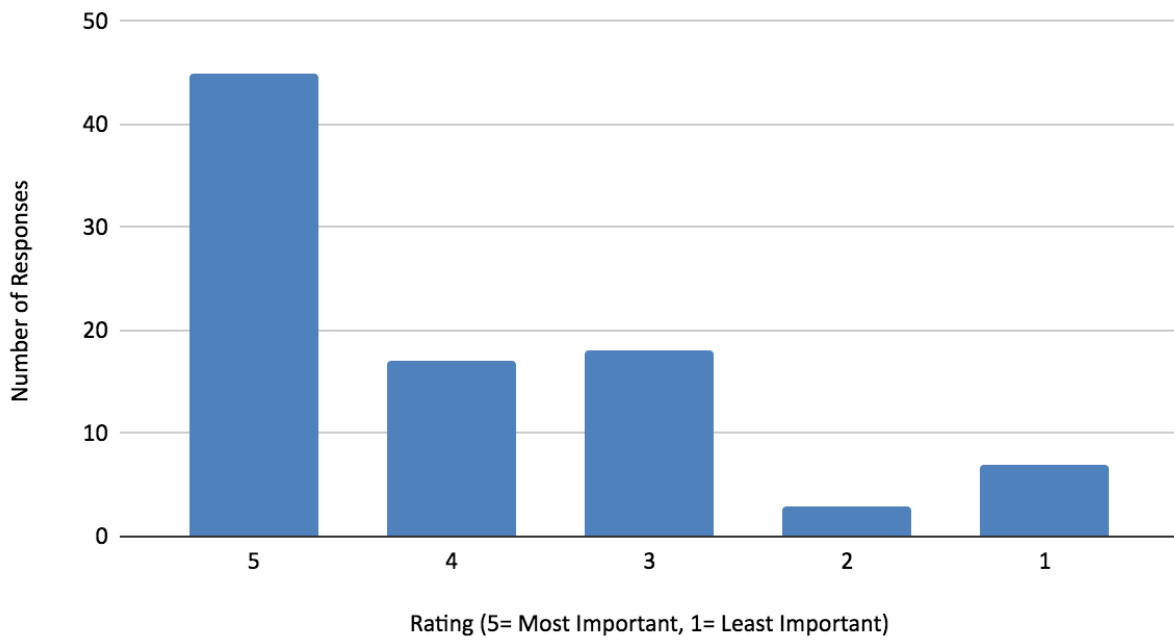
Graphs of Ranking the Level of Importance of 10 Categories



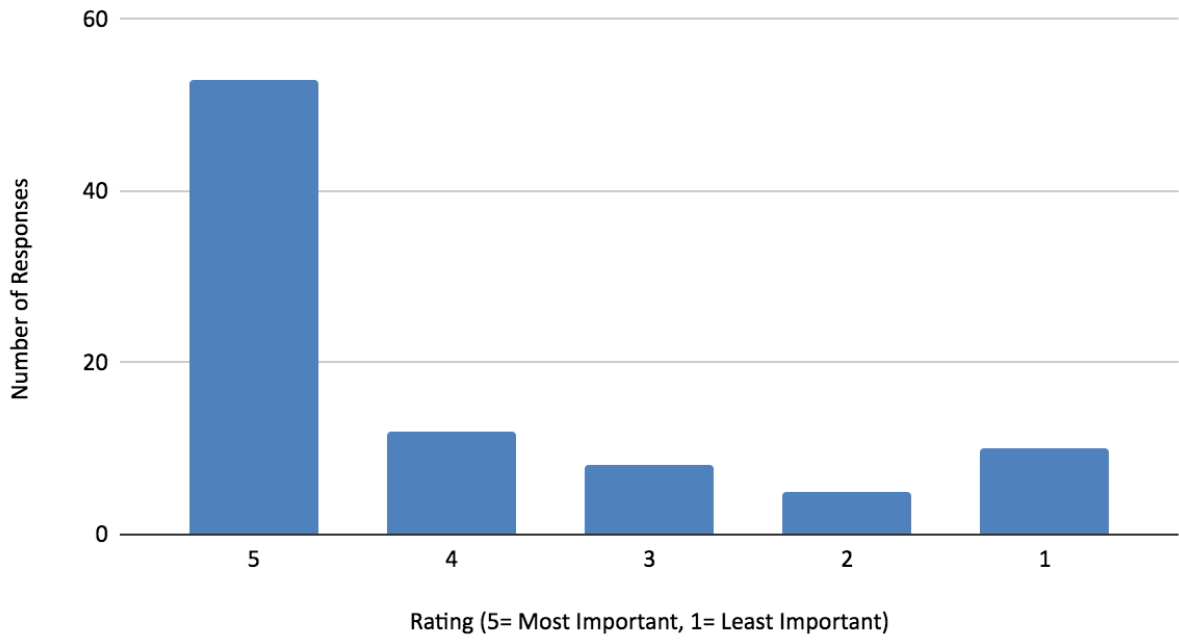
Security (Orcutt)



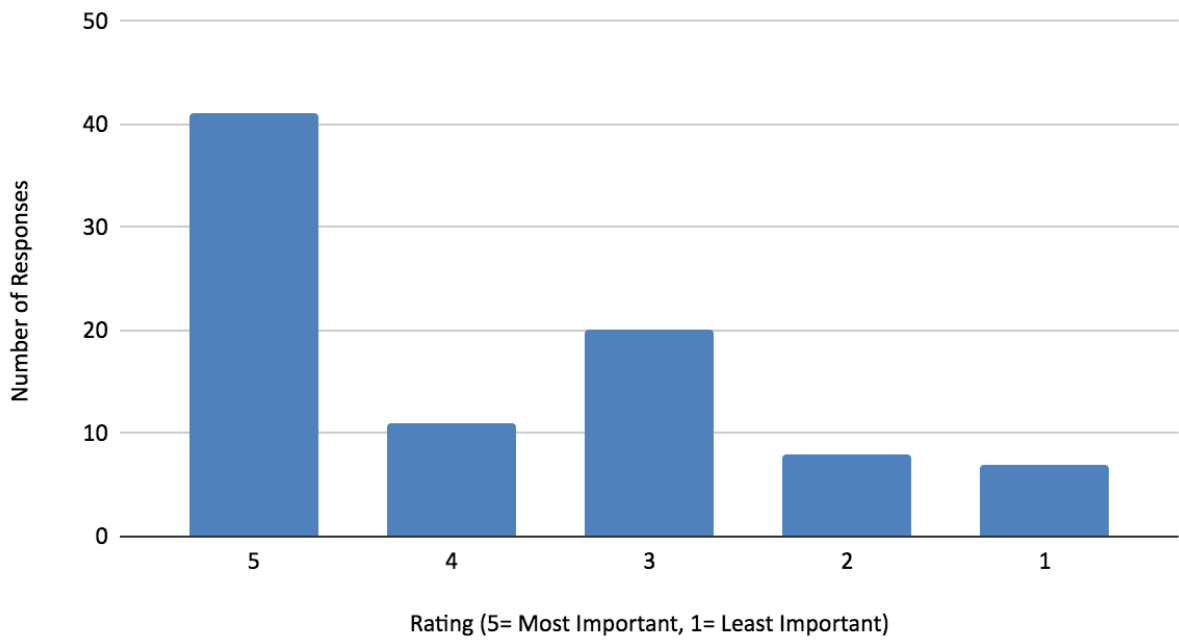
Noise (Orcutt)



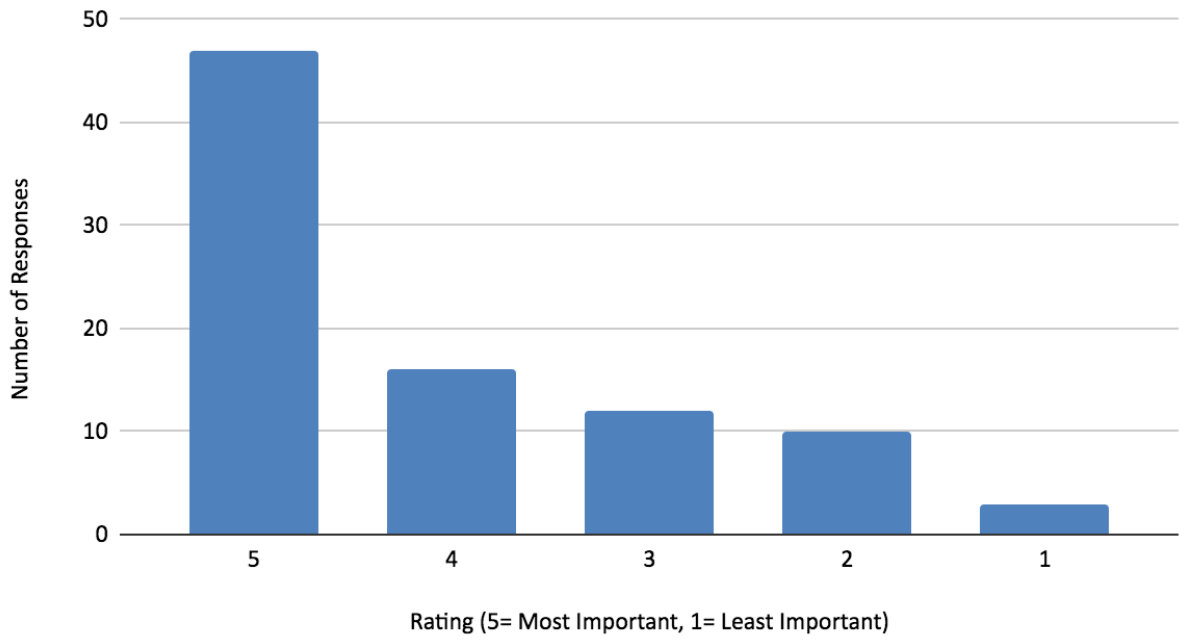
Odor (Orcutt)



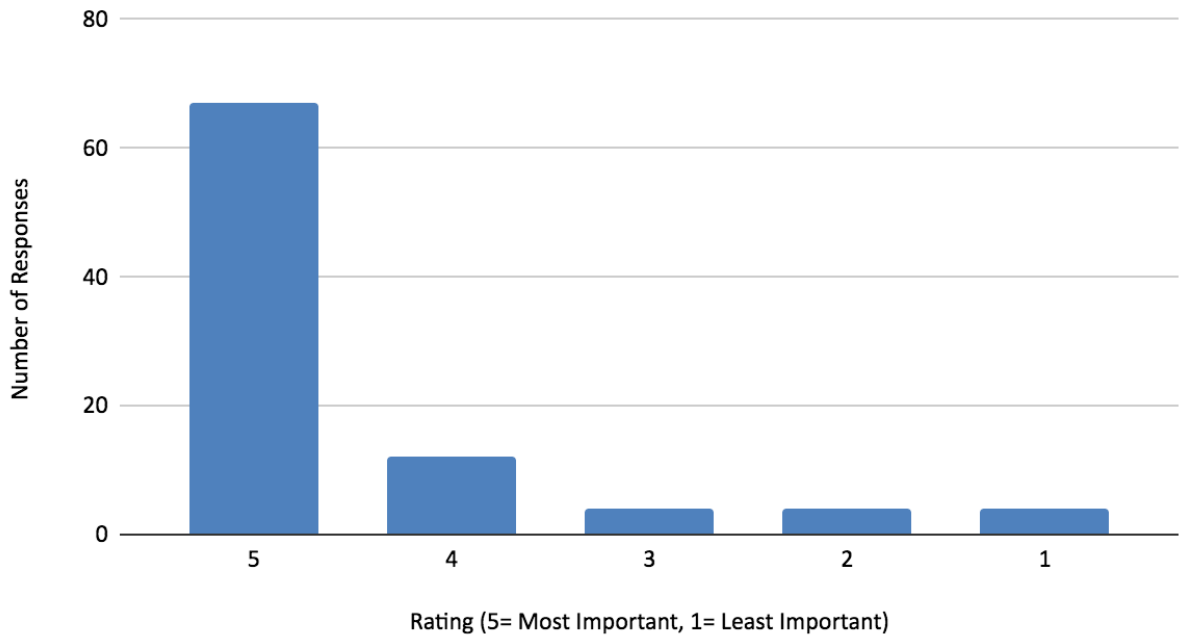
Signage (Orcutt)



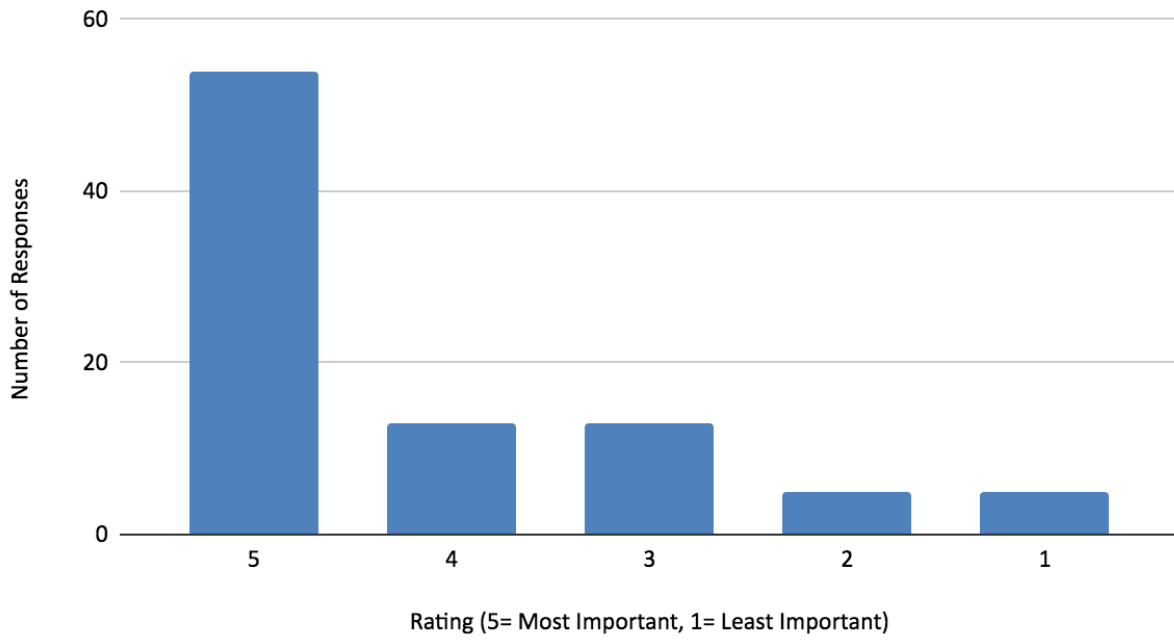
Hours of Operation (Orcutt)



Parking (Orcutt)



Community Involvement (Orcutt)



Design (Interior and Exterior)

