

## ATTACHMENT E COMMUNITY IMPACT STATEMENT

### CRITERIA

#### 1.) Location

1.1. The Island Cannabis Company (ICC) is one kilometer from the Island highway and located in Beban Plaza at the intersection of Bowen Rd and Northfield Rd, one of the busiest intersections in Nanaimo.

1.2. ICC is straight line approx 361 meters door to door to the Forest Park Elementary. The most direct walking path is approx 455 meters. The Forest Park Elementary property is 3/4ths grass and field that is completely chain link fenced in. The school is the furthest most point from ICC on that property. The property line is approx 166 meters from ICC. A major road (Northfield Rd) separates the developments. There's also residential and commercial properties in-between the school and Northfield Rd. There's no direct line of site from the school property to the proposed CRS. The only access to Northfield Rd is outside the fenced in field through 300 meters of ally way. After surveying Beban Plazas businesses and collecting long time customer feedback there has yet to be a witnessed account of the elementary aged children (5-12 years) leaving the school property, walking the ally past residential and commercial properties and crossing Northfield Rd to get down into our Plaza. At the Landlubber liquor store in Beban Plaza which we've owned and operated since 2002 there has never been an instance where a child from Forest Park has made his or her way into or around our store. Photo examples have been submitted and testimonials are being collected for submission Oct 22<sup>nd</sup> 2018.

1.3. There is no other CRS within 200 meters of ICC

#### 2.) Buildings & Site

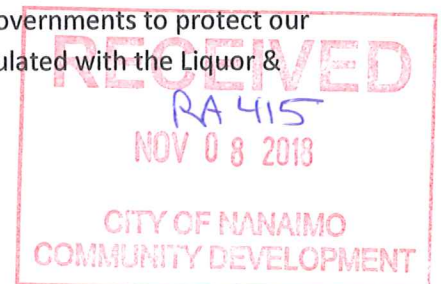
2.1. ICC meets the expectation of being consistent with the nature of the immediate area and the size of existing retails stores within our area.

2.2. ICC has a simple, clean logo and has enhanced the exterior of our bay in Beban Plaza. The interior of the store underwent a \$120,000.00 renovation creating a classy high end retail environment enhancing the appeal to Beban Plaza and surrounding businesses.

2.3. Beban Plaza has a large parking area in the center of the plaza. It also has parking wrapping around the north side into an overflow parking lot. Photo examples have been submitted.

#### 3.) Community Impact

3.1 ICC is dedicated to protecting our youth from unnecessary cannabis exposure. With our LRS experience we've proven we can follow strict guidelines put forth by our governments to protect our community. Cannabis like alcohol at all levels of government is highly regulated with the Liquor &



Cannabis Regulation Branch (LCRB) inspecting the execution of our service. Our licensing, investments, and future earnings of these businesses as well as the safety of our community are dependent on following all rules put forth by LCRB. Including Checking all ID's, not allowing any minors in the building, putting up signs and enforcing no smoking on the premises, and always keeping a clean orderly space inside and out of the CRS. Also it should be noted we've built a reception area with the intent to not allow under aged people to see cannabis if entering the store. We passionately follow the law but also see additional value in these tasks as it creates trust signals for consumers and aids in building a responsible brand.

3.1.1. It's our responsibility as dedicated owners and managers to create an age appropriate environment. We have decades of experience with the landlubber Pub and Liquor store checking ID's for anyone looking under the age of 35. We are seasoned in identifying who is intoxicated or becomes intoxicated and disqualify these people buying more products. We also regularly issue safe options for consumers to get home. Patrons who try to consume cannabis outside our CRS will be immediately removed similarly to our patrons at the Pub and Liquor store if consuming outside. Having all three businesses under the same ownership and management ensures we are looking out for each other at all times. Cannabis aromas will be dramatically reduced with the \$12,000 investment we made in a 5 ton HVAC system with charcoal filters. This system cleans the air and keeps any smells inside our single bay. This system is independent to ICC and doesn't share air with any other bay. Our managers will continue to provide clear execution of these duties at ICC.

3.1.2 In considering the impact of the proposed CRS to our neighbors in close proximity we view the addition of another high traffic retail store in Beban Plaza as a benefit to our surrounding private and public businesses. Public recreation centers, places of worship, parks, libraries, do not allow cannabis consumption. Neither does a CRS. These establishments will receive an increase in foot and vehicle traffic around them with the addition of our CRS. An increase in awareness of said establishments is inevitable and a benefit. By fulfilling our commitment to checking ID's, not selling to minors or intoxicated people, always keeping a clean orderly space inside and out of the CRS, and advocating for the safest methods of cannabis retailing will protect our local community. Whether our neighbors are cannabis users, supporters or neither there's no reason to conclude that the CRS will negatively impact their operations but likely positively affect them over time.

3.2 Projected traffic volumes and parking demands for this CRS should be relative or slightly higher than the previous business that occupied this bay. (Van Isle Video) Staff will be required to park in the overflow lot to maximize customer parking.

3.3 ICC has been in contact several of our neighbouring businesses to gather feedback on the potential of a CRS opening in Beban Plaza. We also installed ICC branding on the exterior of our bay to create awareness. In the past months since the signage has been up we've received only positive feedback. The most common feedback has been admiration towards our choice to wait for the official process of licensing to begin before we opened our store. At this time we aren't aware of any official complaints about the potential CRS but will follow up with a more extensive examination before Oct

22<sup>nd</sup>.

3.3.1 ICC will go through the official process of notifying every business within 200 meters starting Oct 1<sup>st</sup> after the bylaw is official.

3.4 ICC welcomes the any and all opportunities to communicate and defend this CRS location as we work through the rezoning process.