



**Request:** a Conditional Use Permit to allow a Cannabis Retail Storefront (Type 10) and ultimately a Cannabis Business Permit.

### **Executive Summary:**

Newport Leaf is a women-owned, women-led, women-focused Cannabis Retail Store located in the high-visibility downtown area of Costa Mesa. Newport Leaf is an innovative and unique company that offers a diverse range of high-quality products. Newport Leaf is a brand founded and led by a team of experienced and passionate women who are dedicated to breaking down barriers and shattering stigmas in the cannabis industry. We proudly offer a safe and welcoming environment for all, focusing on empowering women and other marginalized communities. As a woman-owned business, we are committed to giving back to our community through partnerships with local non-profits and initiatives supporting women's health and empowerment.

This Business Model provides a competitive advantage necessary to be successful in a challenging and ever-changing cannabis industry.

One day, there was a realization that the Jewelry Store was inside the "Green Zone", just outside the Sensitive Use buffers that allow for only 4 possible locations on Newport Blvd from 19th to 17th Street.

When the Owner approached the Jewelry Store, they quickly realized it was a fit. The women wanted to operate a Cannabis Retail Store, and the Jewelry Store wished to downsize.

The Team has been formed with operational excellence in mind. We will seek to uplift women by supporting and partnering with other woman-led, woman-focused brands and businesses. As well as prioritizing brands sourced from Measure X Costa Mesa Cannabis partners.

Newport Leaf is supported by Costa Mesa's only women-led, women-run Measure X brand.

Overall, our women-owned cannabis brand is poised for success in a rapidly expanding industry, offering high-quality products, exceptional customer service, and a commitment to positively impacting the world.

### **Site Selection:**

- Only 1 of 4 qualifying properties in the downtown area between 19<sup>th</sup> St and 17<sup>th</sup> St. that allows for high visibility cannabis retail storefront in the Green Zone
- Ample parking in rear, with the below improvements
- Small Retail Area of 475 sf and a total of less than 1,000 sf for the Licensed Premises
  - (Bathroom not included)

### **Community Outreach:**

The Team conducted outreach efforts to engage the local neighborhood and discuss the project:

- Mailed to 500 ft radius in English & Spanish
- Onsite Event – Meet & Greet with Team
- Conducted several canvassing efforts to engage those in proximity
- Received 4 key Letters of Support from adjacent Businesses, with kind words of support

**Front of Property:**

- Modernized façade elements
- Introduced new Landscape pallet of California Native, drought tolerant species designed to soften the built environment
  - Front & Rear: Tree – Arbutus Marina. Plants- Zwartkop Aeonium, Red Yucca, Sticks of Fire

**Rear of Property:**

- Parking exceeds Code, with an Index of 175 ( 8 required and 14 provided)
- Parking stalls are extra wide at 11’ to allow for ease of maneuvering
- Constructed new Trash Enclosure
- Reforesting the Urban Forest by adding 10 new Trees
- Rear Wall receiving Landscaping Treatment to soften the built environment
  - Creates an elegant sense of arrival
- Maintaining locked gate after operational hours to mitigate loitering and transient impacts
- Expanded Security Guard Patrol to include rear alley
- Interior Secure Bike Racks, accessible from Front or Rear
  - Note: Front area is Caltrans
- Security Lighting with Photometric Study to provide visibility while preventing light pollution
- Team has provided contact information to all neighbors in proximity and will be in constant contact with those in close proximity
- Methods to Communicate with Customers:
  - Verbally by Employees and Security Guard
  - Signage: Internal & External
  - Customer Exit Bags – “Please respect our Neighbors as you exit”, or on any specific issue

**Security:**

- Layered Onion Security Plan, with hardened exterior and layers of deterrents and technology
- 24 Hour Security Guard:
  - acting as part of the 24 hour Community Liaison, Crime Prevention
  - Expanded patrol to include front sidewalk and rear alley
- Surveillance, Monitored Burglar Alarm, Controlled Access, Secure Access, Odor Control
- Employees background checked and badged

**UFCW:**

- Team has a signed document committing to the relationship with the Union

**Community Benefits:**

- Team is committed to adding value to Woman and the Eastside Neighborhood

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**RENDERING** – Front Elevation



**RENDERING** – Rear Elevation (Presentation will have new Logo & Security Lighting)



Front Elevation CURRENT USE



Front Elevation PRIOR USE

