

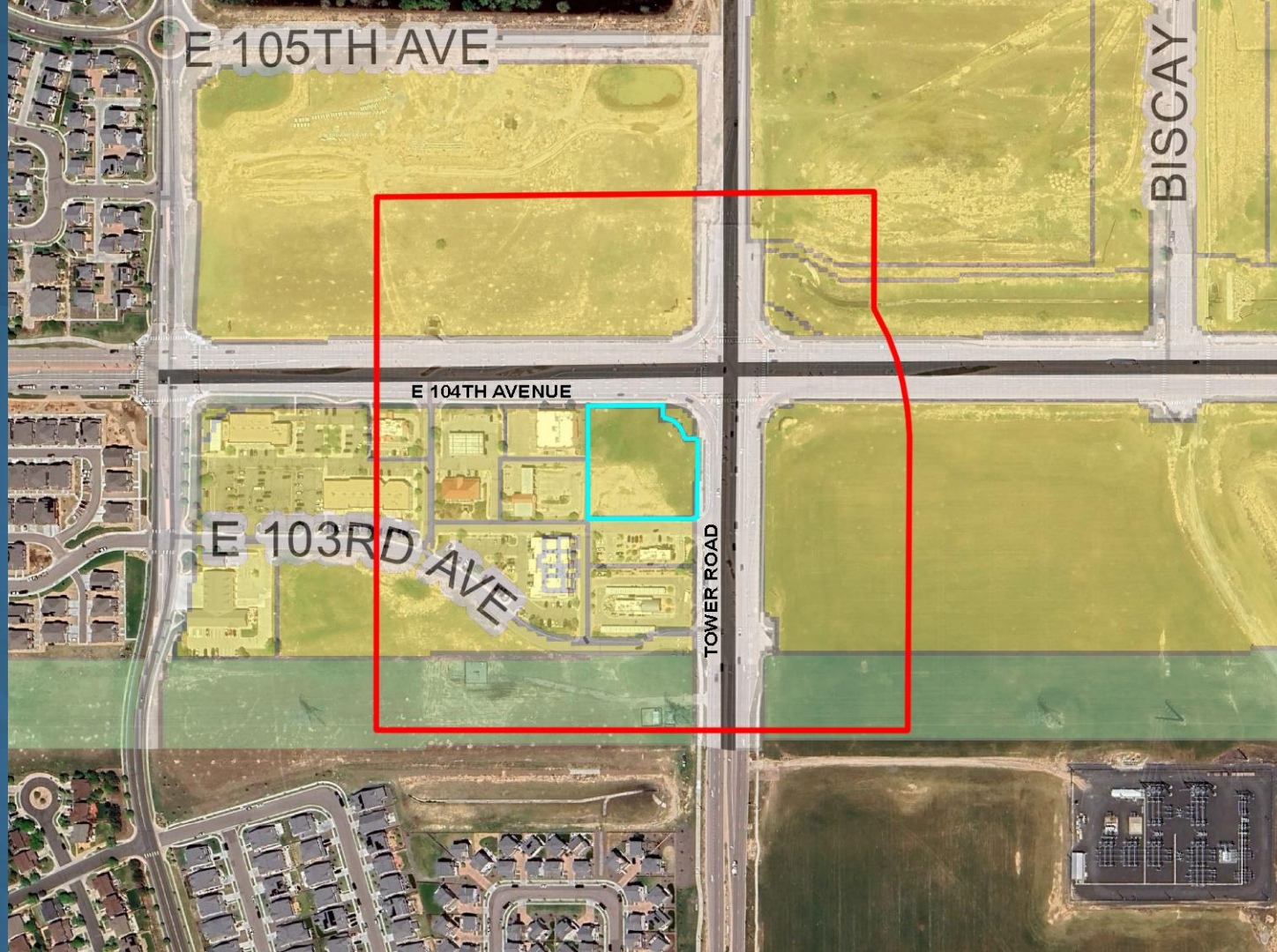
# ***Reunion Village Plaza***

***Reunion PUD Zone Document Amendment No. 6***





**PUD**  
**Amendment**

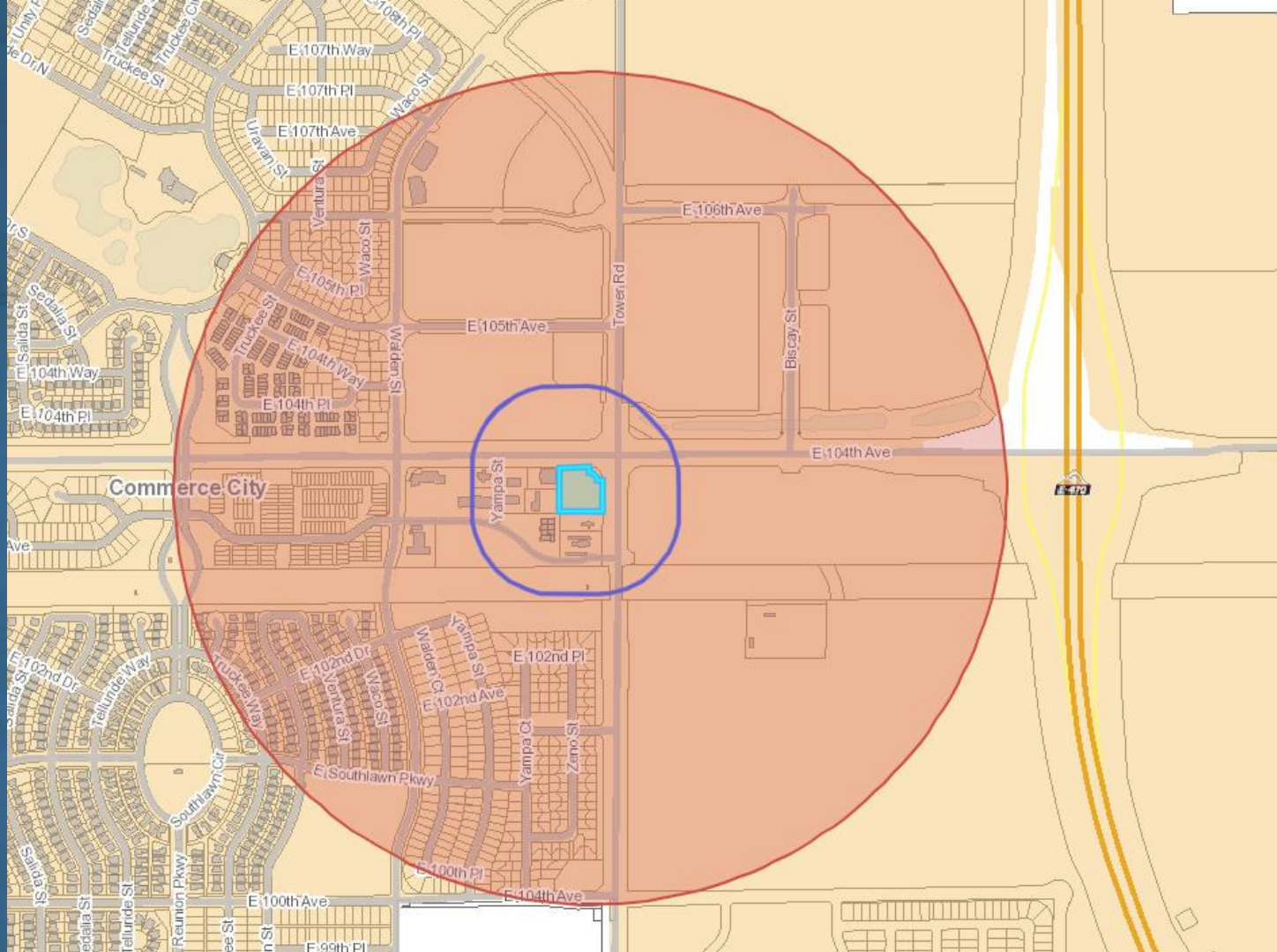




# Comprehensive Plan



# Neighborhood Meeting Notification Area





# *Planning Commission*

- **Voted 3-1-1 to deny the application**
- **Questions and concerns**
  - **Elimination of uses**
  - **Using a PUD to get around the Land Use Code**
  - **Ability of the applicant to bring in a restaurant**
  - **Public safety**





# Site Plan



ALL RENDERINGS ARE ILLUSTRATIVE AND SUBJECT TO CHANGE.



# ***Land Owner & Development Plan***

## **Small Family Run Business**

### **Property History**

- Undeveloped land for over 25 years
- Purchased May 2022
- Challenges of the site - entry points not ideal; lack of development in that area; relatively small site

### **New development plan**

- A Retail Hub that will spark other developments and bring much needed restaurant space and retail to the Northern Commerce City

### **Restaurant LOI**

- Commitment to a full-service restaurant with a minimum of 2,000 sq feet reserved in this PUD Amendment
- Overview of interaction with Economic Development Department

### **Dispensary as catalyst for the development**

- Higher rent and more favorable lease terms
- \$50k in tenant improvement for restaurant paid for by Social Cannabis



REVIEWER NAME Brian Phetteplace  
AGENCY NAME Economic Development  
EMAIL ADDRESS bphetteplace@c3gov.com  
PHONE NUMBER 303-286-4844

## COMMENTS

Today's Date 12/4/2023 (mm/dd/yyyy)

Is this application pertinent to your agency?  Yes  No (If no, please explain why below)

If so, is your agency satisfied with the plan as presented?  Yes  No

If "Yes", does your agency need to be included on any future referrals?  Yes  No

**If "No", please input your comments below, or provide reference to a separate comment letter and/or redlines plan document.** (The comment numbers below are for reference only. Please delete or add comment numbers as necessary, and feel free to continue the comments onto additional pages.)

1. This property is located at a catalytic intersection in Commerce City and represents an incredible opportunity for attracting high-quality best in class commercial uses to our community.
2. Commercial buildings that offer in-line retail spaces are highly desired and needed in our community and will support the City's retail attraction efforts.
3. Restaurants, full-service sit-down and fast casual (some table service), are some of the targeted commercial uses desired for this site.
4. The design features for the common outside amenity areas and landscaping plans are critically needed for such a highly visible commercial development site in Commerce City.



Premium Architecture + Sustainable Efforts + Outdoor & Patio Space

Development Strategy







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Over 35 years of combined experience

Experienced retail professionals that have opened and operated 30+ dispensaries across the United States

Current Social Cannabis locations:

- North Denver
- Montbello
- Louisville
- Golden



# ***Our Mission***

At Social Cannabis, our commitment is clear: we prioritize the safety and well-being of our customers above all else. Security and compliance are the cornerstones of our business, ensuring a trusted and reliable experience for everyone we serve. Our company has a flawless record of compliance, a proven security plan, and a focus on sustainability.

What truly sets us apart is our commitment to our customers and the communities we call home. We believe in active participation, relationship building, and creating a positive impact. This dedication is embodied by the the Be.Social Community program, a fundamental pillar of our business which reflects our commitment to the communities we serve.

In the past year alone, our Be.Social program has made substantial contributions, donating over \$18,000 to various community groups and nonprofits. This initiative is not just a token gesture but a vital component of our relationship with the surrounding community, embodying our ethos of giving back and making a lasting difference.

# Charitable Giving Program



**Be.Social**   
**Community**

**\$18,806**

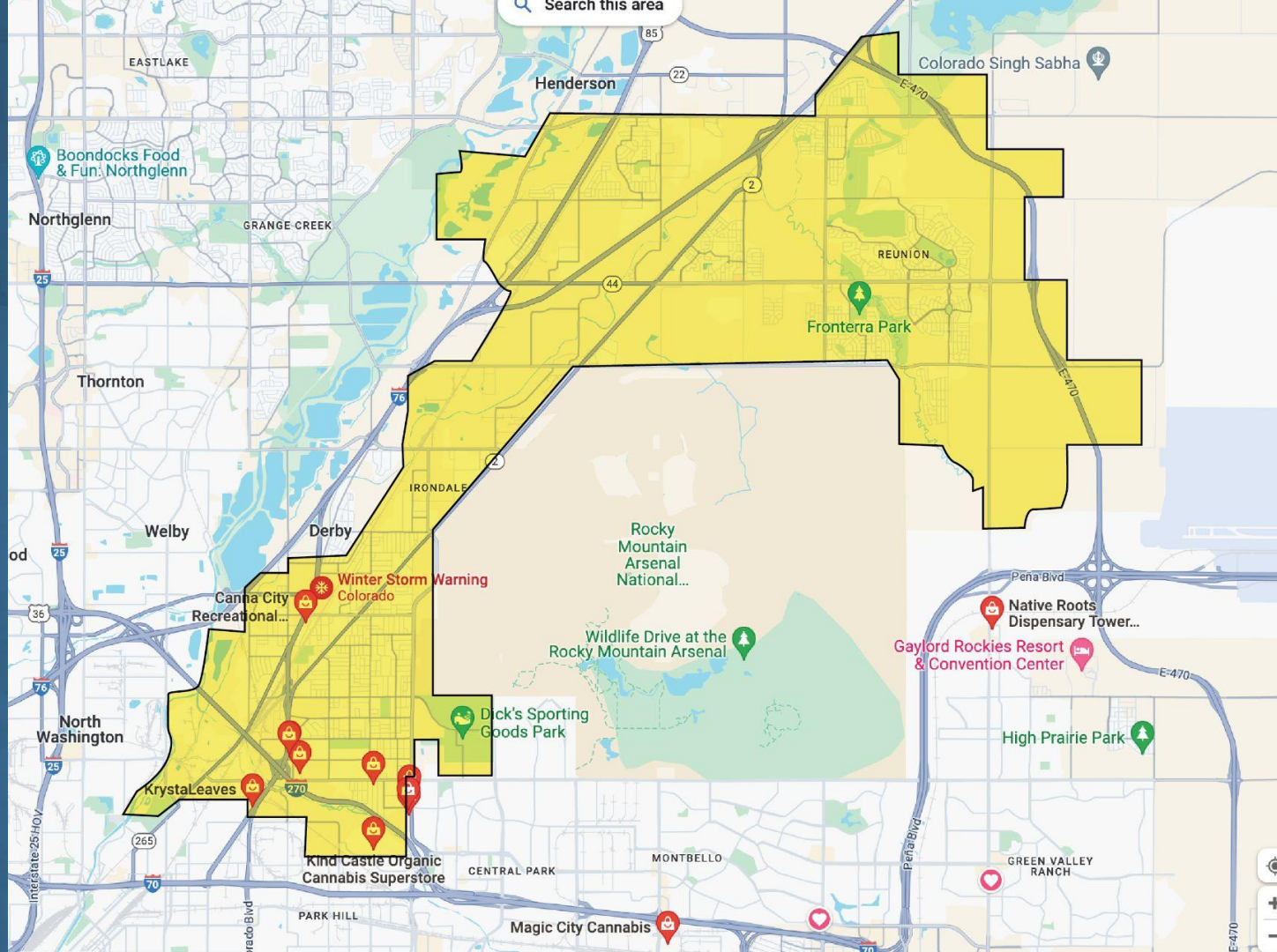
Donated To Local Charities

# *Why Put A Dispensary At This Location?*

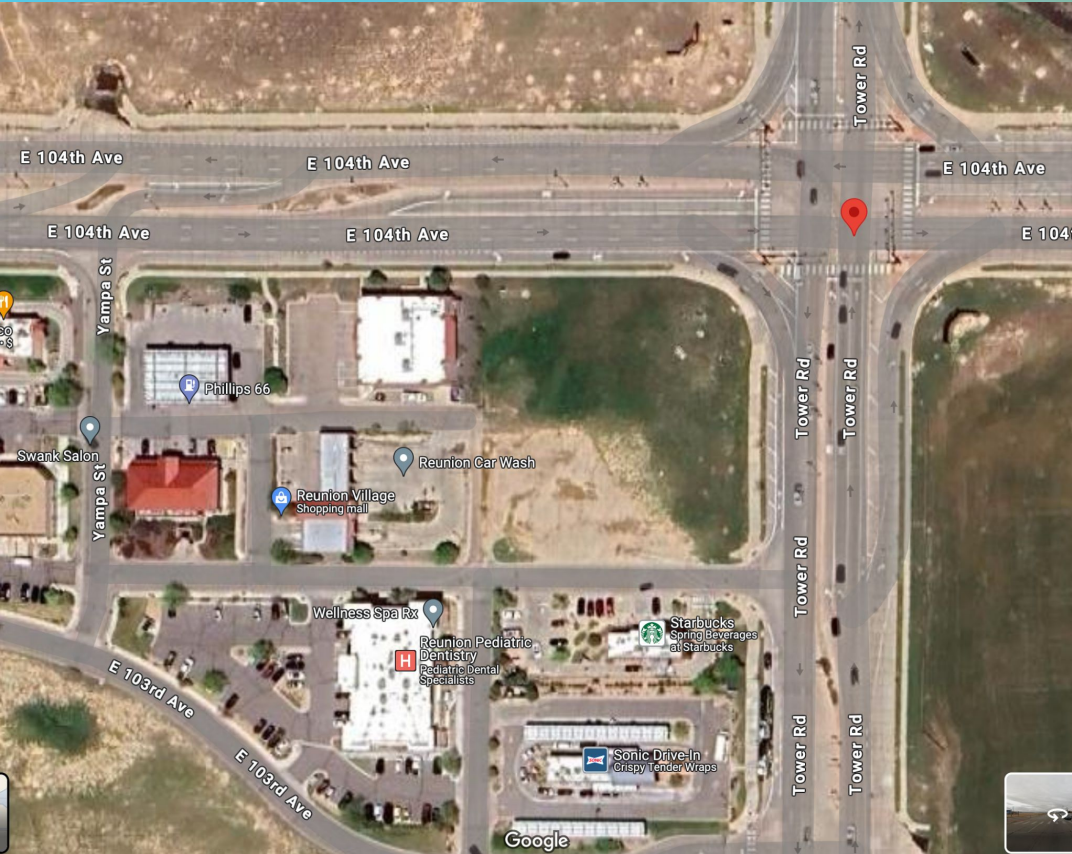
- All of Reunion is Zoned PUD
- Dispensary is the catalyst for this development
  - Higher rent and more favorable lease terms
  - \$50k in tenant improvement for restaurant paid for by the Dispensary
- Over saturated the southern part of Commerce City & Current Moratorium
- Northern Commerce City deserve better access
- Tax revenue will be significant
- Great retail location



# Current Dispensaries in Commerce City

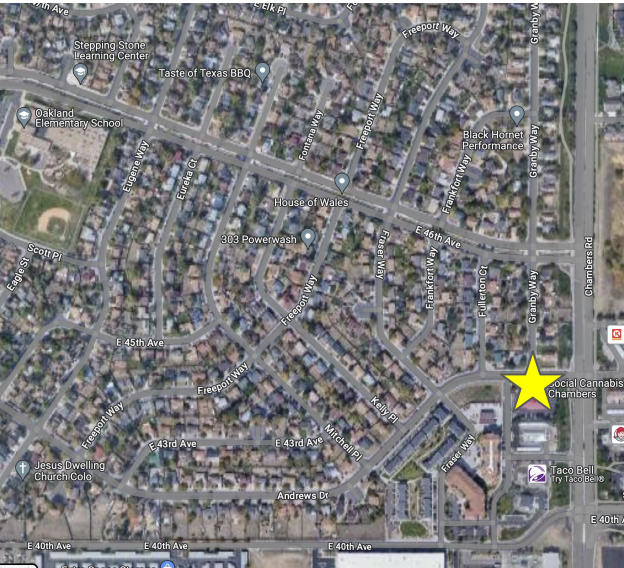


# Site Currently Vacant & Undeveloped For Over 25 Years Under Current PUD

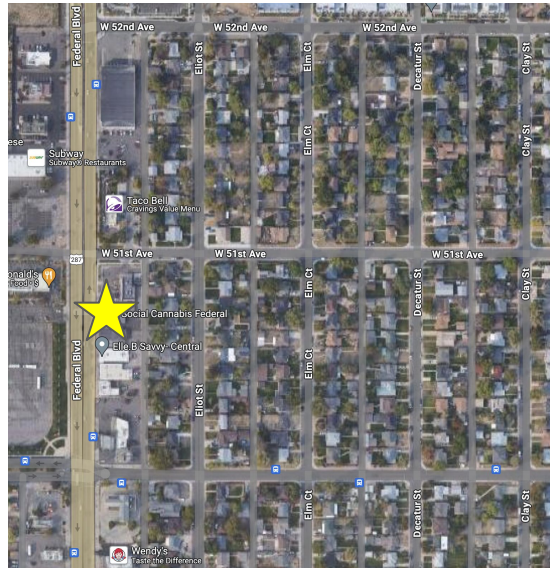




# Experience Operating Responsibly Adjacent to Residential



Montbello



North Denver



Louisville

# State Of The Art Security Features



5-point locking  
security doors



Full camera  
coverage including  
after closing,  
continuous monitor  
with immediate  
response



Reinforced safe  
room for  
product & cash  
storage



Controlled entry  
& check in  
process



# State Of The Art Security Features & Design



# *Development Benefits*

- Sustainability & Eco-friendly Inclusions
  - EV charging stations & Bike Racks
  - Xeriscaping
  - Reusable and compostable packaging
- Walkability and Outdoor Gathering & Dining Spaces
  - A development for everyone...
- Design Standards Far Beyond the Minimum Requirements
- A Full Service Restaurant Concept
- Job creation, tax revenue, and a spark in development





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Tech Mobile

Katie's Cafe

**SOCIAL**  
CANNABIS

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**ALL RENDERINGS ARE ILLUSTRATIVE AND SUBJECT TO CHANGE.**



*Your concerns are  
our concerns...*



# *Compliance and Commitment to Family Values*

## ***Rigorous Preventative Measures***

Commitment to keeping cannabis out of the hands of minors is unwavering.

Rigorous measures, including meticulous ID checks, comprehensive employee training, and strict compliance protocols.

In an industry where Colorado boasts a 99% success rate in preventing underage access, our company proudly surpasses this benchmark with a flawless 100% success rate.

## ***Family-Centric Values***

We have children of our own and our commitment to operating a responsible business is unwavering.

# ***Social Cannabis - A Proven Corporate Resident***

## ***Good Neighbor Agreement***

Our promise to adjacent businesses, residents and community to being the best corporate resident.

- Hosting monthly or quarterly meetings to engage with our neighbors and address any concerns or feedback.
- 24-hour response time to any concerns raised by our neighbors.

## ***Collaboration with Local Authorities***

Our track record of collaboration with local community leaders and law enforcement are evident in the letters of support we've received from Registered Neighborhood Organizations.

Letters of Support:

- Sunnyside RNO
- Montebello RNO
- North Denver High School Alumni Association
- Beinvenidos
- Expunge Colorado
- Former Excise and License Cannabis Process Navigator

## ***Customer Validation***

Thousands of 5-star reviews, our customers' satisfaction speaks volumes. These positive reviews not only reflect the quality of our business but also underscore our integration with our communities.



# *Dispensaries DO NOT Increase Crime*

## Study Raised During Planning Commission Hearing...

- Based on data from 2012-2015
- Read beyond the headline...
- Financial relationships in this industry have improved dramatically. We are NO LONGER A CASH BUSINESS.

“...the weak strength typical of these relationships suggests that, if Denver’s experience is representative, major spikes in crime are unlikely to occur in other places following legalization.”

The authors suggest that, rather than fighting to oppose legalized marijuana, which has become a multibillion-dollar industry and is expected to create more than a quarter of a million jobs by 2020, it may be more expedient to develop and support secure and legal ways for dispensaries to engage in financial transactions.

*Summarized from Justice Quarterly, Marijuana Dispensaries and Neighborhood Crime and Disorder in Denver, Colo., by Hughes, L, Schaible, LM, and Jimmerson, K (University of Colorado Denver). Copyright 2019 The Academy of Criminal Justice Sciences.*

# Dispensaries DO NOT Increase Crime

“State level data covering years 2000–2019 were analyzed using the synthetic control method to find that legalizing marijuana for recreational use in Colorado and Washington was generally not associated with variations in index crime rates.

**Instead, the benefits to states via harm reduction, increased tax revenue, and a more efficient allocation of policing resources** ought to be more of a consideration for states when passing recreational marijuana legislation.”

**Crime in a Time of Cannabis: Estimating the Effect of Legalizing Marijuana on Crime Rates in Colorado and Washington Using the Synthetic Control Method**

Published by the Journal of Drug Issues in association with Florida State University, The College of Criminology & Criminal Justice

This paper studies the effects of marijuana legalization on neighborhood crime and documents the patterns in retail dispensary locations over time using detailed micro-level data from Denver, Colorado. “The results imply that **an additional dispensary in a neighborhood leads to a reduction of 17 crimes per month per 10,000 residents, which corresponds to roughly a 19 percent decline relative to the average crime rate** over the sample period. Reductions in crime are highly localized, with no evidence of spillover benefits to adjacent neighborhoods.”

**Not in my backyard? Not so fast. The effect of marijuana legalization on neighborhood crime** - Published in the Regional Science and Urban Economic Economics Academic Journal

Minimal Impact on Major Crimes: A study by Lu et al. (2019) found that the **legalization and sales of marijuana in Colorado and Washington had minimal to no effect on major crimes, with no statistically significant long-term effects on violent or property crime rates** in these states

**The Cannabis Effect on Crime: Time-Series Analysis of Crime in Colorado and Washington State**

-Published by the National Institute of Justice In Justice Quarterly, an official publication of the Academy of Criminal Justice Sciences



# Dispensaries DO NOT Have a Negative Affect on Property Value

- “On average, home values increase by \$470 for every \$1 million increase in tax revenue.”
- “With each new dispensary a city adds, property values increase by an average of \$519.”
- “From 2014-2019 Home values increased \$22,090 *more* in cities with recreational dispensaries, compared to home values in cities where recreational marijuana is legal but dispensaries are not available.”
- “CATO research supports our findings, suggesting homes close in proximity to marijuana retail dispensaries increase in value.”
- “Denver is a clear-cut example of dispensaries raising residential property values, but dispensaries have helped bring up property values all around Colorado. Cities in Colorado with dispensaries have higher than average property value growth compared to the national average.”
- “As states tax marijuana sales for the first time, the increased revenue drives new investment in things such as public services and infrastructure — which in turn drives higher demand in real estate, higher property values, and greater revenue from property taxes.”
- “As more states legalize marijuana, there is strong evidence that legalization drives higher property values — particularly in areas that allow recreational marijuana and welcome retail dispensaries.”

## **Does marijuana legalization increase property values?**

Published in Real Trends 2021

## **New Study: How Legalizing Recreational Marijuana Impacts Home Values**

Published in Clever 2021

## **2021 Study: How Legalizing Recreational Marijuana Impacts Home Values**

Published By Real Estate Witch

# ***Economic Impact***

## **Annual Sales Tax Revenue for Commerce City**

- Estimated Annual Sales Tax Revenue from the Development Project:  
**\$749,000**
- Estimated Annual Sales Tax Revenue from the Dispensary:  
**\$534,000**

## **Hiring Locally**

- Number of Employees: 10-15 Full Time Employees at Social
- High Paying Jobs with Benefits and Growth Opportunities

## **Development Impact**

- Development sparks development
- Desired Full-service Restaurant

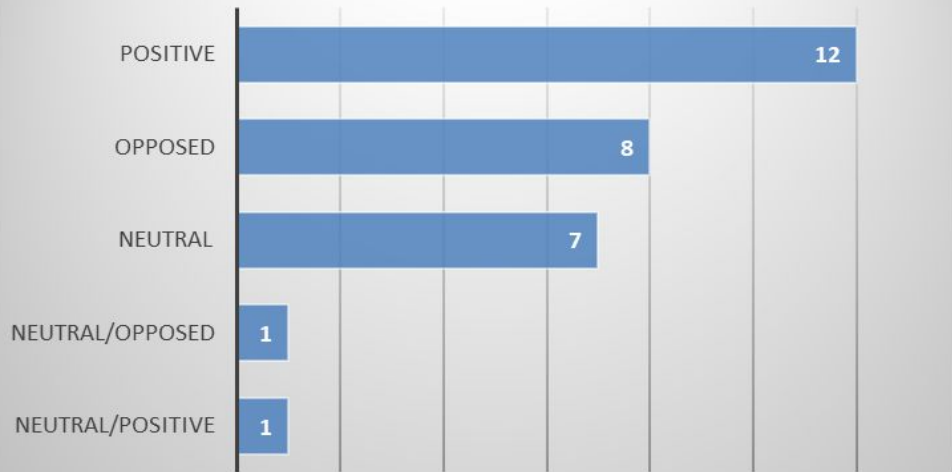


# *Summary of Support for this Project*

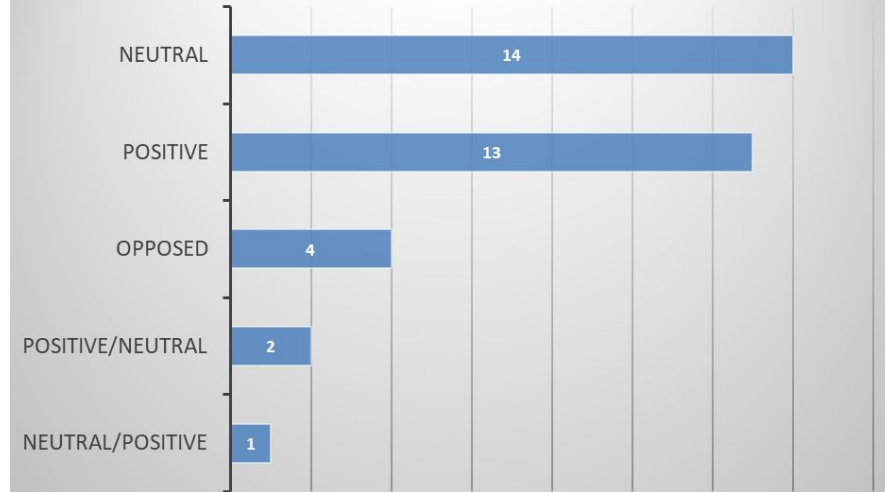
- Community support letter signed by **98** residents & business owners
- Community petition results - **Very positive**
- Overall positive feedback from the community neighborhood meeting
- Analysis of nextdoor neighbor app conversations
- Residents in attendance and in support of this project

# Summary of NextDoor Neighbor Chats

Stance on Dispensary PUD Amendment - NextDoor Neighbor Chat #1



Stance on Dispensary PUD Amendment - NextDoor Neighbor Chat #2





# *Thank you!*



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