



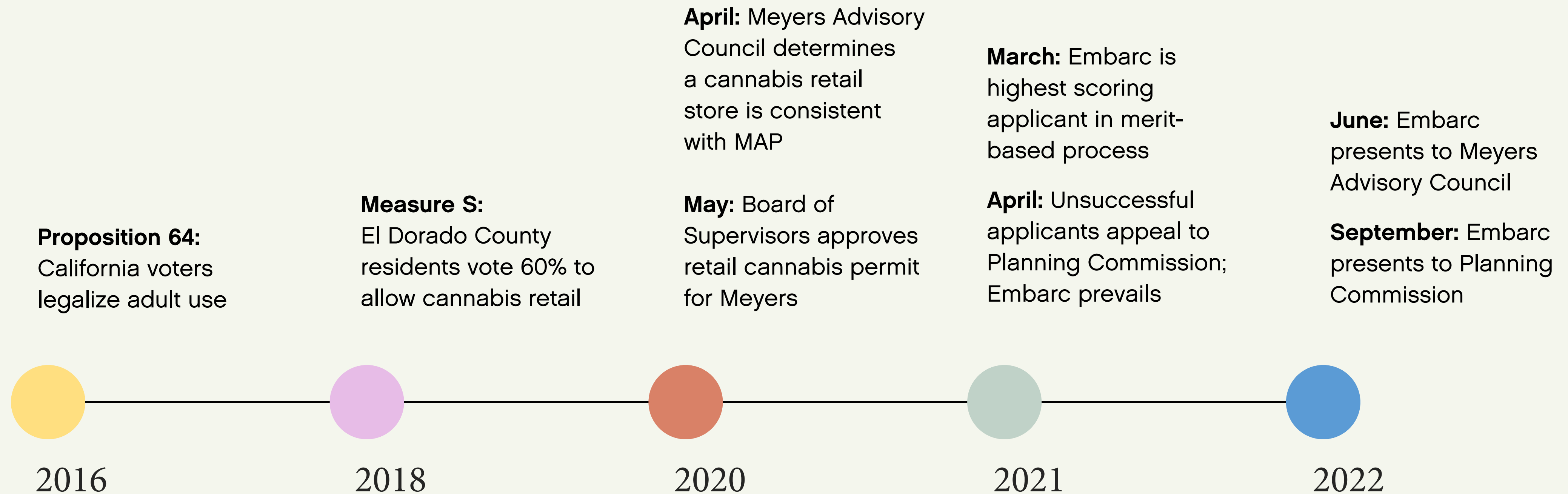
embarcTM
Meyers

EL DORADO COUNTY PLANNING COMMISSION

September 8, 2022








Process Overview

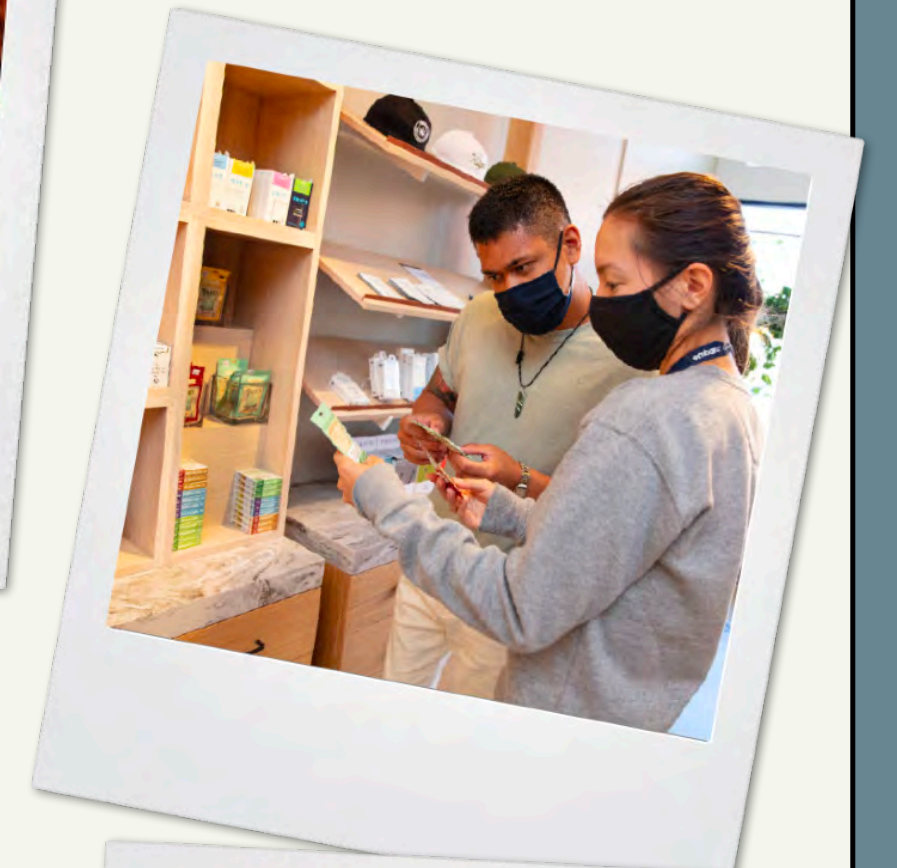
HOW WE GOT HERE



Process Overview

MEET **embarc**™ *Meyers*

-  Deep Local Roots and Proven Operational Expertise
-  Appropriately Zoned and Located
-  No impact on traffic, safety and circulation
-  Ample parking
-  Interior and exterior beautification
-  Tangible economic and community benefits
-  A success story born out of El Dorado County



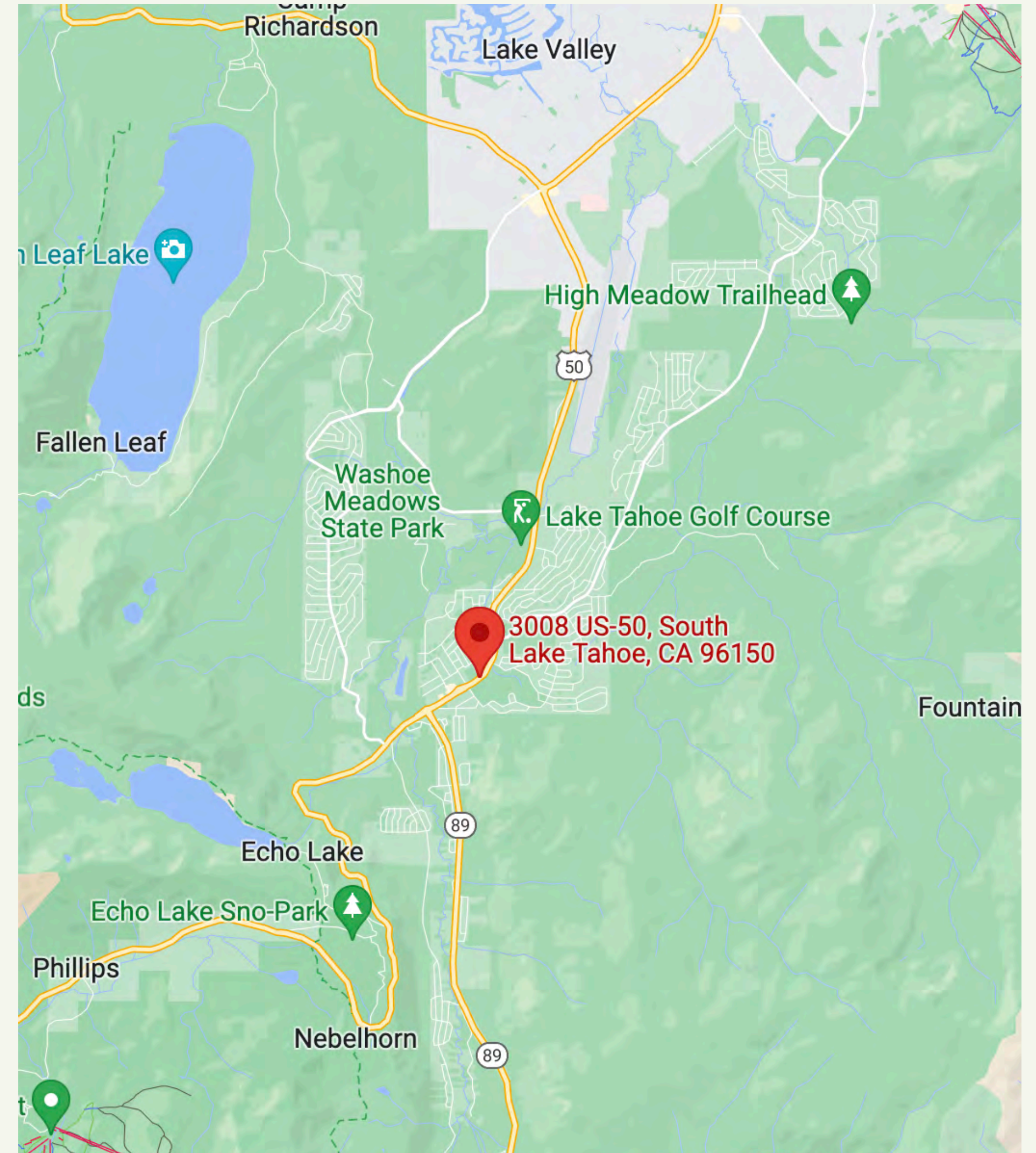
Project Overview

APPROPRIATELY ZONED AND LOCATED

Location: 3008 US Highway 50 in Meyers

- 6,142 sqft building on 0.63 acres
- Consistent with County Requirements
- Conforms with Meyers Area Plan
- Compatible neighboring uses
- 10 dedicated parking spaces
- Accessible ingress and egress
- Compatible with all setback requirements including distance to bus stop
- No changes to application since being selected

County Staff has determined project is consistent with General Plan and Zoning Ordinances with conditions met.



CONSISTENT WITH COUNTY ORDINANCES AND PLANS

General Plan: County Staff has determined the proposed project is consistent with all applicable General Plan policies including:

- Policy 2.2.1.2. (Adopted Plan Land Use Designation), Policy 2.2.5.2 (General Plan Consistency), Policy 2.2.5.21 (compatibility with adjoining land uses), Policy 5.1.2.1 (adequacy of public services and utilities), Policy 5.2.1.2 (adequate quantity and quality of water for all uses, including fire protection), Policy 5.7.1.1 (fire protection in Community Regions), Policy 6.2.3.2 (adequate access for emergencies), and Transportation Policies TC-Xa through TC-Xi.

Zoning Ordinance: Staff has determined proposed project, as conditioned, is consistent with all applicable standards and requirements of Title 130 of the County Ordinance Code.

Signage: Staff has determined sign sizes are consistent with applicable codes including TRPA regulations.

	Findings	Consistent
1.0.	CEQA	Categorically Exempt
2.0.	General Plan Findings	
2.1	GP 2.2.1.2 - Land Use Category	Consistent
2.2	GP 2.2.5.2. - GP Consistency	Consistent
2.3	GP 2.2.5.21. - Adjoining Land Use Consistency	Consistent
2.4	GP 5.1.2.1. - Adequacy of Public Utilities	Consistent
2.5	GP 5.2.1.2. - Adequacy of Water	Consistent
2.6	GP 5.7.1.1. - Fire Protection	Consistent
2.7	GP 6.2.3.2. - Adequate Emergency Access	Consistent
2.8	GP TC-Xa - Residential Traffic	Consistent
2.9	GP TC-Xb - Roadway Capacity	Consistent
2.1	GP TC-Xc - New Development Impact Fees	Consistent
2.11	GP TC-Xd - Level of Service	Consistent
2.12	GP TC-Xe - Transportation and Circulation Element	Consistent
2.13	GP TC-Xf - Single Family Subdivisions	Consistent
2.14	GP TC-Xg - Traffic Impacts	Consistent
2.15	GP TC-Xh - Subdivison	Consistent
2.16	GP TC-Xi - County Coordination on Hwy Widening	Consistent
3.0.	Zoning Findings	
3.1	130.26.060. - Meyers Area Plan Development Standards	Consistent
3.2	130.41.300.4.C. - Bus Stop	Consistent
3.3	130.41.300.4.E. - Lighting	Consistent
3.4	Chapter 130.36 - Signs	Consistent
3.5	Chapter 130.35 - Parking	Consistent
3.6	130.41.300.4.G. - Background Checks	Consistent
3.7	130.41.100.4.H. - Concentration of Cannabis Businesses	Consistent
4.0.	Conditional Use Permit Findings	
4.1.	Consistency with General Plan	Consistent
4.2	Not Detrimental to Public Health	Consistent
4.3	Conditional Use Permit for Proposed Use	Consistent

SETBACK VARIANCE STANDARDS

El Dorado County Commercial Cannabis Ordinance:

- §130.41.100(4)(C) Any setback for a commercial cannabis activity may be reduced in a Commercial Cannabis Use Permit so long as:

The applicant demonstrates that the actual setback will substantially achieve the purpose of the required setback; and

The parcel was owned or leased by the applicant before voter approval of the ordinance from which this Section is derived on November 6, 2018



US-Hwy 50 serves as a barrier between the business and the bus stop; the path of travel from the bus stop to the project is nearly ½ mile



Greg Daum is an owner of the Embarc Meyers and an owner of the property –he owned this property well before November 6, 2018

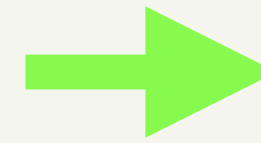


CONFORMANCE WITH MEYERS AREA PLAN

Meyers Area Plan Goals & Priorities

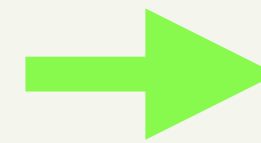
Embarc Meyers Proposal

Maintaining the long-term economic health and stability of the Area Plan by providing a diverse mix of commercial, recreational, tourist accommodation, residential and public service land uses ...which serve both residents and tourists.



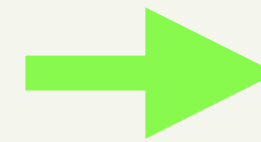
Cannabis retail will establish a diverse commercial use, servicing residents and tourists.

Policy 1.8 - Encourages redevelopment of existing developed parcels over the development of vacant parcels.



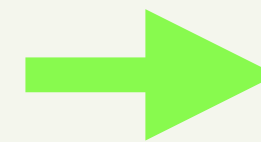
Redeveloping 3008 US HWY 50, an existing developed parcel in Meyers.

Encourages land uses, development projects and activities that will enhance the "year-round" economy.



Licensing cannabis retail will enhance the "year-round" economy.

Encourage rehabilitation through the remodeling, upgrading, landscaping, and aesthetic improvements of buildings, other structures and signage.



Significant investment into building rehabilitation, landscaping and beautification.

NO IMPACT ON TRAFFIC, SAFETY & CIRCULATION

Embarc commissioned a traffic study with Kimley Horn who produced a Meyers Transportation Review Memo that was developed in a manner consistent with the El Dorado County Community Development Agency's Transportation Impact Guidelines.

Key findings from this analysis are as follows:

- Project vehicle queueing is not anticipated to result in unsafe operations along either the bike path or US-50 proximate to the Project.
- Project results in a net decrease in Countywide VMT based on the TRPA's VMT estimation tool.
- The Site is anticipated to accommodate the circulation needs of all vehicle types that will be accessing the facility.
- Driveway sight distance is considered to be adequate.

! This study concluded: "The addition of the proposed Project is determined to result in a finding of no significant impact."

AMPLE PARKING

“Taking the average transaction time of 8 minutes 30 seconds per customer shows that the parking lot can reasonably be expected to accommodate customer arrivals. **Under the aforementioned parameters, the parking lot’s 42-customer effective capacity is sufficient to handle the maximum (PM) peak-hour customer demand.**”

- Kimley Horn,
Transportation Review Memo

- ✓ Security is positioned to monitor parking lot for nuisances and/or issues
- ✓ 10 dedicated parking spots, exceeding the Zoning Ordinance requirement of 7 parking spaces
- ✓ Embarc committed to provide offsite parking for employees in its application

INTERIOR AND EXTERIOR BEAUTIFICATION

- Significant interior improvements for aesthetic, operational and security purposes
Exterior improvements including but not limited to:
 - Addition of TRPA-compliant landscaping consistent with security needs and protocols
 - Addition of a bike rack for customers and employees
 - New paint and revitalization of signage for exterior aesthetics
 - Increased parking lot maintenance
- Neighborhood clean ups as part of employee volunteerism

BEAUTIFICATION IN ACTION: EMBARC TAHOE



Exterior Before



Exterior After



Interior Before



Interior After

TANGIBLE COMMUNITY BENEFITS

- In addition to required tax payments, Embarc Meyers has committed to:
 - 1% of gross receipts in perpetuity to a local Community Investment Fund
 - Investment is directed by a local Community Advisory Board
 - 100% of this funding will remain in Meyers and be directed to local community priorities
- We have identified many priorities during our multi-year listening tour, including:
 - Paradise Park
 - Mural program
 - Farmers market
 - Adult education on consumption
 - Youth drug education and prevention
 - Community signage
- We remain accessible for community questions, comments and concerns throughout the lifetime of the business
 - Engaged with School District over a year ago
 - Meyers Advisory Council member has asked to sit on Community Advisory Board
 - Have worked collaboratively with staff for multiple years

NEIGHBORING CASE STUDY: SOUTH LAKE TAHOE

“I fully support Embarc in their endeavor to expand and wish to express that they are the operator you want in your community. Based on their track record in mine, I will tell you they embody all of the qualifications you are seeking, and they stand for community above all else.”

- **Jason Collin, Former Mayor, City of South Lake Tahoe**

SouthTahoeNOW.com
Your One Stop for Lake Tahoe News & Information

Sales tax receipts in South Lake Tahoe and El Dorado County up for first quarter

The first quarter of the 2022 gross receipt tax report has been compiled for both South Lake Tahoe and El Dorado County.

Top 25 sales tax contributors for Q1 in South Lake Tahoe in alphabetical order: Aisle 1, Azul Latin Kitchen, Base Camp Pizza Co, California Burger, Cannablue, CVS Pharmacy, Do it Yourself Home Center, **Embarc Tahoe**, Fire Ice Grill & Bar, Heavenly Sports, Jim Bagan Toyota, KB Chevron, McDonald's, McP's Pub Tahoe, Meeks Building Center, Powder House, Raley's, Riva Grill on the Lake, Ross, Safeway, Safeway Fuel, Sports Ltd, Tahoe Wellness, TJ Maxx, Up Shirt Creek.

Neighboring Case Study: South Lake Tahoe

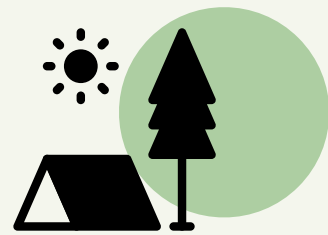
A PROVEN TRACK RECORD IN EXISTING OPERATIONS

Delivering on Promises *2 Years In*



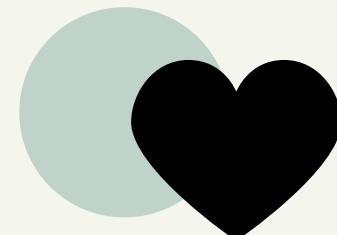
Prioritizing Mental Health

Provided a grant to School District for students who have lost loved ones



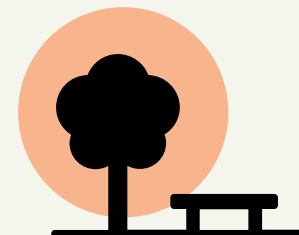
Supporting Youth Development

Provided scholarships to summer camp for low-income youth to address youth mental health crisis



Addressing Pressing Community Needs

Provided a warm room facility for the winter for community's unhoused population



Supporting a City Initiative

Funding the development of a local park in a high-density area



Sensitively Supporting Youth

Funding for a clubhouse for the Boys and Girls Club to provide a safe space for after school activities



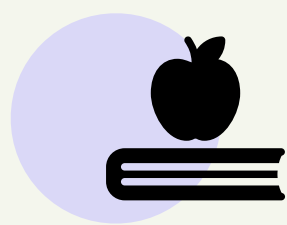
Environmental Stewardship

Monthly beautification with Keep Tahoe Blue



Supporting Girls in Sports

Provided support to increase participation in a local youth sports team



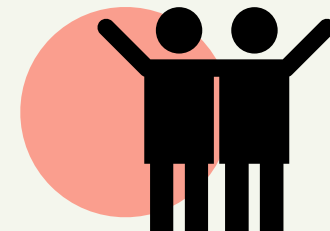
Supporting Critical Youth Education Work

Rebranding and ongoing outreach support for the Tahoe Alliance for Safe Kids (TASK)



Addressing Food Insecurity

Volunteerism and financial support to Bread and Broth and Lake Tahoe Community College Equity Food Bank



Creating Safe Spaces for Teens

Funding the reinstatement of Friday Night Live - a safe space for teens on a Friday night



Keeping Teens Safe

Funding sober grad night to reduce likelihood of accidents



Launching Youth Education

Planning a youth drug education and prevention program with the youth non-profit



Supporting Healthy Families

Provided a grant to domestic violence shelter

Conclusion

embarc™ *Meyers* IS...

CONSISTENT WITH

- General Plan
- Meyers Area Plan
- Zoning Ordinance
- Signage Requirements

READY TO SERVE THE COMMUNITY

Always accessible to you

LAUREN CARPENTER

916.747.4643 cell

