



535 Washington Street
Brighton, MA

**Presentation Before the
Boston Cannabis Board**



Trusted, Proven Partners

Owned and operated by lifelong Boston residents Kobie Evans and Kevin Hart, Pure Oasis is a trusted, local partner with a deep commitment to enriching the communities of which it is a part. Our qualified team brings extensive experience in retail operations, regulatory compliance, finance, human resources, and management, as well as a serious commitment to **do well by doing good.**

Named as the best marijuana establishment in Boston by Boston Magazine, Pure Oasis has demonstrated grace under pressure as the operators of the first adult cannabis store to open in a major city on the East Coast. Throughout its operations in Grove Hall, Pure Oasis has been an accountable and proactive community partner. Our facility has created jobs, boosted local economic development efforts, contributed to local priorities, and enhanced the safety of the entire neighborhood. With over 1,100 reviews online, Pure Oasis has an average rating of 4.7/5 stars.



Project History + Context

For over 30 years, 535 Washington Street was occupied by Swan Cleaners, a dry-cleaning business that served hundreds of local residents each week with short, routine clothing drop offs and pick ups.

~1985 - 2017



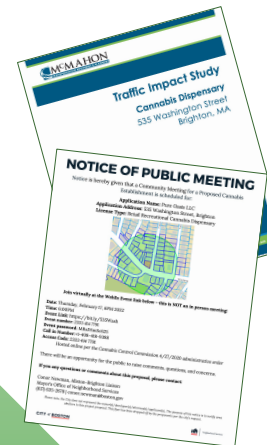
2017 - 2021

Pure Oasis identified the site and was excited! We believe that our proposal is unique because it is economically viable without requiring increases in density, scale, or use intensity. Throughout the permitting process, we received valuable feedback from the Board and the Brighton community about the challenges and opportunities associated with the project.

2021

2021 - present

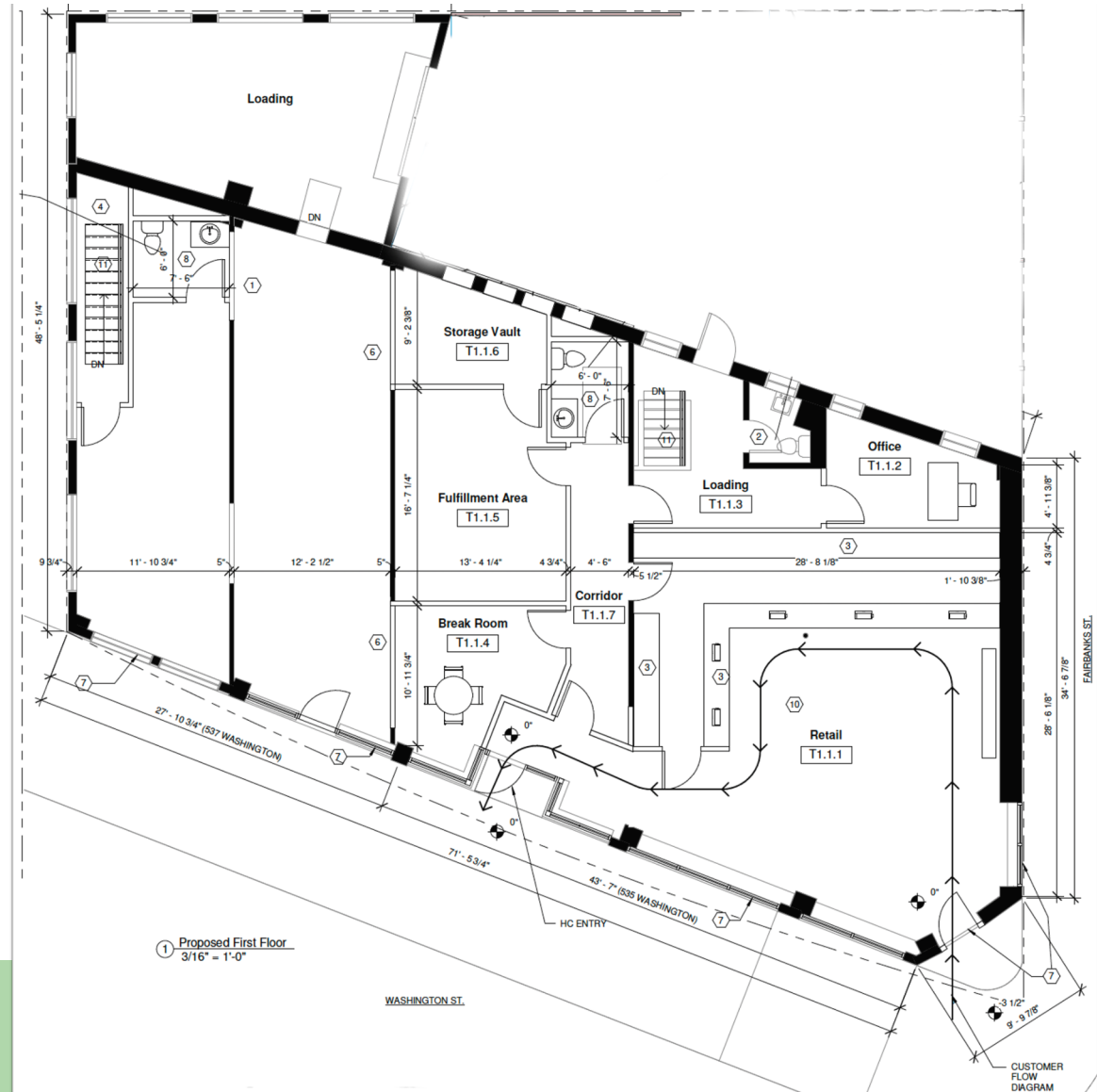
Since Swan Cleaners closed, the building has sat vacant as residential development proposals to rehabilitate the site have failed – a disservice to the community and the retail businesses in proximity to the site.



Over the last eight months, Pure Oasis has conducted exhaustive outreach to hundreds of Brighton residents – literally - to share our vision for our storefront, explore and address the concerns raised by local residents and enhance our offerings to better meet the goals of the Brighton community, including...



Designed to exceed the security and operational requirements set forth within 935 CMR 500 and the Board's rules and regulations



Updates Based on Community Feedback

Our team evaluated each and every piece of correspondence or feedback received during our initial permitting process and reached out to dozens of residents to better understand their concerns.

COMMUNITY CONCERN

PROPOSAL MODIFICATION

HOURS OF OPERATION ARE TOO LATE	We modified our proposed hours of operation to be from 10:00 AM – 9:00 PM to conform with those of surrounding retail businesses and restaurants.
EXISTING DOUBLE PARKING AT CORNER WILL BE EXACERBATED	We committed to hiring a parking attendant to monitor the exterior of the premises, including preventing double parking and parking or loading in front of fire hydrants.
REAR LOADING AREA DOES NOT SUFFICE	We modified our existing site plan to allow for a drive-in loading area to ensure safe delivery of product as well as four on-site employee parking spaces.
PROJECT PRINCIPALS DO NOT OWN THE BUILDING	As part of our commitment to serving as a longstanding part of the Brighton community, we purchased the building at 535 Washington Street. As such, preserving the character of the existing neighborhood has a direct impact on our team beyond just the success of our store.
NOT ENOUGH PARKING FOR EMPLOYEES	We leased an off-site parking lot that provides an additional 10 parking spaces for employee use just 100 feet from our site.
WILL EXACERBATE EXISTING TRAFFIC AND PARKING ISSUES	We commissioned McMahon Associates, Inc. to conduct a Traffic Impact Study and Parking Utilization Analysis to determine how our cannabis establishment would impact existing levels of service and the availability of parking. A copy of this study has been provided to the Board.

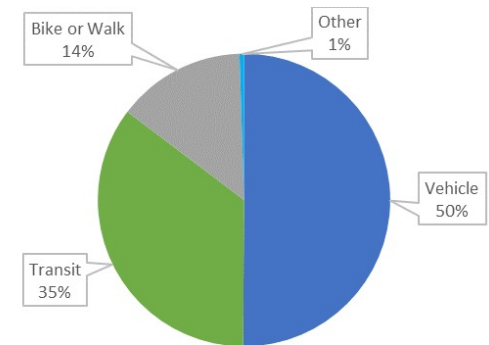
Traffic Findings

McMahon Associates conducted three field studies on October 27, 2021; November 4, 2021; and December 16, 2021¹ to assess traffic volume, parking inventory, and mode splits.

Methodology: McMahon reviewed existing traffic conditions including field studies to assess existing traffic volumes during peak hour; assessed seasonal variation; reviewed future projects in the area and planned infrastructure improvements; analyzed existing traffic volumes at nearby intersections and the capacity of the current roadway; reviewed data from vehicle accidents; reviewed nearby public transit and pedestrian roadways; and analyzed how the opening of a new cannabis company would impact the existing level of service for drivers, with an emphasis on when the road is busiest.

Findings:

“ The project site is served by excellent multimodal infrastructure providing customers with a variety of options on how to travel to/from the site. **Based on the analysis presented in this study, the projected passenger vehicle increases associated with the dispensary are not anticipated to have a significant impact on the surrounding roadway impact.** ”



McMAHON

¹ During our community outreach meeting, some residents expressed concerns that Boston University and Boston College students were on break during this time and that, as such, the study was not accurate. At this time, both schools were still in session.

Multimodal Transit Services

Despite Brighton's reputation as a vehicle-dependent neighborhood, Brighton residents are amongst Boston's most frequent users of multiple modes of transportation, including bus, bike, and by foot – all easily accessible to our proposed site at 535 Washington Avenue.



- ❖ **57 Bus:** Considered one of the City of Boston's key bus routes according to numerous BTD studies. Connects Watertown, Brighton, and Allston to Kenmore Square. The ridership ranked as **9th highest of all 175 MBTA bus routes**. According to the Allston Early Action Transit Study, 63% of passengers use this route 5 days or more each week.
- ❖ **501 Bus:** An express route used by residents to commute into Downtown Boston. Normal ridership levels are approximately 1,000 individual riders each way per week. According to the Allston Early Action Transit Study, 89% of passengers use this route 5 days or more each week.
- ❖ **Bicycle:** There are 30 BlueBikes stalls within a 5-block radius of the site. There are bicycle lanes on both sides of the street.
- ❖ **Pedestrian:** There are sidewalks on both sides of the street and a pedestrian crosswalk.
- ❖ **TDM Measures:** We will provide substantial TDM measures to encourage employees to utilize public transit or bikes.

Parking Capacity

McMahon Associates conducted three field studies on October 27, 2021; November 4, 2021; and December 16, 2021¹ to assess traffic volume, parking inventory, and mode splits.

Methodology: McMahon reviewed the existing utilization of parking spaces near the site during peak hour, parking patterns and demand for other Massachusetts cannabis dispensaries, seasonal variations, mode splits, vehicle occupancy rates, and analyzed how the opening of a new cannabis company would impact the existing parking inventory, with an emphasis on when most parking is full.

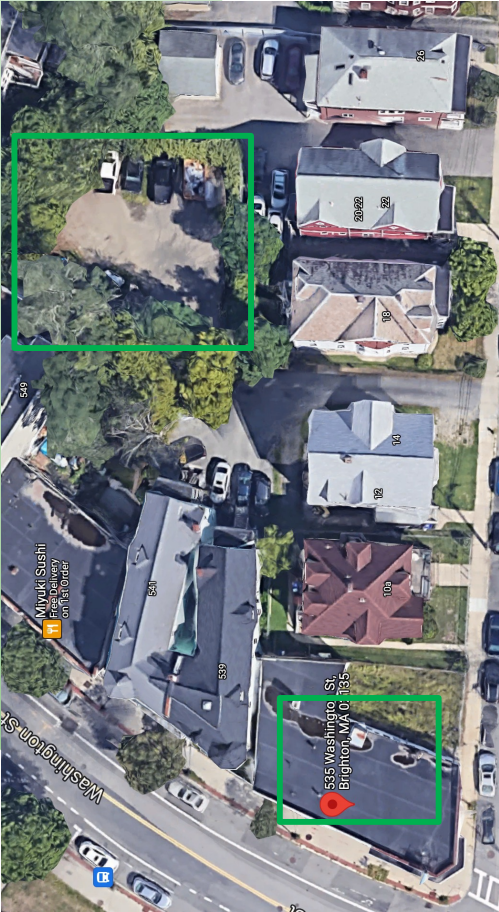
Findings:

“ During the parking inventory, it was concluded that **the number of vehicle trips estimated to be generated by the site during the weekday afternoon peak hour can be accommodated by the availability of unrestricted parking within a two-block radius of the site.** ”



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Addressing Parking





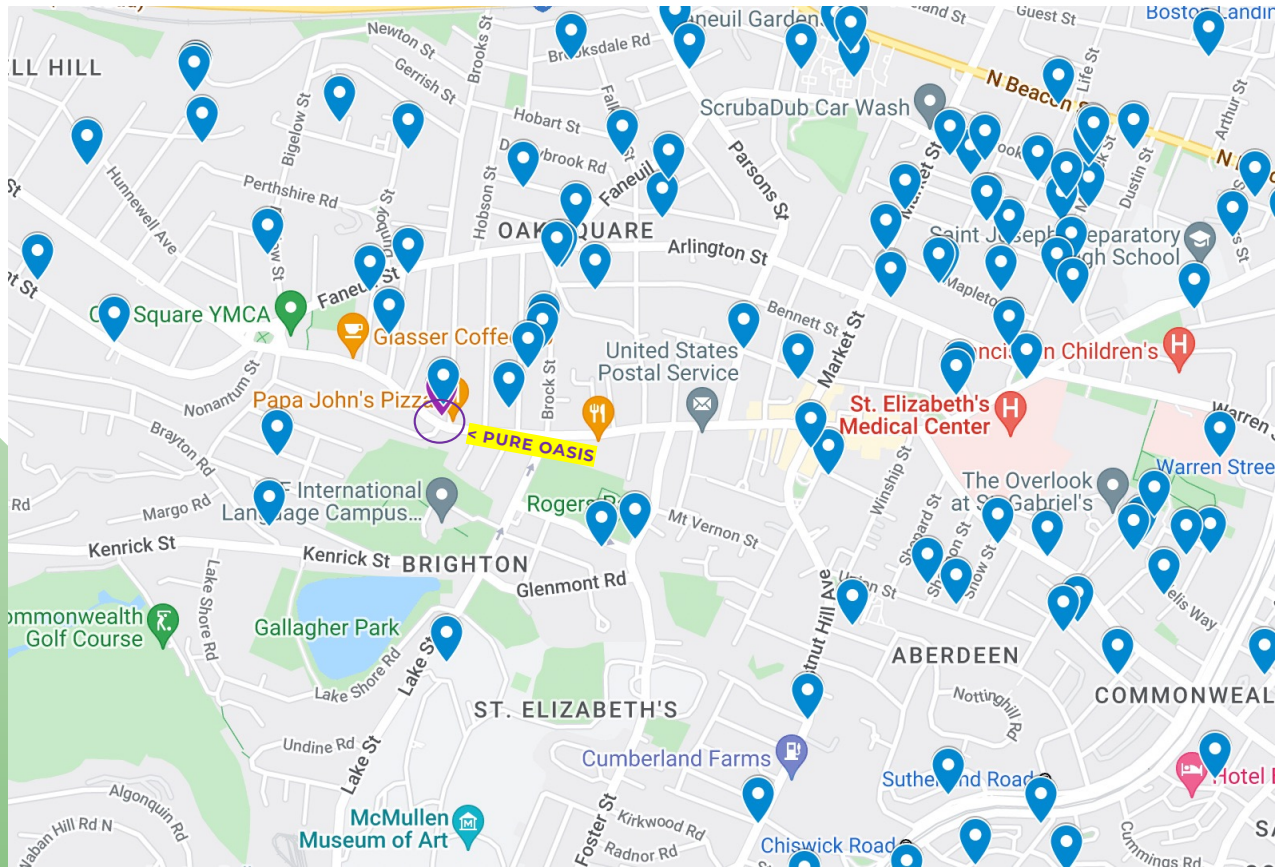
Multiple cannabis companies have proposed siting facilities in Brighton Center, the epicenter for **five schools** and numerous civic, business, and philanthropic activities. The Board has rejected numerous applicants at these sites due to the unsuitability of a location given the proximity to such uses and community opposition. As long as the untapped local market exists, **these proposals will keep coming before the community.** Pure Oasis' facility, if sited, will institute a 1/2 mile buffer precluding many locations along Washington Street and make it much more difficult for potential operators to make the argument that the community is underserved.

Appropriate location in Brighton

Commitment to Community Engagement

We understand that the nascent cannabis industry is unusual to many longtime Bostonians, and we are committed to working collaboratively with nearby residents to alleviate concerns and identify ways to work together. We look forward to overcoming stereotypes of the “type of people” that cannabis will bring into a community by serving as a model for corporate social responsibility here in our hometown. We hope our efforts to making significant modifications to and investments in our local proposal reflects our long-term commitment to Brighton.

We are pleased to submit over 160 signatures in support to the Boston Cannabis Board from Brighton residents, local businesses, and other stakeholders.



Questions?

Addenda



Operations

- Pure Oasis employs knowledgeable cannabis experts to help customers make informed purchases that will ultimately suit their way of life. The Pure Oasis mission is to create a high-quality, five-star dispensary that provides safe and convenient access.
- The sale of cannabis will be for adults only. We ensure this through the development and implementation of policies and procedures that eliminate the diversion of cannabis to those individuals under the age of 21.
- Part of our mission is to address Social Justice and improve the lives of people in communities that have been devastated by the “War on Drugs.”
- Our dispensaries will be blended into their surroundings, to ensure our customers feel comfortable and safe when shopping, allowing us to build longstanding relationships.
- We will hire as many local residents as possible.

Security

- Our focus will be on keeping the surrounding community safe.
- We will partner with local law enforcement.
- We will implement policies and procedures to prevent diversion.
- A recent study found that cannabis dispensaries had a positive effect on crime in the neighborhoods in which they were located because of the partnership that dispensaries have with local law enforcement.
- We are mandated to have state-of-the-art security surveillance systems. To have a safe working environment, the exterior of the building will be well lit and dispensary staff will be trained to report any suspicious activity.
- Our location will have the video and security system monitored 24/7.

Loitering

- Customers must take cannabis products home to consume.
- Consumption of cannabis is strictly prohibited in and around our facilities, including the sidewalks and in public.
- Anyone who is in violation of our rules or who breaks the law will be banned.
- Customers will be reminded that public consumption is illegal.
- We work directly with local police departments and well as all levels of Police Department management to ensure community safety.

Diversion

- Patrons must be 21+ to enter the building.
- Staff will be positioned at the front entrance to make sure only people who have valid ID are allowed entrance.
- IDs will be checked multiple times in the buying process.
- Passersby will not be able to see into the store, because our windows will be frosted.
- No exterior signage will be visible, indicating that it is a cannabis business.
- There will be tracking of packages and per-transaction purchase limits.
- Products will be issued in tamper-proof, child-proof packaging.

“The best way to eliminate access to children is to eliminate the illegal market. By legalizing cannabis and controlling who has access to it, children have a harder time getting access to drugs.”

Jobs

- We are committed to hiring locally.
- It is critical to hire local so that money is kept in the community where it does the most good.
- We will focus on hiring individuals who have marijuana-related CORIs.
- We want to provide opportunities to individuals who were arrested for non-violent cannabis-related offenses.
- We want to diversify the industry and create opportunities for those who have been marginalized.



Community

We work with existing businesses and community members and we strive to be an accountable member of local business and social communities.

As a business, upon opening, we will join the major business associations and take part in local activities. Our Operations Manager will ensure that relationships with neighboring businesses are maintained. The Operations Manager of Pure Oasis will provide the nearby companies with the Operations Manager's contact information, so that they can contact him/her to report anything, including violations of our policies and procedures, to which they will also have access. As a company, Pure Oasis also aims to maintain a healthy relationship with the local authorities.

Pure Oasis will work toward helping to identify the issues affecting both businesses and social groups. Pure Oasis will become involved in the community in an appropriate way in each of the communities our stores are located, such as creating a plan that will be able to reduce traffic congestion around our dispensaries.

We aim to cultivate opportunities for individuals who have been marginalized and disenfranchised—providing jobs and legitimacy, overturning stereotypes, and developing skills and confidence. Our vision is a high quality, well designed, and well-run business that delivers economic empowerment as it sells a quality product.



Social Justice



- The war on drugs has been harsh on our community in so many ways. This is an important step forward in bringing cannabis out of the shadows and sharing its benefits with our customers.
- We want to improve the lives of those people where we are located. We want to correct some of the damage by creating social justice through **economic empowerment**. We will use our business incubator to bridge the economic inequality gap by fostering business opportunities for people from the area who were hardest hit by the “war on drugs.”
- We strive to go beyond “creating jobs;” we are determined to redistribute wealth! Our business model will provide technical assistance and funding for people from communities harmed by the war on drugs to develop and pursue their business ideas.
- Financial prosperity grows communities.

Experience



Pure Oasis is a Socially-Conscious Brand. We are committed to growing underserved communities through activism.

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