



**CB2 CLC Questionnaire**

**Proposed Premises: 13-15 Morton Street, a/k/a 47-49 7th Avenue South, 10014**

**Applicant: Sameer Merchant**

Questions/Comments: <https://bit.ly/ask-clc>

<b>RSVP for 12/12/23 CB2 CLC Hearing</b> <b>Who will present this application before the CB2 Cannabis Licensing Committee on Tues. Dec. 12, 2023? Please list the names of all parties that will be in attendance.</b>	<p align="center">Sameer Merchant/ Andrew Cooper</p>
<b>NOTICES</b> <b>How many Notification to Municipality OCM-06009 (NTM) Forms have you submitted to CB2?</b>	<p align="center">1</p>
<b>NYS APPLICATION TYPE</b>	<p align="center">FULL license - with proof of control of premises</p>
<b>WITHDRAWAL</b> <b>Do you wish to, for any reason, withdraw your Notification to Municipality from consideration by CB2 Manhattan?</b>	<p align="center">No</p>
<b>LEGAL BUSINESS NAME &amp; PROPOSED PREMISES</b> <b>Please list the names of any and all corporate entities (i.e. LLC), and corresponding addresses for which you have submitted Municipal Notice form to CB2: (include DBA(s) if applicable)</b>	<p align="center">NY Retail 4, Inc.</p>
<b>LICENSE TYPE SOUGHT:</b>	<p align="center">Adult-Use Retail Dispensary</p>
<b>YOUR NAME: Name, email address &amp; phone number of individual completing this questionnaire</b>	<p align="center">Sameer Merchant [REDACTED]</p>

<b>REPRESENTATIVE: Name &amp; Contact information of Applicant's Legal Representative/Agent for Service of Process (if different than above)</b>	Andrew Cooper, Esq., LLM [REDACTED]
<b>PRINCIPAL: Principle owner's name, home address, &amp; phone number</b>	Sameer Merchant [REDACTED] Boston, MA
<b>TRUE PARTIES OF INTEREST: Name of all individuals with financial interest in this business and percentage of ownership for each</b>	Sameer Merchant - 100%
<b>OPENING DATE: What is your projected opening date</b>	April 2024
<b>Social &amp; Economic Equity Applicant Definitions APPLICANT CATEGORY (check all that apply):</b>	Minority-Owned Business
<b>APPLICANT CATEGORY 2 Please review the ADULT-USE SOCIAL &amp; ECONOMIC EQUITY APPLICANT OVERVIEW</b>	N/A
<b>CAURD 1: If you participated in the Conditional Adult-Use Retail Dispensary program, please share your most recent status</b>	N/A
<b>CAURD 2: If you were granted a CAURD license, please share your license date &amp; CAURD number. If none, please write "N/A"</b>	N/A
<b>CAURD 3: If you were granted a CAURD license, are you applying under the same corporate entity that was awarded the license?</b>	N/A
<b>PRESENTER: Name of principal representative who will present to CB2 on behalf of the business, and their relationship (i.e. applicant/self, attorney, consultant, lobbyist...) to applicant/licensee</b>	Andrew Cooper, Esq., LLM - Attorney
<b>LANDLORD: Property Owner/Landlord Information: Name, Phone Number, Business Address &amp; Email Address:</b>	David Jacobi 1151 Broadway, Suite 2S New York, NY 10001 [REDACTED]

<p><b>PREMISES CONTROL: Please upload one of the documents listed below showing proof of the status of control over your proposed location:</b></p> <p>a) Fully Executed Lease  b) Deed  c) Binding Letter of Intent (LOI)  d) Non-binding LOI</p>	<p>Lease submitted: Signed by parties, not notarized, no guarantor signature</p>
<p><b>INGRESS &amp; EGRESS: Please list the addresses of all exits and entrances your business will utilize:</b></p>	<p>47th 7th Ave S has an ingress/ egress on both Morton St. and 7th Ave</p>
<p><b>CB2 INTEREST: Does any individual, group or entity with financial or operational interest in your business have a connection to Community District 2?</b></p>	<p>None</p>
<p><b>SIDEWALK STEWARDSHIP: What is the anticipated increase in sidewalk traffic? How will you manage the sidewalk, crowd control, vehicular traffic? Will you utilize stanchions and ropes?</b></p> <p>The applicant does not anticipate to have and crowds or line formations around the sidewalk, due to the facility size. However, the applicant has the following method of crowd control methods to implement as needed.</p> <p>1. Qless Waiting System</p> <p>NY Retail, 4, Inc. will begin using a customer waiting system to avoid any outdoor queuing. Customers will be offered an anticipated wait time and notified via cell phone when they may enter the facility. This will be conducted through the Qless software used by other cannabis recreational retailers. If the waiting room/ dispensary is at capacity then a customer will be requested to provide their cellphone number and exit the facility to eventually receive a text once the dispensary is below capacity to serve the customer. Those who do not have a cellphone will be given a paper ticket with the queue time for the customer to return. Those customers will be inputted into the Qless system manually. Customers not at the facility will be able to check into the virtual queue prior to entering the facility. The software will allow the applicant to manage queuing, schedule appointments, notify customers of delays and provide coupons to incentivize visiting area businesses.</p> <p>2. Online / Mobile Ordering</p> <p>The applicant will allow customers to place orders on the dispensary website. Customers will also be able to place orders through their mobile by texting/ calling the facility. This will allow the facility to prepare the customer's order ahead of time in order to quickly facilitate the transaction once the customer arrives to the facility.</p> <p>No drop-off/pickups, stopping or blocking of bicycle lanes directly in front of the store is permitted.</p> <p>3. Retailer Vouchers</p> <p>For those customers who arrive to the facility during full capacity, the customer will be entered into the Qless waiting system and given an estimated time to return to the facility. To prevent loitering around the facility or queuing outside, the dispensary will provide local business vouchers that can be given to customers to explore local businesses. The applicant will create relationships with abutting retailers to feature store coupons or marketing material for customers to explore local businesses.</p>	

4. Transportation Coordinator

The applicant will designate an employee of the facility, as a Transportation Coordinator (TC) The TC will:

- Manage the crowds coming from all modes of transportation including ride-share drop-off/pick-up activity. The TC will serve as a host similar to the restaurant industry to ensure all customers are entering/ exiting the retail cannabis facility in a safe, secure, and efficient manner. These employees will not replace the required security and check in personnel as required by the OCM regulations. The TC will work closely with the security personal staff within the dispensary to assist in crowd management.
- Ensure the safety of customers, employees, and surrounding abutters.
- Post in a central and visible location (i.e., lobby for customers, break room for employees) information on available non-automobile services in the area
- Compile and provide to all employees up-to-date transportation information explaining all commuter options. This information shall also be distributed to all new employees as part of their orientation.
- Provide customers with sustainable transportation information to access the site.
- Provide and maintain information on the project's public website, newsletters, social media, etc. on how to access the site by all modes, with emphasis on sustainable modes.
- Effectively communicate to all employees and customers that there is no dedicated off-site vehicle parking in the area for the store.
- Provide information to allow customers and patients to get to/from the facility efficiently and safely with a focus on public transportation.

<p>PROXIMITY CHECK 1: Please list all: Retail Dispensaries within 1000 ft., Houses of Worship within 200 ft., and Schools/School Grounds within 500 ft. of your proposed premises. If none, write N/A</p>	<p>N/A</p>
<p>PROXIMITY CHECK 2: Are there any drug treatment facilities, harm reduction facilities, playgrounds or parks within 1000 ft. of the proposed cannabis business location? If yes, please list:</p>	<p>N/A</p>
<p>IMPACT: Please describe how you plan to handle patron noise, loitering and prevent smoking outside your establishment:</p>	<p>Please see security plan below</p>
<p>STAFF: How many people will work at the address listed on your NTM form? Please list titles &amp; positions</p>	<p>NY Retail 4, Inc. plans to hire approximately 25 employees with positions in leadership, management, security, and retail. Positions rage from hourly to salary and include competitive pay benefits.</p>
<p>ADA Compliance Guides for Small Business Owners ADA COMPLIANCE: Is your business ADA compliant? If not, what is your plan to bring it into compliance?</p>	<p>The applicant with ensure the ingress/egress is ADA compliant within its construction plans that will be submitted to the department of buildings.</p>

EVENTS: Will you close for private events? How many times per year?

N/A

**SECURITY: Please describe your interior & exterior security plan:**

**Security Plan**

The applicant will establish and adhere to a security procedure protocol which both conforms to the promulgated rules and regulations of the state as well as our internal requirements. We will provide additional security as needed and in a manner that is appropriate for the community where we operate. This proposal has been designed with customer, product, staff, and community security at the forefront.

The applicant will require all employees to wear employee identification badges at all times while inside the marijuana establishment. Employees of the dispensary will escort all visitors, including vendors and contractors, into limited access areas. These visitors will be logged in and out, and the applicant will maintain this log and make it available for periodic inspection.

The applicant will immediately notify law enforcement authorities of any security breach including, but not limited to, material discovery of discrepancies identified during inventory, diversion or loss of marijuana products, loss or unauthorized alteration of records related to marijuana, suspicious actions within the marijuana establishment, failure of an alarm system, activation of an alarm system, or any criminal acts. The applicant will provide written notice to the OCM and the CB2 local representative if requested, within ten calendar days of any incident that occurs on the premises.

The applicant will provide the Police Department, Fire Department, Building Commissioner, Board of Health, and Special Permit Granting Authority with the names, phone numbers and email addresses of all management staff whom one can provide notice if there are operating problems associated with the facility.

Lastly, the applicant will submit confidential information about its security plans and operating procedures to the CB2 Police Department for review and feedback. The applicant consents to unannounced, periodic compliance inspections by City officials of its Cannabis Business. The applicant will comply with directives of the Police Commissioner and of the Director of Traffic Parking and Transportation, or their designees, regarding traffic measures to be taken at and near the Cannabis Business site;

**Camera and Video Security**

The facilities will be monitored twenty fours a day, every day, by closed-circuit television systems and IP videos capture. The video management software will allow our system to record, view and manage all cameras from a monitoring station or a remote device. Some of the primary features of the system may include:

**Facility Security**

The facility security is designed to deter security breaches from the outside in. The facility will feature overlapping physical security measures and procedures that control access to dispensary areas, enhance security at vulnerable times and locations, and enable rapid response in the event of an incident. Cannabis and associated products will not be visible from any public property or property controlled by the facility. We do not foresee the need to employ security guards during non- business hours as our advanced security surveillance and alarm system will provide more than sufficient protection of our CRS and the critical assets stored inside as described in the following sections.

**Access controls and locks**

Each building within the perimeter will be secured with electronic locks that log the entry times of all accesses and access attempts. The applicant has the authority to allow or disallow employee and tenant access to any of these

locks and will maintain records detailing all allowances. The Director of Security will investigate all attempts at access to areas where employees are not authorized. The Director of Security will work with security vendors to test and maintain the electronic locks regularly, to ensure the site remains secure. Using electronic door locks allows the Director of Security to limit access with minimal interference with individual tenant movement or operations.

The applicant will designate areas of the premises as Limited Access Areas (LAA). Typically, an LAA will be an area of the premises containing business records, security or surveillance equipment, or cash. All LAAs are considered heightened security areas. No visitors will be permitted into an LAA without advance documentation and authorization. Official visitors present for purposes of inspection will be permitted as required but shall be accompanied by the Director of Security or another senior employee.

#### Employee Security

Employees will participate in rigorous training, and be evaluated for suitability in a restricted- access adult use cannabis environment. Training includes the employee handbook, reading materials, lectures by professionals, hands-on training, and quizzes.

Legal- Training will cover all State & Federal laws relating to marijuana. Legal obligations of licensed cannabis dispensaries will be emphasized. Topics will include the rules & regulations, sexual harassment, interaction with law enforcement, and the rights and responsibilities of cannabis customers.

In addition to its focus on safety, security training will include acceptable currency identification, warning signs of possible diversion to the illegal market, lock and alarm procedures, perimeter and entrance control, robbery response techniques, conflict resolution techniques, and diversion detection techniques.

The applicant has adopted personnel policies to guide recruitment, hiring, training, and managing its employees. Clearly defined and reinforced personnel policies will contribute to a consistently safe, customer-focused work environment, staffed by a competent team. Adherence to proper safety protocols and adequate oversight of information will be the foundation of all our personnel policies. The applicant is dedicated to competitive pay structures, opportunities for advancement, and merit- based bonuses, and will provide employees with a highly competitive benefits package. The applicant will not discriminate against current or potential employees based on race, color, religious creed, national origin, sex, gender identity, sexual orientation, genetic information, or ancestry of any individual, refuse to hire or employ or to bar or to discharge from employment such individual or to discriminate against such individual in compensation or terms, conditions or privileges of employment, unless based upon a bona fide occupational qualification.

#### Data Security

The applicant will protect the confidentiality, integrity, and availability of data from accidental or intentional misuse by people inside or outside an organization or facility. Key elements of information security include limiting information to authorized entities; preventing unauthorized changes to or the corruption of proprietary data; guaranteeing authorized individuals the appropriate access to critical information and systems; and ensuring that data is transmitted to, received by or shared with only the intended recipient.

A comprehensive inventory tracking and control system is essential to the security of the facility. It allows the applicant to maintain awareness and control over where products are at any given stage in the distribution process. The applicant will utilize a fully integrated enterprise application software package that includes inventory management, and employee tracking, and a Point-of-Sale system. In addition to daily inventory tracking procedures, a monthly inventory count will be conducted by the entire Inventory Department to ensure absolute accuracy and accountability

<p><b>ON-SITE CONSUMPTION:</b> If this Establishment includes or plans to include on-site consumption at any point, please describe how it will be managed. What is the capacity of the consumption area? What environmental monitoring and ventilation measures will be taken to protect shoppers and staff from second hand smoke and other potential hazards? If not, please write n/a.</p>	<p>N/A</p>
<p><b>DELIVERY:</b> Will the dispensary offer delivery?</p>	<p>Yes;Maybe</p>
<p><b>DELIVERY PLAN:</b> If the dispensary offers delivery, briefly describe your delivery structure. How will you prevent delivery staff/messengers from congregating in front of the store or parking/riding bikes on the sidewalk?</p>	<p>Applicant is allowed to deliver with their license, but will formulate a delivery plan after 1 month of successfully opening for retail operations. Applicant will provide the CB2 board with all delivery SOP's prior to launching the service.</p>
<p><b>PREMISES CATEGORY:</b> What type of building is the proposed location? Please check all that apply.</p>	<p>PREDOMINANTLY RESIDENTIAL W/ COMMERCIAL</p>
<p><b>PREMISES SIZE</b> How many floors/levels of this premises will your business utilize? What is the square footage of each floor?</p>	<p>Approximately 1,925 sf on Ground &amp; 750 sf in Lower Level</p>
<p><b>FACADE:</b> Will you be making any changes to the building facade? If yes, please describe the changes:</p>	<p>Applicant will refresh the paint and update the signage</p>
<p><b>Discover NYC Landmarks</b> <b>LANDMARK DISTRICT:</b> Much of CB2 is a Historic District, and many of its buildings have landmark status. What is your proposed location's landmark designation?</p>	<p>N/A</p>
<p><b>OUTDOOR SPACE:</b> Whether or not your business will utilize outdoor space, does your proposed premises allow access to any?</p>	<p>No</p>
<p><b>OUTDOOR OPERATIONS:</b> If applicable, please describe how your business will use outdoor space:</p>	<p>N/A</p>
<p><b>HOURS OF OPERATION:</b> What are your proposed Hours of Operation (each day of the week)?</p>	<p>10AM-10PM</p>
<p><b>SOUND ATTENUATION 1:</b> Will any amplified sounds from computers, monitors, televisions or speakers be at "background" volume at all times, and inaudible to neighboring residents and businesses at all times?</p>	<p>No</p>

<b>SOUND ATTENUATION 2</b> <b>Have you installed soundproofing?</b>	We will install soundproofing
<b>COMMUNITY ENGAGEMENT</b> <b>Please describe your community outreach efforts and include the names of community groups, neighboring businesses, nearby schools, harm-reduction facilities, parks, playgrounds - and any other stakeholders you've contacted:</b>	The applicant has not yet begun canvassing the neighborhood. Upon receipt of the community group list from CB2, applicant will begin to contact all parties in efforts to gain support.
<b>CO-TENANTS</b> <b>If your business is located in, or congruent with a residential building(s) or commercial business(es), please describe your outreach efforts to these neighbors:</b>	N/A
<b>PUBLIC BENEFIT</b> <b>How will your business be of benefit to the surrounding community?</b>	Bringing regulated cannabis dispensary to the neighborhood is expected to drive out the illicit market which have no regards for testing standards, or consumer age. In addition this business will activate a semi-vacant restaurant that has been out of operation for some time.
<b>OUT OF DISTRICT NOTICE</b> <b>Have you submitted NTM form(s) to a NYC Community Board other than CB2 Manhattan?</b>	No
<b>Are you currently participating in a CGS Cannabis Growers Showcase?</b>	No
<b>ADVERTISING</b> <b>How will you advertise your business?</b>	Applicant is limited to its advertising within the guidelines of the OCM retail cannabis regulations. Applicant will have a compliant website and social media platforms alongside in store marketing.
<b>PREMISES CAPACITY/AUTHORIZED USE</b> <b>Please upload a Certificate of Occupancy &amp;/or Letter of No Objection</b>	NONE SUBMITTED
<b>INCORPORATION</b> <b>Please provide proof that you are authorized to conduct business in NYS (State Dept. Letter, Articles of Incorporation, EIN letter...)</b>	<i>NYS Corporate Filing Receipt submitted &amp; redacted for privacy</i>
<b>CANNABIS SECTOR</b> <b>Does any individual, group or entity with financial or operational interest in this business have interest in or connection with any other cannabis business(es) anywhere in the world?</b>	No

<b>CANNABIS SECTOR</b> <b>Does any individual, group or entity with financial or operational interest in this business have any interest in or connection with another cannabis business under consideration by CB2 Manhattan?</b>	<p style="text-align: center;">No</p>
<b>SMOKE SHOP</b> <b>Have you ever owned, operated or managed a shop selling cannabis, hemp, CBD, tobacco products, vapes, or ancillary paraphernalia for the purpose of smoking?</b>	<p style="text-align: center;">No</p>
<b>Please upload: The Site Plan/Floor Plan for your business:</b>	<p style="text-align: center;"><i>NONE SUBMITTED</i></p>
<b>Please upload photos of: Interior/Exterior Site &amp; Design Renderings:</b>	<p style="text-align: center;"><i>NONE SUBMITTED</i></p>
<b>Please upload: Your product menu &amp; price list:</b>	<p style="text-align: center;"><i>NONE SUBMITTED</i></p>
<b>Please upload: Letters of support and/or petitions:</b>	<p style="text-align: center;"><i>NONE SUBMITTED</i></p>