



## MEMORANDUM

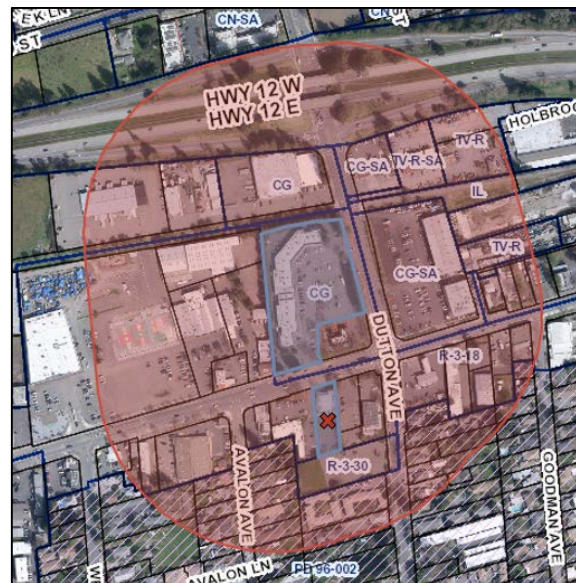
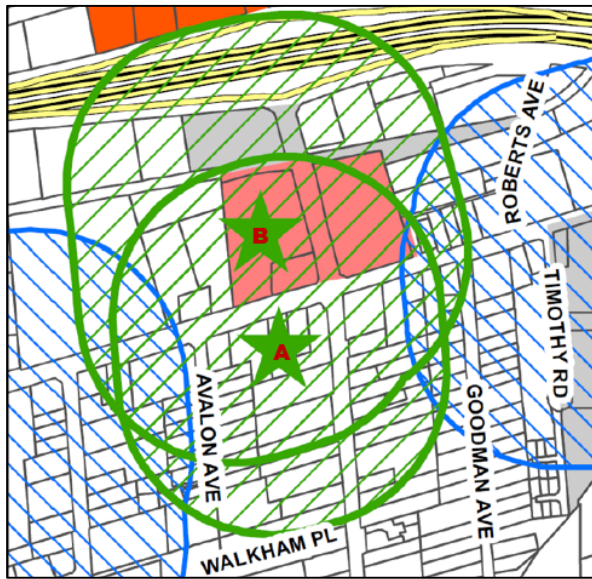
**DATE:** November 6, 2018

**TO:** Members of the Cannabis Subcommittee

**FROM:** Kristinae Toomians, Senior Planner

**SUBJECT:** Cannabis Retail Merit Based Review – Concentration Area – Sebastopol/Dutton

(A) 470 Sebastopol Rd CUP18-078  
 (B) 443 Dutton Ave CUP18-057



600ft Buffer from Proposed  
Retail Parcel Boundary



Prospective Cannabis  
Retail Applicant

### **Background**

A total of 38 Cannabis Retail Conditional Use permit applications were filed during the application period. City staff reviewed the applications to ensure that applicants submitted all the required checklist items. Applicants were allotted 21 calendar days to respond to any items deemed missing, incomplete, or insufficient. Staff reviewed revised application materials and deemed 37 applications as complete.

Applications deemed complete within the prescribed time period were also evaluated for potential overconcentration. If a proposed location is within 600 feet of another proposed or existing retail location, then the project(s) will enter a competitive merit point based process. Planning staff identified a total of 21 applications, representing 7 areas of overconcentration, for this track. Staff evaluated each competitive application against four criteria that were identified in the City's *Cannabis Use Application Retail Use Requirements*, published on [www.srcity.org/cannabis](http://www.srcity.org/cannabis). Points were awarded based on the quality and extent that an application addressed the merit criteria. A total of 100 points may be awarded for all criteria.

After each individual application is reviewed and scored, staff compared the scores to determine which application responded best to the merit-based review criteria. Staff will recommend the highest scoring application to continue through the entitlement process, which will result in voiding the lower scoring applications in direct competition. Once the lower scoring applications are voided, this may result in one or more applications that are no longer within 600 feet of another proposed cannabis retail project. By default, the resulting noncompetitive project applications will move forward in the entitlement process.

**Sebastopol/Dutton Overconcentration**

Pursuant to the City’s *Cannabis Use Application Retail Use Requirements*, staff evaluated and ranked competing cannabis retail applications in the Sebastopol Rd/Dutton Ave overconcentration area for consideration by the City Council’s Cannabis Policy Subcommittee and assigned the following scores, below.

<b>AVERAGE SCORES</b>		
<b>Cannabis Retail Merit Based Review Criteria</b>	<b>A</b>	<b>B</b>
	<b>Highway Retail Outlet CUP18-078 470 Sebastopol Rd</b>	<b>Phenotopia CUP18-057 443 Dutton Ave</b>
<b>Local &amp; State Compliance (20 points)</b>	12.3	18.7
<b>Site Management (20 points)</b>	18	19
<b>Neighborhood Compatibility (30 points)</b>	16.8	27
<b>Neighborhood Enhancement (30 points)</b>	18.3	27.7
<b>TOTAL SCORE (Out of 100)</b>	<b>65.4</b>	<b>92.4</b>

**Recommendation**

Since applicant B achieved the highest score, the Department of Planning & Economic Development recommends that the Cannabis Subcommittee, by motion, select applicant B to move forward in the Conditional Use Permit entitlement process.

**Contact**

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**Attachments**

Scorecards for CUP18-078 & CUP18-057  
 Application materials for CUP18-078 & CUP18-057