

CANNABIS RETAIL MERIT BASED REVIEW – CONCENTRATION AREA – Commercial Ct

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
1. Local and State Compliance (20 points max) <ol style="list-style-type: none"> i. State regulations ii. County/regional permit requirements iii. Santa Rosa General Plan policies iv. Santa Rosa City Code locational and operational requirements 	<ul style="list-style-type: none"> • Demonstrates compliance with specific State regulations. • Demonstrates compliance with EHS regulations. • General Plan policies not addressed. • Demonstrates compliance with Santa Rosa locational and operational requirements. 	10.7
2. Site Management (20 points max) <ol style="list-style-type: none"> i. Experience in operating a cannabis retail business in the North Bay area ii. Qualifications and backgrounds of principals iii. Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion iv. Management plan that prevents and responds to potential nuisance impacts (e.g. loitering, trash, local contact) on adjoining properties, public areas, and the surrounding neighborhoods v. Performance timeline from land use approval to plan check and construction to opening 	<ul style="list-style-type: none"> • Although consultant has experience in cannabis, the narrative does not demonstrate experience in operation of a North Bay cannabis business. • Demonstrates exceptional qualifications and experiences of principals in non-cannabis businesses. • Very detailed delivery protocols. Difficult to determine if narrative was tailored for the City of Santa Rosa. For profit? Or Non-Profit? • Discusses security, local contact, and staff training in detail. • Detailed performance timeline provided. 	14
3. Neighborhood Compatibility (30 points max) <ol style="list-style-type: none"> i. Description of how the use will fit into the stability and quality of the surrounding neighborhood ii. Description of odor control measures to prevent odor from being detectable from adjacent properties or businesses iii. Description of how an enhanced retail experience will be achieved with a well-designed site plan and use of quality materials in interior and exterior finishes iv. Demonstrate a clear and attractive entrance, pedestrian orientation, bike parking, and access to transit. 	<ul style="list-style-type: none"> • Understated storefront proposed, with a focus on delivery services. • Certified odor mitigation plan provided. • While there's discussion demonstrating a commitment to customer service and an enhanced customer experience, no details provided, other than delivery. More focused of vehicular and bicycle parking. • Lacking details regarding a "clear and attractive entrance." ADA paratransit, and bus transit mentioned. 	21.7
4. Neighborhood Enhancement (30 points max) <ol style="list-style-type: none"> i. Quality and extent of improvements to the site, building, and surrounding neighborhoods ii. Integration of project through attractive façade, setbacks, quality materials and colors, landscaping, safe circulation and location of driveways, and ease of parking iii. Environmental benefits - green business practices related to energy and/or water conservation iv. Community benefits e.g. employment opportunities, community programs and contributions. 	<ul style="list-style-type: none"> • Proposed elevations do not adequately reflect the quality and extent of improvements. Narrative lacks detailed discussion of changes proposed to storefront. • Safe circulation, location of driveways, and ease of parking is demonstrated, but little detail provided to demonstrate integration of the project through attractive façade, setbacks, quality materials, colors and landscaping. • Water and energy conservation described. Proposed composting. • Local hiring with full time benefits "as much as possible." Unclear if the business is a nonprofit entity or an LLC. 	18.3
TOTAL SCORE (Out of 100)	64.7	

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1. Local and State Compliance (20 points max) <ol style="list-style-type: none"> i. State regulations ii. County/regional permit requirements iii. Santa Rosa General Plan policies iv. Santa Rosa City Code locational and operational requirements 	<ul style="list-style-type: none"> • Demonstrates compliance with State regulations. • Demonstrates compliance with County permit requirements, as required. • Refers to the General Plan, but does not demonstrate implementation of specific General Plan policies. • Demonstrates compliance with Santa Rosa locational and operational requirements. 	15.7
2. Site Management (20 points max) <ol style="list-style-type: none"> i. Experience in operating a cannabis retail business in the North Bay area ii. Qualifications and backgrounds of principals iii. Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion iv. Management plan that prevents and responds to potential nuisance impacts (e.g. loitering, trash, local contact) on adjoining properties, public areas, and the surrounding neighborhoods v. Performance timeline from land use approval to plan check and construction to opening 	<ul style="list-style-type: none"> • Demonstrates significant experience in operation of North Bay cannabis retail. • Demonstrates exceptional qualifications and experiences of principals. • Application offers detailed policies and procedures and describes how cannabis will be monitored to prevent diversion. Detailed in SOPs. • Community Outreach Liaison proposed with detailed tasks and neighborhood committee. • Performance timeline provided. 	19.7
3. Neighborhood Compatibility (30 points max) <ol style="list-style-type: none"> i. Description of how the use will fit into the stability and quality of the surrounding neighborhood ii. Description of odor control measures to prevent odor from being detectable from adjacent properties or businesses iii. Description of how an enhanced retail experience will be achieved with a well-designed site plan and use of quality materials in interior and exterior finishes iv. Demonstrate a clear and attractive entrance, pedestrian orientation, bike parking, and access to transit. 	<ul style="list-style-type: none"> • Project will fit in the neighborhood through security, adequate parking, lighting, and setbacks. • Odor mitigation plan provided. • Proposal reflects a commitment to customer service and an enhanced customer experience. Detailed SOPs guide staff/procedures. • Bike parking and transit access are addressed. Pedestrian orientation limited due to location of site in the center of an existing commercial shopping center. 	23.8
4. Neighborhood Enhancement (30 points max) <ol style="list-style-type: none"> i. Quality and extent of improvements to the site, building, and surrounding neighborhoods ii. Integration of project through attractive façade, setbacks, quality materials and colors, landscaping, safe circulation and location of driveways, and ease of parking iii. Environmental benefits - green business practices related to energy and/or water conservation iv. Community benefits e.g. employment opportunities, community programs and contributions. 	<ul style="list-style-type: none"> • Landscaping upgrades and security monitoring within 200ft of the project site proposed. • Demonstrates appropriate integration of project through attractive façade. Safe circulation and ease of parking demonstrated. • Typical energy and water conservation strategies identified. • Local hiring, flexible schedule, competitive salary/benefit. Charitable donations and grant program. 	23.5
TOTAL SCORE (Out of 100)	82.7	