

**CANNABIS RETAIL MERIT BASED REVIEW – CONCENTRATION AREA – Piner Rd**

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
<b>1. Local and State Compliance (20 points max)</b> 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"> <li>• Demonstrates compliance with State regulations.</li> <li>• Demonstrates compliance with County Permit requirements.</li> <li>• Does not refer to General Plan policies.</li> <li>• Demonstrates compliance with City Code.</li> </ul>	<b>15</b>
<b>2. Site Management (20 points max)</b> 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"> <li>• No experience in cannabis retail, but experienced in cultivation and cultivation related product sales. Sonoma County residents.</li> <li>• Exceptional qualifications and experience of principals.</li> <li>• Very detailed policies and procedures for day-to-day operations.</li> <li>• Application addresses loitering and trash but fails to consider other potential nuisance impacts.</li> <li>• Detailed performance timeline.</li> </ul>	<b>17.7</b>
<b>3. Neighborhood Compatibility (30 points max)</b> 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"> <li>• Proposed exterior alterations will enhance visual appearance of existing building and establish a new standard for the surrounding neighborhood. Understated storefront will ensure neighborhood integration.</li> <li>• Adequate odor mitigation plan.</li> <li>• Functional site plan with significant upgrades. Use of quality materials and technology will elevate customer experience.</li> <li>• Application demonstrates a clear and attractive storefront. Bike parking and transit are address, but no mention of pedestrian access.</li> </ul>	<b>26.5</b>
<b>4. Neighborhood Enhancement (30 points max)</b> 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"> <li>• Building improvements appear appropriate and may catalyze improvements in the surrounding neighborhood.</li> <li>• New exterior paint and awning. New parking lot lighting.</li> <li>• LED lighting, water efficient fixtures/landscaping, solar panels, electric car charging stations.</li> <li>• Local hiring and extensive employee training. Charitable contributions mentioned.</li> </ul>	<b>28.8</b>
<b>TOTAL SCORE (Out of 100)</b>	<b>88</b>	

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<b>1. Local and State Compliance (20 points max)</b> 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"> <li>State regulations addressed.</li> <li>County regulations addressed, although brief.</li> <li>Demonstrates implementation of specific General Plan policies.</li> <li>Compliance with City Code demonstrated.</li> </ul>	<b>16</b>
<b>2. Site Management (20 points max)</b> 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"> <li>Experience with cannabis retail operations in San Francisco.</li> <li>Demonstrate exceptional qualifications and experiences of principals.</li> <li>Detailed policies and procedures for day-to-day operations.</li> <li>Application offers limited consideration of potential nuisance impacts and lacks specificity on how to respond. Describes use of security cameras as a deterrent and 30-min parking limits.</li> <li>Performance timeline provided, but not very detailed.</li> </ul>	<b>17.7</b>
<b>3. Neighborhood Compatibility (30 points max)</b> 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"> <li>Describes how use and building is compatible with other surround light industrial buildings. Use of lighting and security will help the use fit into the stability and quality of the surrounding neighborhood.</li> <li>Provides adequate odor control plan.</li> <li>Applicant proposes a “show and grow” display for educational purposes.</li> <li>Proposes interior upgrades with quality materials.</li> <li>Plans show a clear and attractive storefront. Bike parking and access are addressed.</li> </ul>	<b>23.8</b>
<b>4. Neighborhood Enhancement (30 points max)</b> 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"> <li>Significant upgrades proposed to the interior.</li> <li>No details on what exterior cosmetic improvements are proposed. No details on materials or colors.</li> <li>Sonoma Clean Power as well as green business practices related to water/energy conservation.</li> <li>Local hiring and employee training. Business is seen as community benefit. Educational seminars on cannabis related topics.</li> </ul>	<b>22</b>
<b>TOTAL SCORE (Out of 100)</b>	<b>79.5</b>	