

SANTA ROSA CRAFT COLLECTIVE

Santa Rosa Craft Collective

335 O' Hair Court
Santa Rosa, CA 95403

City of Santa Rosa Conditional Use Permit for Cannabis Retail Application

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Conditional Use Application

March 15, 2018

Santa Rosa Craft Collective

Project Description for Conditional Use Permit for Cannabis Retail Application

Applicant: Jonathan Sklar
1597 Howard St.
San Francisco, CA 94103
(415) 341-7017
santarosacraftcollective@gmail.com

Owner: SBRI O'Hair II, LLC

Owner Contact Information: Lacie Wright
1270 Airport Blvd.
Santa Rosa, CA 95403
(707) 890-8070
Lacie@schellingerbrothers.com

Property Address: 335 O'Hair Court Suite A
Santa Rosa, CA 95407

APN: 043-135-008-000

Zoning: IL

General Plan: Light Industrial

Total Building Size: 23,224 Square Feet

Size of Parcel: 1.75 Acres

Current Use of Property: Vacant

Proposed Use Of Property: Cannabis Retail 1,690 square feet

Introduction:

SBRI O’Hair II, LLC, the property owners, and Jonathan Sklar, the applicant, is seeking approval to occupy 335 O’Hair Court Suite A and to obtain a Conditional Use Permit for 1,690 square feet of Cannabis Retail.

On December 19, 2017, The City of Santa Rosa adopted Ordinance No. ORD-2017-025, which allows issuance of permits for Cannabis Retail in IL zones. This parcel is zoned IL. (*See Attached Parcel Report.*)

Applicable Use Permits:

Applicant is applying for a Conditional Use Permit for Cannabis Retail use proposed on this site.

Attachments:

The following items are included:

- Conditional Use Permit Application
- Parcel Report
- Indemnification Agreement
- Copyright Materials Release
- Disclosure Form
- Security Plan
- Odor Control Plan and Certification Letter
- Vicinity Map
- Neighborhood Context Map
- ArchiteX Site Plans

Overview:

The Santa Rosa Craft Collective (SRCC) seeks authorization to serve the greater Santa Rosa community by functioning as a medical cannabis dispensary and adult-use retail site.

Santa Rosa Craft Collective (SRCC) will provide safe access to cannabis at the proposed retail dispensary at 335 O’Hair Court in Santa Rosa. Our principals have a track record of successfully creating cannabis dispensaries which invest in and enhance their neighboring communities without negative impact for residents and existing commercial enterprises. As a community-based organization, we are

committed to giving back to the community. We look forward to serving the needs of our consumers, introducing our innovative cannabis services to Santa Rosa, and building links to strengthen the community.

SRCC recognizes that the introduction of a cannabis business is a new and sensitive change for some residents and businesses. We will foster community feedback so that we are able to address concerns about our business operations as we grow with our community. SRCS will join the Santa Rosa Chamber of Commerce, and to host neighborhood meetings to keep an open dialogue about our business and how it is impacting our neighbors.

Our Commitment

Santa Rosa Craft Cannabis is committed to operating in a professional manner with high attention to detail. We strive to be among the best in the industry in terms of quality of product, customer service, responsiveness to community concerns, and compliance with all local and state regulations.

We are confident that we can redefine the retail cannabis experience and erase the negative stigma of yesterday's "pot shops" by providing an educational retail experience and making positive contributions to our new neighborhood and to the Santa Rosa community.

General Required Application Materials:

1. **Conditional Use Permit Application** signed by property owner. (*See attached Conditional Use Permit Application.*)
2. **Indemnification Agreement** signed by the applicant. (*See attached Indemnification Agreement.*)
3. **Copyright Materials Release** (not applicable)
4. **Disclosure Form** (*See attached Disclosure Form.*)
5. **Storm Water Determination Worksheet** (not applicable)
6. **Environmental Assessment** (not applicable)
7. **Project Description Narrative**

a. Commercial Cannabis Use:

The proposed use will be both a Medical Dispensary and Adult-Use Retail.

b. Compliance:

Santa Rosa Craft Collective (SRCC) prides itself on being able to navigate and remain compliant with local and state regulations in a new and ever-changing atmosphere.

In accordance with local and state laws and regulations, SRCC will conduct background checks to screen for felonies of potential employees. A felony on a candidate's record will disqualify the candidate from employment with SRCC. It is important to us that all of our employees maintain our high standards for compliance, safety, and transparency.

We are seeking approval to operate a medicinal use dispensary and an adult use retail business and do not anticipate violating multiple license restrictions.

State Regulations

On November 8, 2016, California voters approved Proposition 64, Control, Regulate and Tax Adult Use of Marijuana Act, Proposition 64 was amended by Senate Bill SB 94 to establish licensing and excise tax requirements on Cannabis enterprises.

Santa Rosa Craft Collective will comply with the State and regulatory agencies including, the Bureau of Cannabis Control, the Department of Food and Agriculture, the Department of Public Health, the Department of Pesticide Regulation and the Board of Equalization. Santa Rosa Craft Collective is

familiar with the licensing and taxing procedures and requirements of their proposed retail enterprise at the O’Hair Court location, as the operators of Santa Rosa Craft Collective hold similar licenses and have existing legal operations in both San Francisco and San Jose, California.

Santa Rosa Craft Collective intends to apply for the respective State licenses (Retail, Cultivation and Distribution) once they are permitted to do so by securing the required CUP and related entitlements from the City of Santa Rosa.

County Regulations

Santa Rosa Craft Collective will be in compliance with Sonoma County policies and regulations including those of the Water Quality Control Board, Sonoma County Agricultural Commission and the Sonoma County Department of Public Health.

Santa Rosa General Plan Policies

The proposed Santa Rosa Craft Collective is supported at its proposed location by several portions of the Santa Rosa General Plan. First, the site is designated Industrial in the General Plan, and the site is zoned LI (Light Industrial) which allow for Cannabis enterprises subject to a Conditional Use Permit, for some activities. The proposed use is supported by several land use policies of the General Plan, including;

Policy LUL-CC - Promote economic activity that creates jobs and supports the transit oriented.

Policy LUL-CC1 - Expand local-serving retail and personal service uses to accommodate daily needs of station area users, visitors, employees and residents within easy walking distance of residential areas and the SMART station.

Policy LUL-CC3 - Encourage the development of new jobs in the Plan area, including “green-tech” jobs.

Policy LUL EE - Support anticipated level of development intensity in the project area with adequate infrastructure.

Additionally, several policies of the Economic Development section of the General Plan support the proposed use at this location, including;

Policy EV A-1 - Continue to promote Santa Rosa as the North Bay’s premier

location for technology, clean/green technologies, and entrepreneurial business, which create new products and business models that will attract national and international markets.

Policy EVA-5 - Maintain diversity in the types of jobs available in Santa Rosa to lessen the impact of economic cycles.

Policy EVB-6 - Work with business, labor and community oriented groups to encourage businesses to use the area labor force to reduce commuting impacts on City roadways.

Policy EVD-2 - Maintain space in business parks for distribution and research uses. Attract a wide range of industries which serve local and regional needs and contribute to the community's economic vitality, and at the same time protect the local environment and quality of life.

Santa Rosa City Code Locational and Operational Requirement

The proposed Santa Rosa Craft Collective location at 335 O'Hair Court complies with all of the City Comprehensive Cannabis Ordinance, including its Locational Criteria. The primary requirements (which Santa Rosa Craft Collective will comply with) are that the proposed site is located in an industrial neighborhood with an Industrial zoning district designation, the operators are in good standing, will obtain all necessary State licenses, will not allow minors on the property, will obtain the required fire permits and inspections, will receive the required local land use entitlements (CUP), is located in excess of 600-feet from another Cannabis Retail operation and from public or private K-12 schools, will maintain maximum hours of operation from 9:00 am to 9:00 pm, will prohibit on-site consumption of Cannabis products, will obtain any hazardous materials permits, (if needed) will provide security camera systems and professionally monitored alarm and recording systems, will have odor control systems, will cultivate only indoors, and not allow drive-through services.

c. Separation of License Types:

If other license types become active in the same building, as would be true in a vertically integrated facility, each license will be operated independently. Policies, procedures, and operations will be conducted separately. Storage, inventory, point of sale (POS), and seed-to-sale tracking and records will be kept independently for each separate license to ensure clear separation between license types.

d. Building and FireCodes:

The proposed site 335 O'Hair Court is up to date on building and fire codes and inspection of sprinklers and extinguishers. We will provide easy access for the fire department and a lock box with keys for emergency purposes. There is easy access to fire hydrant on the property as well.

The applicant will shall obtain a building permit to confirm with the appropriate occupancy classification and compliance with Chapter 18 of the City Code and obtain all annual operating fire permits with inspections prior to operation.

Any additional building and site modifications will be done by licensed contractors with required permits and in full compliance with local state building and fire codes.

Santa Rosa Cannabis Collective will obtain all necessary building permits, fire permits, and CUPA permits, and provide a Fire Department lock box for keys to gates and doors.

e. Security Plan:

(See Attached Security Plan)

f. Odor Mitigation Plan:

(See Attached Odor Control Plan and Certification Letter)

g. Outdoor Lighting:

Exterior lighting will be installed or upgraded to ensure optimum use of technologies for reducing glare, light pollution, and light trespass onto adjacent properties and to meet the following standards: Exterior lighting systems shall be provided for security purposes in a manner sufficient to provide illumination and clear visibility to all outdoor areas of the premises, including all points of ingress and egress. Exterior lighting shall be stationary, fully shielded, directed away from adjacent properties and public rights of way, and of an intensity compatible with the neighborhood. All exterior lighting shall be Building Code compliant and comply with Section 20-30.080 (Outdoor Lighting.) Interior light systems shall be fully shielded, including adequate coverings on windows, to confine light and glare to the interior of the structure.

h. Noise:

Use of all mechanically equipment equipment shall comply with City Code Chapter 17-16.

i. Accessory Use:

There will be no accessory uses at the proposed site.

8. Vicinity and Neighborhood Context Maps

(See Attached Vicinity and Neighborhood Context Maps)

9. Site Plan, Elevations, and Floor Plans

- a. Site Plan *(See Attached ArchiteX Site Plans)*
- b. Elevations *(See Attached ArchiteX Site Plans)*
- c. Floor Plans *(See Attached ArchiteX Site Plans)*

10. Parking Analysis

There are 41 existing parking spaces. The applicant proposes 22 new spaces that will make a total of 63 spaces at the facility. The distribution and cultivation facility will have 8 of those spaces designated for their employees. These spaces include five wheel chair accessible spaces, providing ample parking for the proposed use. *(see ArchiteX Site Plans.)* SRCC will assign uniformed personnel to direct parking during peak hours to avoid congestion. With the large capacity of the parking on site and ingress and egress we do not foresee any increase in congestion or adverse impact to neighboring areas.

11. Hours of Operation

The proposed Cannabis Retail will operate between the hours of 9:00 am to 9:00 pm seven days per week as designated by City Code 20-46.080.

Parcel Report

City of Santa Rosa Parcel Report

043-135-008

1/26/2018 9:18:48 PM

County Assessor Information

Address: 335 OHAIR CT
 SANTA ROSA, CA 95407

Land Use: LIGHT MANUFCTRG & WAREHOUSI

Tax Area: 004136

Jurisdiction: SANTA ROSA

Recording#: 2011R005282

Rec Date: 01/18/2011

Lot Acres: 1.75

Land Value: \$420,410

Bldg Value: \$1,269,751

Bldg Sqft: 23,224

Built: 1993

Res Units:

Bedrooms:

Bathrooms:

Com Units:



Santa Rosa Only Information

General Plan: Light Industry

Area Plan: Southwest Area Plan

Zoning Code: IL

Identifier:

Planned Dev:

Historic Dist:

Fault km: 5

Wind Zone: Exposure C

Fire Zone:

Park Fee: Service Area No. 2 - Southwest

Fire District: 8

GIS Calculated Information

Lot Acres: 1.75

Latitude: 38.404244

Longitude: -122.725354

Census Tract: 153200

Census Block: 4048

Street Sweep:

Elem School: MEADOWVIEW, KAWANA,
 TAYLOR MOUNTAIN &
 BELLEVUE

This report is a user generated static output from an Internet mapping site and is for reference only. Data that appear on this report may or may not be accurate, current, or otherwise reliable. GIS Calculated Lot Acres is NOT official. Assessor Data is maintained by Sonoma County.

Indemnification Report

Copyright Materials Release

Disclosure Form

Odor Control Plan and Certification Letter

Company: Santa Rosa Craft Collective
335 Ohair Court
Santa Rosa, CA

Odor Control Plan Date: April 17, 2018

Policy:
Odor Control

Purpose:
To assure no offsite odor of cannabis occurs

Scope:
Facility Exterior and Surrounding Area

Responsibilities:
Chief Executive Officer (CEO) – to create, implement and supervise an odor control plan

General Procedures:
Implementing and maintaining an odor control system:

- a. The CEO will supervise installment and maintenance of an air treatment system to ensure that there is no off-site odor of cannabis. Air treatment system will consist of carbon filters on the exhaust of the ventilation system and negatively pressurizing the dispensary in relation to outside.
- b. Staff members should immediately report any odor problems to the CEO, who will implement upgrades to the system, to the facility, or to the internal cannabis handling processes of the dispensary to further deter odors.
- c. If such upgrades require the approval of any agency of the City, the CEO will seek and gain such approval before implementing the new system.

It is important to our organization that our various community plans remain transparent so all community members understand the importance of mitigated cannabis odors. Thus, our mitigation plan and records will be made available to the public and documents can be requested at our dispensary.

While cannabis products may produce an odor, under the new ordinance and state regulations all cannabis products we sell to patients will be pre-packaged at the cultivation/processing site and we will not package cannabis products on site. State regulations *CCR Code 5412. Packaging and Labeling* are explained below:

- (a) A retailer shall not accept, possess, or sell cannabis goods that are not packaged as they will be sold at final sale, in compliance with this division.
- (b) A retailer shall not package or label cannabis goods.

Active Measures

Controlled Storage: All cannabis products will be securely stored in our security storage room. The storage room will be exhausted through a carbon filter exhaust system that will remove any odors which may emanate from the pre-packaged products.

Dispensary: All areas of the dispensary will be provided with code required ventilation and air changes rates in accordance with the California Building Code. All areas will be under negative pressure in relation to outside to prevent any odors from escaping when doors are opened.

Air Pressure and Carbon Filter Control: The dispensary will be kept under negative pressure by means of an exhaust system with carbon filters for odor removal. The exhaust discharge will be designed with a high velocity outlet to eject the exhaust up and away from any neighbors or pedestrian traffic.

Best Available Technology: The combination of carbon exhaust air filtration and building pressure control represent the current best available technology.

Design: Our dispensary will have non-operable windows, meaning they cannot be opened. All our doors will be sealed with proper weather stripping, keeping circulating and filtered air inside our facility. We will not have onsite usage of cannabis products, which will help mitigate cannabis odors to our surrounding neighbors.

Monitor, Detection and Remediate: Method for Assessing Odor Impacts

We understand the importance of cannabis odor mitigation and will do our best to prevent the issue, but if odors are detected outside our facility we have a plan to review and mitigate.

Monitor: Each day the manager or supervisor on duty will assess the on-site and off-site odors for potential release of objectionable odors. The manager on duty will be responsible for assessing and documenting odor impacts daily.

The closest adjacent businesses include Thunderstruck Motors, Kids Party Central, Ongaro & Sons Heating and Air, McCoy's German Auto, Pixies Pastries and Canteen Vending Services.

Mitigate: If objectionable off-site cannabis odors are detected by the public, the following protocols will take place:

1. Investigate the likely source of the odor.
2. Utilize on site management practices to resolve the odor event.
3. Take steps to reduce the odor-generating source.
4. Determine if the odor traveled off-site by surveying the perimeter and making observations of existing wind patterns.
5. Document the event for further operational review.

If employees are not able to take steps to reduce the odor-generating source, they are to immediately notify the Dispensary Manager, who will then notify the COO. All communication will be documented and our team will come up with a proper solution, if applicable. If necessary we will engage our certified engineer to review the problem and make recommendations for corrective action.

Staff Training: All employees will be trained on how to detect, prevent and remediate odors outside our dispensary and the proper steps outlined.

Odor Detection Documentation: The Odor Detection Form will be provided to undesirable odor observers. The form can be submitted at the dispensary.

We will maintain records of all odor detection notifications or complaints that will include the remediation measures employed. The records will be made available to the City or the general public on request

Odor Detection Record

Name of Reporting Party _____

Phone Number() -

Email Address _____

Date _____

Time: _____

Location where odor was observed:

Weather conditions (wind direction, speed)

Date/Time in which company was notified

Company personnel were notified via (circle one):

Phone Email Web Social Media In Person

Administrative Use

Mitigation Response Measures Taken: _____

Date/Time Measures Employed: _____

Were Mitigation Measures Successful?: _____

Person in responsible charge: _____

Signature, Date and Time _____



2901 clevelandave.,
suite 204
santa rosa, ca 95403
phone: 707.577.0363
fax: 707.577.0364

4/17/2018

Dear Sir,

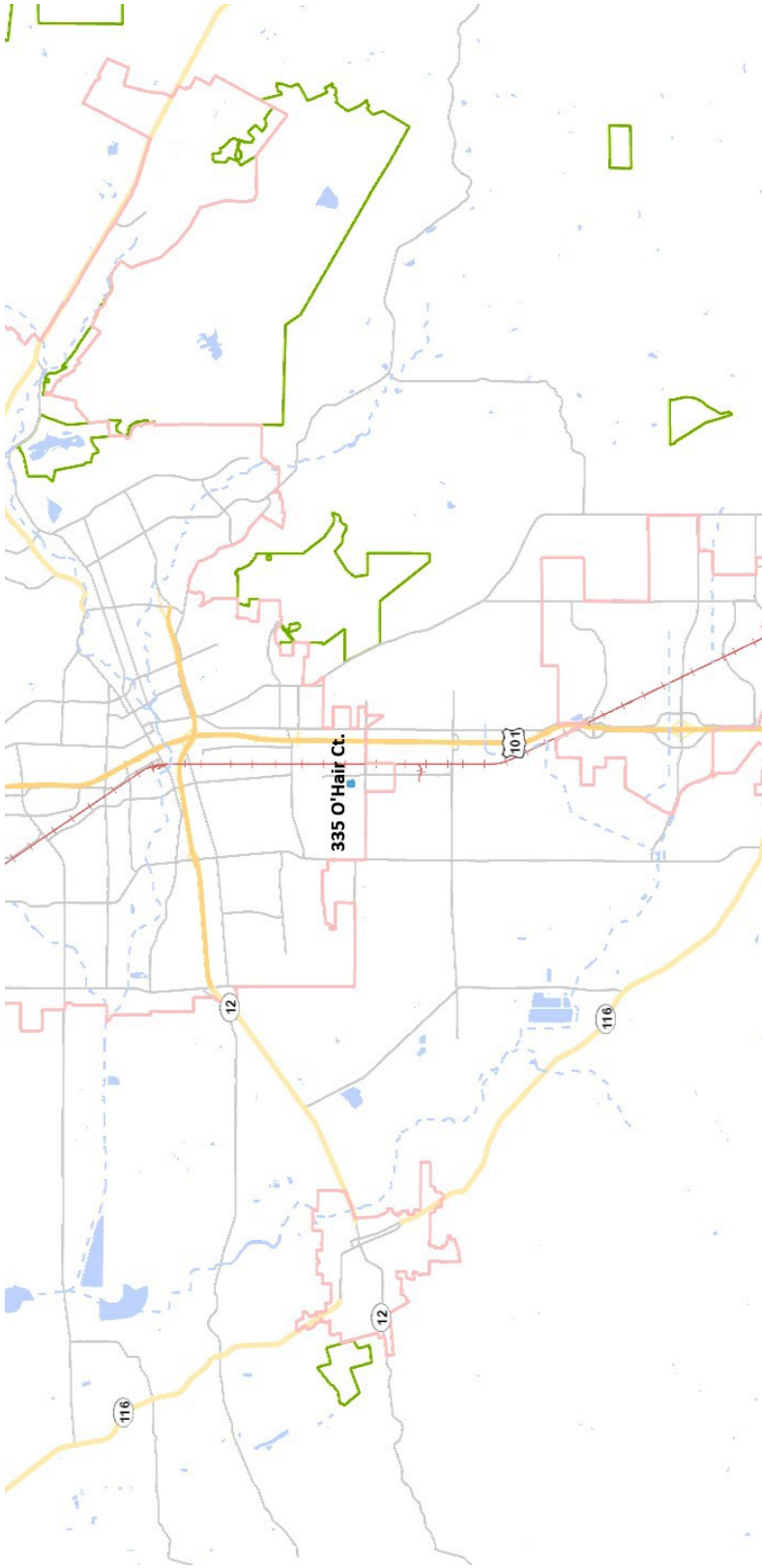
We have reviewed the attached odor mitigation plan, dated 4/17/2018, for the **Santa Rosa Craft Collective**.

It is our understanding that the attached plan meets, or exceeds, the requirements of the city of Santa Rosa for cannabis odor mitigation.

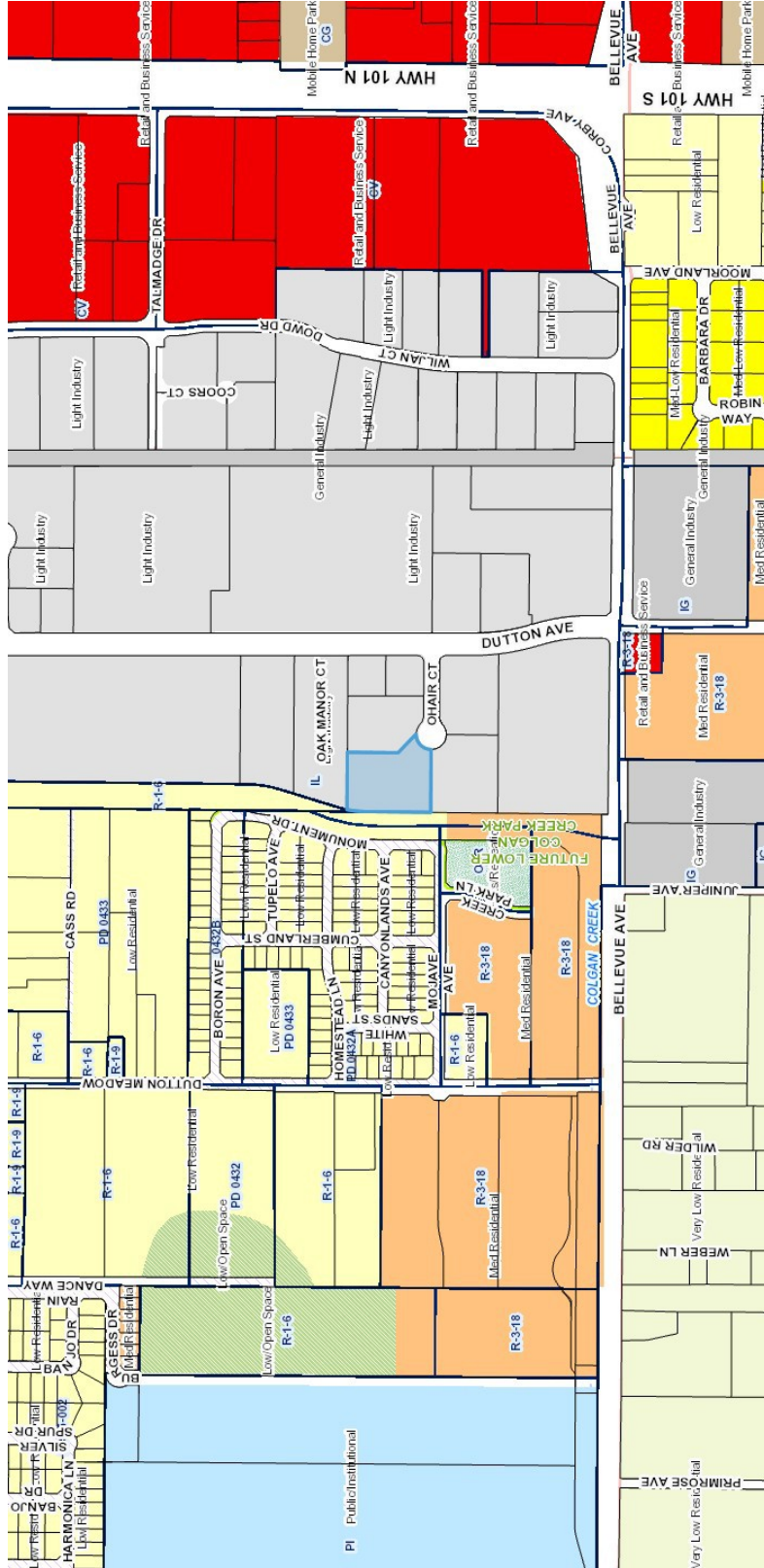


Sincerely,
Matthew Torre, Registered Professional Engineer
15000 Inc

Vicinity Map (1:76,000 feet scale)

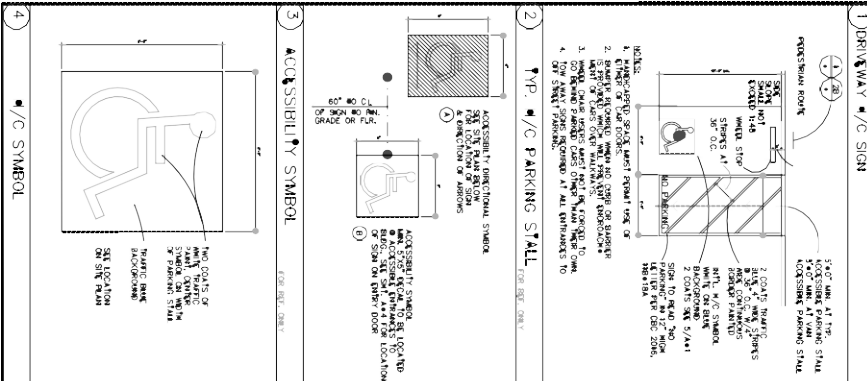
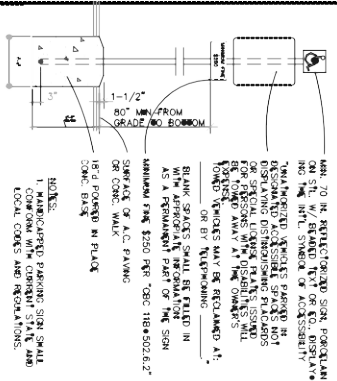
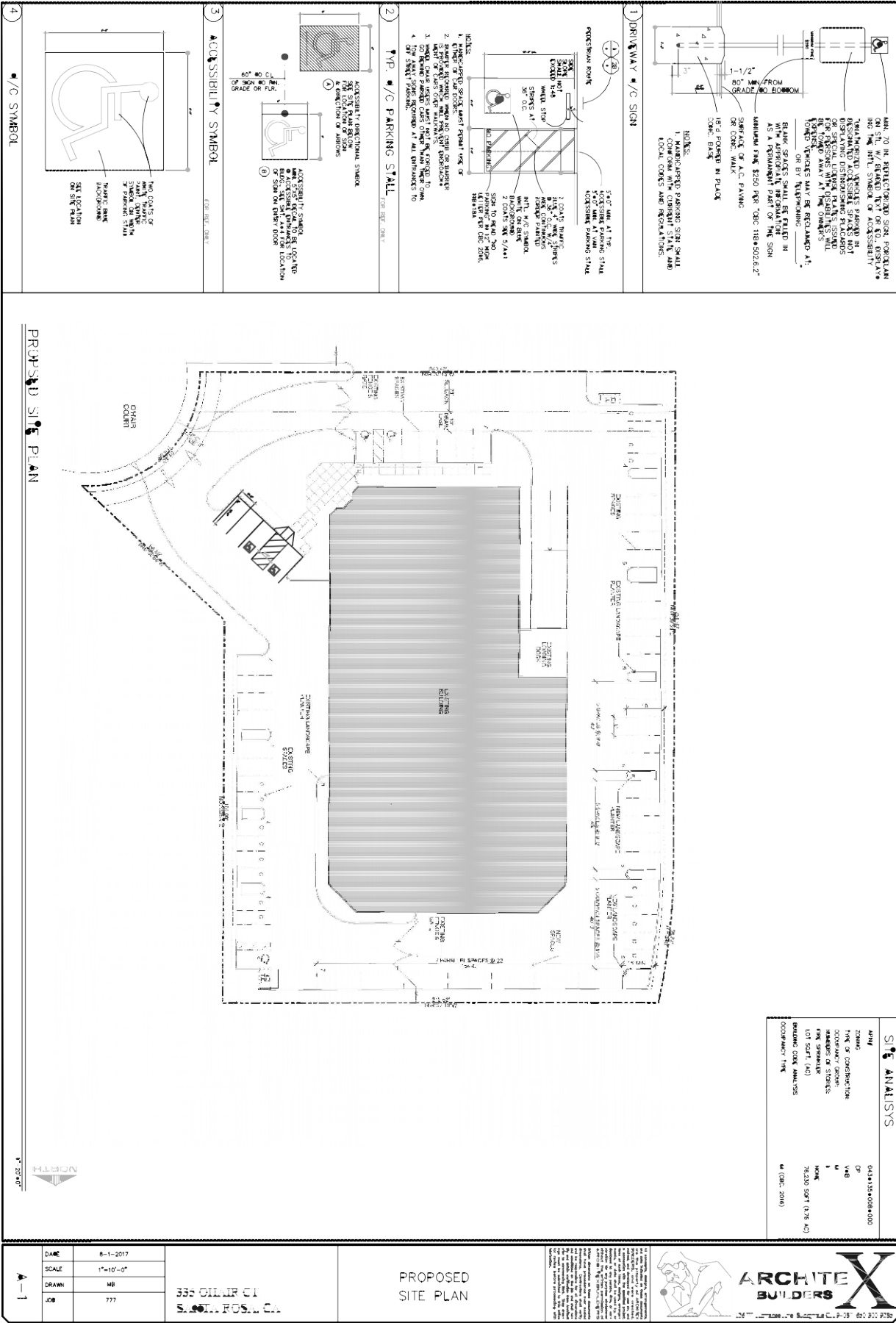


Neighborhood Context Map (1:4,800 feet scale)



ArchiteX Site Plans

Santa Rosa Craft Collective
335 O'Hair Court
Santa Rosa, CA 95403



SITE ANALYSIS

ADJACENT TO: 0414154-008-000

TYPE OF CONSTRUCTION: VAB

DEVELOPER: M

ENGINEER: M

LOT SIZE: 76230 SQFT (0.78 AC)

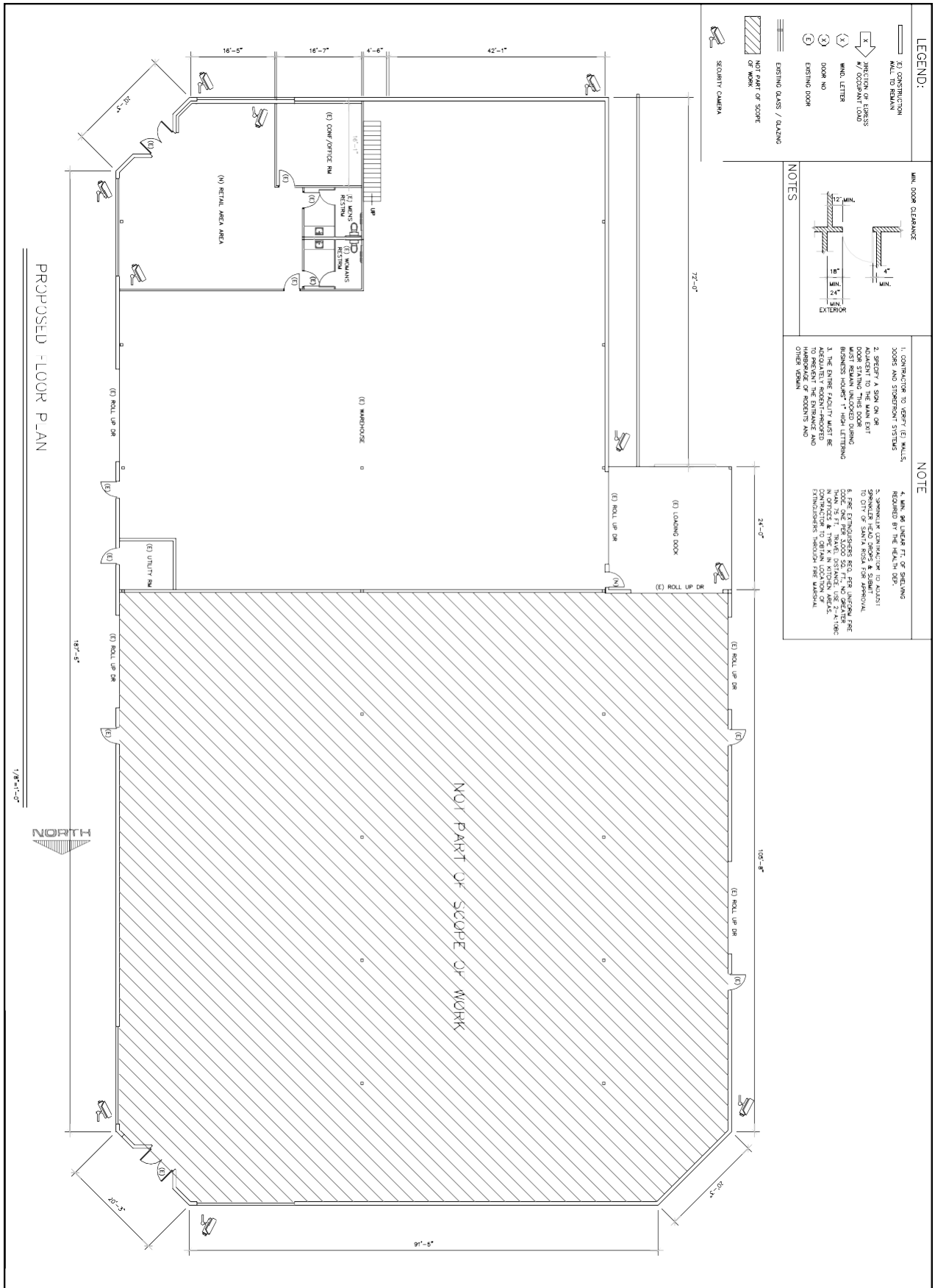
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DATE	8-1-2017
SCALE	1"=10'-0"
DRAWN	MB
JOB	777

355 OILIER CT
SANTA ROSA, CA

PROPOSED
SITE PLAN

ARCHITEX BUILDERS



PROPOSED - FLOOR PLAN



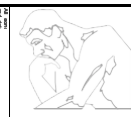
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DRAWN	MS		
DATE	777		

335 OILME CT
SANTA ROSA, CA

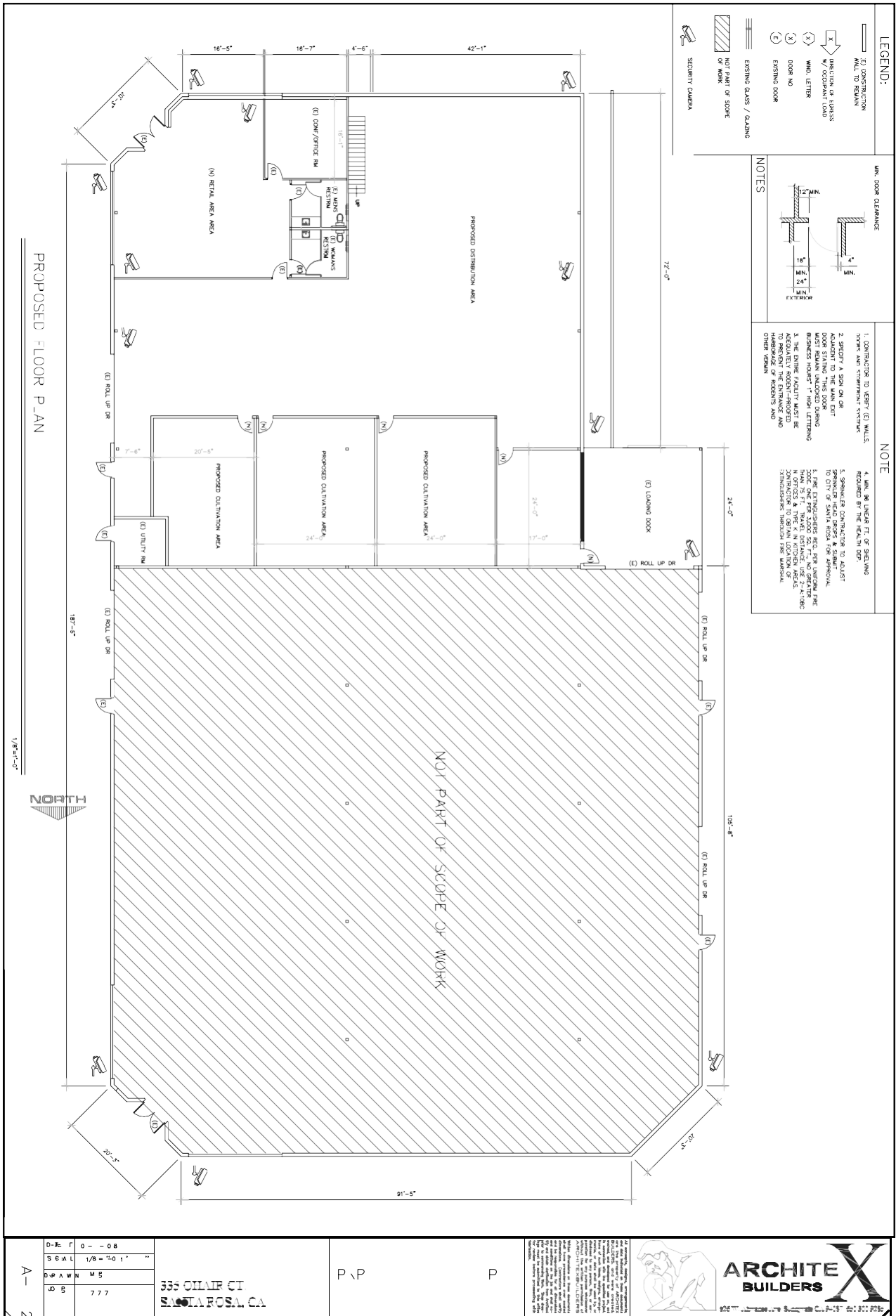
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BUILDERS

SANTA ROSA CRAFT COLLECTIVE



PROPOSED FLOOR PLAN



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A- 2	DRAWN	M S
	CHECKED BY	777
	DATE	08-10-2017

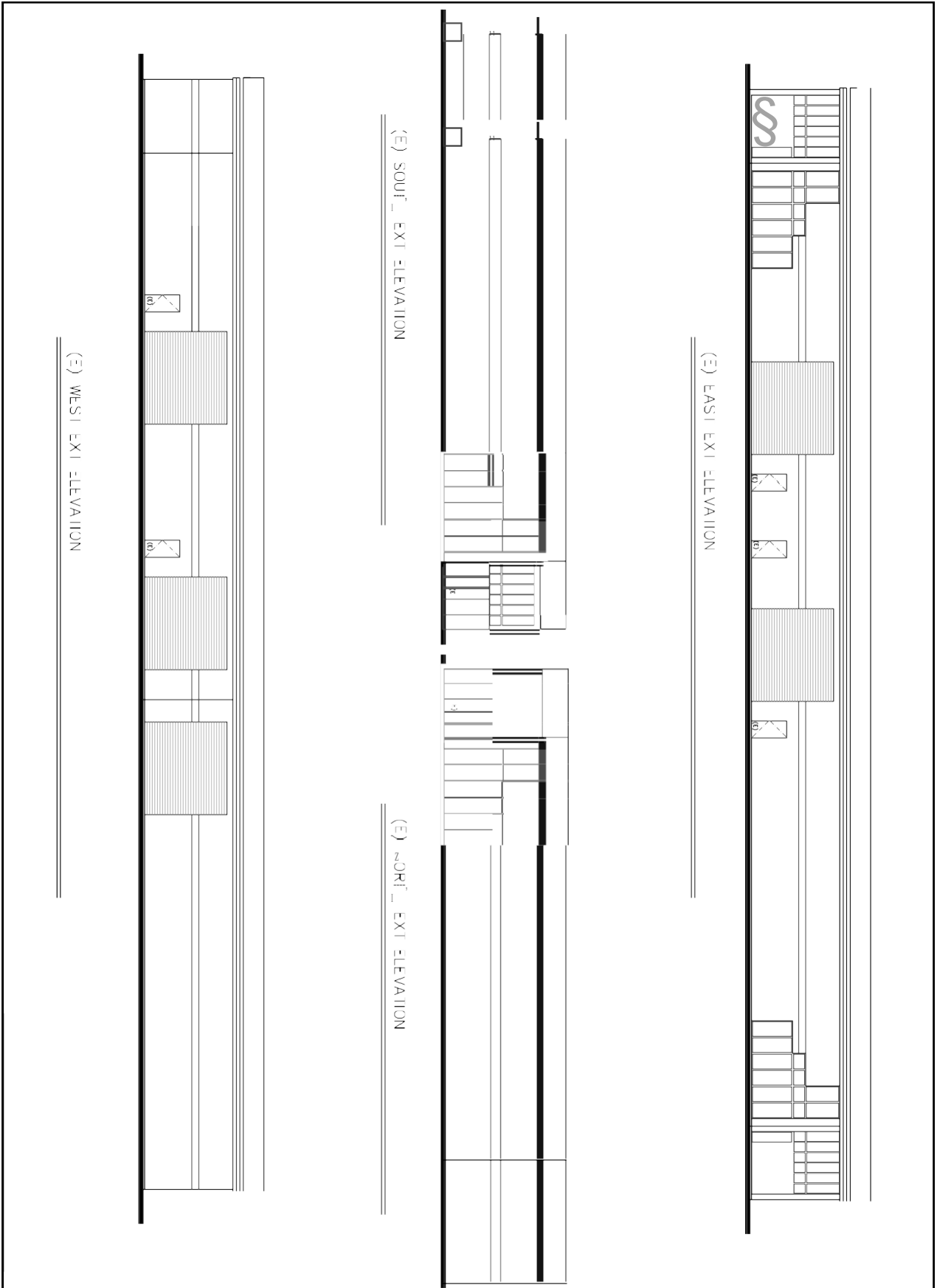
335 OILMEYER CT
SANTA ROSA, CA

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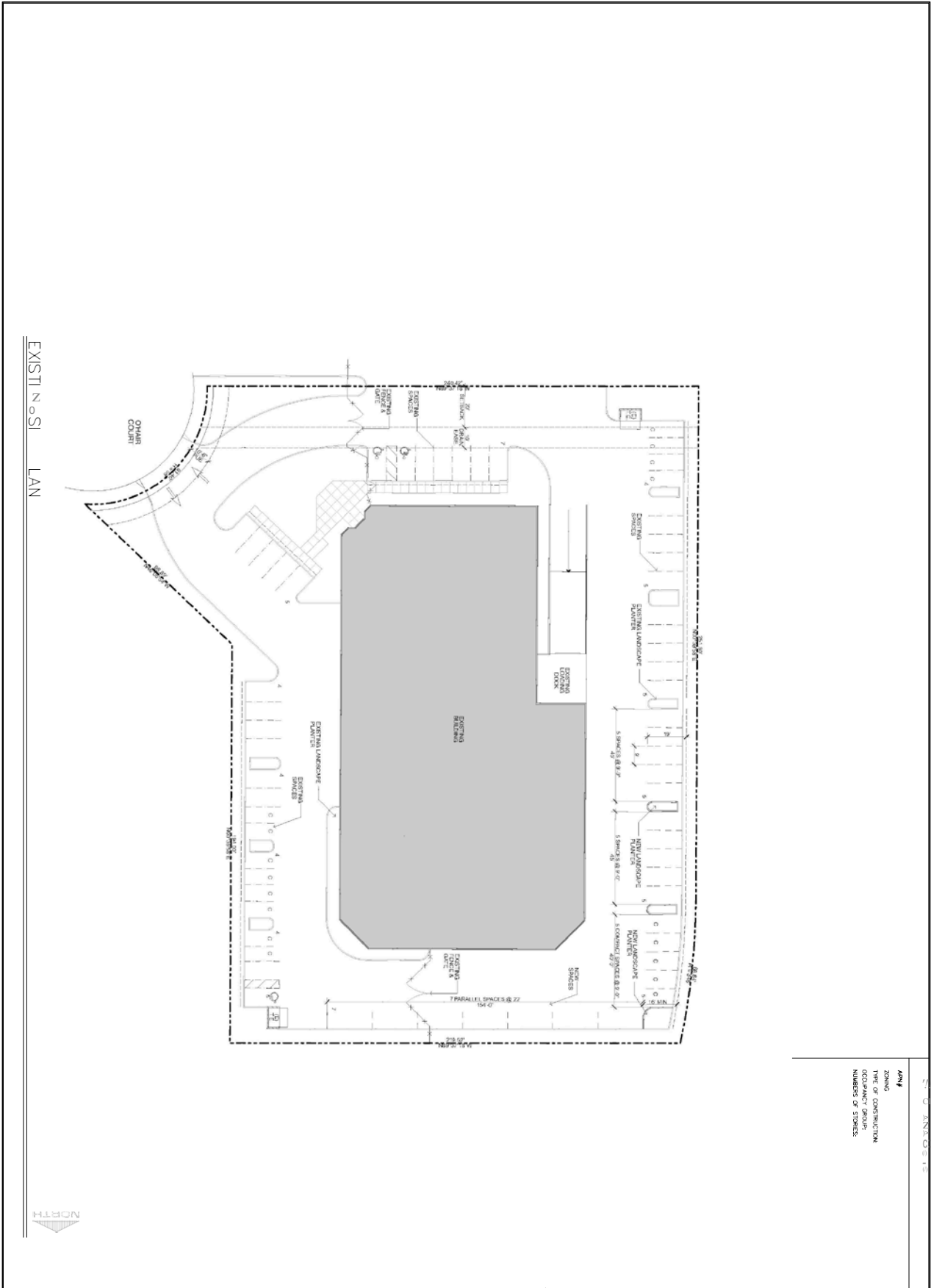
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A-2	DATE	02-24-2016	355 OILMEY CT SANTA ROSA, CA	PROPOSED FLOOR PLAN	THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF ARCHITEX BUILDERS. IT IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREIN. ANY REUSE OR DISTRIBUTION OF THIS INFORMATION WITHOUT THE WRITTEN PERMISSION OF ARCHITEX BUILDERS IS STRICTLY PROHIBITED.	 ARCHITEX BUILDERS
	SCALE	1/8" = 1'-0"				



EXISTING COURT
LAN



PLAN
ZONE
TYPE OF CONSTRUCTION
OCCUPANCY GROUP
NUMBERS OF STORIES

NO	07-7-2010
NO	04-1-2011
NO	08-08

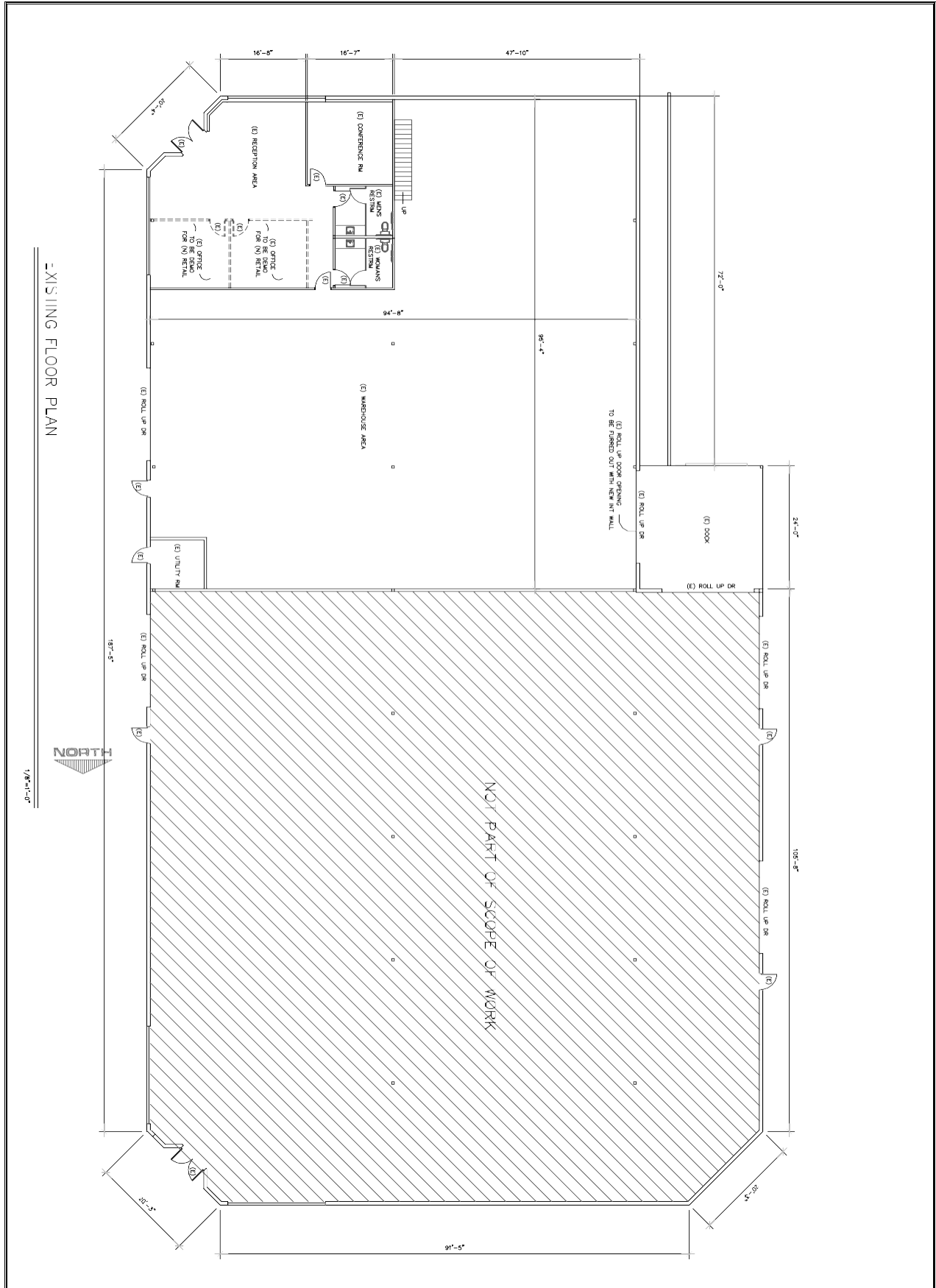
355 COLUMBIA
SANTA ROSA

PROPOSED FLOOR PLAN
SITE PLAN

Architectural description and notes regarding the floor plan, including details about the building's structure, materials, and construction requirements.



ARCHITEX
BUILDERS



D-2	DATE	02-26-2018	355 OILME CI SANTA ROSA, CA	EXISTING FLOOR PLAN	<p>ARCHITECTS: [unreadable]</p> <p>DATE: [unreadable]</p> <p>SCALE: [unreadable]</p> <p>PROJECT: [unreadable]</p> <p>OWNER: [unreadable]</p> <p>LOCATION: [unreadable]</p> <p>DESCRIPTION: [unreadable]</p> <p>REVISIONS: [unreadable]</p>	
	SCALE	1/8"=1'-0"				
	DRAWN	MB				
	JOB	777				

**Santa Rosa Craft Collective
(SRCC)
Cannabis Retail Use Application Materials**

Attachments:

The following items are included:

- Santa Rosa Potential Retail Map
- Overconcentration Map
- School Setback Map
- Cul-de-sac View - Google Maps
- View From Street - Google Maps

A. Location requirement:

Overconcentration

The subject property is not located within 600 feet of any other Cannabis Retail use established within and permitted by the City of Santa Rosa. (See *attached Santa Rosa Potential Retail Map.*) The nearest Cannabis Retail is located at 1603 Hampton Way and is at a distance of more than 9,200 feet from the parcel line of this property. (See *attached Overconcentration Map.*)

Setback to Schools

The subject property does not have any schools, as defined by the Health and Safety Code Section 11362.768, within 600 feet. For reference, the nearest school Elsie Allen High School is at a distance of more than 2,500 feet from the parcel line of this property. (See *attached School Setback Map.*)

Visibility of Entrance

The subject property is located at the end of a cul-de-sac. (See *attached Cul-de-sac View - Google Maps.*) The storefront entrance of the subject property is in a visible location that provides an unobstructed view from the public right of way. (See *attached View From Street - Google Maps.*)

B. Medicinal/Adult Use:

Santa Rosa Craft Collective is seeking approval to operate as a Medical Cannabis Dispensary and Adult-Use Retail business to better serve the different needs of our patients and customers. We have a deep understanding of medical cannabis and will stock a wide range of inventory to provide the right products for the medical patient.

C. Operational Plan:

The proposed operation will:

1. Maintain a current employee register of all employees employed.
2. Maintain proper patient and sales records in compliance with state law. The business will operate a Point of Sales system that will securely log all patient and sales records with data back up to cloud.
3. Publish and implement a protocol and requirements for patients and persons entering the site. No person will be allowed to enter the premises or acquire any form of cannabis without government issued photo identification and be at least 21 years of age. Medical Cannabis patients must be at least 18 years of age and show proof of a valid physician's recommendation under Section 11362.712 of the Health and Safety Code. Uniformed personal will be present at the entrance of the business at all times during business hours to ensure that all persons entering the site has the required form of identification, and or physician's recommendation, and be of minimum age of 21 years old or 18 years old for Medical Cannabis patients.
4. Identify secured access and secured product locations. Uniformed personnel will be present at all times during business hours to prevent any unauthorized access to the business. No person will be allowed to enter the premises without the required identification and be of minimum age. Limited access areas will be reinforced and secured with locks and only accessible to limited authorized personnel.
5. A copy of issued State License and all State and City required documents will be displayed at all times.

D. Deliveries, On-Site Consumption:

There will be no delivery services and on-site consumption at the proposed site.

E. Special Events:

Santa Rosa Craft Collective recognizes that state law requires Cannabis Businesses to obtain dual licensing at the state and local level for temporary special events that involve on-site cannabis sales and consumption. We will seek the proper authorizations before conducting business at special events and be in compliance with any regulations and deadlines established by the City and State.

F. Storefront, Signage, and Window Treatments:

There will be no changes to the existing storefront, signage display size, and window treatments. There is an existing 3 1/2' by 7' sign located at the entrance to the parking lot at the southeast corner of the site. (See Attached.....) New signage design with Santa Rosa Craft Collective's logo will be placed onto the existing sign. The existing windows are tinted with interior blinds. The blinds will be opened during business hours to allow light into the interior space

G. Site Management Plan:

See Site Management merit-based review criteria.

H. Merit-based Review

1. Local and State Compliance (20 points maximum)

i. State regulations

On November 8, 2016, California voters approved Proposition 64, Control, Regulate and Tax Adult Use of Marijuana Act, Proposition 64 was amended by Senate Bill SB 94 to establish licensing and excise tax requirements on Cannabis enterprises.

Santa Rosa Craft Collective intends to comply with the State and regulatory agencies including, the Bureau of Cannabis Control, the Department of Food and Agriculture, the Department of Public Health, the Department of Pesticide Regulation and the Board of Equalization. Santa Rosa Craft Collective is familiar with the licensing and taxing procedures and requirements of their proposed retail enterprise at the O'Hair Court location, as the operators of Santa Rosa Craft Collective hold similar licenses and have existing legal operations in both San Francisco and San Jose, California.

Santa Rosa Craft Collective intends to apply for our State license once we are permitted to do so by securing the required CUP and related entitlements from the City of Santa Rosa.

ii. County/regional permit requirements

Santa Rosa Craft Collective will be in compliance with Sonoma County policies and regulations including those of the Water Quality Control Board, Sonoma County Agricultural Commission and the Sonoma County Department of Public Health.

iii. Santa Rosa General Plan Policies

The proposed Santa Rosa Craft Collective is supported at its proposed location by several portions of the Santa Rosa General Plan. First, the site is designated Industrial in the General Plan, and the site is zoned IL (Light Industrial) which allow for Cannabis enterprises subject to a Conditional Use Permit, for some activities. The proposed use is supported by several land use policies of the General Plan, including;

Policy LUL-CC - Promote economic activity that creates jobs and supports the transit oriented

Policy LUL-CC1 - Expand local-serving retail and personal service uses to accommodate daily needs of station area users, visitors, employees and residents within easy walking distance of residential areas and the SMART station.

Policy LUL-CC3 - Encourage the development of new jobs in the Plan area, including “green-tech” jobs.

Policy LUL EE - Support anticipated level of development intensity in the project area with adequate infrastructure.

Additionally, several policies of the Economic Development section of the General Plan support the proposed use at this location, including;

Policy EV A-1 - Continue to promote Santa Rosa as the North Bay’s premier location for technology, clean/green technologies, and entrepreneurial business, which create new products and business models that will attract national and international markets.

Policy EVA-5 - Maintain diversity in the types of jobs available in Santa Rosa to lessen the impact of economic cycles.

Policy EVB-6 - Work with business, labor and community-oriented groups to encourage businesses to use the area labor force to reduce commuting impacts on City roadways.

Policy EVD-2 - Maintain space in business parks for distribution and research uses. Attract a wide range of industries which serve local and regional needs and contribute to the community's economic vitality, and at the same time protect the local environment and quality of life.

iv. Santa Rosa City Code locational and operational requirements

The proposed Santa Clara Craft Collective location at 335 O'Hare Court complies with all of the City Comprehensive Cannabis Ordinance, including its Locational Criteria. The primary requirements (which Santa Rosa Craft Collective will comply with) are that the proposed site is located in an industrial neighborhood with an Industrial zoning district designation, the operators are in good standing, will obtain all necessary State licenses, will not allow minors on the property, will obtain the required fire permits and inspections, will receive the required local land use entitlements (CUP), Is located in excess of 600-feet from another Cannabis Retail operation and from public or private K-12 schools, will maintain maximum hours of operation from 9:00 am to 9:00 pm, will prohibit on-site consumption of Cannabis products, will obtain any hazardous materials permits, (if needed) will provide security camera systems and professionally monitored alarm and recording systems, will have odor control systems and we will not allow drive-through services.

2. Site Management (20 points maximum)

3.

i. Experience in operating a cannabis retail business in the North Bay area

Our team experience includes ownership and management of a vertically integrated dispensary in San Jose, CA which has been operational for more than two years and ownership and management of a San Francisco dispensary. Both of these are in compliance with State and local licensing and permitting requirements and have received their State licenses. We have experience working closely with local government and have successfully integrated our business into the local community.

ii. Qualifications and backgrounds of principals

Jonathan Sklar

Jonathan was born and raised in San Francisco, CA. He has wonderful memories of childhood visits to Sonoma County for hiking trips and family shopping at local farms.

Jonathan holds a Bachelor of Arts degree in Psychology with a minor in Criminal Justice from San Francisco State University. As a student, Jonathan worked in several retail businesses, including his own cell phone retail store. After graduation from college, Jonathan worked in youth guidance and counseling in the not-for-profit sector. Later he worked in distribution at Southern Wine and Spirits. He began working in the cannabis industry in 2004 as a cultivator designing, engineering, and building indoor cultivation sites. Since college, Jonathan has maintained his passion for uplifting communities as well as a strong interest in business.

In 2015, Jonathan founded Theraleaf Relief in San Jose, CA. He worked closely with the City Council of San Jose to become one of the first fully licensed, fully compliant, vertically integrated dispensaries in San Jose. Jonathan still owns and operates Theraleaf Relief which is currently one of the few fully licensed medical cannabis retailers operating in San Jose.

In 2016, Jonathan co-founded SSM Worldwide, a management company which has launched the following projects:

- A joint venture with Family Tree Farms which purchased a 64-acre vineyard in Lake County, CA and is currently working with local government to achieve full compliance for a cultivation permit. Issuance of the permit is on schedule for 2018.

- Two fully-licensed indoor cultivation facilities in San Francisco, CA.

Andrew Coggio

Andrew was born in Burlington, Vermont and was raised in New England. He graduated with honors from Rice Memorial Sisters of Mercy Academy and received his Bachelor of Science in International Business from Champlain College. After college, Andrew worked in Shanghai, China for Dunn Global, a Vancouver based procurement management firm. Andrew played a critical role in the formation of a new coconut water company in Shanghai and helped a number of major European and American companies to do seamless business in Asia (Including Ford and Exxon).

Andrew comes from an agricultural background with a majority of family members active in both the food and restaurant businesses. Their family focus has been craft farming aimed directly at the sustainable/organic production of fruits and veggies. They have raised livestock; cows/goats/ducks and chickens for decades and conduct ongoing community outreach and education to involve the local

community with the food to dinner table process. The family business is proud to hold membership in the World Organization of Organic Farmers (WOOF) with certifications in Vermont, California and Italy.

Andrew has been a co-founder of medical cannabis cultivation/distribution companies in California since 2012 and has maintained a number of successful brands throughout the state. These include GreenDawgCollective, Dr. LadyBug, FlyHigh Extracts and DTD Ltd.

Eliot J. Papas

Eliot Papas grew up in Pittsfield, Massachusetts in a working-class family in the restaurant industry. His father is the third-generation owner of a one-hundred-year-old business in that same town. Eliot learned early in life that success is secured not only with hard work but with integrated investment and participation with the surrounding community.

He attended school at Champlain College in Burlington, Vermont and graduated with a Bachelor's of Science in Business Administration in 2012. Directly after school Eliot moved to Colorado Springs, Co. to pursue what would be the beginning of his career in medical cannabis. Prior to moving in mid-2012 Eliot had secured employment with an established medical marijuana dispensary. In Colorado he took on a number of important roles for his employer. Some of the more notable include

- Implementation of Bio Trak to the Medical Marijuana (MMJ) retail marketplace. Training of owners, board members and all staff of proper use and functions of the tracking system from both cultivation and retail applications.
- Compliance manager for both cultivation and retail portions of the company.
- Demo and redesign existing 30,000 square foot cultivation facility to meet new compliance standards and industry tech norms.

After working in Colorado for 18 months Eliot decided to take up opportunities in medical cannabis in California. In 2015 Eliot Co-founded GreenDawgCollective and GreenDawgTahoe, the latter being a delivery service in the Lake Tahoe region. In 2016 Eliot started working with large scale farms helping to streamline and maximize efficiency in cultivation practices. Eliot helped struggling farms maximize their production through organic farming methods, proper integrated pest management programs and dictated, organized task management methods.

In late 2017 Eliot decided to pursue multiple large-scale projects of his own with a group of like-minded professionals and established brands from the northern California area. The first being a ground-up project in Sacramento, CA which, if approved, will house a 22k square foot cultivation facility and a 10k square foot distribution hub.

Victor Nguyen

Victor Nguyen was born in San Francisco, California. Raised in a hard-working household with parents who were small business owners, Victor learned at an early age that challenging effort was the key to success.

Victor has been working in the cannabis industry since 2004 when he started cultivating, designing, and building indoor cultivation sites utilizing his experience in general contracting and property maintenance.

In 2010, Victor founded Elevated Systems, Inc., a medical cannabis collective which served to cultivate and provide safe and consistent medical cannabis for its members.

In 2015, Victor opened a 19,000 sq. ft. medical cannabis cultivation facility in Sonoma County which is currently operating and pending local permitting.

In 2016, Victor co-founded Elevated San Francisco, a city and State licensed medical and adult-use cannabis dispensary in San Francisco.

Victor believes that the smallest things we can do for our communities can have the biggest impact. His business is a member of the community it operates in and with the success of his cannabis businesses he has donated to community-based organizations and continues to provide these community benefits.

iii. Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion

We have a solid track-record in complying with state and local laws and in working closely with our local communities to ensure that we remain compliant and responsive to the changing regulatory landscape and to community needs.

Our management team is conversant with the Santa Rosa Comprehensive Cannabis Ordinance. In addition, we retain legal advisors to ensure that we remain compliant. We are drafting operational policies and will be hiring and training staff to conform to the rules and requirements set forth by the relevant legal codes.

Our hiring policies include background checks as required by California law. Staff members will be thoroughly trained on relevant internal policies regarding conduct, regulatory requirements, and security and will be held accountable for any violations.

Secure storage, comprehensive inventory management, and staff training are the keys to preventing shrinkage and diversion of cannabis.

All cannabis products will be logged in at acquisition, securely stored, and logged out when sold. We will use California Track and Trace by METRC (METRC), a turn-key software tracking system that ensures 'seed to sale' tracking and regulatory compliance. The METRC system will be integrated with our Point of Sale (POS) system. We will also employ a compliance officer, who will ensure that every item is recorded into the METRC system. We will employ trained staff to serve as inventory managers and will take daily front-of-house inventory and weekly back-of-house counts. Any discrepancy in inventory will be logged as an incident, an investigation will follow and all incidents will be recorded.

In addition to inventory tracking, we will employ full-time security staff, install an alarm system, 60 day recorded HD video surveillance as required by the State Board of Cannabis Control, and distribute panic buttons.

Diversion of cannabis will not be tolerated. SRCC will work with local law enforcement to prosecute any employee, manager, customer or other who participates in the diversion or illegal distribution of cannabis.

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

335 O'Hair Ct. is in a small industrial area at the end of a cul-de-sac. The site includes a large parking lot that with easy in-and-out access as well as bicycle parking that will accommodate our daily flow of customers without causing a marked increase to traffic in the surrounding streets.

We are working with an experienced architect and intend to design enhancements to the building interior and façade, which will include adequate lighting, and attractive coloration and landscaping while maintaining a neutral image compatible with the charm of the existing neighborhood.

We will post site rules in clearly visible locations and will train staff to ensure compliance. Rules will include prohibitions on consumption, littering, and loitering in and around the property. Any patients or retail customers found to be in violation of the rules will not be granted further access to the property.

Security staff will patrol the exterior of the premises at regular intervals to ensure that there is no loitering or littering. Staff will also remove any litter at the close of business each day.

We will operate as a "green" business and will minimize energy and water use through careful design, staff training, and green policies governing every aspect of our business.

v. Performance timeline from land use approval to plan check and construction to dispensary opening

The Santa Rosa Craft Collective intends to open as soon as possible from the time of land use approval. Our total timeline should allow the site to be fully operational between three and six months from conditional use approval.

We hope to use local contractors but we do understand that local companies are busy rebuilding at this time. We have other contractors ready and available if need be. Conceptual drawings will be finalized within two weeks of city approval and building permits will be obtained immediately after that. We anticipate that finalization of our plans will take an additional 3 months for construction and inspection. We plan to conduct soft openings in that timeframe so that we can train staff, respond to neighborhood concerns, and prefect our customer experience. We will hold our grand-opening one to two weeks after that.

4. Neighborhood Compatibility

i. Description of how the use will fit into the stability and quality of the surrounding neighborhood

The subject property is located in an industrial park, and in an industrial building, all zoned Light Industrial (LI). The site has adequate on-site and off-site parking. The building location is at the terminus of a short cul-de-sac off Dutton Road. A City bus stop is located less than ¼ mile to the south at Dutton Ave. and Bellevue Ave.

The primary uses surrounding the proposed location are industrial and commercial businesses. To the west of the site is an existing canal, and further to the west is an existing Marv's Meadows North single-family subdivision. The nearest home is located over 230 feet to the west, and in the opposite direction of the prevailing wind patterns for the area. All business will occur within the existing tilt-up concrete building.

No noise will be allowed to emanate from the building and any odors will be mitigated by the proposed odor control equipment within the structure. (see Odor Control Program description) Signage will be minimal and will be compliant with the City Sign Ordinance. The proposed parking layout is adequate for the proposed uses. Additionally, there is optional overflow parking on O'Hair Court and within the non-striped paved areas of the parcel.

This is a light industrial building. Santa Rosa Craft Collective's planned use of the site conforms to and complements the existing industrial neighborhood, and is adequately separated from any sensitive uses, such as homes, medical facilities, senior residences or other comparable land uses.

ii. Description of odor control measures to prevent odor from being detectable from adjacent properties or business.

SRCC understands that odor mitigation is very important for the health and wellbeing of our neighbors. We will be implementing odor mitigation solutions including carbon scrubbing filters at the ventilation exhaust points to remove any cannabis related odor prior to release into the air. In addition to carbon scrubbers, the facility will feature constant air circulation through an air purification system to further remove any internal odors related to the storage of cannabis. Customers will leave the store carrying their products in opaque smell proof bags, It will be SRCC policy that customers are not to open bags until they get back to their homes or destinations where consumption is allowed.

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

Santa Rosa Craft Collective intends to redefine the retail cannabis experience with an attractive exterior and an inviting interior. We believe that the high quality of our products and friendly, welcoming service should be matched by the appearance and ambience of our site to enhance the retail experience and to erase the negative stigma associated with yesterday's 'pot shops'.

The exterior will be landscaped and well-maintained. The exterior colors will be inviting and compatible with the neighborhood. The interior will use quality design elements including hardwood floors, well-lit interior space and high-quality fixtures.

iv. Demonstrate a clear and attractive entrance, pedestrian orientation, bike parking, and access to transit.

The building includes an existing office entrance and interior spaces. The retail use of this area of the building is appropriate and will make for easy parking and access. Handicapped parking is adjacent to the front door and the required ADA path of travel is already existing with close proximity to O'Hair Court.

The entrance to the property from O'Hair Court is screened by an existing bank of mature trees, which provides an aesthetic view to the property and its uses from the public street and also from adjacent parcels. The existing trees at the entrance and the heavy bank of trees adjacent to the canal provide an additional screening of the building from the west.

Bike parking will be provided at the building entrance, as well as gated and secured parking for customers and employees. There is an existing bus stop at Dutton Avenue and Bellevue Avenue less than ¼ mile from the property. This bus stop is part of Route 14 (the North Rohnert Park) bus line and makes this business transit supportive. There are 41 existing parking spaces. The applicant proposes 22 new spaces that will make a total of 63 spaces at the facility. The distribution and cultivation facility will have 8 of those spaces designated for their employees.

5. Neighborhood Enhancement

i. Quality and extent of improvements to the site, building, and surrounding neighborhoods

Once local approval has been secured, we will work with our architect, designers, and landscaping engineers and consult with our neighbors to ensure that our improvements to the site complement the surrounding area. Santa Rosa Craft Collective will enhance the exterior restriping the parking lot, adding more handicapped spaces, adding more general parking, low emission vehicle parking and bicycle parking. We will repaint the exterior of the entire building, upgrade the exterior lighting, and add security cameras.

As part of our community benefits package, SRCC will organize neighborhood trash clean-up with our employees as well as reaching out to our neighbors and local officials to see what other actions we can take to benefit the 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

The exterior of the building will be landscaped and well-maintained. The exterior colors will be inviting and compatible with the neighborhood.

The site has adequate on-site and off-site parking. The building location is at the terminus of a short cul-de-sac off Dutton Road. Santa Rosa Craft Collective will enhance the exterior restriping the parking lot, adding more handicapped spaces, adding more general parking, low emission vehicle parking and bicycle parking. We will have a uniformed employee to provide security and to direct parking and traffic during any hours of high usage of our parking lot and driveways.

iii. Environmental benefits e.g. “green” business practices related to

SANTA ROSA CRAFT COLLECTIVE
energy and/or water conservation

Santa Rosa Craft Collective strives to minimize any negative impact on the environment. We will utilize best practices to conserve power and water and will use recycled products wherever possible. The use of natural light to reduce the need for electrical lighting will be made possible through interior design that takes advantage of existing windows and open space. We will have paperless receipt options for customers. We plan to purchase sustainably grown products and to use recycled materials everywhere possible. We will purchase energy star rated appliances for use throughout our facility. We will review our practices on an ongoing basis and will train our employees to be knowledgeable about conservation of water and other scarce resources.

iv. Community benefits e.g. employment opportunities, community programs and contributions.

The Santa Rosa Craft Collective (SRCC) pledges that we will employ 70% Santa Rosa residents on our staff. We further pledge to give priority to Santa Rosa and Sonoma County based businesses when purchasing products, employing security companies and contractors, and when purchasing materials. We are a small local business and believe that supporting other local businesses is an essential way of investing in the community we serve. In addition, the success of our business will enhance fees and other revenues for the city of Santa Rosa. We intend to organize neighborhood clean-ups throughout the year and to make monetary contributions to the Sonoma Fire Relief Fund as well as to Sonoma Works.