

FRIENDS &farmers



358 YOLANDA AVE
A WINNING CANNABIS RETAIL APPLICATION

TODAY

An underutilized and dilapidated commercial corridor.



TOMORROW

A focal point for community redevelopment, education and health
- which meets and exceeds the City's General Plan provisions -



A WINNING PROJECT

- Sunstone was approved applicant with unanimous decision
- Second place applicant appealed decision
- Subcommittee has recommended appeal be denied
- Appellant's argument based on unsubstantiated claims
- Sunstone application deemed complete; on time
- Sunstone made truthful statements in all submissions
- Sunstone has followed rules for amendments and supplemental information through this 11-month process
- Subcommittee has operated in accordance with all governance
- Council should feel confident to support subcommittee recommendation

APPEAL & RESPONSE

Grounds 1 and 3-7 boil down to the same message: the appellants allege that Sunstone made changes during the application process at times and in a manner not consistent with the City and State regulations.

In reality, City of Santa Rosa policies and State law encourage an iterative process and dialogue in developing land use projects. Sunstone properly submitted complete applications, and additional project data as it was developed. In the interests of transparency and open government, the Subcommittee properly considered all relevant project data as it implemented a fair and deliberative process of recommendation.

APPEAL & RESPONSE

Ground 2: asserts that the application process does not allow for a dialogue between a project applicant and the City, and must instead rely, *exclusively*, on the Staff's review of project narratives. It also asserts that project proponents may not improve their proposals over time.

In contrast, the competitive review process for retail applications invites proponents to expand and improve their applications over time - giving Santa Rosa the opportunity to demand the best, highest quality projects.

APPEAL & RESPONSE

Ground 8: claims the application process was unfair due to affiliations of the project teams.

The projects were subjected to the same level of scrutiny and public review. Each team was granted the same opportunity to be heard and to advocate for its selection. The Subcommittee followed its established procedures and made a selection based on all available evidence.

A WINNING PROJECT

Initial staff review placed Sunstone in second place with a 2.5 point discrepancy.

Hearing presentation allowed us to highlight discrepancies; showing that our application rightfully should have been awarded additional 5-10 points.

Name on Application Incorrect

Established that certain portions of the application submitted prior to deadline were not reviewed in full. Due process allowed fair review of applicants at public hearing.

Neighborhood Compatibility, Enhancement and Site Management

Odor Control Plan (Identical to CN Santa Rosa's, but awarded one point less)	+1 point
Site Plan & Right Of Way Designation	+1 point
New environmentally friendly building	+1 point
Improve appeal and function of a block of street frontage	+1 point
Redevelopment of 6-acre campus	+1 point
Established relationships with 4 local non-profits	+1 point

General Plan / Local & State Compliance

Team with local resources and proven track record	+1 point
Local hiring practices and job creation	+1 point
Offer range of services: improve and diversify commercial center	+1 point
Environmental sustainability and sustainable development	+1 point

TOTAL

+10 POINTS

A REDEVELOPMENT PROJECT TO MAKE YOU PROUD

Built from the ground up, and designed to be an industry defining project, we are building an immersive and experiential location to inform and inspire a deeper understanding of holistic health and environmental sustainability, while **showcasing the history, legacy and future of cannabis within the broader context of our Northern California community.**

Offering a highly curated selection of wellness-inspired products and the finest, locally produced, sun grown, Biodynamic and full spectrum cannabis, **we're committed to serving and supporting our local economy.**

A beautiful focal point for the renewal of the Yolanda Avenue district, our retail destination will serve the needs of both local residents, and the estimated multi-trillion dollar agri-tourism economy. **Serving both our local community and significant tourism industry, we'll drive revenue and positive notoriety.**



CONSCIOUS BUSINESS PRACTICES

The ethos of this project runs deep with a commitment to supporting the health of our patients, customers and community.

- Commitment to Environmental & Community Sustainability
- Local Hiring Policy with \$15 Guaranteed Minimum Wage
- Employee Profit Sharing Program
- Compassionate Care Program for Seniors and Veterans
- Employ Community Liaison Director & Outreach Coordinator

COMMUNITY BENEFITS

Initial Community Relationships Established (and more coming...)

- **First 5 Sonoma County**
Donor - fund family programs and risk prevention for youth
- **Teamsters Local 665 Union**
Providing exceptional working conditions & wages
- **The Palms Inn Veterans Permanent Housing**
Donor – initial work placement programs being discussed



UNPARALLELED REDEVELOPMENT PROJECT

Project meets and exceeds provisions in the City's General Plan

- Improve visual appeal and function of entire block, and 6-acre campus
- Provide visual cues for redevelopment of entire Yolanda corridor
- 100% LOCAL ownership and funding; commitment to local businesses
- Diverse range of services; Diversify significant commercial center
- Create local jobs; with living wages
- Significant tax revenue potential
- Environmental focus & sustainable development
 - ∞ Native, water-wise landscaping
 - ∞ Low flow water usage
 - ∞ Energy efficient appliances and lighting
 - ∞ Solar panels provide 80% of energy needs
 - ∞ Pedestrian and bike access
 - ∞ EV charging stations and more...



UNPARALLELED REDEVELOPMENT PROJECT

Project meets and exceeds provisions in the City's General Plan

- Commitment to sustainable development
- New anchor storefront is the beginning of a larger redevelopment project and provides visual cues for redevelopment of entire corridor
- Renovate poorly maintained parcel with newly constructed, eco-friendly buildings
- Significant improvement to 500+ linear feet of street frontage
- Remove 3,000 sq feet of impermeable surface



OUR TEAM: EXPERIENCED & LOCAL

Allan Henderson & Mike Gasparini (local residents)

Landowners & Property Development
Responsible for Santa Rosa's largest 100% affordable-by-design housing development

Alicia Rose, (local resident)

Founder, Sunstone Advisors, HerbaBuena, Friends & Farmers

Board Member: Mendocino and Napa Valley Cannabis Associations

Speaker: Wine & Weed Symposium, Palm Springs Film Festival, Living Earth Conference

Winery Consultant: Dozens of local wineries & 100-point winemakers

Erin Carlstrom, (local resident)

Legal Counsel

Jim Henderson, (local resident)

Architect

Dennis Rosatti, (local resident)

Community Relations Rosatti Consulting

Michael Straus, (local resident)

PR & Communications
Straus Family Creamery

Erik Harvey, (local resident)

Operations, Harlan Estate

Lynda Lemole, (local resident)

Herbal Medicine Advisor
CoFounder Traditional Medicinals

Doug Diemoz, Retail Advisor
C-Level Executive, Restoration Hardware and Crate & Barrel

Tim Baka, Financial Advisor

Co-Founder, Mountain Hardware,
Willie's Reserve Cannabis

INDUSTRY LEADERS

4 Years of Operational Experience

Led by a team with four years of experience running a vertically integrated cannabis business, this project will support, protect and enhance the health of our community.

San Francisco Chronicle

**“CREATING THE DIALOGUE WHERE
WINE & WEED INTERSECT”**

edible SFGATE

MARIN & WINE COUNTRY

The Press Democrat



“WINE COUNTRY GETS KIND”

CULTURE
MAGAZINE

**“BEST INTIMACY
PRODUCT OF 2017”**

the clever root
fruit. flower. leaf. leaf.

BUST
MAGAZINE

MERRY JANE

CannabisNow

modern
farmer

“THE HOLISTIC HIGH OF BIODYNAMIC CANNABIS”

FARM. FOOD. LIFE.

7x7

BUSINESS
INSIDER

**“FEMALE OWNED COMPANIES
YOU SHOULD BE SUPPORTING”**

PROJECT TIMELINE

Self-funded project with experienced developers ensures success, without delay.

March 2018

Submit CUP application for dispensary

Nov 2018

City approves candidate for use permit application

Summer 2019

Final hearing and CUP awarded

Winter 2019

Building permits submitted and reviewed

Spring 2020

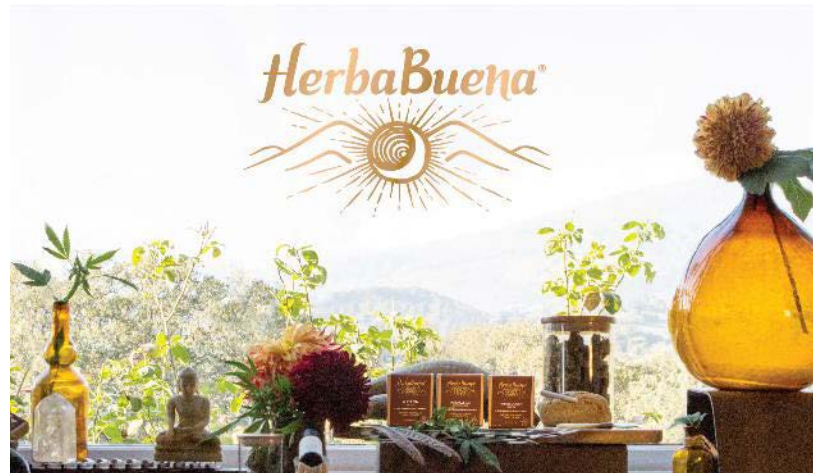
Demolition & construction commences

Summer 2020

Construction finalized, interview & hire dispensary staff

Fall 2020

Friends & Farmers Grand Opening!



FRIENDS & farmers



Experiential destination, cultivating holistic health & wellness



October 24, 2018

Dear Mike Gasparini & Allan Henderson,

On behalf of the 118 residents at the Palms, thank you for your donation. While this donation is the first step in a possible partnership to bring more art and services to the Palms, this is an incredibly important first step. The Palms provides much needed permanent supportive housing for formally homeless veterans and chronically homeless civilians, this would not be possible without continued community support.

While we at the Palms are pleased to partner to create a more enjoyable and sustainable environment for the residents at the Palms through community benefit, we do want to be clear that this does not imply an endorsement for the 358 Yolanda project.

Thank you for your recognition of the critical role the Palms plays in our community.

Best regards,

Akash Kalia

Palms Inn

Tel: 707-703-9075

akash@palmsinnsr.com



PALMS INN

TALKING POINTS CANNABIS POLICY SUB-COMMITTEE, CITY OF SANTA ROSA

Good morning Councilmember Olivares, Councilmember Sawyer and Vice Mayor Rogers

I'm Angie Dillon-Shore, I'm the Executive Director of First 5 Sonoma County where I oversee the allocation of Proposition 10 tobacco tax dollars to support the healthy development of children in the first 5 years of their lives.

I'm not here today to speak to the merits of any of the applications with regard to land use, compliance or site management.

Rather, I'm here because I'm excited about the potential to maximize the economic opportunity that cannabis commerce brings to Santa Rosa, to do some good things for families and children.

I'm here today because I'm so appreciative of the community-minded values that one of the applicants, Friends and Farmers, brings to the table, specifically one of the Principals on that project, Allan Henderson. Allan and his team have approached me about developing a community benefit partnership.

So, the First 5 Commissions in every county have been in what you could call a "community benefit partnership" with smokers for 20 years now. And those smokers are fewer and far between. So I have to say, that I was very happy to get Allan's call. But even happier to learn that he is a man with a deep commitment to the economic vitality of Santa Rosa. For example, he is substantially increasing affordable housing for families with the Paseo Vista development in SW Santa Rosa. He helped to raise over \$90k to help the fire survivors from Journey's End, even though he is a fire survivor himself. I learned that Allan is a principal on the Friends and Farmers project not only as a business interest of his own, but as a way to increase the overall economic vitality in the Yolanda/Kawana Springs area.

An economically thriving neighborhood is a neighborhood where children are more likely to thrive. We know that children who spend their early years with a nurturing family in thriving neighborhoods have significantly less risk in the future of misusing drugs and alcohol, experiencing depression and engaging in juvenile crime. They are statistically far more likely to make good choices as teenagers, to graduate from high school, go to college.

And this is because 90% of brain development happens by the time a child turns 5 years old, a *uniquely critical and foundational window of opportunity*. This means that the good things that happen to us in those early years have lifelong good effects. Bad stuff that happens during that critical window of time can negatively impact a child's ability to learn and cope, negative impacts that can follow them into adulthood. So the earlier in a child's life the investment is made to support a resilient family and a thriving community, the greater the return on that investment, in terms of improving the life of that child, their family, and our community.

So thank you to the council and to the planning staff for being ahead of the curve with commercial cannabis. I urge you to consider how we can connect the dots between the economic benefits of this new industry with greater investments in Santa Rosa's youngest kids.