

October 23, 2018

VIA E-MAIL

Vice Mayor Rogers (CRogers@srcity.org)
Council Member Olivares (EOlivares@srcity.org)
Council Member Sawyer (JSawyer@srcity.org)
Director Guhin (DGuhin@srcity.org)
Deputy Director Hartman (CHartman@srcity.org)
Kristinae Toomians, Senior Planner (KToomians@srcity.org)

Re: Item 3.3: Cannabis Retail Merit Based Review – Concentration Area – Santa Rosa & Yolanda Avenue **Response to Staff Recommendation**
File No. CUP18-070

Vice Mayor Rogers, Council Members Olivares and Sawyer, and Staff -

We represent the owners of 330 & 358 Yolanda Avenue (“Applicant”) in connection with the above-referenced Conditional Use Permit application (the “Application”). We write this letter in response to the Staff’s Recommendation issued on September 29, 2018 regarding the Cannabis Retail Merit Based Review for the concentrated areas of Santa Rosa and Yolanda Avenues. Upon review of the Merit-Based Review Scoresheet for our Application (“Scoresheet”), it has come to our attention that portions of our Application may not have been reviewed leading to an inappropriately low scoring. We would like the opportunity to provide you with our responses and concerns, below, as well as exciting new partnerships with The Palms Inn, First 5 Sonoma County, and Teamsters Local 665. Based on the inconsistencies in the review process, the overall quality of our project, and our unparalleled commitment to our community, we ask that you recommend our Project for approval.

Problems with the Review Process

1. Applicant Name

On the Merit-Based Review Scoresheets, the Applicant’s name is noted incorrectly. In an email to Tracy Selge on April 24, 2018, we requested that the Application no longer be entitled “Green Trove Wellness” and it was represented to us that this change had been updated. However, the Project Name listed on the Scoresheet still references “Green Trove Wellness”. (See Attachment A). This causes concerns that the entirety of the Application may not have been carefully reviewed by staff.

2. Odor Control Plan

The Scoresheet notes that the Applicant’s “[o]dor control plan provides little detail”. On June 21, 2018, an odor control plan, prepared and certified by Matthew Torre of 15000 Inc., was submitted by Applicant to the City for consideration. It appears that this document may not have been fully reviewed by staff as it is not included in the application packet attached to the Staff Recommendation.

Furthermore, Applicant’s submitted Odor Control Plan was developed and drafted by the same engineer and is essentially identical to the plan provided by CN Santa Rosa, with the only differentiating

aspect being the unique locations and addresses of the businesses. The Merit-Based Review Scoresheet characterized CN Santa Rosa's Odor Control Plan as providing a "thorough discussion". (Please see both Odor Control Plans in Attachment B.) Consequently, we are concerned that our Odor Control Plan was not reviewed by Staff, leading to unmerited reduction in our scoring.

For your review and consideration, we are again providing the previously submitted Odor Control Plan and are now providing additional information regarding the engineering behind the Odor Control Plan and HVAC systems in Attachment B.

Strengths of Our Project Over Competing Applications

In addition to having serious concerns that our application was unfairly reviewed, not reviewed in its entirety, and awarded lower points than merited, we would also like to provide additional information and the following responses to the Review Committee's comments made in the Retail Merit Based Review Scoresheet.

1. State and Local Compliance

Comment: Describes general compliance with General Plan policies, but lacks details about implementation.

Response: The core of the 330 Yolanda Avenue proposal will transform a currently underutilized and visually unappealing section of this burgeoning thoroughfare, into a vibrant and productive retail experience in South Santa Rosa. The proposal calls for a complete tear-down and rebuild, which creates incredible opportunity for community benefit from an aesthetic and redevelopment perspective, in line with the city and community's interests. The retail component of this location will anchor the overall site acreage and future development, while acting as a guide for the visual and commercial transformation of this area for years to come.

Of primary importance when considering Neighborhood Enhancement should be the Applicant's ability to actually bring about the changes it proposes in the plans, by financing the construction and operational costs. Unlike many project proponents, our team is in a position to self-finance the demolition and construction of the new space. Additionally, they have the means and retail experience to successfully open and launch the dispensary itself, rather than running out of financing and being forced to sell to investors (as has happened all over the City).

This project offers an important opportunity to create, from the ground-up, a visually appealing and iconic location that the City and the surrounding neighborhood will be proud of -- in alignment with the General Plan. The project's new, environmentally friendly, and modern construction will greatly improve the appearance of this somewhat dilapidated Yolanda Avenue corridor by eliminating a poorly maintained commercial site and replacing it with nearly a block of visually appealing design continuity. With a major development planned across the street from 330 Yolanda, this area is becoming increasingly commercialized with chain stores, gas stations and fast food outlets. We believe the new construction of our site, designed with a "modern agronomy" approach, to be of particular importance to maintain overall appeal for the significant number of surrounding residential neighborhoods and local businesses. The new building that is planned, and the redevelopment of the facades of the other street-facing buildings on the property, will provide nearly a block of visually appealing commercial space to this main thoroughfare.

This new building project offers a rare opportunity to instill, from inception, a commitment to sustainable development and community benefits that will serve the needs of both the local residents and the expanding tourist economy. It will offer a beautiful focal point for the continued development and renewal of the Yolanda Avenue district and serve the health-centered needs of the growing residential population. Our proposal is in-line with the city's general plan, and enhances the legacy of our area's agricultural heritage.

2. Site Management

Comment: Local developers, partnering with Herba Buena - a vertically integrated cannabis business.

Response: Our team is comprised of local residents with significant cannabis, business, development and real estate experience. We aren't just partnering with locals. **Our team consists of local developers, local business operators, local neighborhood liaisons, and local attorneys** who are committed to upholding and improving the overall development of Sonoma County, its business, and its residents well into the future. This project has far-reaching potential to keep our economy healthy and local. The success of this project will allow the landowners to continue investing in the ongoing improvement of our City. The opportunity the City of Santa Rosa has to partner with an existing, multi-faceted business, with experienced management and local owners with the resources to bring an iconic location into the blossoming cannabis market of Santa Rosa.

As local residents ourselves, we understand and appreciate the need to proactively, and promptly control and address any nuisance that could be caused by our operations. The appointed Neighborhood Liaison will be an employee of the dispensary. Their job will be to monitor all activities with a close eye on providing an exceptional experience for our customers and neighbors alike. This dedicated employee will be trained to proactively ensure the activities of our business have not only have zero negative impact to the neighborhood, but that we become a resource for the neighbors for collaborating on ongoing improvements to our area. As our project development begins, our neighborhood liaison will be charged with getting to know each of our neighbors, and providing means for open and ongoing dialogue to proactively address their concerns as part of our buildout, prior to opening our doors. We will remain committed to providing open communication as the business begins operations.

We have a robust plan around items that fall into this category including plans for security, lighting, smell abatement, parking and pedestrian access, and additional, ongoing neighborhood communication within each of these areas. Our proposal outlines in detail a robust security and lighting plan to ensure the safety of our property and those that live near it; state-of-the art construction and HVAC components already being successfully utilized in much closer urban environments to ensure smell abatement, and Standard Operating Procedures for training all employees to respond to neighborhood concerns over noise, odor, loitering and other operational questions.

Denny Rosatti holds an integral position on our team, and will continue to act as the project's Community Relations Consultant in order to provide additional and ongoing assurance that our project will be a positive influence on the neighborhood and broader community. Denny has extensive experience in Santa Rosa community issues and brings that depth of knowledge to our project.

3. Neighborhood Compatibility

Comment: Odor control plan provides little detail.

Response: On June 21, 2018, an odor control plan prepared and certified by Matthew Torre of 15000 Inc. was submitted to the City for consideration. It appears that this document may have not been reviewed by staff as it is not included in the narrative/application packet.

Furthermore, our Odor Control Plan is essentially identical to the application provided by CN Santa Rosa; the only difference between our plans is the physical address of our unique locations, and the addresses of the surrounding businesses. Despite the almost-identical nature of the documents, the Review Committee characterized the CN Santa Rosa Odor Control Plan as providing “thorough discussion”. Please see Attachment B.

Comment: Site plan does not anticipate right-of-way dedication on Yolanda Avenue which could significantly alter proposed parking.

Response: The project offers more than ample parking for the proposed retail use. The team is also open and willing to work with the City to address any traffic ingress issues that may arise and is willing to alter its proposed parking plan to the City’s desired location and specifications.

Additionally, right of way dedications would be imposed as a condition of the use permit, of which Applicants have not yet been made aware. As part of the redevelopment of this section of Yolanda Ave., the road will be widened and a new sidewalk will be installed. The design of our parking lot and the building takes into account the loss of space for these new additions. We also show pedestrian orientation and striping of the parking lot to enhance safety for customers, staff, delivery, and security personnel on site.

Comment: Narrative lacks a lot of detail.

Response: Our application indicated that the new building architecture will be a typical Sonoma County two-pitch structure, inspired by the area’s existing agrarian open space farmland and nurseries.

As mentioned in the application, the exterior will be stucco, with a gray metal roof and modern detailing using an open beamed, garden center, modern barn approach not unlike the SHED in Healdsburg. We feel strongly that this design will not only fit in with the current neighborhood, but more importantly will offer long-term beautification to this increasingly commercialized area. Our application also indicates that the proposed building will utilize neutral color schemes and materials similar to those of the existing buildings in the area.

We will be redesigning the façade of the other buildings on the site, separate from this proposal, to provide additional continuity for this block.

4. Neighborhood Enhancement

Comment: Setback from future sidewalk and front-loaded parking does not enhance pedestrian experience or strengthen Yolanda Avenue streetscape.

Response: The property owner and applicant are well-known and respected developers of numerous other projects in Santa Rosa, including an extensive housing development project. We are familiar with and amenable to working with the various City of Santa Rosa departments to develop a parking and pedestrian access plan that enhances the Yolanda Avenue streetscape. The project proposes significant visual upgrades to this block-long lot including extensive, environmentally friendly and water-wise landscaping to provide

visual appeal to those passing by and approaching our facility. It is our goal to ensure this location becomes a “gem” of the area providing visual appeal and neighborhood beautification, to ensure future developments align with an aesthetic that improves this district overall.

Of primary importance when considering Neighborhood Enhancement should be the Applicant’s ability to actually bring about the changes it proposes in the plans, by financing the construction and operational costs. Unlike many project proponents, our team is in a position to self-finance the demolition and construction of the new space. Additionally, they have the means and retail experience to successfully open and launch the dispensary itself, rather than running out of financing and being forced to sell to investors (as has happened all over the City).

Comment: Lacks discussion of community benefits.

Response: The team of local community members that have assembled to present the 330 Yolanda Avenue proposal are **unparalleled in local cannabis by their depth, accomplishment, and contribution to the community of Santa Rosa and Sonoma County.**

Our team is dedicated to Sonoma County as they are residents and long-time business and property owners. Members of the team have organized sizable fire relief events and other community based drives to bolster Sonoma County’s fire recovery efforts. Further, the development of this dilapidated lot will be a community benefit as businesses in the area will benefit from the improved building site and street corner.

The team’s prior and ongoing dedication to the Sonoma County community is also evidenced by the construction and development of one of Sonoma County’s largest affordable-by-design housing developments, Paseo Vista. **Project owners Allan Henderson and Mike Gasparini have recently broken ground on this incredible housing project in West Santa Rosa.** The housing development will provide 167 units of badly needed housing for the City of Santa Rosa. Put in perspective, this is more than 10% of the total estimated units that Measure N on November’s ballot will provide with a 27 year bond payoff. It is this type of community benefit that the project at 330 Yolanda will be going to support.

The team’s commitment to Sonoma County’s residents is also exhibited in its local hiring plan that will provide **good paying jobs for local employees as well as the development of a partnership with Teamsters Local 665.**

Herba Buena, owned and operated by Alicia Kelley, has a strong history of major donations to veterans and senior citizen causes, during their time operating as a medical collective in Marin County, prior to MMRSA and Prop 64 passing. The ethic displayed by Alicia and her team at Herba Buena, and at Friends and Farmers, is exactly the spirit of giving we want in Santa Rosa. During their three years of dispensary operations in Marin County, Friends and Farmers provided free community outreach and education programs, as well as compassionate care programs such as offering 50% discounts to local seniors, veterans and medical patients who lacked the funds to access clean, effective, quality medicine. Not only did Friends and Farmers plan to continue to offer these community resources, but we look forward to working with the City of Santa Rosa to expand our offerings, including working with local officials and schools to fund youth education programs, and access to those most in need. For more information, see Attachment C, which was also submitted with our initial Application.

To ensure community benefit compliance and engagement, as we stated in our application, **we have built in a “neighborhood liason” position to our project.** We anticipate that this staff role will well position

our business to be involved early and often in community events and programs. We will join the Santa Rosa Metro Chamber and have the luxury of being active in the chamber and community from our launch point, thanks to our prioritization of the community outreach staff role.

Our team is also exploring partnerships with several community organizations:

1) Our neighbor, The Palms Inn, veteran and transitional housing community. Our goal is to provide meaningful support, both financial and programming, to this vulnerable and important segment of our neighborhood. We are deep in a conversation with The Palms management about the options and best ways for our partnership to benefit the community of residents living there. We also intend to implement a local hiring program, and will work with The Palms management to place eligible workers within our business model. We are committed to this type of service to our community.

2) We are committed to supporting First 5 Sonoma County. We have made an initial contribution to this fund, and are looking at options as to how we can financially contribute and pilot a program that other Sonoma County operators can utilize to bring support to this important early childhood focused agency.

3) Our employees will have the opportunity to consider collective bargaining, and form an employee union via working with the Teamsters Local 665 union. Our team has agreed to Card Check Neutrality, and plans to work closely with the Teamsters who will bring incredible resources to the table to partner with our business to ensure a thriving work place for employees and staff, with good working conditions and wages.

4) We are also exploring working with other community and governmental partnerships to direct charitable and community giving. Our team feels strongly that cannabis companies have a role to play in Santa Rosa's social dynamic, and we will work diligently to ensure our project is an anchor for positive role models in our neighborhoods and the City, as well as in the metro business community.

Thank you for the opportunity to raise our concerns with the review process, and to further inform the Subcommittee's consideration of the elements of our project. Based on the inconsistencies in the review process, the overall quality of our project, and our unparalleled commitment to our community, we ask that you recommend our Project for approval. We are happy to provide any additional information or documentation to help you better understand our project and its importance to the community. As always, thank you for your continued dedication and service to our community.

Regards,



Erin Carlstrom

EBC:gc
Encls.

ATTACHMENT A

CANNABIS RETAIL MERIT BASED REVIEW – CONCENTRATION AREA – Santa Rosa & Yolanda Ave

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
<p>1. Local and State Compliance (20 points max)</p> <ul 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. • Describes general compliance with General Plan policies, but lacks details about implementation. • Demonstrates compliance with overconcentration and proximity to schools. 	18.7
<p>2. Site Management (20 points max)</p> <ul 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"> • Local developers, partnering with Herba Buena—a vertically integrated cannabis business. Experience in the local wine industry. • Demonstrates exceptional qualifications and experiences of principals. • Application offers general overview of day-to-day operation and minimally describes how cannabis will be monitored to prevent diversion. • Proposes a neighborhood liaison, who will respond to nuisance complaints. • Application provides detailed timeline. Includes statement that applicants will self-finance demolitions, construction, and start-up costs. 	18
<p>3. Neighborhood Compatibility (30 points max)</p> <ul 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"> • Brand new building. Through new development, change of use, and increase in intensity of use, proposed development and use will enhance stability and quality of surrounding neighborhood. Improvements proposed to severely neglected site. • Odor control plan provides little detail. • Site plan appears to be well designed, quality exterior finished. Site plan does not anticipate right-of-way dedication on Yolanda Ave, which could significantly alter proposed parking. • Narrative lacks a lot of detail. • Bike parking, access to transit, and pedestrian orientation are addressed. 	23.7
<p>4. Neighborhood Enhancement (30 points max)</p> <ul 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"> • Significant investment in a new building and site improvements. May catalyze improvements at other nearby commercial developments. • Application demonstrates appropriate integration of project with proposed new building. Setback from future sidewalk and front-loaded parking does not enhance pedestrian experience or strengthen Yolanda Ave. streetscape. Safe circulation and location of driveways, and ease of parking is demonstrated. • New energy efficient building. • New building is a community benefit. Lacks discussion of community benefits. 	21.3
TOTAL SCORE (Out of 100)	81.7	

ATTACHMENT B

ODOR CONTROL & MITIGATION PLAN

June 16, 2018

Cannabis Nation

2612 Santa Rosa Avenue
Santa Rosa, CA 95404



Report prepared by

15000 Inc.
2901 Cleveland Avenue, Suite 204
Santa Rosa, CA 95403

Policy

Document a process to limit objectionable odors from the project area utilizing building system components and adopted odor control plan.

Purpose

To minimize and eliminate the off-site odor of cannabis caused by normal business practices.

Scope

Exterior of facility and surrounding areas.

Responsibilities

Business Owner/Operator (BO/O) is to provide, implement and supervise an odor mitigation plan.

General Procedures

Implementing and maintaining building systems to effectively minimize transmission of odor between building and surrounding areas.

- BO/O shall supervise installment and maintenance of an air treatment system to ensure there is no off-site odor of cannabis overly detectable from adjacent properties or the community. Air treatment systems consists of carbon filtration on the exhaust side of the ventilation system and negatively pressurizing the facility in relation to the exterior ambient condition.
- Staff members should immediately report an odor problems to the BO/O, who will take corrective action, implement upgrades to the system, upgrades to the facility or to the internal handling process of product within the facility to further deter odors.
- If such upgrades require the approval of any Agency Having Jurisdiction (AHJ), the BO/O shall seek and gain such approval prior to implementing new systems and/or procedures.

It is critical to the success of our organization that our various plans remain transparent to the community so all stakeholders are aware of the importance of mitigated cannabis odors.

This mitigation plan and all associated records will be made available to the public for review and documents can be requested at our facility. All requests for documentation shall occur via written request only (email is acceptable).

The company is a cannabis dispensary. In accordance with California State Law all products brought into the dispensary will be in sealed packages. As such, the possibility for odor issues for adjacent properties is limited. Nevertheless, the handling of product will require a properly engineered odor control system in order to mitigate the release of odors to the surrounding properties and community.

Active Measures

All cannabis products will be securely stored in a security room (“WH VAULT”, on attached plan). The security area will be provided with an exhaust air system for odor control. The exhaust system shall be provided with a carbon filter that will mitigate any odors which may emanate from the stored product.

Air Pressure & Carbon Filter Control

The facility will be kept under negative pressure by means of an exhaust system with carbon filters for odor mitigation. The exhaust discharge shall 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. This building is also provided with MERV-8 filters for particulate filtration of supply air into the building.

Air System Design

The facility shall have no operable windows or be kept locked and sealed at all times. All doors shall be sealed with proper weather stripping, keeping circulating and filtered air inside the facility.

On site usage of cannabis products is strictly forbidden while on the property. This will assist in mitigating odors to the surrounding neighbors.

Monitoring, Detection and Mitigation: Method for Assessing Impact of Odor

The importance of cannabis odor mitigation is very well understood and we shall make decisions that best to prevent the issue of odor to the surrounding areas. If odors are detected outside the facility this plan shall serve as a guideline to provide corrective action.

Monitoring

The manager/supervisor shall assess the on-site and off-site odors daily for the potential release of objectionable odors. The manager/supervisor on duty shall be responsible for assessing and documenting odor impacts on a daily basis.

The closest adjacent businesses include;

- Quality Motors: 2620 Santa Rosa Avenue, Santa Rosa, CA 95404
- McDonald's: 2642 Santa Rosa Avenue, Santa Rosa, CA 95404
- Chapel of the Chimes Cemetary: 2601 Santa Rosa Avenue, Santa Rosa, CA 95404

Mitigation

Should objectionable off-site cannabis odors be detected by the public and we are notified in writing, the following protocols will take place immediately:

- Investigate the likely source of the odor.
- Utilize on site management practices to resolve the odor event.
- Take steps to reduce the source of objectionable odors.
- Determine if the odor traveled off-site by surveying the perimeter and making observations of existing wind patterns.
- 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 facility manager, who will then notify the BO/O. All communication shall be documented and the team shall create a proper solution, if applicable. If necessary we shall retain our certified engineer to review the problem and make recommendations for corrective action/s.

Staff Training

All employees shall be trained on how to detect, prevent and remediate odor outside our facility and all corrective options outlined herein.

Odor Detection Documentation

The Odor Detection Form (ODF) shall be provided to those who suspect objectionable odors emanating from inside the facility. ODFs are available per request, on-site.

We shall maintain records of all odor detection notifications and/or complaints that will include the remediation measures employed. The records shall be made available to the AHJ or the general public on request. All requests shall be in writing (email is acceptable).

Odor Detection Form

Name of Reporting Party: _____

Phone Number: _____

Email Address: _____

Date: _____

Time: _____

Location of Odor: _____

Weather Conditions: _____

Date/Time of Notification: _____

Notification Method: Email Online In Person

Administrative Use Only

Mitigation Response Taken: _____

Date/Time Measures Employed: _____

Were Mitigation Measures Successful? _____

Signature/Date/Time: _____

ODOR CONTROL & MITIGATION PLAN

June 13, 2018

358 Yolanda Dispensary

358 Yolanda Avenue
Santa Rosa, CA 95404



Report prepared by

15000 Inc.
2901 Cleveland Avenue, Suite 204
Santa Rosa, CA 95403

Policy

Document a process to limit objectionable odors from the project area utilizing building system components and adopted odor control plan.

Purpose

To minimize and eliminate the off-site odor of cannabis caused by normal business practices.

Scope

Exterior of facility and surrounding areas.

Responsibilities

Business Owner/Operator (BO/O) is to provide, implement and supervise an odor mitigation plan.

General Procedures

Implementing and maintaining building systems to effectively minimize transmission of odor between building and surrounding areas.

- BO/O shall supervise installment and maintenance of an air treatment system to ensure there is no off-site odor of cannabis overly detectable from adjacent properties or the community. Air treatment systems consists of carbon filtration on the exhaust side of the ventilation system and negatively pressurizing the facility in relation to the exterior ambient condition.
- Staff members should immediately report an odor problems to the BO/O, who will take corrective action, implement upgrades to the system, upgrades to the facility or to the internal handling process of product within the facility to further deter odors.
- If such upgrades require the approval of any Agency Having Jurisdiction (AHJ), the BO/O shall seek and gain such approval prior to implementing new systems and/or procedures.

It is critical to the success of our organization that our various plans remain transparent to the community so all stakeholders are aware of the importance of mitigated cannabis odors.

This mitigation plan and all associated records will be made available to the public for review and documents can be requested at our facility. All requests for documentation shall occur via written request only (email is acceptable).

The company is a cannabis dispensary. In accordance with California State Law all products brought into the dispensary will be in sealed packages. As such, the possibility for odor issues for adjacent properties is limited. Nevertheless, the handling of product will require a properly engineered odor control system in order to mitigate the release of odors to the surrounding properties and community.

Active Measures

All cannabis products will be securely stored in a security room. The security area will be provided with an exhaust air system for odor control. The exhaust system shall be provided with a carbon filter that will mitigate any odors which may emanate from the stored product.

Air Pressure & Carbon Filter Control

The facility will be kept under negative pressure by means of an exhaust system with carbon filters for odor mitigation. The exhaust discharge shall 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. This building is also provided with MERV-8 filters for particulate filtration of supply air into the building.

Air System Design

The facility shall have no operable windows or be kept locked and sealed at all times. All doors shall be sealed with proper weather stripping, keeping circulating and filtered air inside the facility.

On site usage of cannabis products is strictly forbidden while on the property. This will assist in mitigating odors to the surrounding neighbors.

Monitoring, Detection and Mitigation: Method for Assessing Impact of Odor

The importance of cannabis odor mitigation is very well understood and we shall make decisions that best to prevent the issue of odor to the surrounding areas. If odors are detected outside the facility this plan shall serve as a guideline to provide corrective action.

Monitoring

The manager/supervisor shall assess the on-site and off-site odors daily for the potential release of objectionable odors. The manager/supervisor on duty shall be responsible for assessing and documenting odor impacts on a daily basis.

The closest adjacent businesses include;

- Malm Fireplace Center: 368 Yolanda Avenue, Santa Rosa, CA 95404
- RV Specialist: 340 Yolanda Avenue, Santa Rosa, CA 95404
- MetroPCS Co. Store: 2648 Santa Rosa Avenue, Santa Rosa, CA 95404
- Galvin Precision Machining CO.: 404 Yolanda Avenue, Santa Rosa, CA 95404
- Autokraft Transmission and Automotive: 400 Yolanda Avenue, Santa Rosa, CA 95404

Mitigation

Should objectionable off-site cannabis odors be detected by the public and we are notified in writing, the following protocols will take place immediately:

- Investigate the likely source of the odor.
- Utilize on site management practices to resolve the odor event.
- Take steps to reduce the source of objectionable odors.
- Determine if the odor traveled off-site by surveying the perimeter and making observations of existing wind patterns.
- 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 facility manager, who will then notify the BO/O. All communication shall be documented and the team shall create a proper solution, if applicable. If necessary we shall retain our certified engineer to review the problem and make recommendations for corrective action/s.

Staff Training

All employees shall be trained on how to detect, prevent and remediate odor outside our facility and all corrective options outlined herein.

Odor Detection Documentation

The Odor Detection Form (ODF) shall be provided to those who suspect objectionable odors emanating from inside the facility. ODFs are available per request, on-site.

We shall maintain records of all odor detection notifications and/or complaints that will include the remediation measures employed. The records shall be made available to the AHJ or the general public on request. All requests shall be in writing (email is acceptable).

Odor Detection Form

Name of Reporting Party:

Phone Number:

Email Address:

Date:

Time:

Location of Odor:

Weather Conditions:

Date/Time of Notification:

Notification Method:

Email Online In Person

Administrative Use Only

Mitigation Response Taken:

Date/Time Measures Employed:

Were Mitigation Measures Successful?

Signature/Date/Time:



Submittal Data Sheet

0.75-Ton Wall Mounted Unit

FTXG09HVJURXG09HVJU

FEATURES

- Low ambient heating operation down to -4°F
- Dehumidifying to a preset relative setting
- Integrated air cleaner for advanced filtration for allergens, odors, and bacteria

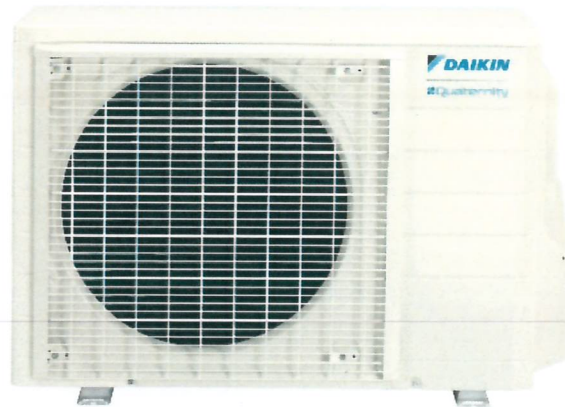
BENEFITS

- Compact design
- 12 Year limited parts warranty with online registration
- 5 Year limited parts warranty for commercial applications

INDOOR UNIT



OUTDOOR UNIT





Submittal Data Sheet

0.75-Ton Wall Mounted Unit

FTXG09HVJURXG09HVJU

SYSTEM PERFORMANCE

Indoor Unit Model No.	FTXG09HVJU	Indoor Unit Name:	FTXG09HVJU
Outdoor Unit Model No.	RXG09HVJU	Outdoor Unit Name:	RXG09HVJU
Rated Cooling Capacity (Btu/hr):	9,000	Rated Cooling Conditions:	Indoor (°F DB/WB): 80 / 67 Ambient (°F DB/WB): 95 / 75
Sensible Capacity (Btu/hr):	8,900	Rated Piping Length(ft):	25
Max/Min Cooling Capacity (Btu/hr):	12,300 / 5,300	Rated Height Difference (ft):	26.00
Cooling Input Power (kW):	0.570	Rated Heating Conditions:	Indoor (°F DB/WB): 70 / 60 Ambient (°F DB/WB): 47 / 43
SEER (Non-Ducted/Ducted):	26.10 /	HSPF (Non-Ducted/Ducted):	11.0 /
EER (Non-Ducted/Ducted):	15.80 /	Heating COP (Non-Ducted/Ducted):	4.5 /
Rated Heating Capacity (Btu/hr):	12,000		
Max/Min Heating Capacity (Btu/hr):	18,000 / 4,400		
Heating Input Power (kW):	0.78		

SYSTEM DETAILS

Refrigerant Type:	R-410A	Cooling Operation Range (°F DB):	14 - 109
Holding Refrigerant Charge (lbs):	3.1	Heating Operation Range (°F WB):	-4 - 75
Additional Charge (lb/ft):	0.01	Max. Pipe Length (Vertical) (ft):	26
Pre-charge Piping (Length) (ft):	33	Cooling Range w/Baffle (°F DB):	14 - 109
Max. Pipe Length (Total) (ft):	33	Heating Range w/Baffle (°F WB):	4 - 75
Max Height Separation (Ind to Ind ft):	26		

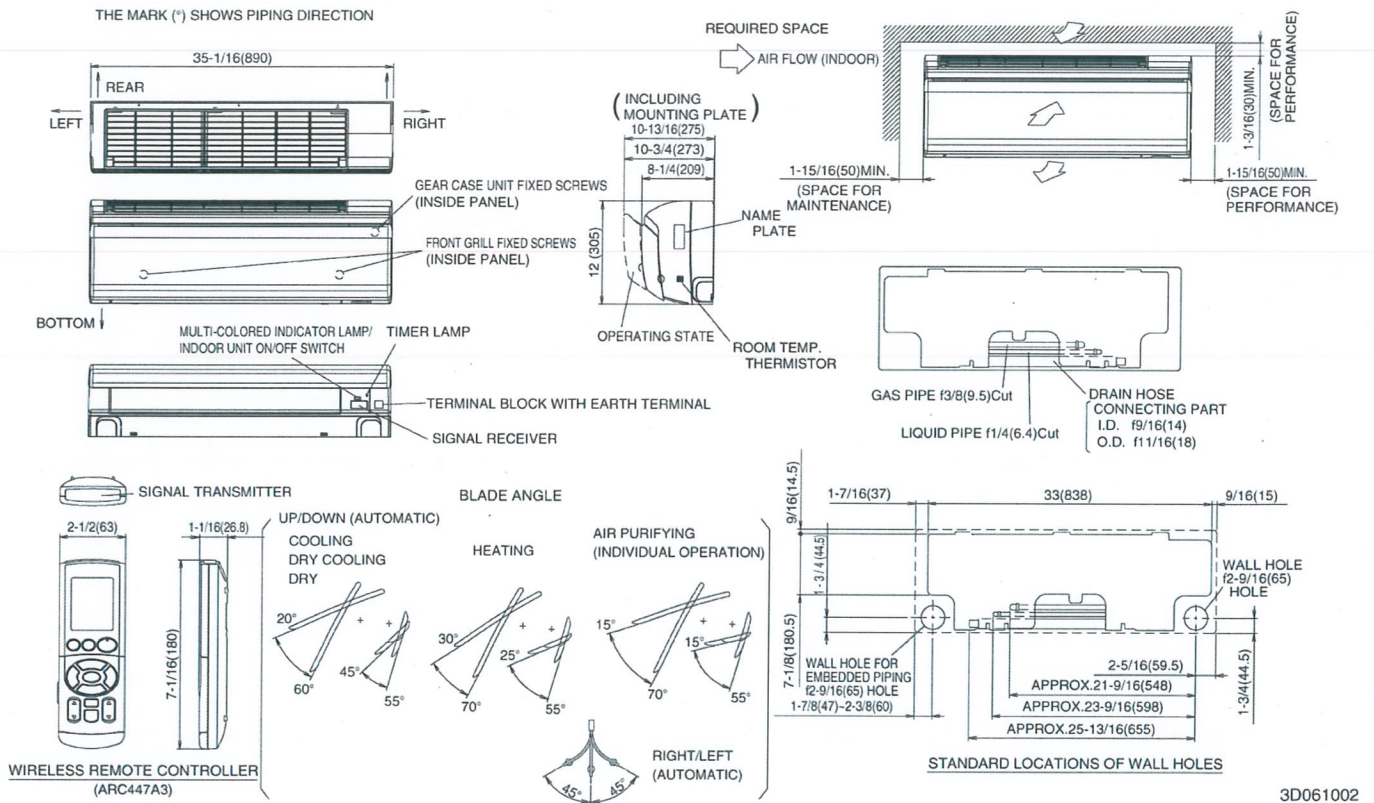


Submittal Data Sheet

0.75-Ton Wall Mounted Unit
FTXG09HVJURXG09HVJU

INDOOR UNIT DETAILS			
Power Supply (V/Hz/Ph):	208-230 / 60 / 1	Airflow Rate (H/M/L) (CFM):	420/325/230
Power Supply Connections:	See Outdoor Unit for Electrical Specs	Moisture Removal (Gal/hr):	0.4
Min. Circuit Amps MCA (A):		Gas Pipe Connection (inch):	3/8
Max Overcurrent Protection (MOP) (A):		Liquid Pipe Connection (inch):	1/4
Dimensions (HxWxD) (in):	12 x 35-1/16 x 8-1/4	Condensate Connection (inch):	11/16
Panel (HxWxD) (in):		Sound Pressure (H/M/L) (dBA):	42/33/26
Net Weight (lb):	31	Sound Power Level (dBA):	
Panel Weight (lb):		Ext. Static Pressure (Rated/Max) (inWg):	0.00 / 0.00

DIMENSIONAL DRAWING - INDOOR UNIT



3D061002



Submittal Data Sheet

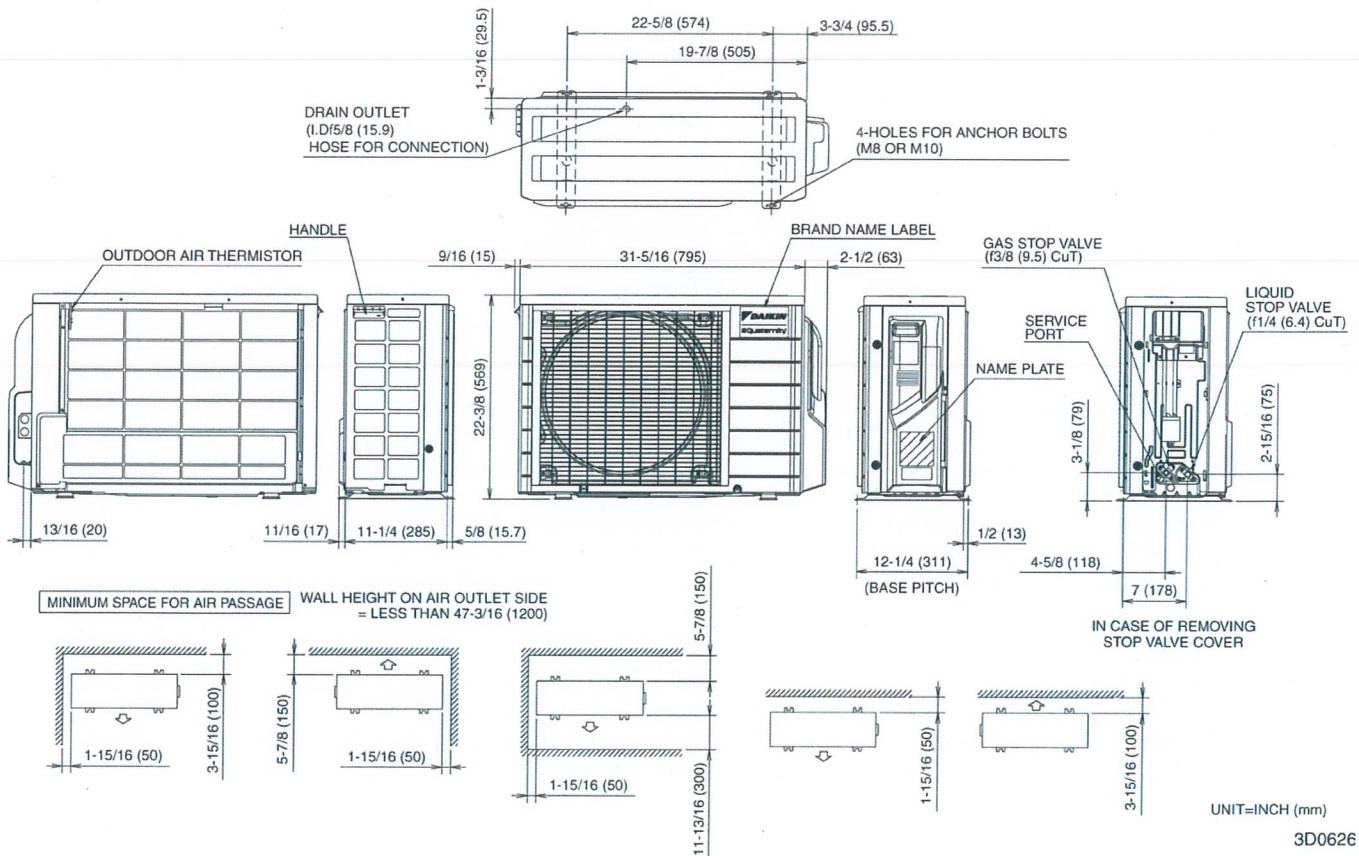
0.75-Ton Wall Mounted Unit

FTXG09HVJURXG09HVJU

OUTDOOR UNIT DETAILS

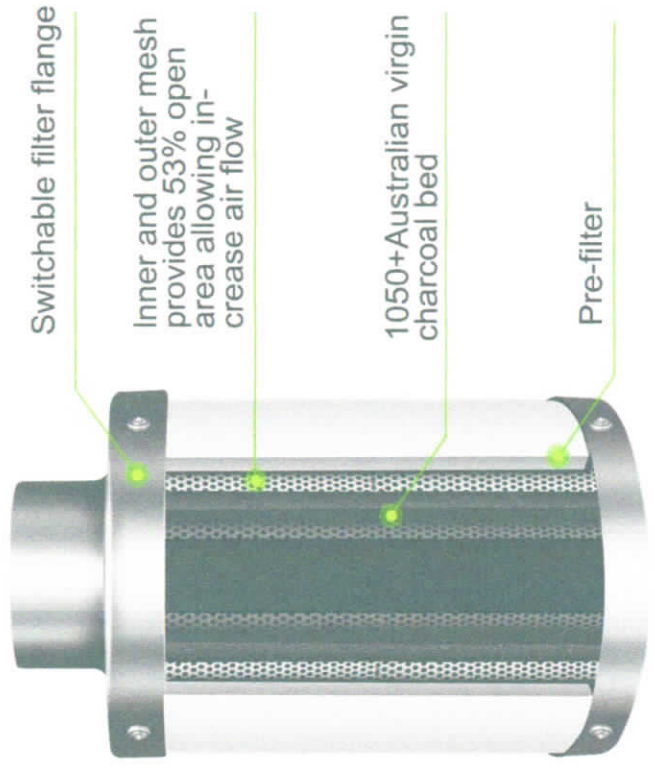
Power Supply (V/Hz/Ph):	208-230 / 60 / 1	Compressor Type:	Inverter
Power Supply Connections:	L1, L2, Ground	Capacity Control Range (%):	-
Min. Circuit Amps MCA (A):	14.50	Airflow Rate (H) (CFM):	1,178
Max Overcurrent Protection (MOP) (A):	15.00	Gas Pipe Connection (inch):	3/8
Max Starting Current MSC(A):		Liquid Pipe Connection (inch):	1/4
Rated Load Amps RLA(A):	2.1	Sound Pressure (H) (dBA):	46
Dimensions (HxWxD) (in):	22-3/8 x 31-5/16 x 11-1/4	Sound Power Level (dBA):	
Net Weight (lb):	99		

DIMENSIONAL DRAWING - OUTDOOR UNIT





iPower GLFANXINLINE6 High CFM Inline...
Style: Carbon Filter



Product Information
\$28.99
\$15.99
\$13.99

Responsibly brought together

Amazon.com

FG 6 CENTRIFUGAL INLINE FAN

Item no. 40406

Document type: **Product card**
Document date: **2017-10-16**
Generated by: **Systemair Online Catalogue**



Description

- Speed-controllable
- Built-in thermal overload protection with automatic reset
- Can be installed in any position and outdoors
- Maintenance-free and reliable
- Mounting bracket and hardware included
- Five-year factory warranty

Application

The FG Series is designed for installation in ducts.

Design

The housing is manufactured from a two-piece stamped galvanized construction. The two halves are joined using Fantech's unique folded seam closure, which gives the fan the first in class, air tight seal. Duct connected outdoor and wet room applications of the fan are possible due to the air tight casing.

FG fans are equipped with backward-curved impeller blades and external rotor motors. With the motor in the airstream the fan provides the constant dissipation of heat buildup thus giving the fan first in class of longevity and reliability.

Motor protection

To protect the motor from overheating the fan is impedance protected. The fans can be controlled via a solid state speed controller.

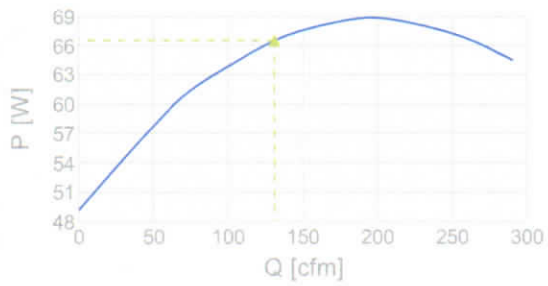
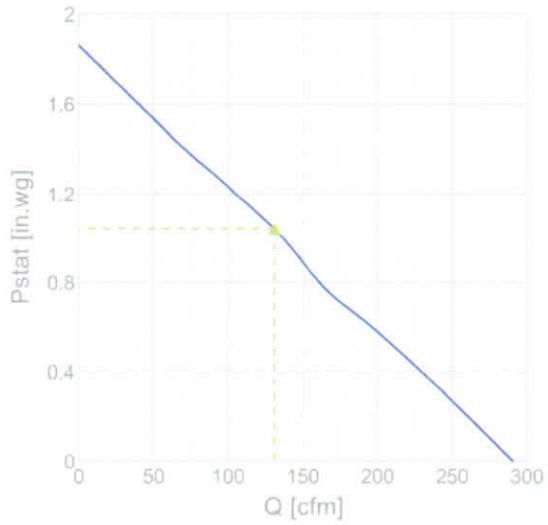


Technical parameters

Nominal data	
Voltage	120 V
Frequency	60 Hz
Phase	1 -
Input power (P1)	70 W
Current	0.58 A
Max. airflow	305 cfm
Fan impeller speed	2703 r.p.m.
Weight	10 lbs.
Temperature data	
Max. temperature of transported air	140 °F
Protection / Classification	
Insulation class	B
Enclosure class, motor	IP44 IP

Performance

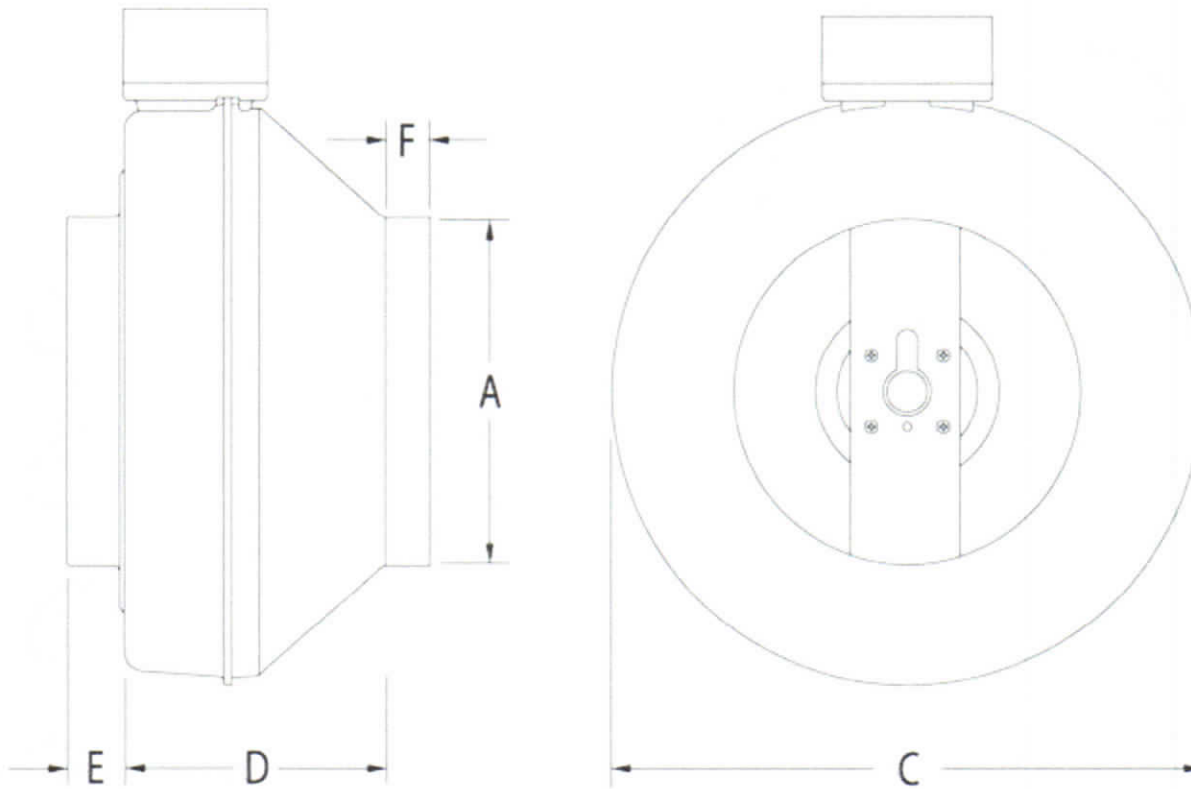
Diagrams



Max efficiency

Hydraulic data	
▲ Working air flow	131 cfm
▲ Working static pressure	1.04 in.wg
▲ Power	66.5 W
Speed	2675 r.p.m.
Current	0.557 A
SFP	0.508 W/(cfm)
Voltage	120 V

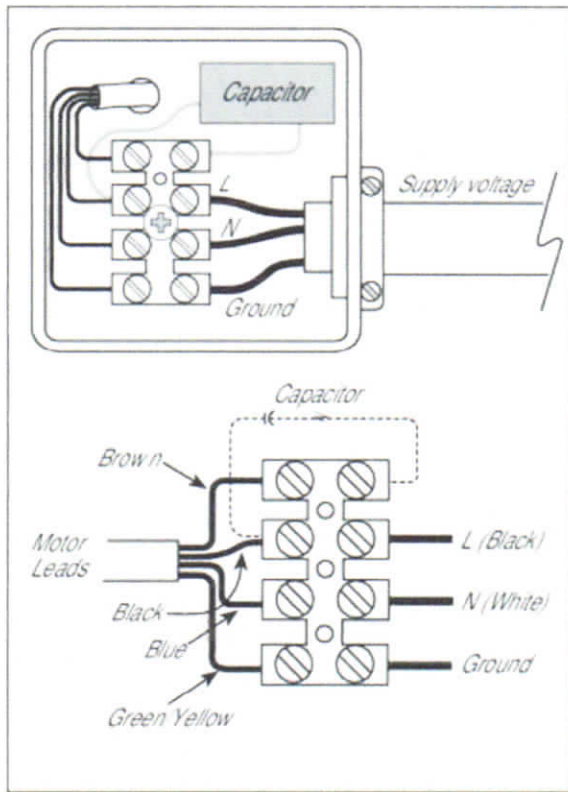
Dimensions



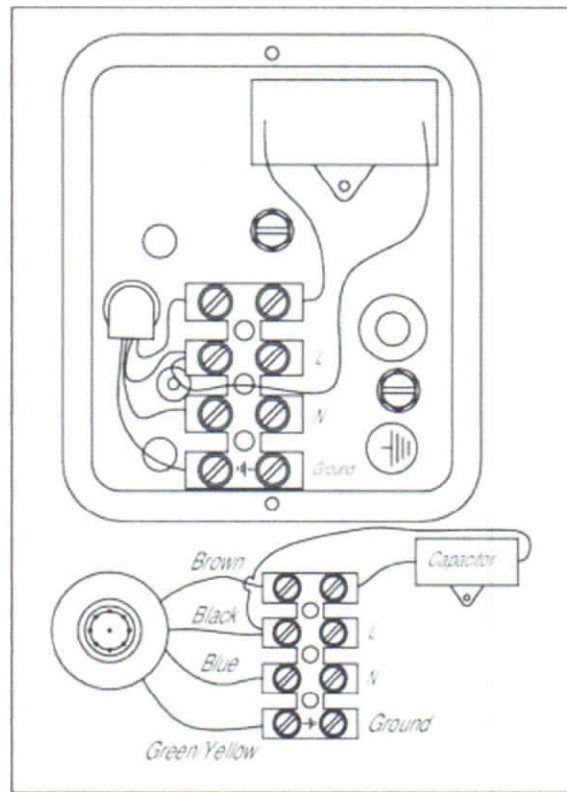
Model	A	C	D	E	F
4	4 (101)	8 1/2 (216)	6 1/2 (165)	1 (25)	1 (25)
4XL	4 (101)	9 3/4 (248)	6 15/16	1 (25)	1 (25)
5	5 (127)	8 5/8 (219)	6 1/2 (165)	1 (25)	1 (25)
5XL	5 (127)	9 3/4 (248)	6 (152)	1 1/8 (29)	1 1/8 (29)
6	6 (152)	11 3/8 (289)	6 1/4 (159)	1 (25)	7/8 (22)
6XL	6 (152)	13 1/8 (333)	7 (178)	1 (25)	1 (25)
6M	6 (152)	13 1/8 (333)	7 (178)	1 (25)	1 (25)
8, 8XL	8 (203)	13 1/4 (337)	6 (152)	1 1/8 (29)	1 (25)
10	10 (254)	13 1/4 (337)	4 3/4 (121)	1 1/8 (29)	1 (25)
10XL	10 (254)	13 1/4 (337)	4 13/16 (122)	1 1/4 (32)	1 (25)
12, 12XL	12 (305)	16 (406)	6 11/16 (170)	1 1/2 (38)	1 (25)

Dimensions are in inches (mm).

Wiring



3 wire motor



4 wire motor

ATTACHMENT C

Proudly Presenting 358 Yolanda Avenue A Destination for the New Cannabis Culture Promoting Health & Healing of People & Planet

FRIENDS &farmers

The Friends & Farmers dispensary offers a rare opportunity to instill, from inception, a commitment to sustainable development with a sophisticated, inspiring and welcoming atmosphere, where consumers can learn about the truly remarkable attributes of this therapeutic plant – within a thoughtfully designed, eco-friendly and naturally engaging environment.

An experiential retail destination, Friends & Farmers will serve the needs of both the local and tourist economy, and offer a beautiful focal point for the continued development and renewal of the Yolanda Avenue district. Our proposal is in-line with the city's general plan, and enhances the legacy of our area's agricultural heritage.

RETAIL - Experiential, Inspiring, Eco-Friendly

Built from the ground up, our store will be designed to educate, engage and inspire a deeper understanding of cannabis and its wide-reaching therapeutic potential. Built with environmental sustainability at the forefront, our dispensary will integrate sustainable and recycled building materials, solar power, water catchment, LED lighting, low flow bathroom fixtures, energy efficient appliances and green-scaping.

Drawing from our three-years of hands-on experience running a vertically integrated cannabis company and virtual dispensary, and taking cues from our extensive work in the wine industry, we have a proven track record of providing exceptional products and customer experience suited to each individual's needs and desires. Our product curation will continue to include a curated selection of best-of-class products defined by absolute purity, standardized potency and full-spectrum therapeutic effect, with a focus on supporting Northern California's heritage of the local, craft farmer and regenerative farming practices.

The grounds of the dispensary will offer a natural respite with a living landscape, a discreet indoor/outdoor consumption lounge and a venue for educational workshops, and cultural events. The entire area will incorporate visually appealing privacy fencing with state-of-the art security systems.

We will ensure easy and safe pedestrian access and bicycle parking, and will continue to offer a robust delivery service in order to serve our most in-need patients, and to expand our footprint without additional traffic impact on site.

Educational Events & Community Services

The ethos of this project runs deep with a commitment to supporting the health of our patients and community overall. We will offer a calendar of events and programs featuring experts in health, cannabis, science, farming and living well. We will also offer a suite of health services, and a referral network of health resources for those most in need.

THE FUTURE IS BRIGHT – Vertical Integration

The critical first step for this project is to obtain our dispensary retail license. Within the broader development of this location, we believe a vertically integrated business model – much like a winery – including retail, processing and culinary arts, with a demonstration garden, will ultimately serve the purpose and vision for creating a lifestyle destination that promotes greater health and healing.

As the project matures, we envision an integrated cannabis business campus that supports the heritage and legacy of progressive health offerings and cannabis in Northern California, innovative green building design, and our community at large.



Proudly Presenting 358 Yolanda Avenue
A Destination for the New Cannabis Culture
Promoting Health & Healing of People & Planet

FRIENDS &farmers

EXPERIENCED OPERATORS

Our team has 3-years of experience running a vertically integrated medical cannabis business that included cultivation, manufacturing of award-winning products, and a virtual dispensary and delivery service in the Bay Area. We also bring decades of experience launching and managing vertically integrated wineries and wine companies including numerous retail and tasting room locations in Napa and Sonoma Valley.

- Served the needs of thousands of medical and adult use patients
- Managed a delivery and fulfillment program, without incident
- Hosted more than 50 guided and educational events, with consumption
- Created a portfolio of award-winning products

IN THE NEWS *(see HerbaBuena.com for a complete list, with article links)*

San Francisco Chronicle: "Biodynamic Cannabis" & "Best Product Awards 2017"

Edible Marin & Wine Country Magazine: 4-Page Lifestyle Feature

GreenState: "Cannabis Social Clubs Lead New Cannabis Culture"

Bust Magazine: "Female Owned Cannabis Companies You Should Be Supporting"

Today Show: Featured HerbaBuena Social Club & Cannabis Products

Business Insider: Featured Cannabis Entrepreneurs

Ackrell Capital: "Top 100 Companies To Watch for Investing in Cannabis"

Emerald Cup: Top 3 Winner for Tincture Category

Luxury Marketing Council: "Launches Luxe Cannabis Society with HerbaBuena"

THE TEAM

Allan Henderson, Landowner

Michael Gasparini, Property Development

Allan and Mike, are proud to have broken ground on an extensive affordable housing project in Santa Rosa, and are exactly the type of people we want in positions of leadership as we define the renewal of this location, and cannabis, within the greater context of our community.

Alicia Rose Kelley, Managing Partner, Friends & Farmers; CEO, HerbaBuena

Founding Board Member: Mendocino and Napa Valley Cannabis Associations; Wine & Weed Symposium

Erin Carlstrom, Legal Counsel, Dickenson Peatman & Fogarty

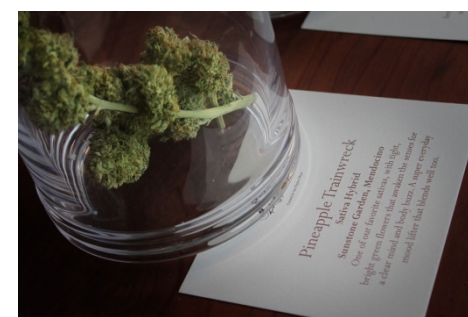
Dennis Rosatti, Community Relations, Rosatti Consulting

Michael Straus, Business Dev, Straus Family Creamery, Straus Communications

Erik Harvey, Operations, Eharvey Consulting, Harlan Estate Wines

TRIPLE BOTTOM LINE

Our Team is deeply committed to Santa Rosa, and will continue to be active civic and philanthropic contributors and stewards of our community. We intend to run this project with a triple bottom line which supports the environmental, social and financial welfare of our team, our customers, the neighborhood, and our city. Education and giving back through various civic and charitable endeavors will continue to be a guiding principle for our project.



FRIENDS &farmers

350 & 358 YOLANDA AVE A Winning Cannabis Retail Application



RECOGNIZED INDUSTRY LEADERS

This project is led by a team of professionals with a proven track record, and will serve as home-base for a larger vision that supports, protects and enhances the health of our community, and the legacy of our City and County.

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
trail towers farm local

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”

THIS IS A WINNING PROJECT

While not privy to the specifics of the point award system, after careful review we believe that, conservatively, our application **should have received an additional 5-10 points**; more than compensating for the 3 point shortfall, and easily placing this project 1st in our concentration area.

Neighborhood Compatibility, Neighborhood Enhancement Site Management

Odor Control Plan	+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

DISCREPANCIES IN POINTS AWARDED

Thank you for the opportunity to highlight items that seem to have been missed in our application and your commitment to a fair and equitable process.

1) APPLICANT NAME INCORRECT

Name on application not updated: Friends & Farmers; NOT Green Trove Wellness

2) NEIGHBORHOOD COMPATIBILITY 21.3 out of 30 pts

a) Odor Control Plan (+1 POINT)

Comment: “Applicant’s “[o]dor control plan provides little detail”.

Ours is **IDENTICAL** to CN Santa Rosa plan; noted as “thorough discussion”.

b) Site Plan & Right Of Way Designation (+1 POINT)

Comment: “Site plan doesn’t designate right of way designation”

Unfair point reduction; this is required for use permit process and was not outlined as part of the application. We have a sophisticated dev team responsible for dozens of approved projects. This location has more than adequate parking; and ease of ingress and egress.

NEIGHBORHOOD COMPATIBILITY (21.3 out of 30 pts)

2c) This Project Represents an Unparalleled Redevelopment Opportunity of 6-ACRES! (+1-2 POINTS)

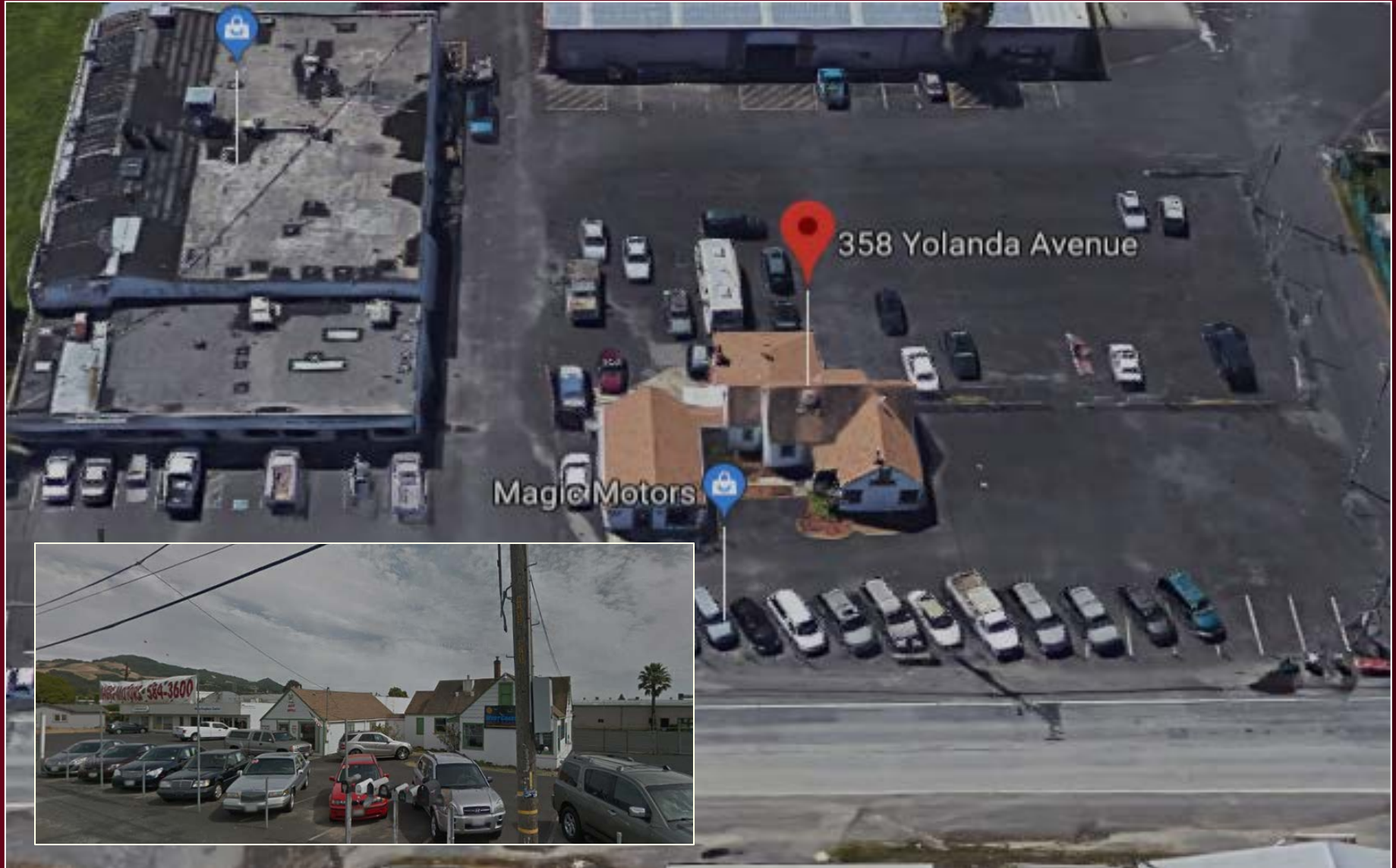
- Renovate a large, poorly maintained commercial parcel
- Significantly improve 500+ linear feet of street frontage
- Remove 3,000 sq feet of impermeable surface
- Offer ease for pedestrian and bike access
- Build an iconic location for sustainable development
- Improve a large swath of commercial corridor

See renderings, next page.



TODAY

An underutilized and dilapidated lot



TOMORROW

A focal point for community redevelopment and health



THE FUTURE IS BRIGHT

The critical first step for this **industry-leading**, and **community-defining** project is to obtain our retail dispensary license.

To support this location's retail use, we'll continue developing and improving our 6-acre property:

- Community education and resource center
- Café, juice bar and culinary center
- Garden center and demonstration garden
- **This location, and our team, are particularly suited to serving local residents and the est. multi-trillion dollar canna-tourism industry**



2d) Community Benefits

Supporting Local Non-Profits (+1-2 POINTS)

We believe cannabis to be a powerful vehicle for positive cultural transformation, and are committed to being a role model in the communities we serve.

1. First 5 Sonoma County

Donor; family programs and risk prevention

2. Teamsters Local 665 Union

Labor Peace Agreement to provide exceptional conditions, benefits and wages

3. The Palms Inn

Veterans Permanent Supportive Housing

Donor; interested in developing work-placement programs

Conscious business practices already in place:

- Local Hiring
- Profit Sharing Program
- Compassionate Care Program
- Community Liaison Director
- Community Outreach Coordinator



**TEAMSTERS
LOCAL 665**



3) STATE & LOCAL COMPLIANCE (18.7 out of 20)

Adhering To General Plan (+1 POINT)

Comment: “Describes compliance with General Plan policies, but lacks details”

Project meets and exceeds provisions outlined in the General Plan

- 100% LOCAL ownership and funding
- Improve appeal and function of a 6-acre campus and 500 ft of street frontage
- Offer diverse range of services
- Diversify significant commercial center
- Create local jobs
- Significant tax revenue potential
- Environmental sustainability / sustainable development
 - Remove 3,000 sq ft of impervious surface
 - Native, water-wise landscaping and low flow water usage
 - Energy efficient appliances and lighting;
 - Solar panels
 - Pedestrian and bike access
 - EV charging and more

3 (cont'd) **Adhering To General Plan**

Commitment and know-how of our team is unparalleled.

Responsible for numerous projects that support the General Plan

Our Owners

Allan Henderson & Mike Gasparini

Developers of one of Santa Rosa's largest
100% affordable-by-design housing
developments

Providing 167 units of badly needed
local housing.

Demonstrating we have the resources
and dedication to ensure this new project
gets done well, and on time.



TEAM PRINCIPALS

Allan Henderson & Mike Gasparini

Owners (local residents)

- Deep roots in Santa Rosa and Sonoma County
- **Developers of Santa Rosa's largest affordable-by-design housing project**
- Unique understanding of the need to offer community resources and quality jobs
- Resources to fund the Yolanda project; which will in turn fund future community development

Alicia Rose Kelley

Operator (local resident)

- Founder HerbaBuena, Friends & Farmers
- **3+ yrs running vertically integrated cannabis business (cultivation, production, retail)**
- 18 yrs exp developing wine retail and wineries Sonoma/Napa
- Demeter certified biodynamic cannabis (committed to sustainability)
- Founding Board Member:
 - Mendocinio Cannabis Assoc.
 - Napa Cannabis Assoc.
 - Wine & Weed Symposium

“I wanted to express how much I support Alicia in her efforts to open a dispensary. Her business model is exactly what I’m looking for as a Councilmember to serve the needs of our greater community.” –**Pete Mott, Vice Mayor & Councilmember, City of Napa**

PROJECT TEAM

Denny Rosatti

Community Relations Liaison
(local resident)

Effective working relationships with state and local government; experienced in public outreach and grassroots organizations, building community support

Erin Carlstrom, Attorney

Legal Compliance (local resident)

Senior Counsel, head firm's cannabis group; Former council member. Expertise in land use and regs with comprehensive support from seed to sale.

Jim Henderson

Architect (local resident)

Santa Rosa native offering extensive experience with cannabis clients, helps projects meet City's design requirements

Michael Straus

Business Development (local resident)

Straus Family Creamery

Straus Communications, for organics and sustainability, with 100+ clients; Bon Appetit, B Corporations and Safeway O Organics

Brian Applegarth

Marketing (local resident)

California Cannabis Tourism Assoc.

Building an international program to define Sonoma County as the cannabis tourism destination with a focus on sustainability, regenerative farming and the agricultural heritage of our area.

Erik Harvey

Operations (local resident)

Harlan Estate

College Professor

PROJECT TIMELINE

Self-funded project ensures success, without delay, for each stage.

April 20, 2018	Submit CUP application for dispensary
Nov 15, 2018	City approves candidate for use permit application
Winter 2018	Final hearing and CUP awarded
Winter 2018	Building permits submitted and reviewed
Spring 2019	Demolition & construction commences
Summer 2019	Construction finalized, interview & hire dispensary staff
Fall 2019	Friends & Farmers Grand Opening!



IN SUMMARY

This is a winning project. We appreciate the opportunity to highlight what we believe to be portions of our application that were not reviewed. While we don't know the exact allocation of points, a very conservative estimate shows an **additional 5-10 points** that should have been awarded for our application.

Neighborhood Compatibility, Neighborhood Enhancement, Site Management

Odor Control Plan	+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
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Environmental sustainability and sustainable development	+1 point

TOTAL

+10 POINTS