

**CANNABIS RETAIL MERIT BASED REVIEW – CONCENTRATION AREA – Sebastopol/Dutton**

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
<b>1. Local and State Compliance (20 points max)</b> i. State regulations ii. County/regional permit requirements iii. Santa Rosa General Plan policies iv. Santa Rosa City Code locational and operational requirements	<ul style="list-style-type: none"> <li>• Demonstrates compliance with State regulations.</li> <li>• County Health permit mentioned.</li> <li>• General Plan policies not identified.</li> <li>• Demonstrates compliance with Santa Rosa locational and operational requirements.</li> </ul>	<b>12.3</b>
<b>2. Site Management (20 points max)</b> i. Experience in operating a cannabis retail business in the North Bay area ii. Qualifications and backgrounds of principals iii. Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion iv. Management plan that prevents and responds to potential nuisance impacts (e.g. loitering, trash, local contact) on adjoining properties, public areas, and the surrounding neighborhoods v. Performance timeline from land use approval to plan check and construction to opening	<ul style="list-style-type: none"> <li>• Demonstrates significant experience in operating a cannabis retail business in the North Bay.</li> <li>• Demonstrates exceptional qualifications and experience of principals.</li> <li>• Application offers general descriptions of operations and adequately describes how cannabis will be monitored to prevent diversion.</li> <li>• Application describes responses to nuisance impacts, but does not address how it seeks to prevent potential nuisance impacts.</li> <li>• General performance timeline provided.</li> </ul>	<b>18</b>
<b>3. Neighborhood Compatibility (30 points max)</b> i. Description of how the use will fit into the stability and quality of the surrounding neighborhood ii. Description of odor control measures to prevent odor from being detectable from adjacent properties or businesses iii. Description of how an enhanced retail experience will be achieved with a well-designed site plan and use of quality materials in interior and exterior finishes iv. Demonstrate a clear and attractive entrance, pedestrian orientation, bike parking, and access to transit.	<ul style="list-style-type: none"> <li>• Project will fit in by addressing parking, noise, lighting, and odor mitigation.</li> <li>• Odor mitigation plan provided.</li> <li>• Project narrative lacks detailed discussion of how the applicant seeks to accomplish an enhanced retail experience through design. Delivery service and bilingual option offered.</li> <li>• Narrative lacks discussion on how the project demonstrates a clear and attractive entrance. Relies on plans. Pedestrian orientation to the street, bike parking, and access to transit are not adequately addressed.</li> </ul>	<b>16.8</b>
<b>4. Neighborhood Enhancement (30 points max)</b> i. Quality and extent of improvements to the site, building, and surrounding neighborhoods ii. Integration of project through attractive façade, setbacks, quality materials and colors, landscaping, safe circulation and location of driveways, and ease of parking iii. Environmental benefits - green business practices related to energy and/or water conservation iv. Community benefits e.g. employment opportunities, community programs and contributions.	<ul style="list-style-type: none"> <li>• Exterior improvements are not discussed. Applicant plans to re-tenant existing commercial space.</li> <li>• Narrative does not discuss integration of the project. Site plan shows ample parking. Narrative vague and lacks detail.</li> <li>• Typical power and water conservation strategies identified. Sonoma Clean Power.</li> <li>• Local hiring plan. Innovative cannabis vocational center with cannabis-oriented job fairs, workshops, and educational activities.</li> </ul>	<b>18.3</b>
<b>TOTAL SCORE (Out of 100)</b>	<b>65.4</b>	

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<b>1. Local and State Compliance (20 points max)</b> i. State regulations ii. County/regional permit requirements iii. Santa Rosa General Plan policies iv. Santa Rosa City Code locational and operational requirements	<ul style="list-style-type: none"> <li>• Demonstrates compliance with State regulations.</li> <li>• Demonstrates compliance with County permit requirements as required.</li> <li>• Provides evidence of compliance with and implementation of General Plan policies.</li> <li>• Compliance with Santa Rosa locational and operational requirements.</li> </ul>	<b>18.7</b>
<b>2. Site Management (20 points max)</b> i. Experience in operating a cannabis retail business in the North Bay area ii. Qualifications and backgrounds of principals iii. Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion iv. Management plan that prevents and responds to potential nuisance impacts (e.g. loitering, trash, local contact) on adjoining properties, public areas, and the surrounding neighborhoods v. Performance timeline from land use approval to plan check and construction to opening	<ul style="list-style-type: none"> <li>• Demonstrates significant staff experience in operating a North Bay cannabis retail business.</li> <li>• Demonstrates exceptional qualifications and experiences of principals.</li> <li>• Offers detailed policies and procedures to guide day-to-day operations and adequately describes how cannabis will be monitored to prevent diversion.</li> <li>• Addresses all potential nuisance impacts and proposes a community liaison for pro-active community engagement.</li> <li>• Provides detailed timeline for taking project from land use approval to plan check, construction and opening.</li> </ul>	<b>19</b>
<b>3. Neighborhood Compatibility (30 points max)</b> i. Description of how the use will fit into the stability and quality of the surrounding neighborhood ii. Description of odor control measures to prevent odor from being detectable from adjacent properties or businesses iii. Description of how an enhanced retail experience will be achieved with a well-designed site plan and use of quality materials in interior and exterior finishes iv. Demonstrate a clear and attractive entrance, pedestrian orientation, bike parking, and access to transit.	<ul style="list-style-type: none"> <li>• Proposed use would help to maintain existing stability and quality of surrounding neighborhood. Pre-application efforts to engage the neighborhood demonstrate the applicant's commitment to the surrounding neighborhood.</li> <li>• Odor mitigation plan provided.</li> <li>• The applicant proposes site and exterior modifications and indicates coordination with shopping center management to create mutually beneficial impacts.</li> <li>• Demonstrates a clear and attractive entrance and presence with finish details. Bike parking and access to transit are addressed.</li> </ul>	<b>27</b>
<b>4. Neighborhood Enhancement (30 points max)</b> i. Quality and extent of improvements to the site, building, and surrounding neighborhoods ii. Integration of project through attractive façade, setbacks, quality materials and colors, landscaping, safe circulation and location of driveways, and ease of parking iii. Environmental benefits - green business practices related to energy and/or water conservation iv. Community benefits e.g. employment opportunities, community programs and contributions.	<ul style="list-style-type: none"> <li>• Building improvements are appropriate to the proposed use.</li> <li>• Demonstrates appropriate integration of project. Safe circulation and location of driveways, and ease of parking is demonstrated.</li> <li>• Provides a sustainability plan that addresses pollution prevention, energy and water conservation, and solid waste reduction management.</li> <li>• Proposes local hiring and employee training program. Charitable donations are specified in both time and monetary considerations. Community outreach proposed. A business partner is identified as a community liaison.</li> </ul>	<b>27.7</b>
<b>TOTAL SCORE (Out of 100)</b>	<b>92.4</b>	