

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

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
1. Local and State Compliance (20 points max) - State regulations - County/regional permit requirements - Santa Rosa General Plan policies - Santa Rosa City Code locational and operational requirements	- Demonstrates compliance with State regulations. - County Health permit mentioned. - General Plan policies not identified. - Demonstrates compliance with Santa Rosa locational and operational requirements.	12.3
2. Site Management (20 points max) - Experience in operating a cannabis retail business in the North Bay area - Qualifications and backgrounds of principals - Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion - 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 - Performance timeline from land use approval to plan check and construction to opening	- Demonstrates significant experience in operating a cannabis retail business in the North Bay. - Demonstrates exceptional qualifications and experience of principals. - Application offers general descriptions of operations and adequately describes how cannabis will be monitored to prevent diversion. - Application describes responses to nuisance impacts, but does not address how it seeks to prevent potential nuisance impacts. - General performance timeline provided.	18
3. Neighborhood Compatibility (30 points max) - Description of how the use will fit into the stability and quality of the surrounding neighborhood - Description of odor control measures to prevent odor from being detectable from adjacent properties or businesses - 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 - Demonstrate a clear and attractive entrance, pedestrian orientation, bike parking, and access to transit.	- Project will fit in by addressing parking, noise, lighting, and odor mitigation. - Odor mitigation plan provided. - Project narrative lacks detailed discussion of how the applicant seeks to accomplish an enhanced retail experience through design. Delivery service and bilingual option offered. - 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.	16.8
4. Neighborhood Enhancement (30 points max) - Quality and extent of improvements to the site, building, and surrounding neighborhoods - Integration of project through attractive façade, setbacks, quality materials and colors, landscaping, safe circulation and location of driveways, and ease of parking - Environmental benefits - green business practices related to energy and/or water conservation - Community benefits e.g. employment opportunities, community programs and contributions.	- Exterior improvements are not discussed. Applicant plans to re-tenant existing commercial space. - Narrative does not discuss integration of the project. Site plan shows ample parking. Narrative vague and lacks detail. - Typical power and water conservation strategies identified. Sonoma Clean Power. - Local hiring plan. Innovative cannabis vocational center with cannabis-oriented job fairs, workshops, and educational activities.	18.3
TOTAL SCORE (Out of 100)	65.4	

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1. Local and State Compliance (20 points max) - State regulations - County/regional permit requirements - Santa Rosa General Plan policies - Santa Rosa City Code locational and operational requirements	- Demonstrates compliance with State regulations. - Demonstrates compliance with County permit requirements as required. - Provides evidence of compliance with and implementation of General Plan policies. - Compliance with Santa Rosa locational and operational requirements.	18.7
2. Site Management (20 points max) - Experience in operating a cannabis retail business in the North Bay area - Qualifications and backgrounds of principals - Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion - 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 - Performance timeline from land use approval to plan check and construction to opening	- Demonstrates significant staff experience in operating a North Bay cannabis retail business. - Demonstrates exceptional qualifications and experiences of principals. - Offers detailed policies and procedures to guide day-to-day operations and adequately describes how cannabis will be monitored to prevent diversion. - Addresses all potential nuisance impacts and proposes a community liaison for pro-active community engagement. - Provides detailed timeline for taking project from land use approval to plan check, construction and opening.	19
3. Neighborhood Compatibility (30 points max) - Description of how the use will fit into the stability and quality of the surrounding neighborhood - Description of odor control measures to prevent odor from being detectable from adjacent properties or businesses - 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 - Demonstrate a clear and attractive entrance, pedestrian orientation, bike parking, and access to transit.	- 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. - Odor mitigation plan provided. - The applicant proposes site and exterior modifications and indicates coordination with shopping center management to create mutually beneficial impacts. - Demonstrates a clear and attractive entrance and presence with finish details. Bike parking and access to transit are addressed.	27
4. Neighborhood Enhancement (30 points max) - Quality and extent of improvements to the site, building, and surrounding neighborhoods - Integration of project through attractive façade, setbacks, quality materials and colors, landscaping, safe circulation and location of driveways, and ease of parking - Environmental benefits - green business practices related to energy and/or water conservation - Community benefits e.g. employment opportunities, community programs and contributions.	- Building improvements are appropriate to the proposed use. - Demonstrates appropriate integration of project. Safe circulation and location of driveways, and ease of parking is demonstrated. - Provides a sustainability plan that addresses pollution prevention, energy and water conservation, and solid waste reduction management. - 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.	27.7
TOTAL SCORE (Out of 100)	92.4	