

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

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
1. Local and State Compliance (20 points max) <ol 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"> • Thorough description of compliance with State regulations • Demonstrates compliance with County permit requirements. • Provides evidence of compliance of General Plan policies. • Demonstrates compliance with Santa Rosa locational and operational requirements. 	18.7
2. Site Management (20 points max) <ol 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"> • No experience in operating a cannabis retail business in the North Bay. Experience in Oregon. Partners have experience in Santa Rosa. • Demonstrates exceptional qualifications and experiences of principals. • Operations plan well outlined. • Application addresses responsiveness to potential nuisance impacts but does not consider measures to prevent nuisance impacts, other than security cameras. • Detailed Performance timeline provided. 	17.3
3. Neighborhood Compatibility (30 points max) <ol 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"> • Significant improvements proposed to exterior/interior of building. • Proposed use is compatible with other surrounding uses and would help to maintain existing stability and quality of surrounding neighborhood. • Odor mitigation plan provides thorough discussion. • Enhanced retail experience provided through site plan design and use of quality materials on exterior finished. • Pedestrian orientation, bike parking, and access to transit are addressed. 	24.3
4. Neighborhood Enhancement (30 points max) <ol 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"> • Site and building improvements are of superior quality and will provide visual enhancement of the neighborhood. • Application demonstrates appropriate integration of project through attractive façade, quality of materials and colors, and exterior treatments. Existing parking circulation a bit awkward, but it works. • Application proposes standard energy, water, and waste reduction strategies. • Local hiring. Contributions to and participation in community activities is described but lacks detail. 	24.7
TOTAL SCORE (Out of 100)	85	

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2. Site Management (20 points max) <ol 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"> • Experience as a delivery service operator in Santa Rosa. • Experience as a cultivator and delivery service operator. • Application offers very detailed policies and procedures to guide day-to-day operations, and adequately describes how cannabis will be monitored to prevent diversion. • Application addresses all potential nuisance impacts. • Provides adequate narrative overview of timeline for taking project from land use approval to plan check, construction, and opening. 	19
3. Neighborhood Compatibility (30 points max) <ol 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"> • Redevelopment may spur additional reinvestment. Redevelopment of proposed use site would help enhance existing stability and quality of surrounding neighborhood. Site plan challenging. Does not address access issues and potential right of way dedication. • Detailed odor mitigation. • New parking lot proposed in the front and back, with new lighting, upgraded landscaping, ADA upgrades, paint, new windows. • Detailed descriptions of customer interaction protocols. • Pedestrian orientation, bike parking, and access to transit are addressed. 	22.3
4. Neighborhood Enhancement (30 points max) <ol 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"> • No proposed elevations or renderings. Detailed description of exterior alterations. New landscaping, parking areas, lighting, paint, and ADA upgrades proposed. • Access to rear parking lot assumes/relies on an easement from the neighbor. No mention of how this easement will be secured. Site plan does not contemplate the potential widening/right-of-way dedication of Yolanda Ave. • Discounts offered to customers using transit/bike transportation. Stipends offered to employees for using transit/bike transportation. Proposal to reuse materials in construction. • Physical presence a benefit to community that will deter crime. Local hiring opportunities. 	21
TOTAL SCORE (Out of 100)	81	

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<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	

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2. Site Management (20 points max) <ol 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"> • Demonstrates significant staff experience in operation a North Bay cannabis retail business (Fort Bragg). Demonstrates exceptional qualifications and experiences of principals • Experience in cultivation and manufacturing. • Very detailed security plan protocols. • Some nuisance impacts addressed, but not all. • Detailed performance timeline. 	14
3. Neighborhood Compatibility (30 points max) <ol 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"> • Neighborhood letters in support, setback distance of building to nearest residential building. Security SOPs will help business fit into the neighborhood. • Building is newly constructed. • Odor control plan provided. • Delivery service offered. Limited description of interior changes. • Bus transit described, but no mention of bike parking/transportation. 	20.3
4. Neighborhood Enhancement (30 points max) <ol 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"> • Building newly constructed, as of summer 2018. ADA upgrades proposed. • Vague mention of lighting upgrades. • No details on environmental benefits. • Local hiring and extensive training opportunities. 	14.5
TOTAL SCORE (Out of 100)	59.5	

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2. Site Management (20 points max) <ol 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"> • Application does not clearly demonstrate staff experience in North Bay Cannabis retail industry. • Demonstrates depth of experience in multiple roles in Cannabis operations and other like industries. • Application offers policies and procedures to guide operations and adequately describes how cannabis will be monitored to prevent diversion. • Application addresses all potential nuisance impacts and proposes a Neighborhood Liaison for pro-active community engagement. • Application provides thorough, extensive performance timeline. 	12.7
3. Neighborhood Compatibility (30 points max) <ol 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"> • Business proposed in suite furthest away from residential neighborhood. Hours of operation proposed 9am-5pm. Will update rundown building. • Odor control plan provided. • Monthly subscription delivery service proposed. Vertical integration, microbusiness for the upscale consumer. • Application provides proposed exterior elevations. Application demonstrates a clear entrance, pedestrian orientation and access. Does not mention bike parking or access to transit. 	22.7
4. Neighborhood Enhancement (30 points max) <ol 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"> • Improvements to site and building are detailed and demonstrate effort to enhance both site and contribute to surrounding neighborhood. • application demonstrates safe circulation and location of driveways, and ease of parking is demonstrated. • Application indicates that electric-powered cars will be used for delivery services. • Application proposes local hiring practices and charitable donations are specified in both time and monetary considerations. 	22.8
TOTAL SCORE (Out of 100)	64.2	