

ANNABIS RETAIL MERIT BASED REVIEW – CONCENTRATION AREA – Santa Rosa Ave & Petaluma Hill Rd

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
1. Local and State Compliance (20 points max) <ol style="list-style-type: none"> State regulations County/regional permit requirements Santa Rosa General Plan policies Santa Rosa City Code locational and operational requirements 	<ul style="list-style-type: none"> Addressed each criterion adequately. Very specific, good detail. 	19.3
2. Site Management (20 points max) <ol style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Application demonstrates significant staff experience in operating a North Bay cannabis retail business. Demonstrates exceptional qualifications and experiences of principals. Application offers 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 and identifies Compliance Director as point of contact. Adequate timeline provided. 	18
3. Neighborhood Compatibility (30 points max) <ol style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Met with neighbors. Proposed fence and gate to prevent loitering. New construction may spur additional reinvestment in the surrounding area. Odor Mitigation plan detailed. Proposed project seeks to offer enhanced retail experience through site plan design and use of quality materials and finishes. Application provides proposed exterior elevations, and demonstrates a clear and attractive entrance with finish details. Addresses pedestrian orientation, bike parking, and access to transit. 	26
4. Neighborhood Enhancement (30 points max) <ol style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> New construction, landscaping and street improvements—may catalyze other improvements to surrounding properties. Application demonstrates appropriate integration of project through attractive façade, setbacks, materials, etc. Safe circulation and location of driveways and ease of parking is demonstrated. Energy saving lighting, drought resistant landscaping, Recology zero waste. Proposed local hiring practices and engagement in community fundraising activities. Will use locally grown products. 	25.3
TOTAL SCORE (Out of 100)	88.6	

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2. Site Management (20 points max) <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"> • Significant staff experience. National company with presence in Pennsylvania, Ohio and Arkansas. Ukiah retail experience. • Experience in medical cannabis retail. • Detailed policies and procedures for day-to-day operations. • Addresses all potential nuisance impacts and proposes a Neighborhood Liaison for proactive community engagement. • Thorough, detailed performance timeline. 	18.7
3. Neighborhood Compatibility (30 points max) <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"> • Demonstrates track record for neighborhood collaboration in other locations but no site specific details provided about how the use will fit. • Minimal exterior changes shown on plans. • Provided letter of support. • Odor mitigation plan provided. • Updated interior with increased visibility. Quality materials: stone, custom wood/glass. • Clear, attractive storefront with pedestrian orientation and access. • New bike racks and access to transit mentioned. 	19.2
4. Neighborhood Enhancement (30 points max) <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"> • Cleaning and repairing parking lot, landscaping upgrades, improved street visibility. Improvements to building lacked detailed information. • Safe circulation demonstrated, using existing layout. • Locally sourced construction materials, rapidly renewable resources for building material, cool roof, energy star appliances, LED lighting, motion sensors, high efficiency water fixtures, solar panels, etc. • Monthly support group meetings, diversity plan—Diversity Advisor, charitable donations. 	21.2
TOTAL SCORE (Out of 100)		74.4	

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2. Site Management (20 points max) <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"> • Submitted too much non-relevant/extraneous information—not tailored to application checklist. • Demonstrates significant experience in operating a cannabis retail business in Northern California (Ukiah). Cultivation and consultant experience. • Demonstrates exceptional qualifications and experiences of principals. • Detailed policy and procedure guide. • Performance timeline offered, little detail offered. 	16.7
3. Neighborhood Compatibility (30 points max) <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"> • Community liaison, security manager. • Free onsite workshops and seminars for customers. • Onsite consumption room. • Detailed description of how the applicant seeks to accomplish an enhanced retail experience through design. • Clear and attractive entrance. • Pedestrian orientation to the street. • Bike parking and access to transit are addressed. • Clean, modern interior. • Local artwork. 	26
4. Neighborhood Enhancement (30 points max) <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"> • Landscaping upgrade, living wall, decorative bicycle racks. • Ample parking with slightly awkward circulation. • Extensive interior improvements. • Green construction procedures, low flow toilet, reclaimed/recycled materials, LED lighting, recycling, solar panels, and passive solar. • Community liaison • Local hiring at livable wage. • Charitable donations to West End Community Garden. • \$10k/year contribution to Santa Rosa Police Officers' Association. • \$500k commitment to donations in 10 years. 	26.3
TOTAL SCORE (Out of 100)		85	

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2. Site Management (20 points max) <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"> • Large company operating in Pennsylvania, California, and Illinois. • Application demonstrate significant staff experience in operating a North Bay area cannabis retail business. • Demonstrates exceptional qualifications and experience of principals. • Very detailed policies and procedures. • Addresses potential nuisance impacts and planned response. • Detailed timeline provided. 	18.3
3. Neighborhood Compatibility (30 points max) <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"> • Added parking and building security will enhance neighborhood—does not consider other factors that could support existing stability and improvement of the surrounding neighborhood. • Odor mitigation plan provided. • Proposes significant site and exterior improvements. • Clear and attractive entrance with finish details provided. • Bike parking and access to transit addressed. 	25.3
4. Neighborhood Enhancement (30 points max) <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"> • Building improvements are appropriate and may catalyze improvements at surrounding businesses. • Energy efficient lighting, energy efficient windows, solar tubes/skylights, passive solar heating, solar panels, geothermal heating and cooling system, tablets used in place of traditional POS system. Encourages carpooling for employees. Discounts for customers bicycling. • Local hiring—livable wage. • Pro-bono legal representation for veterans, cooking workshops (healthy eating), physical training workshops, small grants to neighbors for landscaping. 	29.3
TOTAL SCORE (Out of 100)		90.1	

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2. Site Management (20 points max) <ol style="list-style-type: none"> 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 		<ul style="list-style-type: none"> Application demonstrates significant staff experience in operating a North Bay cannabis retail business. Demonstrates exceptional qualifications and experiences of principals. Offers policies and procedures to guide day-to-day operations and describes how cannabis will be monitored to prevent diversion, but lacks details. Application does not address potential nuisance impacts. No performance timeline identified. 	9
3. Neighborhood Compatibility (30 points max) <ol style="list-style-type: none"> 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. 		<ul style="list-style-type: none"> High-end apothecary design. Many letters in support from surrounding neighbors. Interior/exterior renovations will create a positive impact but does not describe how an enhance retail experience will be achieved. Odor mitigation plan provided. Project demonstrates a clear and attractive entrance and presence. Bike parking and access to transit are not addressed. 	20.7
4. Neighborhood Enhancement (30 points max) <ol style="list-style-type: none"> 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. 		<ul style="list-style-type: none"> Building improvements are appropriate and may catalyze improvements to adjacent properties. Demonstrates appropriate integration of project through attractive façade and parking lot improvements. EV charging stations, solar panels, 100% power from Sonoma Clean Power. Charitable contributions of 5% of profits, discounts to seniors and veterans. Local hiring practices. 	26
TOTAL SCORE (Out of 100)		67	