

Cannabis Retail Merit Based Review

Concentration Area – Santa Rosa Ave & Petaluma Hill Rd

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Kristinae Toomians
Senior Planner
Planning and Economic Development

- If a proposed cannabis dispensary location is within 600 feet of another proposed or existing retail location, then the projects enter a competitive merit-based review process.
- A total of 21 applications, representing 7 areas of potential overconcentration, were identified for this track.

- Staff evaluated each competitive application against the four criteria in the City's *Cannabis Use Application Retail Use Requirements*.
- During the merit-based review process, applications were individually evaluated against the merit-based review criteria, but not one another. Each score was based on the quality and extent that an application responded to or addressed the findings identified for each criterion.
- A total of 100 points may be awarded for all criteria.

- Once each individual application within an overconcentration area is scored, staff compares the scores to determine which application within the overconcentration responded best to the merit-based review criteria.
- Staff will recommend the higher scoring application to continue through the entitlement process, which will result in voiding the lower scoring applications in direct competition.
- Once the lower scoring applications are voided, this may result in one or more applications that are no longer within 600 feet of another proposed cannabis retail project. By default, the resulting noncompetitive project applications will move forward in the entitlement process.

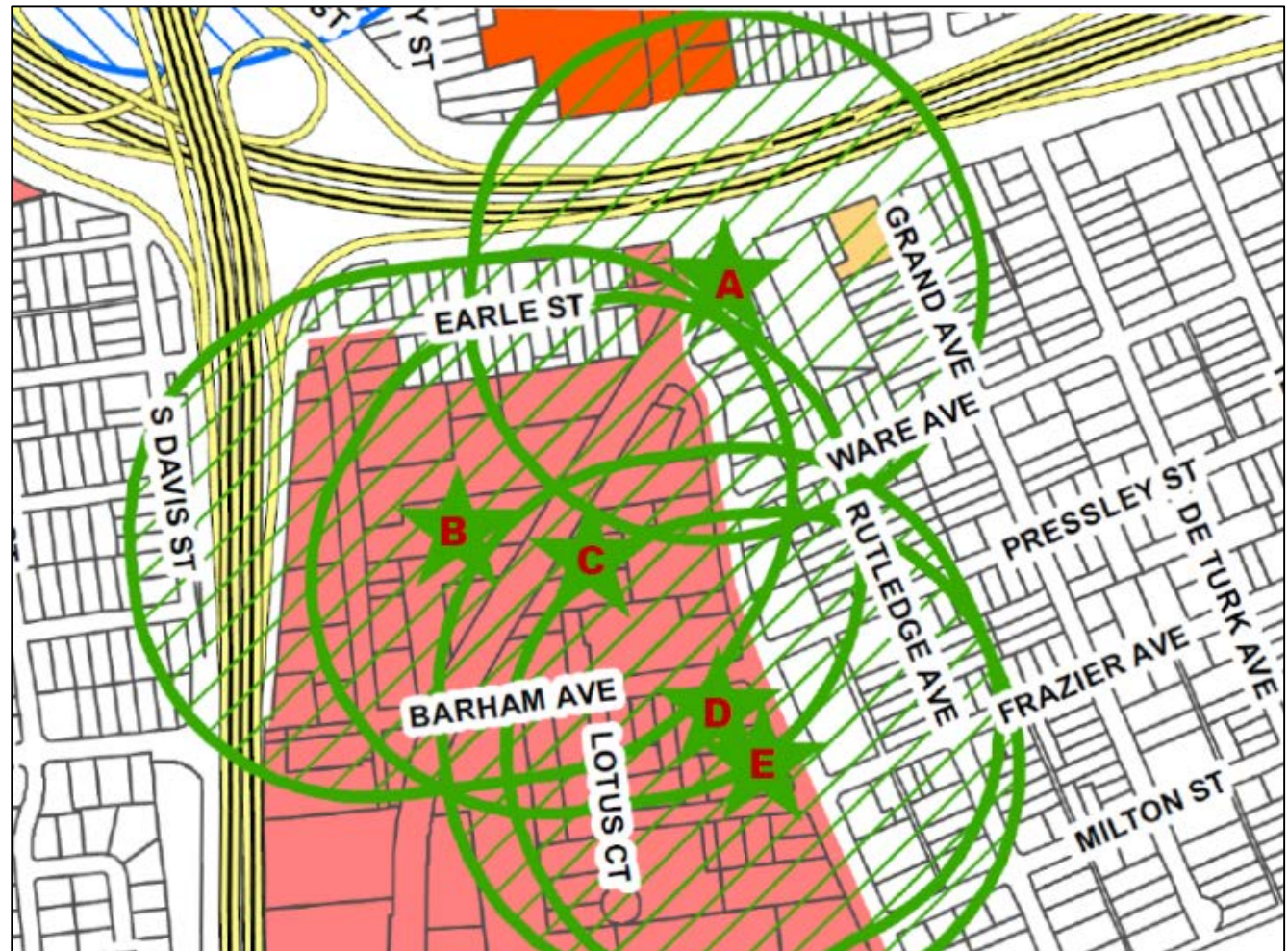
Overconcentration Map



600-foot Buffer from Proposed
Retail Parcel Boundary



Prospective Cannabis
Retail Applicant



Project Locations Aerial Overview



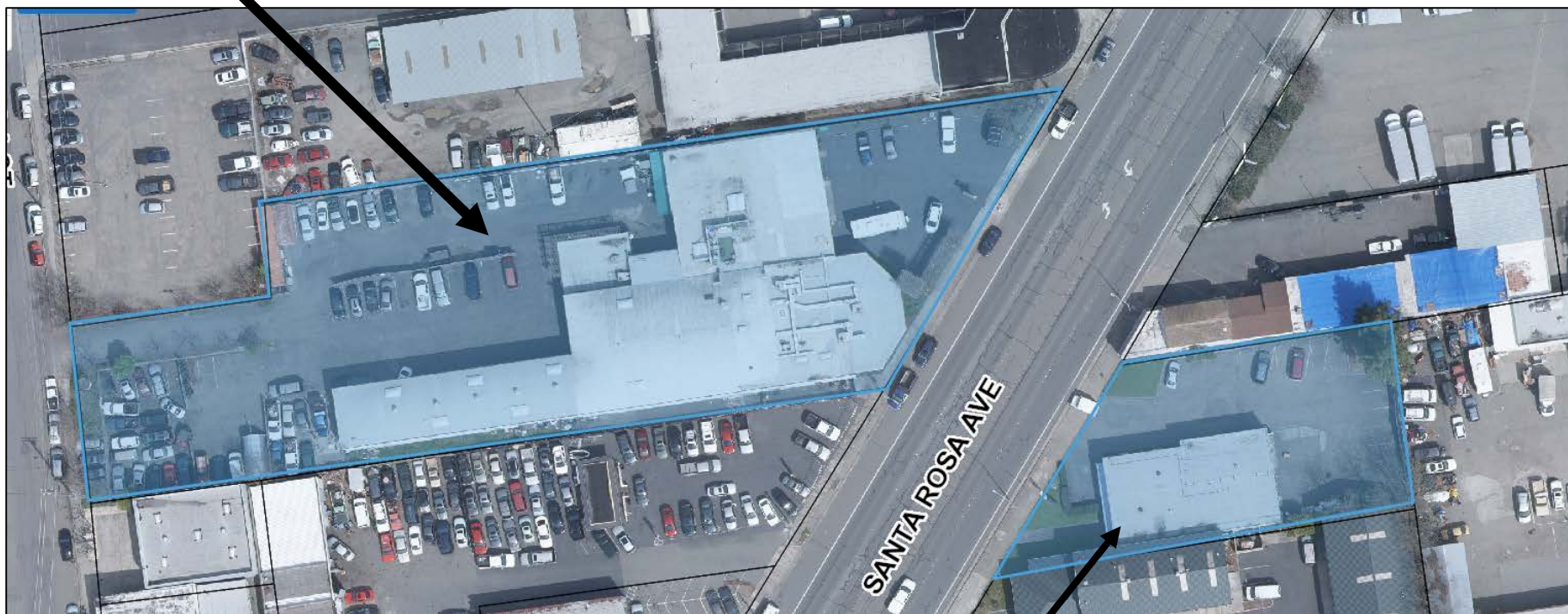
Project Location (A) 900 Santa Rosa Ave



Project Locations

(B) 1015 & (C) 1010 Santa Rosa Ave

1015 Santa Rosa Ave



1010 Santa Rosa Ave

Project Locations

(D) 1111 & (E) 1137 Petaluma Hill Rd

1111 Petaluma Hill Rd



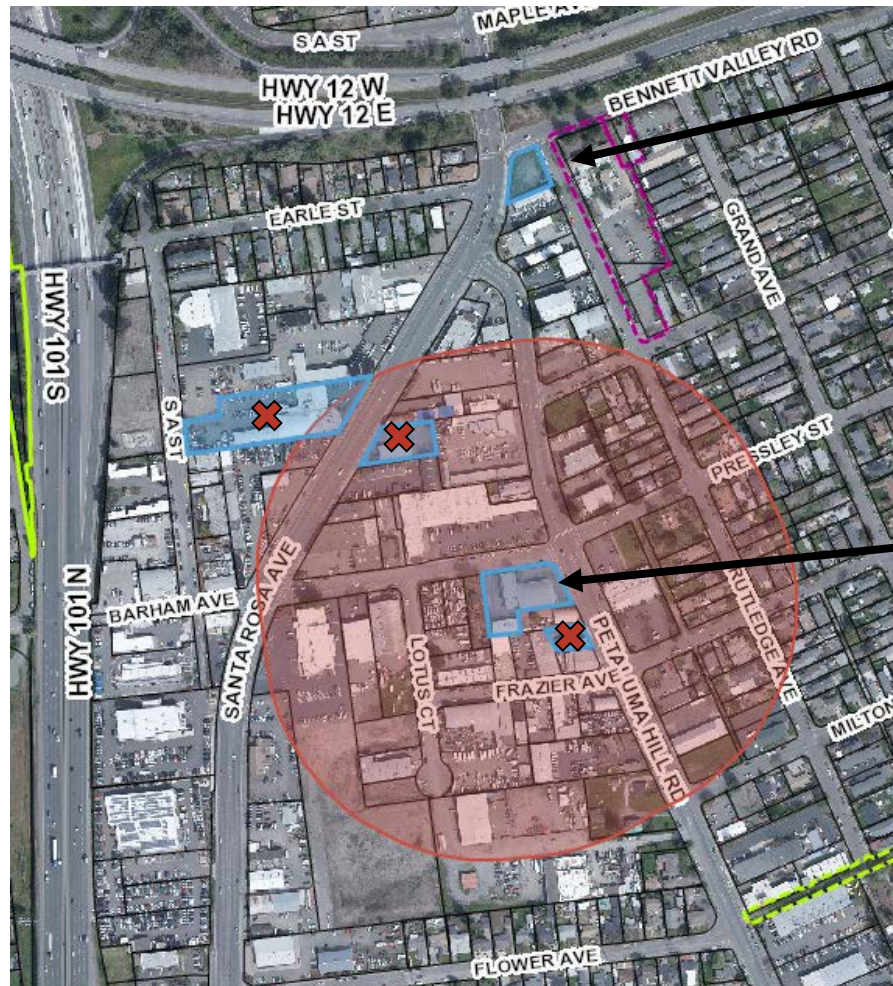
1137 Petaluma
Hill Rd

Evaluation Scores

AVERAGE SCORES					
	A	B	C	D	E
Cannabis Retail Merit Based Review Criteria	Mercy Wellness CUP18-043 900 Santa Rosa Ave	Harvest of Santa Rosa CUP18-068 1015 Santa Rosa Ave	CannaVine CUP18-074 1010 Santa Rosa Ave	Justice Grown CUP18-069 1111 Petaluma Hill Rd	Northern Coast CUP18-064 1137 Petaluma Hill Rd
Local & State Compliance (20 points)	19.3	15.3	16	17.2	11.3
Site Management (20 points)	18	18.7	16.7	18.3	9
Neighborhood Compatibility (30 points)	26	19.2	26	25.3	20.7
Neighborhood Enhancement (30 points)	25.3	21.2	26.3	29.3	26
TOTAL SCORE (Out of 100)	88.6	74.4	85	90.1	67

Merit Based Review Recommendation

1111 Petaluma Hill Rd



Applicant A
Mercy Wellness

Applicant D
Justice Grown
Score: 90.1

- Since applicant D achieved the highest score, the Department of Planning & Economic Development recommends that the Cannabis Subcommittee, by motion, select applicant D to move forward in the Conditional Use Permit entitlement process.
- As a result of selecting applicant D, applicant A will no longer be competitive, and can also move forward in the Conditional Use Permit entitlement process.

Kristinae Toomians
Senior Planner
Planning and Economic Development
KToomians@srcity.org
(707) 543-4692

