

Cannabis Retail Merit Based Review

Concentration Area – Cleveland/Industrial

August 30, 2018

Kristinae Toomians
Senior Planner
Planning and Economic Development

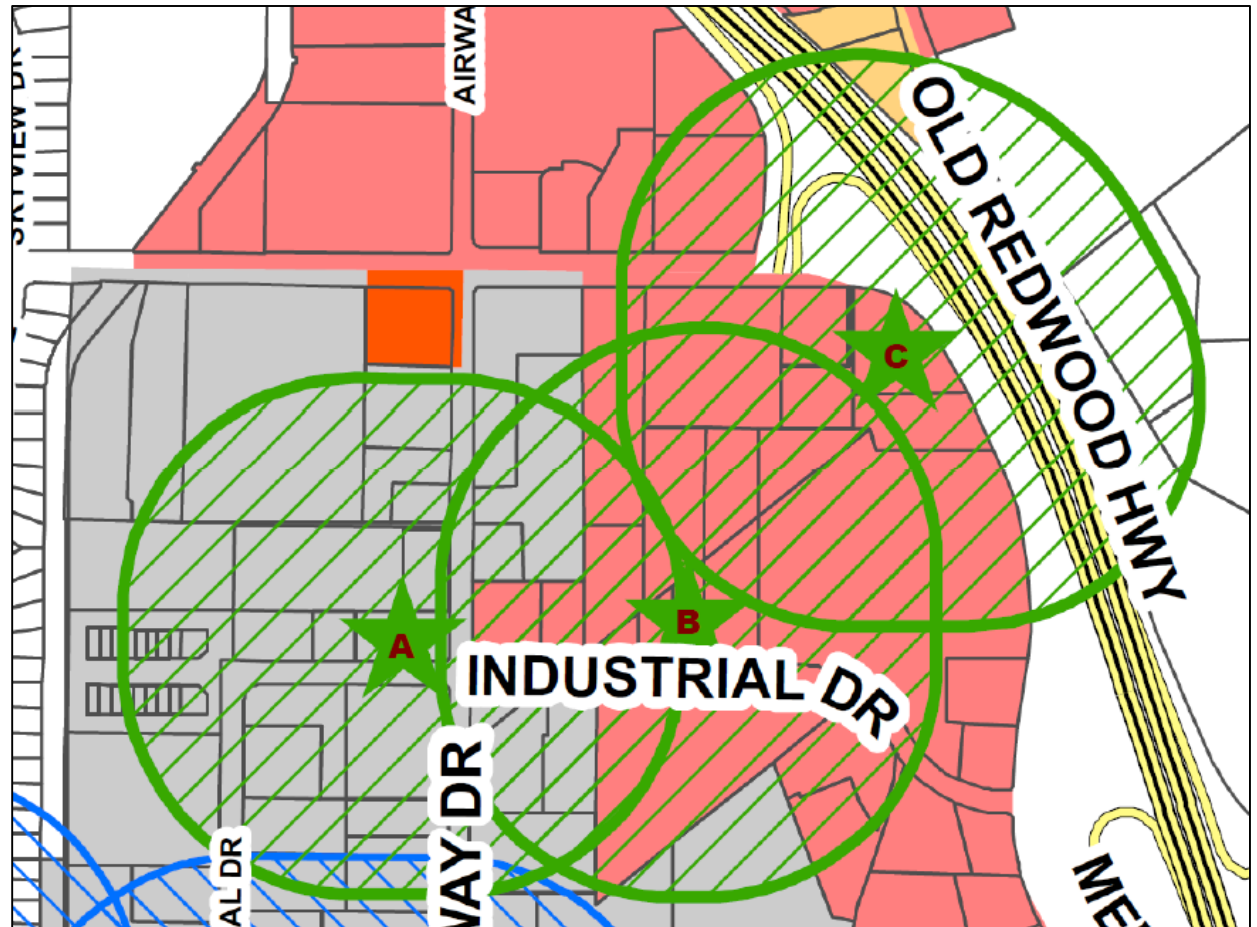
- If a proposed cannabis dispensary location is within 600 feet of another proposed or existing retail location, then the projects enter a competitive merit point based process.
- A total of 21 applications, representing 7 areas of potential overconcentration, were identified for this track.

- 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 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) 3499 Industrial Drive



Project Locations (B) 3535 Industrial Drive



Project Locations (C) 3791 Cleveland Avenue



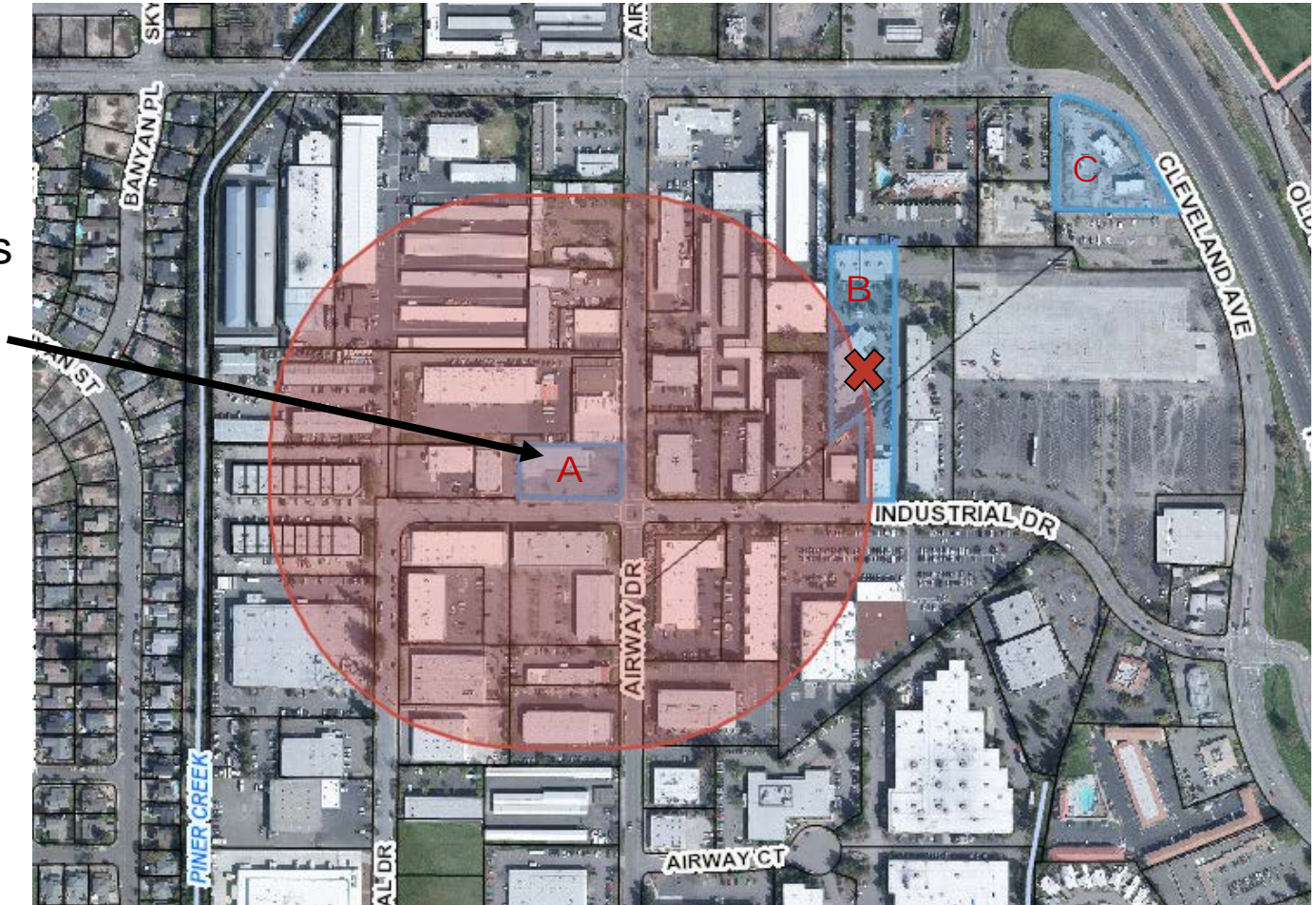
Evaluation Scores

AVERAGE SCORES			
	A	B	C
Cannabis Retail Merit Based Review Criteria	Expanding Roots CUP18-073 3499 Industrial Drive	UMMA, Inc CUP18-037 3535 Industrial Drive	Humanity of Santa Rosa CUP18-049 3791 Cleveland Avenue
Local & State Compliance (20 points)	17.7	13	14.3
Site Management (20 points)	13.7	11.7	16.7
Neighborhood Compatibility (30 points)	25.5	23.1	24.1
Neighborhood Enhancement (30 points)	24.1	23.3	23
TOTAL SCORE (Out of 100)	81	71.1	78.1

Merit Based Review Recommendation

1111 Petaluma Hill Rd

Applicant A
Expanding Roots
Score: 80.9



- Since applicant A achieved the highest score, the Department of Planning & Economic Development recommends that the Cannabis Subcommittee, by motion, select applicant A to move forward in the Conditional Use Permit entitlement process.
- As a result of selecting applicant A, applicant C 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

