

CANNABIS RETAIL MERIT BASED REVIEW – CONCENTRATION AREA – Cleveland Ave and Industrial Dr

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
1. Local and State Compliance (20 points max) <ul 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"> • Very detailed responses to each criterion. 	17
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"> • Limited cannabis business experience. • No North Bay area business experience. • Comprehensive management plan. • No performance timeline identified. 	13.7
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"> • Very detailed odor mitigation plan. • Detailed description on interior remodel plans. • Very detailed descriptions addressing each criterion. 	25.5
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"> • Limited exterior improvements—paint, gated trash enclosure. • Environmental upgrades include HVAC upgrades, LED lights, solar panels, low VOC paint, and water efficient fixtures and landscaping. • Limited community benefits identified. 	24.1
TOTAL SCORE (Out of 100)	80.9	

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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"> • Native or local to Santa Rosa or the North Bay. • Promoting local hiring. • Descriptions very brief and not detailed. 	11.7
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"> • Submitted detailed Odor Mitigation Plan. • Providing improved lighting, new façade, and landscaping. 	23.1
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"> • Proposing new façade adjacent to other retail. • Proposing new paint and landscaping. • Proposing energy saving lighting and water efficient landscaping. • Local hiring as community benefit. 	23.3
TOTAL SCORE (Out of 100)		71.1

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1. Local and State Compliance (20 points max) 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">General Plan policies vague.Other criteria adequately addressed.	15
2. Site Management (20 points max) 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">Cannabis experience from the Central Valley, but not North Bay.Well-written day-to-day operations.Limited discussion on trash impacts.	16.7
3. Neighborhood Compatibility (30 points max) 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">Detailed discussions on lighting, security cameras, alarms, and onsite security.Provided detailed odor mitigation plan.Proposes new landscaping and ADA parking area.Proposes new bike parking and EV charging station.	24.1
4. Neighborhood Enhancement (30 points max) 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">Existing building is brand new. Proposes new landscaping and ADA parking striping.Proposes solar panels, water efficient fixtures and landscaping, recycling program, EV stations. Promotes multi-modal transportation options.Local hiring preference.Proposes fundraising for fire victims.	23
TOTAL SCORE (Out of 100)		78.8