

MERIT-BASED REVIEW

Project: UMMA Inc.

File #: CUP18-037

Address: 3535 Industrial Drive, Ste. A1, Santa Rosa, CA 95403

1. Local and State Compliance:

State and County/Regional Regulations

First and foremost, UMMA, LLC (UMMA) is committed to being an Operator in Good Standing. Our primary goal is to be fully compliant with all local, county/regional, and state laws and regulations. Specifically, UMMA will adhere to all regulations and ordinances, including Santa Rosa Ordinance 2017-025 and Title 16 of the California Code of Regulations as regulated by the Bureau of Cannabis Control. Additionally, UMMA will employ a compliance specialist who will monitor state, city, and county regulations to ensure all regulations are being met. We strive to exceed expectations in the areas of compliance, quality assurance and the safety of our staff, our patrons, and the general public. We set the bar high for ourselves and invite all regulators and customers to judge us accordingly.

UMMA, LLC (UMMA) holds an approved Santa Rosa City Microbusiness permit at 3187 Coffey Lane in Santa Rosa. That permit allows for cultivation, manufacturing and distributor – transport only. Immediately following city’s use permit approval, UMMA received Temporary State License #M12-18-0000055. The State is currently undergoing a merging of the Medical (“M”) and Adult-Use (“A”) designations. When that effort is complete UMMA will hold licenses for both “M” & “A” at this site. After receiving a Certificate of Occupancy from the city, UMMA will apply for our Annual State License.

Our preference is to secure permits for and maintain a Retail store separate from the non-public microbusiness activities at our Coffey Lane site. Hence, UMMA is herein applying for a Retail and Delivery use permit for our 3535 Industrial Drive, Suite A1, Santa Rosa, CA 95403 location. Immediately upon obtaining approval of the use permit, UMMA will apply for an “M” and “A” retail temporary license through the State’s Bureau of Cannabis Control.

UMMA plans to sell edible products and will apply for all applicable permits through the Sonoma County Health Department and the CA Department of Public Health. UMMA will post copies of all issued licenses at the entry of the retail storefront.

Lastly, should UMMA choose to participate in any future special events in this or any other jurisdiction, we will secure all required permits and approvals prior to the special event. At present time, we have no such plans.

Location Requirement

The proposed premises at 3535 Industrial Drive, Suite 1A in Santa Rosa is located in the General Plan's Retail and Business Service district and in the CG - General Commercial zone. To the best of our knowledge, there are no other proposed cannabis retailers located within 600 feet of the proposed premises.

The nearest school, Lattice Educational Services, is more than 1,200 feet from our proposed site.

The storefront entrance can be located at one of two available areas of the building. The existing and UMMA's preferred entrance, as shown in our renderings, is on the north side of the building directly adjacent to the handicapped and regular parking spaces. The secondary choice is to use the east facing doors as the storefront entrance that are further from handicapped parking but with an unobstructed view from the right-of-way. We believe that the secondary choice is inferior to our preferred entrance as the building enjoys three side of windows, through which all activities inside the building are easily visible from the public right-of-way. Further, our preferred point of entry fronts onto numerous other businesses, parking lots, and paths of travel for pedestrians and vehicular traffic that provide unobstructed views of the existing northern facing entrance. We look forward to a joint decision on whether the existing entrance meets the intent of the Santa Rosa Cannabis Ordinance No. 2017-025 §20.46.080(D)(5).

Operational Requirements

UMMA will ensure all employees are over the age of 21, and will maintain a database of all current and former employees and volunteers listing their name and identification number. In addition to employee records, UMMA will maintain patient records for up to seven (7) years to adhere to HIPAA regulations, and will maintain sales records for a period of seven (7) years. UMMA will disclose the database of all employees for inspection by any City officer or official.



UMMA will limit entry to serve adults who are over the age of 21 years old and in possession of a government issued photo identification, and to medicinal patients with valid doctor's recommendation who are over the age of 18 years old. In addition to selling cannabis products and as allowed in City and State codes and regulations, UMMA plans to sell cannabis paraphernalia. UMMA has designated 200 square feet devoted to paraphernalia and educational materials.

UMMA will operate daily from 9:00 am to 9:00 pm, seven (7) days per week. Upon entry to the building, a customer will be greeted by a receptionist who will verify they have the required valid identification. A customer may be directed to wait in the lobby area until such time an UMMA Consultant is available.



When a customer is able to be seen, they will be allowed entry into the retail area through the security door. If someone enters the building who is not a customer but an invited guest or distributor, they will be logged into a Limited-Access Area log and will be escorted through the property for the entirety of their visit. The retail area is limited to customers of the dispensary or escorted guests. Upon completion of the sale, customers will exit through the same door(s) from which they entered.

2. **Neighborhood Compatibility**

Surrounding Neighborhood

Fitting Into the Neighborhood

Our proposed site is surrounded by general commercial zoned properties. On a slightly larger scale, our site lies in the middle of fire damaged and destroyed properties - west of the former Kmart site, south of damaged commercial businesses, and east of the Coffey Park neighborhood. Our hope and intent is to create a high-quality retail presence with greatly improved interior and exterior finishes that will enhance the aesthetics of the neighborhood and increase property values. Further, it is our intent and belief that the design, location, size, and operating characteristics of UMMA's retail store are compatible with the existing and future land uses in the vicinity.

Odor Mitigation

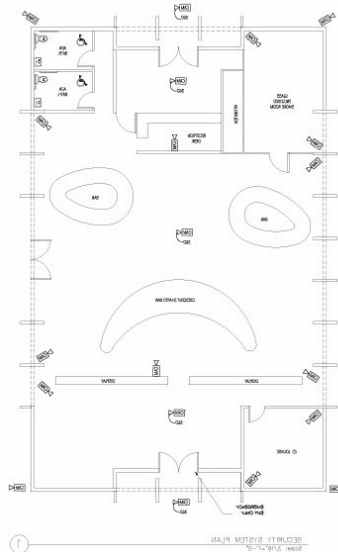
See attached Odor Mitigation Plan to describes how odors will be prevented from



being smelled outside the licensed premises. We are confident that our plan will prevent any odors from our retail establishment migrating to the office uses above our store and to any surrounding commercial neighbors.

Enhanced Retail Experience

UMMA will utilize the newest technologies, lighting and design features in its interior to enhance the experience of customers. The floor plan has been designed to allow for customers to have space to view products on display, as well as comfortably spend time with consultants discussing products. UMMA plans to use polished surfaces throughout most of the premises to ensure cleanliness.

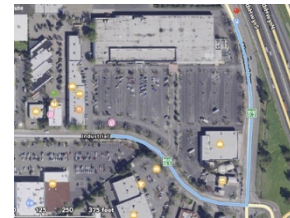


Clear and Attractive Entrance, Pedestrian Orientation, Bike Parking, & Access to Transit



Our retail storefront will be both attractive and functional. We are providing the requisite number of accessible handicapped and regular parking spaces located immediately outside the designated entrance. Pedestrian walkways are provided on the north, east and south sides of the building. UMMA will appropriately utilize energy saving lighting on the building and at ground level to provide safe pedestrian access to, from and around three sides of the property. Additionally, water efficient landscaping will be added to further enhance the aesthetics of the storefront.

Our retail store is located just east of Cleveland Avenue at Mendocino. It is easily accessed by vehicular traffic from surface streets, by the Mendocino Avenue exit heading north on Hwy 101, or the Hopper Avenue exit heading south on Hwy 101. Santa Rosa City Bus maintains a bus stop on Route 10 at the intersection of Cleveland Avenue and Hopper Avenue. The bus stops at that location every 30 minutes starting at 10am every day. It is less than an 8-minute walk from our storefront location to the bus stop. Santa Rosa City Bus also connects with the Sonoma County Transit and other Santa Rosa Bus routes at the main transportation hub in downtown Santa Rosa. Our storefront is also located just 1.8 miles from the SMART's Santa Rosa North Train Station at 1500 Guerneville Road. Lastly, UMMA will install a bike rack at its store location for those who arrive by bicycle.



3. Neighborhood Enhancement

Site Improvements

The proposed building, located in the CG – General Commercial zone, is immediately adjacent to other commercial retail facilities and will be an ideal fit for the neighborhood. UMMA will ensure the licensed premises exterior grounds are kept clean of trash and free of loitering. A new facade is planned along with new water efficient landscaping.

UMMA is planning on adding a new facade on the exterior perimeter using quality gray fiber panels that will greatly improve the aesthetics of the current building.

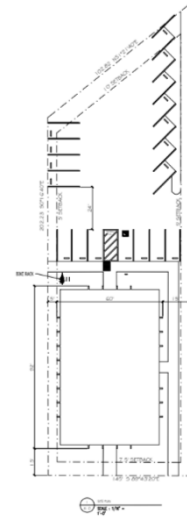


The driveway, located on the east side of the building, leads customers to a well-lit and easily accessible parking lot. Customers can also enter or leave the parking area from driveways that surround the commercial business to the east



of our storefront and to or from the former Kmart parking lot. In addition to our 17 regular and one (1) handicapped designated parking spaces, there are roughly five (5) street parking spaces

along Industrial Drive. UMMA will ensure the pathways to the licensed premises and the parking area are clear of trash and debris and properly lit for the safety and visibility of customers and visitors in the area.



Green Business Practices

UMMA will adhere to environmentally friendly business practices and will ensure that energy efficient appliances and water conservation techniques are utilized. UMMA will add water efficient landscaping to enhance the surrounding area of the premises. The new interior will utilize energy saving led lighting fixtures that will provide a well-lit, secure, and aesthetically appealing space.

Community Benefits

The owners of UMMA have been involved in the community for 35 years and have employed over 500 staff members throughout the years. The retail store will be staffed

with locals and they will be paid at above minimum wage rates. UMMA will soon be an active member of the Santa Rosa Chamber of Commerce and will engage and support local charitable agencies and events, especially those that relate to healthy living and specifically addressing our opioid crisis, as has been the owners practice for the past three decades.

4. Site Management:

Experience and Qualifications of Principals

Bobby Sariaslani has been an owner and operator of a retail business in downtown Santa Rosa for the last 35 years. Additionally, Mr. Sariaslani has been a medical cannabis cultivator and manufacturer for the past four (4) years.

Peter Robertson is a local boy who ran a retail business in Santa Rosa for over 18 years. He transitioned into his current role in the finance and banking industry in Santa Rosa.

Business Plan: The owners of UMMA will hire local individuals with experience in the cannabis retail industry to manage the licensed premises. UMMA plans to have one (1) manager on shift at all times, three (3) sales representatives, and one (1) attendant at the front desk to verify customers. Customers 21 and over with a valid ID, or 18 and older with a valid ID and physician recommendation, will be allowed entry onto the premises. UMMA will only employ persons over 21 years of age. Employees will wear identification badges during operating hours, which includes the employee's picture, name and employee number.

Management Plan: If a nuisance in the surrounding area occurs, UMMA will request the offenders to cease in engaging the nuisance activity and will contact the Santa Rosa Police Department. UMMA will hire security personnel to monitor the grounds to ensure customers are not loitering or consuming products on the premises. Staff will be trained on how to alert security for any nuisances caused inside the building. In addition, UMMA will assign one (1) manager to be the local contact for authorities in the event of an emergency. We are committed to preventing any situation stemming from our retail store from being a detriment to the public interest, health, safety, convenience and welfare to persons, property, or improvements in the vicinity of our storefront.

Performance Timeline: Upon approval of the conditional use permit, UMMA anticipates opening its doors to customers within six (6) months. UMMA anticipates the paperwork to process the anticipated remodel will take four (4) months, and the remodel construction to take two (2) months. UMMA will obtain all necessary permits including, but not limited to, building and fire and make accommodations for all inspections to occur. Upon issuance of a Certificate of Occupancy, UMMA will open the retail storefront to the public.