

Memo

City of Santa Rosa

JUN 19 2018

Planning & Economic
Development Department

Date: June 18, 2018

To: Planning & Economic Development-City of Santa Rosa

From: Highway Retail Outlet (CUP18-078): 470 Sebastopol Road, Suite B

Re: Response to Notification of Incomplete Application

Introduction: Please see our responses/attachments to the notification of incomplete application.

1) Storm Water Determination Worksheet:

Please see Attachment A

2) Commercial Cannabis Use: Specify the Cannabis use-Medicinal, Adult Use, or both-for which application is being made.

Applicant is proposing a Type 10 License (with delivery) with both Adult and Medicinal Use.

3) Compliance: Describe how the project complies with applicable state licensing requirements and conditions including, but not limited to, operational standards such as background checks, prior felony convictions, restrictions on multiple licenses and license types and locational criteria. [Section 20-46.050 (A)]

The Applicant is committed to complying with all state licensing requirements and conditions. To meet and exceed compliance with state and local regulations, Applicant will obtain all necessary permitting (local and state) before commencing operations. Per state law, the owners will submit live scan forms for criminal background information and will address any rehabilitation issues if necessary. No other license types other than retail with delivery are requested for this location. While the Applicant may pursue additional licenses from other jurisdictions in the future, no testing laboratory license will be sought, so the Applicant will not violate any state rules regarding multiple license types. Additionally, in the CUP application, the following sections address state licensing requirements:

GOLDEN STATE
GOVERNMENT RELATIONS

- 1) Dual Licensing-See Section A of Project Narrative
 - 2) Minors-See Section 8 of Site Management
 - 3) Inventory and Tracking-See Section B, #2 of Site Management
 - 4) Multiple Permit Sites-See Section A of Project Narrative
 - 5) Building and Fire Permits-See Number 3 of my responses below.
 - 6) Transfer of Ownership or operator- Applicant acknowledges and will comply with the following: A permittee shall not transfer ownership or operational control of a Cannabis Business or transfer a permit for a Cannabis Business to another person unless and until the transferee obtains zoning clearance from the Department stating that the transferee is not the permittee. The zoning clearance shall commit the transferee to compliance with each of the conditions of the original permit.
 - 7) Security-Please See Section B, #1 (a-c) under Site Management
 - 8) Odor Control-See Section B, #5 under Site Management
 - 9) Lighting-See Section B, #6 under Site Management
 - 10) Noise-See Section B, #7, under Site Management
-

- 4) **Separation of License Types:** Where multiple license types are proposed at the same physical address, demonstrate that clear separation between license types will be maintained at all times. [Section 20-46.0509 (D)]

With the recent reissuance of the emergency regulations, the state now allows retail operators to hold one license for both medical and adult use cannabis sales. (See Title 16, California Code of Regulations Section 5002(c)(3)). **The Applicant seeks to operate both medical and adult use cannabis retail facility under one license per state law.** To comply with medical and adult use, the Applicant will adhere to the state regulations, including but not limited to security, sales, inventory controls, and records. As stated in the CUP application, all persons entering the retail facility must present a government-issued identification, which will be closely checked by staff to ensure that each patron is over 21 years of age for adult use sales. For qualified medical patients, staff will confirm that the customer is 18 years of age or older and has a valid medical cannabis card per Section 11362.712 of the Health and Safety Code.

Additionally, the Applicant will publish and implement policies for customers entering the retail site. All medical products will have labels stating "for medical use only" and, like all inventory, cannabis goods will comply with all state label and packaging requirements. To avoid inventory crossover issues, medical products will be stored and displayed separately from adult use cannabis goods. In the storeroom, medical cannabis goods and adult use cannabis goods will be separated in different areas of the room. In the display area, medical cannabis and products will be in a different area from adult use cannabis goods. Customers will be provided with receipts that reflect the accurate taxes, with qualified medical sales being exempt from state sales and cannabis use taxes. The Applicants point of sale system will carefully track adult use and cannabis sales, and all records will be retained for seven years per state rules.

GOLDEN STATE
GOVERNMENT RELATIONS

- 5) **Building and Fire Codes:** Describe how the project complies with building and fire codes and include a declaration that the cannabis operator will obtain all necessary building permits, fire permits, and CUPA permits, and provide a Fire Department lock box for keys to gates and doors. [Section 20-46.050 (E)]

In accordance with Santa Rosa City Ordinance Section 20-46.050 (E)] applicant will comply with all the following requirements:

1. The Cannabis Operator shall obtain a building permit to confirm with the appropriate occupancy classification and compliance with Chapter 18 of the City Code.
2. The Cannabis Operator shall obtain all annual operating fire permits with inspections prior to operation.
3. The Cannabis Operator shall comply with all applicable H&SC and California Fire Code requirements related to the storage, use and handling of hazardous materials and the generation of hazardous waste. Cannabis Operators shall also obtain all required Certified Unified Program Agency (CUPA) permits including completing a California Ord. No. ORD -2017- 025 Page 25 of 36 Environmental Reporting System (CERS) submission for hazardous materials inventory that meet or exceed State thresholds and any waste generation for accountability.
4. Access with a Fire Department lock box for keys to gates and doors shall be provided.

-
- 6) **Location Requirement:** Using a map graphic, demonstrate that your proposed location complies with the minimum required setback to schools. Illustrate on the required Site Plan that the storefront entrance is in a visible location that provides an unobstructed view from the public right-of-way [Section 20-46.080 (D)].

See Attachment B

-
- 7) **Medicinal/Adult-Use:** Specify if your proposed use is Medicinal (dispensary) or Adult-Use (retail)

Applicant is proposing both Adult and Medicinal use at their premise.

-
- 8) **Trip Generation Memo:**

See Attachment C

ATTACHMENT A

FOR OFFICE USE ONLY:
Does this project require
permanent storm water BMP's?

☐ Y ☐ N



Print Form

File No:	Quadrant
Related Files:	
Set:	
Department Use Only	

Storm Water Determination Worksheet

PURPOSE AND APPLICABILITY: Use this form to determine whether or not this project will need to incorporate permanent Storm Water Best Management Practices (BMP's) and submit a Standard Urban Storm Water Mitigation Plan (SUSMP) as required by the City's National Pollutant Discharge Elimination System Municipal Separate Storm Sewer System (NPDES MS4) only. Your project may still need to incorporate permanent storm water BMP's as required by CALGREEN or North Coast Regional Water Quality Control Board (NCRWQCB) section 401 permit.

Part 1: Project Information

Highway Retail Outlet

Project Name

Justin Miranda

Applicant (owner or developer) Name

470 Sebastopol Road, Suite B

Site Address

470 Sebastopol Road, Suite B

Mailing Address

Santa Rosa/CA/95407

City/State/Zip

Santa Rosa/CA/95407

City/State/Zip

Permit Number(s) - if applicable

Justingmiranda@icloud.com/(707)332-7636/

Phone/Email/Fax

Jeff Warner

Engineer Name

1011 2nd St., Suite 201

Mailing Address

Santa Rosa/CA/95405

City/State/Zip

707-322-0676/jwarner@wme-consulting.com

Phone/Email

Type of Application/Project:

☐ Subdivision ☐ Grading Permit ☐ Building Permit ☐ Hillside Development
☐ Design Review ☒ Use Permit ☐ Encroachment ☐ Time Extensions ☐ Other

PART 2: Project Exemptions

1. Is this project a routine maintenance activity¹ that is being conducted to maintain original line and grade, hydraulic capacity, and original purpose of facility such as resurfacing existing roads and parking lots?

☐ Yes ☒ No

2. Is this project a stand alone pedestrian pathway, trail or off street bike lane?

☐ Yes ☒ No

¹ "Routine Maintenance Activity" This exemption includes activities such as overlays and/or resurfacing of existing roads or parking lots as well as trenching and patching activities and reroofing activities.

3. Is this a project that does not create or replace any impervious surface²?

☐ Yes ☒ No

4. Is this a project that proposes fewer than four dwelling units and a combined total of less than 1.0 acre of new or replaced impervious surface?

☐ Yes ☒ No

Did you answer "YES" to any of the above questions in Part 3?

☐ YES: This project will *not* need to incorporate permanent Storm Water BMP's. Please complete the "Exemption Signature Section" on Page 4.

☒ NO: Proceed to Part 3 below to see if this project will need to incorporate permanent Storm Water BMP's.

Part 3: Project Triggers

Projects that Trigger Requirements:

Please answer the following questions to determine whether this project requires permanent Storm Water BMP's and the submittal of a SUSMP.

1. Does this project create or replace a combined total of 1.0 acre or more of impervious surface?

☐ Yes ☒ No

2. Does this project create or replace a combined total of 10,000 ft² or more of impervious street, roads, highways, or freeway construction or reconstruction? ☐ Yes ☒ No

3. Does this project include four or more new dwelling units? ☐ Yes ☒ No

4. Is this project an industrial park³, commercial strip mall⁴, retail gasoline outlet, restaurant, or an automotive service facility creating or replacing a combined total of 10,000 sq ft or more of impervious surface? ☐ Yes ☒ No

5. Is this project a parking lot (not included as part of a project type listed above) creating or replacing a combined total of 10,000 sq ft or more of impervious surface or with 25 or more parking spaces? ☐ Yes ☒ No

Did you answer "YES" to any of the above questions in Part 3?

☐ YES: This project requires permanent Storm Water BMP's and the submittal of a SUSMP. Please complete the remainder of this worksheet and sign the "Acknowledgment Signature Section" on Page 4.

☒ NO: This project will not need to incorporate permanent Storm Water BMP's. Please complete the "Exemption Signature Section" on Page 4.

² "Impervious Surface" is defined as an area that has been modified to reduce storm water runoff capture and percolation into underlying soils. Such surfaces include rooftops, walkways, and parking areas. Permeable pavements shall be considered impervious for this section if they have subdrains to preclude infiltration into underlying soils.

³ "Industrial Park" is defined as industrial facility or building and associated impervious surface on a site zoned or planned to allow industrial or commercial development (planning for mixed use residential, industrial or commercial development and redevelopment is included).

⁴ "Commercial Strip Mall" is defined as commercial facility or impervious surface on a site zoned or planned to allow commercial or industrial use (planning for mixed use residential, industrial or commercial development and redevelopment is included) with street access and onsite parking.

Part 4: Project Description

1. Total Project area:

☐

square feet

☐

acres

2. Existing land use(s): (check all that apply)

☐

Commercial

☐

Industrial

☐

Residential

☐

Public

☐

Other

Description of buildings, significant site features (creeks, wetlands, heritage trees), etc.:

3. Existing impervious surface area:

☐

square feet

☐

acres

4. Proposed Land Use(s): (check all that apply)

☐

Commercial

☐

Industrial

☐

Residential

☐

Public

☐

Other

Description of buildings, significant site features (creeks, wetlands, heritage trees), etc.:

5. Existing impervious surface area:

☐

square feet

☐

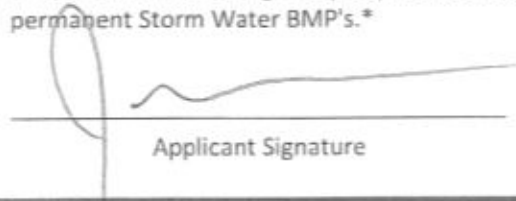
acres

Acknowledgment Signature Section:

As the property owner or developer, I understand that this project is required to implement permanent Storm Water Best Management Practices and the submittal of a SUSMP as required by the City's NPDES MS4. Any unknown responses must be resolved to determine if the project is subject to these requirements.*

Applicant Signature_____
Date**Exemption Signature Section:**

As the property owner or developer, I understand that this project as currently designed does not require permanent Storm Water BMP's nor the submittal of a SUSMP as required by the City's NPDES MS4. I understand that redesign may require submittal of a new Determination Worksheet and may require permanent Storm Water BMP's.*



Applicant Signature4/19/18

Date

*Your project may still need to incorporate permanent storm water BMP's as required by CALGREEN or North Coast Regional Water Quality Control Board (NCRWQCB) section 401 permit.

Implementation Requirements: All calculations shall be completed using the "Storm Water Calculator" available at: www.srcity.org/stormwaterLID

Design Goal: Capture (infiltration and/or reuse) of 100% of the volume of runoff generated by the 85th percentile 24 hour storm event, as calculated using the "Urban Hydrology for Small Watersheds" TR-55 Manual. 100% volume capture is the ideal condition and if achieved satisfies all requirements so that no additional treatment is required and pages 2 and 3 of this calculator do not need to be completed. This is a retention requirement.

Design Requirements: If the Design Goal of 100% volume capture is not achieved; then both Requirement 1-100% Treatment AND Requirement 2- Volume Capture must be achieved.

Requirement 1: Treatment of 100% of the flow generated by the 85th percentile 24 hour storm event, as calculated using the Rational Method and a known intensity of 0.20 inches per hour.

Requirement 2: Capture (infiltration and/or reuse) of the increase in volume of storm water due to development generated by the 85th percentile 24 hour storm event, as calculated using the "Urban Hydrology for Small Watersheds" TR-55 Manual. This is a retention requirement.

ATTACHMENT B

School Vicinity Map - 470 Sebastopol Rd



1:4,800

0.2 0 0.08 0.15 Miles

This map is a user generated static output from an internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

- Legend**
- Private Schools
 - Preschools
 - Private
 - Public Schools
 - Adult
 - High
 - Alternative
 - Middle
 - Elementary
 - City Boundary
 - Lakes
 - Creeks
 - Unknown
 - Surface
 - Subsurface
 - Rail Road
 - Parks
 - State or Regional Park
 - Community Park
 - Neighborhood Park
 - Trail Park
 - Open Space
 - Special Purpose Park
 - Recreational Center Site
 - Civic S&P Public Area
 - Beach
 - Historic
 - Parcels

Notes



535 Sebastopol Rd
Santa Rosa, California
View on Google Maps

Google

Report a problem

ATTACHMENT C



May 4, 2018

Mr. Justin Miranda
Highway Investment Holdings
1409 Buchanan Street
Novato, CA 94947

Trip Generation Study for the Highway Investment Holdings Cannabis Retail Project

Dear Mr. Miranda;

W-Trans has completed a focused analysis that addresses the potential change in trip generation associated with the proposed change in land use for 470 Sebastopol Road in the City of Santa Rosa.

Project Description

The proposed project would include repurposing an existing vacant commercial suite of 2,963 square feet to a cannabis dispensary. The dispensary would share the approximately 4,356 square-foot building with an existing salon and retail store. As proposed, the project would include approximately 744 square feet of retail space, 1,169 square feet of space for storage and security uses, and 1,050 square feet of office and administrative space. The retail operation would be open to the public between the hours of 9:00 a.m. and 9:00 p.m. seven days a week.

Trip Generation

The anticipated trip generation for the proposed dispensary was estimated using standard rates for a new land use published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 10th Edition called "Marijuana Dispensary" (LU #882). The trip generation for the square footage of the building not dedicated to retail was estimated using standard rates for "General Light Industrial" (LU #110) as it was determined to be most representative of the storage, security, and office space collectively. Based on application of these land uses, the proposed project would be expected to result in 199 daily trips on average, including 10 trips during the a.m. peak hour and 17 trips during the p.m. peak hour.

For comparative purposes, and to evaluate potential planning impacts, the anticipated trip generation for the permitted use of the site was estimated. The *Santa Rosa General Plan 2035* land use for the site is General Commercial, which could represent a variety of uses ranging from general office space to retail so trips associated with the permitted use were estimated by averaging standard ITE rates for "General Office Building" (LU #710) and "Shopping Center" (LU #820). Based on application of these land uses, the site is permitted for an estimated 70 daily trips on average with three trips during the morning peak hour and seven trips during the evening peak hour. As is the case with all standard trip generation rates, trips generated by all aspects of the use are included, so while the independent variable is square footage, trips associated with employees, deliveries, customers, and visitors are reflected in the rate and resulting trip estimates. The trip generations for both permitted and proposed conditions are shown in Table 1.

Table 1 – Trip Generation Summary

Land Use	Units	Daily		AM Peak Hour				PM Peak Hour			
		Rate	Trips	Rate	Trips	In	Out	Rate	Trips	In	Out
Permitted											
General Office Building	2.963 ksf	9.74	29	1.16	3	3	0	1.15	3	1	2
Shopping Center	2.963 ksf	37.75	112	0.94	3	2	1	3.81	11	5	6
Average of Permitted Uses		23.75	70	1.05	3	2	1	2.48	7	2	5
Proposed											
Marijuana Dispensary	0.744 ksf	252.70	188	10.44	8	4	4	21.83	16	8	8
General Light Industrial	2.219 ksf	4.96	11	0.70	2	1	1	0.63	1	0	1
Total Proposed			199		10	5	5		17	8	9
Net Difference from Permitted Use			129		7	3	4		10	6	4

Note: ksf = 1,000 square feet

Because the proposed project would be expected to generate fewer than 50 trips during either peak hour, per the City's *Standard Guidance for the Preparation of Traffic Impact Analysis*, an operational analysis is not required.

Conclusions

The proposed project is expected to generate an average of 199 trips on a daily basis, including 10 trips during the morning peak hour and 17 trips during the evening peak hour. If developed under its full potential for general commercial uses at the current size, the space would be expected to generate seven fewer trips during the a.m. peak hour and between six and 14 fewer trips during the p.m. peak hour, compared to the proposed use. Based on the minimal number of new peak hour trips expected to be generated by the proposed project, it is reasonable to conclude that the change in land use would have a *less-than-significant* impact on traffic operation.

We hope this information is adequate to address the potential change in trip generation associated with the proposed land use modification. Please contact us if you have any further questions. Thank you for giving us the opportunity to provide these services.

Sincerely,

Cameron Nye, EIT
Assistant Engineer

Dalene J. Whitlock, PE, PTOE
Principal

DJW/cn/SRO469.L1

City of Santa Rosa

APR 20 2018

Planning & Economic
Development Department

CITY OF SANTA ROSA

COMMERCIAL CANNABIS RETAIL APPLICATION

APPLICANT:

**HIGHWAY INVESTMENT HOLDINGS II, INC.
(DBA HIGHWAY 420)**

PROJECT ADDRESS:

470 SEBASTOPOL ROAD, SUITE B, SANTA ROSA, CA 95407

ZONING:

GENERAL COMMERCIAL

CITY OF SANTA ROSA

COMMERCIAL CANNABIS RETAIL APPLICATION

APPLICANT: HIGHWAY INVESTMENT HOLDINGS II, INC. (DBA HIGHWAY 420)
PROJECT ADDRESS: 470 SEBASTOPOL ROAD, SUITE B, SANTA ROSA, CA 95407

TABLE OF CONTENTS

PROJECT NARRATIVE	PAGE
Location Requirement	3
License Type	3
Operational Plan	4-5
a. Employee Register	4
b. Record Keeping in Compliance with State Law	4
c. Protocols for Customers Entering Site	4
d. Secured Access and Secured Product Locations	5
e. Display of State License	5
Deliveries, On-Site Consumption	5-6
Special Events	6
Storefront, Signage, and Window Treatments	6-7
Site Management Plan	7-11
Merit-based Review	
i. Local and State Compliance	14-16
ii. Site Management	7-11
iii. Neighborhood Compatibility	11-13
iv. Neighborhood Enhancement	13-14

TABLE OF EXHIBITS

Landlord Support
Site Plan
Floor Plans
Neighborhood Context Map
Vicinity Map with North Arrow
Security Plans
Fire and Safety Controls
Neighbor Support Letters
Cannabis Industry Support Letters
Site Photographs
Attachments for Air Quality and Odor Control
Trip Generation Study

CANNABIS RETAIL
CONDITIONAL USE PERMIT APPLICATION

Applicant: Highway Investment Holdings II, Inc. (DBA Highway 420)
Address: 470 Sebastopol Road, Suite B, Santa Rosa, CA 95407
APN: 125-162-025
Zoning: General Commercial
Building: 4,356 square feet
Lot Size: 17,424 square feet
Proposed Use: Cannabis Retail

Highway Investment Holdings II, Inc. (the "Applicant") submits this conditional use permit (CUP) application for commercial cannabis retail to comply with the City of Santa Rosa Ordinance No. ORD 2017-025 and state law.

PROJECT SUMMARY

The Applicant proposes to operate a commercial cannabis retail (Medical and/or Adult Use) facility and delivery services from an existing building located at 470 Sebastopol Road in Santa Rosa, which is zoned General Commercial (CG). As an experienced local operator, the Applicant aims to provide dependable access to high-quality cannabis as well as community space to serve as a cannabis incubator and vocational center.

FACILITY OVERVIEW AND EXISTING USE

After the recent annexation of the Roseland neighborhood, this facility is now located in the City of Santa Rosa and was historically used for retail. The existing building is approximately 4,356 square feet and is located on a 17,424 square foot parcel. The proposed retail space will be located in Suite B, which measures about 2,963 square feet.

Currently, the proposed premises is vacant and the neighboring tenant operates a salon and retail store. The approximate square footage of the proposed space will be used as follows:

- 744 square feet for retail sale space and waiting room
- 1169 square feet for storage, security, hallways and restrooms
- 1050 square feet for office, employee, and administrative space

LOCATION ELIGIBILITY

The proposed facility complies with all applicable provisions of the Zoning Code and granting this application would be consistent with the General Plan. The property is not located within 600 feet from an accredited K-12 school or any existing dispensary. Near to banking, shopping and restaurants, the proposed location has good visibility and will provide convenient access for customers. The main entrance to the property is off Sebastopol Road, which provides for excellent visibility of entrance, which has unobstructed views from the public right-of-way. No passersby will see any cannabis sales, transactions, or any products, as the retail space is not visible from public view.

LICENSE TYPE

The Applicant seeks to serve medical and/or adult use cannabis customers.

OPERATIONAL PLAN

The proposed operational plan provides details as to the Applicant's ability to comply the City of Santa Rosa's requirements for retail operations.

a. EMPLOYEE REGISTER

The Applicant will maintain a current register of the names of all employees and will provide the register to any City officer or official for purposes of determining compliance during inspections. These records will be maintained onsite as well as electronically for easy and prompt delivery to any City request. As required by state regulations, all employees will wear identification badges, which assist the City with verification of the employee register. Employees will be required to wear their badges during all working hours.

b. RECORDKEEPING

A manager will be designated as the track-and-trace system account manager and will be responsible for tracking records. All records will be made easily accessible to local and state inspectors upon request. At least once every fourteen (14) days, a manager will reconcile the on-hand inventory of cannabis and cannabis products at Highway 420 with the records in the track-and-trace database. Reconciliation will be performed by one manager and independently verified by a second manager. If there is a discrepancy between the inventory and the track-and-trace database, the second manager will conduct an audit.

Per state rules, the Applicant will also:

- Retain records of commercial cannabis activity for at least seven years.
- Records will include: financial records; personnel records; training records; contracts with other licensees; permits, licenses, and other local authorizations; waste disposal; track and trace data; and, any other records prepared or executed by an owner or his employees or assignees in connection with the licensed commercial cannabis business.
- Keep all records in a manner that allows the records to be produced for the Bureau of Cannabis Control at the licensed premises in either hard copy or electronic form.

If necessary, the Applicant may contract with a third party to provide custodial or management services of the records.

c. PROTOCOLS FOR CUSTOMERS ENTERING SITE

Through the main entrance, customers enter into a common area that leads to a waiting room where customers will check in with staff and present required government-issued identification. The waiting room will provide a comfortable space for customers to relax while they wait for staff to admit them into the retail area. Prior to admitting any person into the retail facility, staff will check government-issued identification to ensure that patrons are over 21 years of age for adult use sales. For qualified medical patients, staff will confirm that the customer is 18 years of age or older and has a valid medical cannabis card per Section 11362.712 of the Health and Safety Code. Additionally, the Applicant will publish and implement policies for customers entering the retail site.

d. SECURED ACCESS AND PRODUCTS

Inside the retail space, staff will attend to one customer at a time to ensure quality service while increasing security. After each customer completes their transaction they will be provided with proper opaque packaging and will exit through the waiting room and main entrance. No sales or customer transactions will be visible to any passersby or to customers in the waiting room.

The retail showroom will have illuminated display cases and shelves behind the counter. Staff will ensure that the retail space is kept clean and sanitary at all times. All products inside the showroom will not be accessible to customers. Staff will be trained to provide knowledgeable and friendly customer service, and at least one staff will be bilingual so as to provide Spanish-speaking customers with an enhanced retail experience. For more details about onsite security, please see the attached security narrative.

e. SALE OF PARAPHERNALIA

While the vast majority of sales and products will be cannabis, the Applicant also seeks to sell some promotional wear like t-shirts and hats as well as some cannabis accessories and paraphernalia such as vaporizer pens, rolling papers and smoking accessories.

f. DISPLAY OF LICENSING

In a conspicuous place for all persons entering the facility, the Applicant will display a copy of their Santa Rosa Cannabis Retail permit, Sonoma County Health Permit, and state licenses.

g. HOURS OF OPERATION

The Applicant proposes to operate retail and delivery services between the hours of 9:00 a.m. to 9:00 p.m. seven (7) days per week.

ONSITE CONSUMPTION

Onsite consumption is proposed in the conference area for cannabis products that do not require smoking or vaping. In the retail showroom and back consumption area, the Applicant will place signage with policies and rules onsite consumption. During limited times, customers will be allowed to consume and enjoy non-smoking or vaping cannabis products in the back conference area. Prior to consuming onsite, customers will have to pass through security, present proper identification, purchase the cannabis goods from the retail showroom onsite, and consume safely in the back area. No consumption of outside cannabis products will be permitted. Staff will monitor the consumption area to make sure customers are safe and comfortable, and to ensure that customers are strictly following the prohibition against smoking or vaping onsite. Security cameras will be located in the consumption area and staff will be present during all onsite consumption times. All permissible consumption onsite will comply with state law. As the state issues additional guidance or regulations for onsite consumption, the Applicant will update its policies and procedures to comply with any future changes.

a. CONFERENCE AREA

As described in the Community Benefit section below, the back conference space, is proposed to be used for onsite consumption as well as a cannabis incubator and vocational center. While this space will have two purposes (onsite consumption and community benefit), the uses will be rotated and will not be offered at the same time. During certain hours, this space will be available for onsite consumption of edible cannabis products – vaping and smoking will be prohibited. During

workshops and community educational meetings, no onsite consumption will be available for customers. Due to the proximity to the retail facility, all workshops and programming will be for qualified customers – adults over 21 years of age and patients with valid medical cards who are over 18 years of age.

DELIVERY

In addition to onsite sales, the Applicant seeks to resume delivery operations that were previously available through the Highway 420 patient collective. For this project, delivery customers will have the ability to order online or by telephone. Age verification will be required prior to entering the website. Before completing an online order, the customer will be required to complete order information, providing required government issued identification. For telephone orders, customer will first establish an account and provide government issued identification when the cannabis is delivered. Upon delivery, staff will inspect identification and ensure the state delivery rules are followed. Each customer will be provided with a delivery request receipt, and the Applicant will retain a signed copy of the delivery request receipt for their records.

All deliveries will be performed by a delivery employee of Highway 420. Staff, including delivery employees, will be at least 21 years of age. Delivery employees will carry a copy of the Applicant's state license, government issued identification, and identification badge provided by the Applicant. Highway 420 will maintain an accurate list of all delivery employees as well as any other staff.

Deliveries of cannabis goods will be transported in a vehicle owned by the Applicant that complies with state transportation requirements, including GPA tracking and alarm systems. While carrying cannabis goods, delivery employees will ensure that no cannabis is visible to the public. Employees will never leave cannabis goods unattended in a motor vehicle, unless the vehicle is locked and equipped with an active vehicle alarm system. No cannabis consumption will be permitted by employees while delivering cannabis goods to customers.

Deliveries will only be made to a physical address in California. No deliveries will be made to addresses located on publicly owned land or land leased by a public agency. For each delivery, no more than \$3,000 worth of cannabis goods will be transported. The Applicant will comply with all current and future state rules regarding the delivery of cannabis.

SPECIAL EVENTS

As state law currently requires that an operator obtain an event license and host events at a county fair or district agricultural association, the Applicant is not seeking the ability to host special events. The cannabis incubator programs and cannabis vocational trainings are not proposed to allow for cannabis consumption or sales. Although the conference room will be flexible – serving as community meeting or onsite consumption for customers – no consumption will be allowed when incubator or vocational meetings occur. (Please see the above description of onsite consumption proposed). Therefore, this space is not proposed to be, nor will it be used for special events. All cannabis sales will only be in the retail showroom after the Applicant is granted permit, occupancy and state license.

STOREFRONT, SIGNAGE AND WINDOW TREATMENTS

As described in the attached photographs of the facility, the main storefront is designed to be appealing and easily accessible to all customers. Other than a business sign, no advertising will be

posted or displayed outside of the proposed retail facility. The Applicant will obtain any necessary permits prior to installing a business sign outside the facility. As main entrance to the facility is a common lobby area that leads into a separate waiting room, no window treatments are proposed. Inside the facility, the Applicant will display a copy of their Santa Rosa Cannabis Retail permit, Sonoma County Health Permit, and state licenses in a conspicuous place for all persons entering the facility.

SITE MANAGEMENT

a. OPERATOR EXPERIENCE

In 2016, the Applicant's owner and CEO, Justin Miranda, started Highway 420 under the collective model to serve qualified patient members in Northern California. When Highway 420 started, the price for cannabis delivery services north of San Francisco was very unreliable and expensive. Highway 420 was established to provide dependable, high-quality medical cannabis at truly affordable prices for collective members. Over the years, Highway 420 expanded the products offered to patients and reinvested any proceeds back into the collective, funding research and development of new products and unique cannabis strains for patients.

Starting small, with Mr. Miranda answering phones and delivering to a handful of patients, Highway 420 expanded rapidly, employing 20 local residents from Marin and Sonoma Counties by the end of collective operations on December 31, 2017. Over the years, Highway 420 developed a strong patient customer base. Through Weedmaps alone, Highway 420 served over 13,572 qualified patients and received 4.5 out of 5 stars from patient customers. By providing Spanish-speaking services, Latino patients in particular formed a strong connection to Highway 420. Through this project, Highway 420 seeks to resume providing high-quality retail and delivery services to local residents, and by continuing to offer Spanish speaking services, the Applicant seeks to build a strong connection to the local Latino community.

Since its inception, Highway 420 has also served as a platform for local growers and manufacturers, helping small collectives to introduce their products to new patients. By providing an avenue for local cannabis collectives to flourish, Highway 420 has now established a strong base of local licensed operators that are eager to work with this proposed retail facility. This is evidenced by the letters of support from local licensed cannabis businesses, including Sonoma County-based cultivators and manufacturers. For example, Highway 420's project enjoys support from local brand Landseye (a DBA of Sturdivant Ventures, LLC, subsidiary of Privateer Holdings), which was the first entity permitted for medical cannabis manufacturing in Santa Rosa. Landseye is proud to support Highway 420's application for a dispensary located in the very neighborhood in which it is located. At its licensed facility in Santa Rosa, Landseye receives, processes and distributes quality cannabis grown by craft cultivators located within Sonoma County and beyond. Landseye is supported by an exemplary team of Santa Rosa-based professionals, many of whom dedicate their time outside of the workplace to creating and participating in events aimed at increasing access to information for patients, adult consumers and would-be operators. Landseye hopes to continue this important work through collaboration with Highway 420. These supply chain relationships were developed through the hard work and connections that Highway 420 has developed over the years, and it is these connections that will help ensure that Highway 420's retail operation is success.

With this proposed operation, the Applicant is eager to resume operations and promote diversity within the local cannabis industry. Highway 420 seeks to continue to expand its commitment to local licensed operators and its service to the local community. A key aspect of this proposal is the creation of a cannabis incubator and community cannabis vocational center. As an incubator, the Applicant is dedicated to featuring and supporting local licensed cannabis operators in the retail space and conference area. This space will host trainings, job fairs, workshops and other community educational meetings. Please see the Community Benefit Section below for more details about the meeting space.

Demonstrating a background of strong customer service for Spanish speaking collective members, the Applicant is committed to catering to the local community. To exemplify this commitment, Highway 420 plans to employ at least one Spanish speaking staff during all operational hours.

b. PRINCIPALS' BACKGROUNDS

The principals of Highway 420 are the co-owners, Justin Miranda and William Garcia. Together, they present a wealth of cannabis experience and business acumen that will ensure the successful, long-term operations for the proposed retail facility.

Justin Miranda

Born to teenage parents in Santa Rosa, Justin Miranda has lived in this area for his entire life. This is truly his community, as his friends and most of his family is still based in Santa Rosa. After graduating from Montgomery High School, Mr. Miranda worked for a local contractor until 2008 when the financial crisis slowed down the construction industry. He then transitioned to car sales and within six months of working at a Novato Ford dealership, he was promoted to sales manager. Mr. Miranda then went on to manage the sales department and helped to lead the company to a 12% growth year-over-year in a stagnant industry.

In 2015, Mr. Miranda combined his passion for sales with my passion promoting the benefits of for medical cannabis by starting the patient collective Highway 420. For the first six months of collective deliveries, Mr. Miranda worked full-time at the dealership and delivered to patients at night. As the company grew, he hired staff and expanded delivery services and hours. Using strategic partnerships with cultivating and manufacturing collectives, Mr. Miranda was able to expand Highway 420 delivery services from Marin County and Sonoma County to the Hayward Castro Valley area.

Mr. Miranda is a dedicated husband and father of five children. His oldest will graduate high school this June and plans to attend the Santa Rosa Junior College. This retail facility is the culmination of his hard work and dedication to the local cannabis community. Even more so for his family, this retail facility represents the opportunity to build a legacy, demonstrating his success and true entrepreneur drive to his children.

William Garcia

Born in Honduras, William Garcia immigrated to the United States when he was ten years of age. Mr. Garcia grew up near Raleigh, North Carolina. After graduating high school, he started a very successful carpenter business, RWG Repairs, LLC, that he continues to operate till this day. At age 20, Mr. Garcia started investing in real estate, and over the years he has acquired a large portfolio of properties across the nation. Mr. Garcia also founded and manages a thriving music

publishing and production company, N1P RECORDS, LLC, that has provided him with the privilege of traveling around the world and working with some of the most talented internationally recognized artists. Through his recording career, Mr. Garcia was introduced to connections that would eventually lead to this project.

Not one to rest on his achievements, Mr. Garcia is working towards completing his dream of receiving a Bachelors of Administration program, which will provide him with additional business skills for this project. At the root of his background and the greatest job of all is his family. Mr. Garcia has a lovely wife and five beautiful kids that mean the world to him. Growing up without a father and working hard for his accomplishments, Mr. Garcia is a dedicated family man and views this project as part of building his family legacy.

With family in the armed forces, Mr. Garcia and his family first came to visit Santa Rosa while his brother-in-law was on leave from Afghanistan. While visiting family in Santa Rosa, Mr. Garcia and his family fell in love the area, and in 2014, they moved here to expand his music recording career. Establishing this retail facility will help Mr. Garcia and his family continue to build strong ties to the local community and continue to put down roots in Santa Rosa.

c. STAFFING AND LOCAL HIRING PLAN

At full capacity, the Applicant anticipates hiring ten (10) to nineteen (19) employees, with a combination of full and part-time staff working staggered shifts. To begin operations, the Applicant is eager re-hiring two to five staff from the previous collective delivery operation. One employee, Willie Villanueva, was raised in Santa Rosa and graduated from Elsie Allen and attended Santa Rosa Junior College. As part of the collective operations management, Mr. Villanueva was critical to the launch and expansion of Highway 420. As a born entrepreneur and manager, Mr. Villanueva founded a clothing brand based in Sonoma County. He is excited to lead the management team at the new Highway 420 retail facility. The owners and Mr. Villanueva speak Spanish and are excited to resume providing cannabis to local residents, particularly those in the Latino community.

Sonoma County has a wealth of experienced and dedicated cannabis workforce, Highway 420 is committed to hiring employees locally. During the recruitment process, the Applicant plans to consider residency when making hiring decisions, will promote the job posting locally, and will use local connections in the cannabis industry to discover local talent. With the cannabis vocational center, the Applicant will also seek to hire from participants in trainings, workshops and job fairs held at the facility.

All staff will receive thorough training on workplace safety, operations, track and trace, and security protocols. In addition to state licensing requirements related to staffing, the Applicant will diligently follow all applicable labor and employment laws, including, but not limited to, equal opportunity employment, non-harassment, open door and grievance, right to work, employee attendance and alcohol/substance abuse. Highway 420 will screen all potential employees through a series of interviews and reference checks. Any background checks will be conducted pursuant to the Federal Fair Credit Reporting Act (FCRA), which in addition to credit checks also governs employment background checks for the purposes of hiring.

d. BUSINESS PLAN

As described in the security narrative, the Applicant is dedicated to preventing theft or diversion of any cannabis or currency, as well as to discourage loitering, crime, and illegal or nuisance activities. In the day-to-day operations, the Applicant will establish protocols and provide staff with ongoing training on methods to prevent diversion and identify security issues. In addition to security systems onsite, staff will limit the number of customers in the retail showroom to ensure staff only helps one customer at a time. Cameras will ensure that all cannabis is monitored and inventory procedures will identify any potential loss or diversion of products. All personnel will be trained to notify the Bureau of Cannabis Control within 24 hours, if an audit reveals a discrepancy that is not within five percent of the documented inventory. If an employee finds evidence of suspected theft or diversion, the employee will immediately report the suspected theft or diversion to the Manager and Police Department and then to the state.

The Applicant will ensure that cannabis goods are displayed and presented to customers in accordance with state law. While staff is helping customers in the retail showroom, cannabis goods may be removed from the packaging and placed in containers to allow for customer inspection. The containers will not be readily accessible to customers without assistance of personnel. Display containers will be provided to the customer by staff, who will remain with the customer at all times that the container is being inspected by the customer. Any cannabis goods removed from the packaging for display will not be sold or consumed and will be destroyed per state requirements.

By accurately and verifiably ensuring the safety of all inventory on the premises and carefully monitoring all cannabis onsite, the Applicant seeks to provide consumers with the safest products possible, while preventing loss due to damaged or unsafe items.

e. MANAGEMENT PLAN

In the management of the proposed retail facility, the Applicant will take reasonable steps to discourage and correct objectionable conditions that constitute a nuisance in all areas surrounding the property. If there are nuisance related activities directly related to the operation, Highway 420 will take all reasonable steps address those issues. Staff will be trained to call the police in a timely manner and, if safe, request those who are engaging in the nuisance activities to cease those activities. Employees will manage the sidewalk to monitor cleanliness and loitering throughout the business day.

f. SALES

The Applicant plans to sell cannabis goods and products allowable for sale by per a state retail license, including but not limited to live plants, flower, concentrates, edibles, topicals, and capsules. All cannabis products will be bought and sold in accordance with local and state laws, including but not limited to testing and quality assurance requirements

In order to sell edible cannabis products, the Applicant will obtain a Sonoma County Health Permit and will comply with Code Section 13700 et seq. and Sonoma County Health permit requirements. To keep customers safe, Highway 420 will comply with the health related requirements to minimize any potential foodborne illnesses, demonstrate industry knowledge, ensure safe food preparation practices, and delineate impeccable standards of sanitation for products.

g. PERFORMANCE TIMELINE

Due to changes in state law, the Applicant has ceased local collective operations and is eager to resume operations as a licensed operator. As the proposed facility is a newer building, the exterior and interior are in excellent condition and only require minimal tenant improvements inside the facility. The Applicant has engaged architectural and engineering professionals and will be prepared to promptly submit building plans immediately after the use permit is granted. As soon as building permits are granted, the Applicant has engaged a local contractor to complete the tenant improvements. Upon final building and fire inspections, the Applicant will file for the required temporary state license. Ideally, the Applicant will receive a certificate of occupancy and state temporary license within three to six months of approval of the use permit application in order to open to the customers as soon as possible. To ensure viability of the performance timeline, the Applicant has secured ample financial resources necessary for executing the proposed project.

NEIGHBORHOOD COMPATIBILITY

The proposed premises provides an excellent space for a retail cannabis operation with an attractive façade and a fluid and attractive floor plan. The entire facility will be constructed with high-quality materials, providing customers with an appealing retail experience. By addressing a variety of important issues, the project will prove compatible with the surrounding neighborhood.

a. LIGHTING

For all lighting, the Applicant will follow best management practices and technologies to reduce glare, light pollution, and light trespass onto adjacent properties. If exterior lighting is required for security upgrades, the lighting will be installed in a manner sufficient to provide illumination and clear visibility, and all security lighting will be stationary, fully shielded and directed away from adjacent properties and public right of ways. By following these guidelines, the Applicant will ensure that all lighting will be compatible with the neighborhood and in compliance with Building Code Section 20-30.080.

Inside the facility, the Applicant will use energy efficient LED lighting that is attractive for customers while allowing enough illumination for the security systems. The interior lighting systems will also be fully shielded to confine light and glare to the inside of the facility.

b. NOISE

The cannabis facility will comply with the City of Santa Rosa Municipal Code Chapter 17-16 regarding noise. The anticipated noise producing equipment for the proposed project include: HVAC, refrigerators, and administrative equipment such as phones and cash registers. No generators are anticipated being used, unless in an emergency situation for temporary back-up. Therefore, this project will be well under the allowable 60 decibels, as allowable in General Commercial zones.

c. AIR QUALITY AND ODOR CONTROLS

The proposed cannabis retail facility will incorporate and maintain adequate control measures to prevent cannabis odors from being detected from outside of the building. These measures will be consistent with the accepted industry best practices and technologized designed to mitigate cannabis odors. By applying these best practices, the Applicant will be able to ensure that the odors are effectively mitigated to control any detection of cannabis aromas from outside the facility. The

Applicant has engaged a local mechanical engineer to design the systems needed control air quality and control emissions. Please see the attached letter from the mechanical engineer.

The Applicant will take every effort possible to promote air quality both inside and outside the facility. All areas where cannabis is stored or displayed will be equipped with powerful odor-scrubbing and carbon filtering air circulation and ventilation systems to minimize odor. The ventilation systems will provide air flow that would be suitable for various environments such as hospital rooms, indoor growing rooms, and commercial cooling operations. With these systems, odors should not be detectable from the outside of the or from the common area.

h. WASTE MANAGEMENT AND DISPOSAL

The types of waste that will be evaluated for proper disposal include non-cannabis and cannabis waste from customer returns, expired or otherwise defective products. Waste disposal plans will depend on the category of waste and will follow related local and state laws. For safety and security, all waste will be disposed of in a secured receptacle or secured area inside the facility in the storage areas identified on the floor plans. Public access to the storage area will be strictly prohibited and will only be accessible by authorized personnel.

Non-cannabis solid waste will be generated from typical commercial processes. The facility will contract with the local waste hauler to have garbage and recyclables picked up from the location on a weekly basis. The garbage and recyclables will not contain any cannabis products.

For cannabis waste, the Applicant will ensure that disposal is conducted in accordance with state law, including Division 30 of the Public Resources Code. No cannabis product will be disposed of in its packaging, and all cannabis products will be made unrecognizable and unusable prior to disposal. Waste containing cannabis or cannabis products will be entered into the track-and-trace system. As necessary, an employee of Highway 420 will arrange for the disposal of contaminated, adulterated, deteriorated, or excess cannabis product in the following manner:

- Enter waste containing cannabis or cannabis products into the track-and-trace system.
- Remove cannabis waste from its original container and mix with used coffee grounds, milk, dirt, cat litter, or similar material to create an unusable 50/50 mixture.
- Place mixture in opaque, sealable bag or can to prevent leakage.
- Engage local licensed vendor to dispose of at local landfill.
- Cannabis waste will be stored indoors until the vendors arrive onsite, and employees will bring the materials outside the facility to the authorized waste disposal vendor.

i. WATER USE

The facility is connected to municipal water and sewer systems. The Applicant anticipates using low amounts of water for employee and customer restroom facilities, handwashing, and cleaning.

j. PARKING

The facility has ample parking to satisfy the ratio of one space per 250 square feet. For the facility, the Applicant has 22 parking spots, including one ADA compliant space.

k. DESIGN REVIEW

The proposed project is exempt from Design Review under Zoning Code Section 20- 52.030, as there are no proposed exterior changes to the existing building.

l. CEQA

The proposed facility was constructed with permits from the County of Sonoma. No exterior changes are proposed. As an exciting facility, this project qualifies as categorically exempt from CEQA.

m. LANDSCAPING

No changes to the existing landscaping are proposed.

NEIGHBORHOOD ENHANCEMENT

The Applicant is committed to developing a retail location that enhances the surrounding neighborhood, providing a meaningful community benefit and adheres to sustainable business practices. The proposed location offers an attractive exterior with ample parking and established landscaping that is well maintained. The proposed location is well over 600 feet from any schools. The proposed facility will be designed to emphasize the use of sustainable materials, natural sunlight, eco-friendly cleaning products and recyclable paper products. Energy efficient LED lighting will illuminate the premises, and all appliances will be Energy-Star rated. The Applicant will also enroll in the Sonoma Clean Power Evergreen Program, using 100% renewable energy resources. Additionally, Highway 420 will source as many products locally to help reduce emissions and to support local operators.

a. COMMUNITY BENEFIT

The Applicant is dedicated to making a positive impact towards the growth and prosperity of the community. Starting with the location, Highway 420 selected the proposed property specifically to be in the Roseland community. In addition to the retail aspects of the operation, the Applicant's vision is to provide a cannabis vocational center. This vision includes providing job fairs as well as educational programs and workshops for local residents who are interested in cannabis industry jobs. Specifically, Highway 420 will create vocational programming designed to promote diversity in the cannabis industry, both in the workforce as well as the cannabis businesses. For potential cannabis employees, the Application will host educational presentations about the industry and will explore offering CPR, OSHA or other technical training workshops. Whenever possible, the Applicant will offer training in languages other than English. For people seeking to build their businesses, the Applicant seeks to establish a cannabis incubator that provides compliance training and networking meetings to facilitate collaboration and the development of local licensed operators throughout the cannabis supply chain.

The vocational center and cannabis incubator will be located in the back conference room, which will also serve as a space for customers to consume cannabis when the space is not used educational or industry trainings. Prior to any meeting or training, the attendees will enter through the main entrance and check in with staff in the waiting room. Attendees will be guided by staff back to the conference room, which is not accessible to the retail showroom. During workshops or meetings, no customers will be permitted to use the conference room or consume cannabis onsite. As discussed in the Onsite Consumption Section above, no smoking or vaping will be permitted

inside or surrounding the facility at any time. Signage will indicate this rule in the waiting room and the retail showroom, and staff will enforce the limited onsite consumption rules.

In addition to paying taxes, the Applicant seeks to contribute to the local economy by instituting a local hiring plan and prioritizing transactions with local operators. From permit development to buildout, the Applicant plans to engage local contractors and professionals to assist with this project.

b. NEIGHBORHOOD MEETING

While the paperwork for hosting a neighborhood meeting for this project has been filed with the City of Santa Rosa, the meeting date has not yet been scheduled. After the neighborhood meeting is conducted, an amended application will be submitted to address any community concerns. To build community support, the Applicant has personally meet with neighboring businesses to explain the project and answer any questions. In one-on-one meetings with neighbors, the sentiment was supportive and encouraging for this project, which is demonstrated by the attached letters from nearby business owners.

STATE AND LOCAL COMPLIANCE

Highway 420 is committed to complying with local and state law, as described throughout this application. To ensure the retail facility is as compliant as possible, the Applicant has engaged a team of local compliance professionals, including architects, engineers security companies, attorneys, lobbyists and compliance experts.

a. STATE COMPLIANCE

As soon as possible, the Applicant will apply for retail adult use and/or medical state temporary license. All cannabis products bought and sold by Highway 420 will be done so with the intent of full compliance with state and local rules and regulations. In addition to the compliance efforts previously described, the Applicant will ensure that the following requirements are followed:

- Cannabis goods will only be purchased from a licensed distributor, insuring that all taxes are collected and quality assurance has been performed.
- Only sell the allowable daily limits to customers in a single day.
- Customer returns will be stored and disposed of according to state requirements. No returns will be resold or consumed.
- No cannabis goods will be accepted from a licensed distributor or sold by the Applicant without the state required packaging and labeling.
- Upon sale, all cannabis goods will be placed in opaque exit packaging prior to being given the customer.

With state cannabis laws rapidly changing and new regulations expected later this year, the Applicant will work diligently to comply with all future state cannabis rules and regulations. Compliance will be an ongoing effort the owners, staff and the compliance professionals.

b. COMPLIANCE TEAM

Highway 420 has engaged a team of all-star local professionals to consult and advise on existing and developing compliance efforts.

Kind Law

With years of experience in public interest law and the cannabis industry, Julie Mercer-Ingram formed Kind Law in the Fall of 2017. At Kind Law, Ms. Mercer-Ingram has developed a strong cannabis-focused practice that provides regulatory compliance and business legal services. Ms. Mercer-Ingram has been an active part of the Sonoma County Growers Alliance and served as the Co-Chair of the Adult Use Policy Committee. Presently, Ms. Mercer-Ingram serves as the Co-Chair of the Sonoma County Advisory Group, and has the pleasure of working with county staff, community members and local operators during the ongoing cannabis policy development process.

Kind Law is dedicated to supporting the cannabis industry's transition into the regulated market and to the informed development of local and state policies. Kind Law staff were active participants during the City of Santa Rosa's Comprehensive Cannabis Policy development process. Kind Law is pleased to be part of this exciting retail facility and cannabis vocational center and incubator, as this type of operation will add to the fabric of the local cannabis industry while providing an excellent resource for the community.

Golden State GR

Golden State Government Relations (GSGR) is a public policy, advocacy, land-use planning, and consulting firm committed to advancing high quality and innovative approaches to the difficult and complex problems facing California. With offices in Sacramento and Santa Rosa California, our firm draws upon the strengths of a diverse and highly experienced team of staff and consultants to provide interdisciplinary solutions to meet our clients' unique needs.

Based in Santa Rosa, GSGR has a strong and growing team to support Highway 420's compliance needs. Nick Caston, President and Chief Strategic Officer, provides clients a full spectrum of regulatory and legislative services, including: state and federal legislative efforts; land-use planning; state and local government relations; compliance; and regulatory affairs. Nick has worked in public policy for over fifteen years, including serving in the office of former Assemblywoman and State Senator Noreen Evans. During his tenure in the public sector, Nick developed an expertise in California environmental and land-use policy. He has worked on sustainability campaigns focusing on land-use, transportation, and working families from the State Capitol and throughout California. In addition, Nick has had extensive experience in California's political sphere, garnering awards for his political consulting efforts. Nick is a Co-Chair of the California Democratic Party's Resolution Committee. Previously, Nick served as the Vice-Chair of the City of Santa Rosa, CA Planning Commission, Vice-Chair of the California Democratic Party Environmental Caucus and was a member of the California Community College Trustees Board of Directors.

An integral member of Highway 420's state compliance team is Dr. Jennifer Price, D.C. who serves as Director of State Compliance and is one of the founding officers of Golden State GR. She has a professional background as a practicing chiropractor and published researcher. Dr. Price began working in government relations in 2016 and has become a regulatory and compliance expert in age-restricted markets. Dr. Price holds a B.A. in Psychology from U.C. Santa Barbara and a B.S. in Human Biology from Cleveland Chiropractic College Los Angeles, in addition to her Doctor of Chiropractic degree. With over 10 years of private practice as a chiropractor in Scotland and California under her belt, she has also worked in research, managing a clinical trial and publishing multiple papers in peer-reviewed research journals. She now applies her research,

writing, and communication skills to influencing the regulatory landscape of California's age-restricted markets and bringing businesses into compliance with state requirements for operation.

c. STAFF COMPLIANCE TRAINING

After commencing operations, the Applicant will work with a compliance manager, through legal counsel's office, to ensure that all rules and regulations are properly followed, including onsite management and obtaining a Sonoma County Health Permit. Details about the compliance team are included in the application disclosure form.

PERMIT APPROVAL

With the details included in this application, Highway 420 hopes that it has demonstrated the necessary information to obtain a use permit for a cannabis retail facility. Any additional information to evaluate the merits of this application, will be promptly supplied by Highway 420.

Landlord Support

I opened a VHS store in 1986 leasing a small space on Sebastopol Road. As we continued to grow I purchased the entire building and expanded. In 2001 I purchased the lot next-door (470 Sebastopol Road) and built the premiere video store in Roseland "Video Tapa"

Over the last 30 years as a business owner in Roseland I come to love this community and its people. I have been and continue to be invested in the people and growth of this community.

With that being said I am very supportive of this project. I have had many people over the years approach me regarding a dispensary at this site and Justin was the only person I felt comfortable enough to allow to do so. I believe that Justin and his team genuinely care about the community and are sincere in their intentions to give back. I think that a adult recreational/ medical dispensary is needed in Roseland to ensure the safety and security of the neighborhood as this new market continues to grow and I am proud to own the building that it will be in and that my building will continue to be used to provide jobs to the community I call home.

Sincerely,



Guillermo Sanchez
Owner
470 Sebastopol Road
Santa Rosa

Site Plan
Floor Plan
Neighborhood Context Map

**Vicinity Map with North
Facing Arrow**

Vicinity Map-470 Sebastopol Rd



4/18/2018

Scale 1: 1,200

0 Miles 0.02

Fire and Safety Plans

FIRE AND SAFETY CONTROLS

Fire Prevention Plan

The purpose of this Fire Prevention Plan is to establish procedures for identifying fire hazards and preventing fires. All employees, supervisors, and managers are expected to follow the procedures outlined in this plan to ensure that employees and consumers are protected.

1. **Plan Summary.** The facility will have fire extinguishers mounted inside the front door the following areas: waiting room, retail space, offices, vault, product storage areas, and conference room. The fire extinguishers will be regularly maintained as required by state and federal laws. Bay Alarm will install and maintain the fire alarm system. Exit routes will be posted throughout the facility. There is no exterior gate to access the property. The facility has a parking lot with a fire lane for emergency vehicles to pass through. Additionally, the facility is located approximately 50 feet from the nearest fire hydrant on Sebastopol Road.
2. **Responsible Person & Contact Details.** Justin Miranda, Chief Executive Officer of Highway Investment Holdings, Inc. is responsible for overseeing and maintaining equipment to prevent or control sources of ignition or fires. Mr. Miranda can be contacted at (707) 332-7636.

Person(s) responsible for maintenance of equipment and systems installed to prevent or control ignitions of fires:

- Fire Extinguishers: Petaluma Oxygen (707) 763-9353
- Fire Alarm: Bay Alarm (800) 610-1000

3. **Identification of Fire Hazards.** The following is a list of potential fire hazards and their associated work areas:
 - Retail, Waiting and Conference Rooms: Paper, electrical, and computer equipment
 - Office and Storage: Paper, plastic, electrical office equipment and appliances, and flammable and combustible liquids cleaning products such as bleach
 - Restroom: Paper and plastic
4. **Fire Prevention Practices.** The following are the fire prevention practices associated with fire hazards identified above:

Type of Fire Hazard

Paper:

Fire Prevention Practices

waste paper cans emptied daily

Plastic:	waste plastic discarded daily
Electrical:	quarterly inspections of outlets, multi strips, cubicles, and work areas
Flammable/combustible liquids:	store liquids in approved storage cabinet
Flammable/combustible solid waste:	store solids (such as contaminated paper towels used for cleaning) in an approved flammable waste container prior to proper disposal
Flammable/combustible liquid waste:	store liquids (such as contaminated paper towels used for cleaning) in an approved flammable waste container prior to proper disposal
Electrical appliances:	quarterly inspections of appliances; employees trained to inspect appliances prior to use

5. Safety Code and Practices.

- Flammables, including data sheets, books, rags, clothing, flammable liquids or trash shall not be placed or stored near heaters or their vents, any electrical appliance, or other potential sources of ignition.
- Sources of actual or potential heat such as hot plates or electric coffee pots shall not be placed near potentially flammable materials. Portable space heaters and candles are prohibited.
- Care must be taken not to block potential escape routes.
- Each individual is personally responsible for assuring that extension cords and multiple plugs are in good condition. Cords that are missing the grounding prong, are spliced together, or that are missing their protective sheath shall not be used.
- Facility maps and nearest exit routes will be posted throughout the public areas.

6. Fire Control Measures. The following is a list of fire control measures installed or available in work areas:

Work Area

Fire Extinguishers:

Fire Control Measures

Will be installed waiting room, retail space, offices, vault, product storage areas,

and conference room

Fire Alarm: Installed and monitored fire system

7. **Maintenance and Inspection Program.** The periodic maintenance and inspection frequencies for fire control measures are as follows:

<u>Fire Control Measures</u>	<u>Inspection Frequency</u>	<u>Service Firm</u>
Fire Extinguishers	Monthly and annual visual inspections.	Staff perform monthly
Fire Alarm	Monthly and annually	Bay Alarm

8. **Alarm Systems.** The following fire alarm systems will be installed and tested at the frequency indicated, and should trigger the response listed:

<u>Alarm System</u>	<u>Test Frequency</u>	<u>Response</u>
Fire alarm system	Annually	Notify Justin Miranda, then local authorities.

9. **Employee Response to Fire Emergencies.** Employees' response to a fire emergency is part of all employee onboarding training. In the event of a fire or other emergency, employees are trained to immediately contact Justin Miranda and emergency services. After sounding the alarm to alert other employees, designated and trained employees may attempt to extinguish incipient fires with fire extinguishers so long it is safe for the employee. Upon sounding of the fire alarm, all employees must evacuate immediately through the closest reasonable exit route and will assist any customers onsite with exiting the facility in a orderly fashion. Prior to exiting, employees are trained to touch each door to determine if there is a fire on the other side. If the door feels cool to the touch, employees should open the door slowly. When there is smoke in the air, employees should stay low or crawl to the nearest exit. If an employee is trapped, they should close all the doors and seal the room as best as possible and notify emergency personnel of the employee's location. All doors must be closed upon exiting the facility. Once outside, employees should meet at a safe, pre-determined assembly point. The manager or highest ranking employee, should take a headcount and notify emergency personnel if any employees are unaccounted.
10. **Training.** Employees shall be apprised of the fire hazards of the materials and processes they are exposed to. Upon initial assignment, employees should be made aware of those parts of this fire prevention plan which they must know to protect them in the event of an emergency by Justin Miranda, CEO, Highway Investment Holdings, Inc.

Neighbor Support Letters

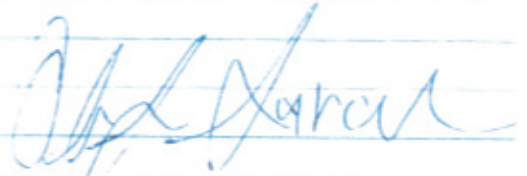
To whom it may concern,

We are very happy to have Highway 420 join our center. We look forward to the extra security they are bringing to the center.

Thank you

Olat Garcia
owner

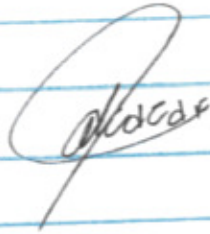
Garcia Stereo B Installation
500 Sebastopol Road
Santa Rosa CA 95407



3/09/18

4/10/18

Hello my name is Jorge, I'm the owner
of Frozen Art Gourmet Ice Cream. We are
aware of the Dispensary Project and happily
welcome them here.

A handwritten signature in black ink, appearing to read "Jorge", written over several horizontal blue lines.

Ali Vasquez owner of Fiesta Auto insurance located at 500
Sebastopol Rd suite C, I'm agree for the new dispensary project
in our shopping center.

The new owners can use this letter only to show or proof to be
in our shopping center.

Sincerely,

A handwritten signature in black ink, appearing to be 'Ali Vasquez', with a large, sweeping flourish extending to the left.

(916)370-7307

Dear City of Santa Rosa,

My name is Keenan Soares. Owner and operator of KJM Data and Research, a local, licensed cannabis cultivator and manufacturer.

I am writing to give you some insight into Justin Miranda and his integrity as an individual along his passion and exceptional abilities to operate the best delivery company in Sonoma County.

We began operations at our 256 Sutton place facility over 2 years ago. It was our first attempt at a large scale operation and we were met with some unanticipated roadblocks. The biggest being distribution. We had a unknown brand and zero relationships. It was much more difficult than we anticipated.

Our first step was to reach out to retail operators. We visited all of the local dispensaries to give them to elevator pitch and show them our product. Sales started to pick up. We were finally able to move some inventory that we had sitting around for some time. Unfortunately, the customer service and overall professionalism from these retailers were not up to basic standards. No receipts, follow ups, inventory management, etc. Many of them we did not feel comfortable continuing business with and eventually exited those relationships.

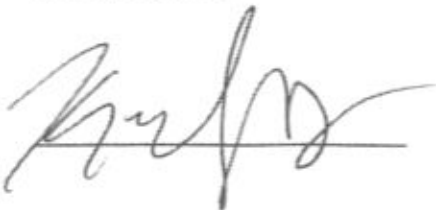
It wasn't until I met Justin that I had any positive experiences with retail operators. Justin was professional, punctual and very organized. It was obvious to me that he had compliance and exceptional customer services at the top of his priorities for operations.

I will continue to hold Justin in high regard and expect our business and personal relationships to only grow from here.

Myself and our entire team at KJM Data and Research stand behind him on his pursuits.

Sincerely,

Keenan Soares

A handwritten signature in black ink, appearing to read 'Keenan Soares', written over a horizontal line.

Since I started Triple 7 I was a small local artist. Once i started working with Highway they showed me a bigger picture on how to put patients in front of profit and with hard work profit would come. Without the help from Highway 420 I don't think I would still be in business. Please allow them to continue to serve the community.

Thank You
Alex Gonzalez
777 Extracts

A handwritten signature in cursive script that reads "Alex Gonzalez". The signature is written in dark ink and is positioned to the right of the typed name and address.

Santa Rosa City,

Starting Bronx RX wasn't easy, at the time I was a one man company working on growing my companies name. Highway 420 was one of the first collectives that gave me a chance and carried my brand. They really helped me take my company to the next level. Together we showed the area that you can have good quality medication at a donation that won't break the bank for our patients. I am very hopeful that Highway 420 is granted a license and allowed to continue the great things that they have started.

Kind Regards,

Shawn Lie
Bronx RX

A handwritten signature in black ink, appearing to be 'Shawn Lie', written in a cursive, flowing style.

To whom may concern

Highway 420 and Roots 101 are where it all started, we tag teamed to build our brands. Without the support from Highway my brand wouldn't have developed to what my business is now. I look forward to continuing our relationship and am thankful for Highways continued support.

Jerardo Valencia
Owner/Founder
Roots 101 Family Farms

A handwritten signature in cursive script that reads "Jerardo Valencia". The signature is written in dark ink and is positioned below the printed name and title.

Site Photographs

Highway 420
Site Photos

Exterior entrance to facility



Existing Retail Showroom Area





Existing Conference Area



Air Quality and Odor Control



April 18, 2018

Mr. Mark Setterland

Chief Building Official
City of Santa Rosa, Building Division
100 Santa Rosa Avenue
Santa Rosa, CA 95404

**Subject: Cannabis Dispensary Conditional Use Application
470 Sebastopol Road, Santa Rosa, CA
Cannabis Odor Mitigation Plan**

Dear Mr. Setterland,

Introduction

A combination of engineering and administrative controls is proposed to effectively mitigate cannabis odors. Engineering controls include carbon filtration via a dedicated environmental exhaust fan; and negatively pressurizing odor sources. Carbon filtration is commonly accepted throughout the cannabis industry as the current best engineering control technology for mitigating odors in facilities generating marijuana odors with exhaust air/filter intake points located in areas of the facility where odor-generating activities take place. As such, this engineering control strategy will effectively mitigate odors for all cannabis odor sources within the facility.

Design Considerations

Carbon filtration odor removal effectiveness depends on three criteria:

1. Exhaust air contact time
2. Filter cleanliness
3. Negative room pressurization

Contact time is a function of air velocity through the filter and should be designed to maintain a minimum contact time of 0.2 seconds, or as specified by the manufacturer. Filter cleanliness can be quantified by monitoring system pressure drop across the filter and should not exceed a manufacturer's published performance rating for a given filter. Areas of high odor concentration are typically negatively pressurized to allow for the control of odors through carbon filter(s).

Retail facility cannabis odor is most likely to be present in secure storage/vault rooms [essentially stock rooms] where packaged products are more densely stored. Retail sales areas, although displaying packaged products for sale, have lower product densities [products per square foot of floor area] and therefore are less likely to be a significant source of cannabis odors.

System Design

The following summarizes the administrative and engineering controls proposed to mitigate cannabis odors:

1. Administrative Controls
 - A. Standard operating procedures will require routine monitoring of carbon filter differential static pressure.
 - B. Filter replacement will be required any time monitoring yields unacceptable pressure monitoring results.
 - C. Monitoring results and filter replacement dates will be documented in an odor control log available to a building inspector in the event of a complaint or routine inspection.
2. Engineering Controls

WARNER MECHANICAL ENGINEERING, INC.

JEFF WARNER, PE | EMAIL: jwarner@wme-consulting.com | PHONE: 707-322-0676



- A. Carbon filter(s) and environmental exhaust fan(s) will be specified to maintain an acceptable contact time.
- B. Carbon filter(s) exhaust air inlet(s) will be located in storage room(s), creating a negative pressure in this space.
- C. Intermittently operated environmental exhaust fans (break room, rest room, etc.) will not be filtered.
- D. Exhaust fan make-up air will be via mandatory ventilation air at space conditioning equipment.
- E. Exhaust fan and space conditioning equipment shall be required to operate continuously during occupied hours.
- F. System testing and balancing will be required of the installing contractor.
- G. Contractor shall provide a test and balance report to the owner including: initial system pressure drop; outdoor air rates at space conditioning equipment; and environmental exhaust rates.
- H. Installing contractor shall provide written monitoring instructions and provide operational training to the owner upon placing the system in service.

Summary

It is worth noting the Denver Department of Environmental Health has found that most marijuana related odor complaints arise from grow facilities rather than dispensary/retail facilities. Based on this finding we feel the odor control mitigation plan presented here exceeds what one might expect for a retail facility. This plan is consistent with accepted and best available cannabis-industry-specific technologies designed to mitigate cannabis odors.

I am available to discuss this plan at your convenience.

Sincerely,

Jeff Warner, PE
Warner Mechanical Engineering, Inc.
CEO, Principal Engineer
CA No: M32903

Trip Generation Study



April 11, 2018

Mr. Justin Miranda
Highway Investment Holdings
1409 Buchanan Street
Novato, CA 94947

Proposal to Prepare a Trip Generation Study for the Highway Investment Holdings Cannabis Retail Project

Dear Mr. Miranda;

W-Trans is pleased to present this proposal to prepare a focused study that addresses the potential change in trip generation associated with the proposed modification of the land use for 470 Sebastopol Road in the City of Santa Rosa; this information is needed to support a Conditional Use Permit application. Following is our proposed scope of services.

1. Information will need to be obtained regarding the currently permitted uses at the project site, its current land use designation, and the proposed use (the "project" for purposes of this evaluation).
2. The trip generation for the existing land use will be determined based on standard trip generation rates and the size of the building(s) to be converted to the new use.
3. We will investigate appropriate available rates for application to the proposed use, and determine the likely trip generation based on this exercise. Details of the various categories reviewed and reason for choosing the one applied will be explained. The estimated trip generation will be compared to the trip generation for the existing use of the site as well as the best-and-highest use under its existing land use designation. The net change in trips will be presented in a table.
4. It is anticipated that the net change in trips will be less than 50 new peak hour trips, and that it will therefore be reasonable to conclude that the change in land use will have a less-than-significant impact under the City's policies. If this proves to be the case, a draft letter report that provides all details of the analysis, summary tables, and text regarding the potential significance of traffic impacts will be prepared and submitted for your review. Note that should the change in trip generation not be less than 50 trips, further analysis will be required to satisfy the City.
5. Any comments will be addressed and a draft letter report that includes the supporting calculations prepared for submission to and review by City staff.
6. A final letter report addressing staff comments will be provided.

Exclusions – The scope of services includes only those items that are specifically identified above. Any additional services, such as meetings or hearings, requests for further analysis, multiple rounds of comments, or responding to peer review comments, if needed could be provided on a time and materials basis after receiving written authorization for the extra work.

**Contract Agreement to Engage the Services of
Whitlock & Weinberger Transportation, Inc. (DBA W-Trans)**

Project Number SRO469

THIS AGREEMENT, entered into on _____, 2018, by and between Whitlock & Weinberger Transportation, Inc., whose address is 490 Mendocino Avenue, Suite 201, Santa Rosa, CA 95401, hereinafter called W-Trans, and the party whose name and address are:

Firm Name Highway Investment Holdings
Street Address 1409 Buchanan Street
Mailing Address Same
City, State Zip Novato, CA 94947
Telephone
Attention Mr. Justin Miranda
E-mail justinmiranda@icloud.com

hereinafter called "CLIENT," concerns the proposed project of CLIENT. The following is a general description of the project which is hereinafter referred to as "PROJECT":

Trip Generation Study for the Highway Investment Holdings Cannabis Retail Project

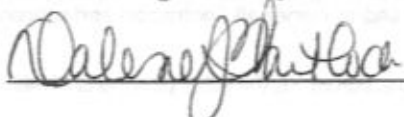
Regarding the PROJECT, the CLIENT and W-Trans agree as follows:

- A. W-Trans agrees to perform certain consulting, design, investigation or other services for CLIENT as detailed in our attached scope of services and letter dated **April 11, 2018**.
- B. CLIENT agrees to pay W-Trans as compensation for its services on a fixed fee percent complete basis in accordance with the letter dated **April 11, 2018**, the amount of **\$3,200**. This fixed price amount is based upon the scope of services and level of effort presented above. Should changes occur in the scope or level of effort; or should the completion date extend beyond December 31, 2018 due to circumstances beyond W-Trans' control; we reserve the right to revise the scope, budget and schedule to reflect then current conditions. Such revisions will be effected through amendments to this agreement. The allocation of tasks and resources shown has been utilized to prepare the proposed budget estimate for Basic Services. W-Trans may reallocate resources and adjust tasks or subtasks within the budget estimate as required during delivery of professional services to suit the requirements of the project, subject to maintaining the fixed fee amount.
- C. An initial deposit of **100 percent of the contract value**, or **\$3,200**, is required. Any deposit collected shall be applied to the final invoices, or earlier at the discretion of W-Trans.
- D. A late payment FINANCE CHARGE will be computed at the periodic rate of 1-1/2 percent per month, and will be applied to any unpaid balance commencing 30 days after the original invoice.
- E. The standard provisions set forth upon the reverse side hereof are incorporated into and made a part of this agreement.

IN WITNESS WHEREOF, the parties hereto have accepted, made and executed this agreement upon the terms, conditions and provisions above stated and on the reverse side hereof, the day and year first above written.

Whitlock & Weinberger Transportation, Inc.

Client

By: 

By: _____

Printed Name: Dalene J. Whitlock, PE, PTOE

Printed Name: _____

Title: Principal
License No. C38942

Title: _____

Date: April 11, 2018

Date: _____