



100 Santa Rosa Avenue, Rm 3  
Santa Rosa, CA 95404  
Ph.: (707) 543-3200

City of Santa Rosa  
Permit/Project No.:  
AUG 31 2018

Planning & Economic  
Development Department

## PROJECT REVISION AND/OR UPDATE TRANSMITTAL FORM

THIS FORM IS TO BE USED TO SUBMIT DOCUMENTS, PLANS, AND/OR MATERIALS REQUESTED BY  
STAFF DURING THE REVIEW PROCESS

Type of Permit: ☐ Residential ☒ Commercial  
Is this an issued permit? ☐ Yes ☒ No

### General Information

Date: 8/31/18  
Address of  
Property: 470 Sebastopol Rd, Suite B  
Project Name: Highway Retail outlet  
Applicant Name: Justin Miranda Phone No.: 707-978-4203 (Golden state govt. relations#)  
Email: Kathleen@goldenstategr.com

### Submittal Information

Action to be Taken:  
☐ Review/Comments ☐ Approval ☒ Information Only  
☐ Other:

Provide Name of Staff Member Requesting Material: Emmanuel

Description of materials being submitted (include version date if applicable):

Letters of Support

I certify that the information and/or materials provided with this submittal are accurate and correct in accordance with the directions provided by the requester.

SIGNATURE:

PRINT NAME:

Kathleen Johnsonstein

8/17/2018

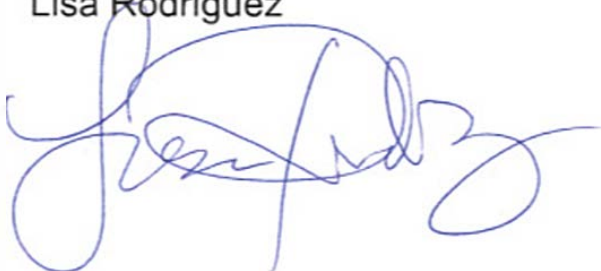
To whom it may concern:

I am writing in support of Highway 420, they were by far my favorite delivery service in town, they were always early or on time, arrived with my correct order and with a smile on their face!

I truly felt like a member of their family and not a customer, I can't wait for them to have a store for me to visit.

Thank you for your time,

Lisa Rodriguez

A handwritten signature in blue ink, appearing to read 'Lisa Rodriguez', with a large, stylized loop at the end.

City of Santa Rosa

AUG 31 2018

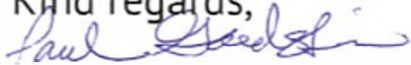
Planning & Economic  
Development Department

August 22, 2018

City of Santa Rosa,

Please allow Highway 420 to resume operations in Santa Rosa, in my experience over the years with the many dispensaries and deliveries in Sonoma County there was none better than the fine folks at Highway 420. From the quality of their products to the quality of their people they are far above the curve.

Kind regards,



Paul Goldstein

8/21/18

I was a member of the Highway 420 collective for over 2 years, before joining I was exclusively getting cannabis from friends or friends of friends as all of the local collectives were either, rude, over priced, or had bad products. Highway 420 always treated me like family and I never once felt disappointed with my purchase.

Please allow Highway 420 to re-open, they are great people and really care!!!

Thank you

A handwritten signature in blue ink, consisting of a series of loops and a long horizontal stroke extending to the right.

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department

To whom it may concern:

I am writing in regards to my experience with "Highway 420" for the entire time I was a member of the collective gaining access to safe, clean, meds was never an issue. I knew I could depend on Highway 420. Please allow them to open a store in Roseland, the neighborhood I call home.

Kind regards,

A handwritten signature in blue ink, appearing to be "T. C.", followed by a long, horizontal, wavy line that extends to the right.

To whom it may concern,

I support Highway 420, they were the best delivery service in Santa Rosa PERIOD!! Please allow them to open back up ASAP

sincerely



8/21/18

City of Santa Rosa

AUG 31 2019

Planning & Economic  
Development Department

August 28, 2018

To whom it may concern;

Please consider Highway 420 for opening a dispensary in Santa Rosa.

I have been to every existing dispensary in the county as well as ordered from most of the local delivery services.

In my opinion they are the best, from great customer service to fantastic prices these guys do everything right. They are very professional and were always on time, any issues I had were dealt with right away.

Thank you for your time,



Jacob De'grant

City of Santa Rosa

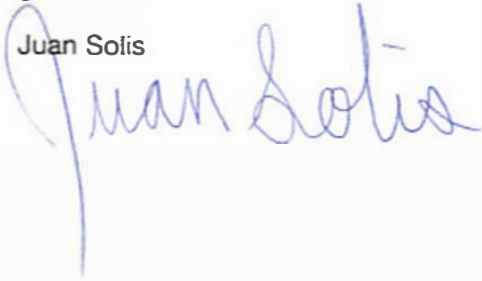
AUG 31 2018

Planning & Economic  
Development Department

Por favor considere Highway 420 para el permiso en Santa Rosa. Siempre me han tratado con amabilidad y respeto. También siempre tienen un gran producto y muy buenos precios.

gracias,

Juan Solis

A handwritten signature in blue ink that reads "Juan Solis". The signature is fluid and cursive, with a long vertical stroke extending downwards from the end of the name.

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department



B-21-18

Dear Santa Rosa Cannabis Committee,

I am writing to request that Highway 420 be permitted as a dispensary in Santa Rosa, as a delivery service they were the best around and I can only assume that they will be the best dispensary in the area as well.

Regards,

A handwritten signature in black ink, appearing to read "W. M. A." with a stylized flourish at the end.

COMMANDER VETERANS OF FOREIGN WARS  
POST 1929

City of Santa Rosa

AUG 31 2013

Planning & Economic  
Development Department

To: Santa Rosa council.

Please allow Highway 420 to open back up, they were the best delivery in the area and had the best flowers and concentrates. They were always real cool too and kept you updated on your order.

From:  
James

A handwritten signature in blue ink that reads "James McDonald". The signature is fluid and cursive, with the first name "James" and last name "McDonald" clearly legible.

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department

I am writing in regards to the collective Highway 420. Highway 420 is the most professional, compassionate, and honest business that I have encountered in the cannabis industry.

They truly care about the members and the community around them. In my opinion denying Highway 420 a permit would be doing a disservice to Santa Rosa.

Thank you for your time and consideration in this matter.

Richard Guzman

A handwritten signature in dark ink, appearing to read "Richard Guzman", with a long, sweeping horizontal line extending to the right.

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department

Estoy escribiendo en lo que respecta al permiso de cannabis para Roseland, como un cliente leal durante 2 años llegué a depender de la Highway 420 como mi única fuente de medicina limpia. Desde que dejaron de entregar no he tenido el acceso consistente a mi medicina.

Por favor, permita que la Highway 420 para abrir de nuevo, hay un montón de gente que depende de ellos yo incluido.

Muchas gracias,

A handwritten signature in black ink, appearing to be 'C. Hernandez', with a long horizontal flourish extending to the right.

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department

S. Rosa,

I strongly support Highway  
opening a store in Santa Rosa.

They were the best delivery service  
around for sure.

thx

Frank Pinola Jr

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department

Dear Cannabis Committee,

I am writing to plead with you to allow Highway 420 to continue operating as it has.

I use their products for medicinal purposes and have developed great relationships with their staff.

Having to find an alternative solution to my medicinal needs would be a great physical, mental, and emotional ~~tax~~ to me.

Please!

Sincerely  
EW

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department

To Whom it may concern,

Please allow Highway 420 to stay  
in business in Santa Rosa.

They are doing a great job.

Thanks,

Amir ~~law~~



City of Santa Rosa

AUG 31 2013

Planning & Economic  
Development Department

To Whom May Concern,

We need a Highway 420 store now!  
these guys are the friendliest and most  
professional in the business.

Thank You,  
Miguel Rodriguez

City of Santa Rosa

AUG 31 2015

Planning & Economic  
Development Department



Please allow HWY 420 to  
open in Santa Rosa, East

Pedro Hernandez

City of Santa Rosa

AUG 31 2013

Planning & Economic  
Development Department

pls allow Highway 420 to  
Have a permit in Santa Rosa  
Thank you

Jesus Cardenas

JC

City of Santa Rosa

AUG 31 2013

Planning & Economic  
Development Department

please allow Highway 420 to reopen in  
Santa Rosa. They are the friendliest  
group I've dealt with.

Thank you so much

Clex Vetterl

A stylized, handwritten signature in black ink, appearing to be 'Clex Vetterl'.

Please allow Highway 420 to  
open there soon in Santa Rosa.  
I will be going all the time!

Richard Guzman



City of Santa Rosa

AUG 31 2013

Planning & Economic  
Development Department

To Whom it may concern,

Every service needs to be like Highway 420. Very Friendly and very knowledgable staff. Always has the best selection of products for their patients. Would love to see them grow as a company and see what's to come for future Highway 420 patients!

Sincerely,

Erick B.

City of Santa Rosa

AUG 31 2010

Planning & Economic  
Development Department



To whom Concern

I've been a patient of Highway 420 collective for almost 2 years. By far the quickest most reliable service I've delt with in a long time. They always are friendly and very low key about their deliveries. Some of the best flowers and concentrates around Sonoma County and at an exceptional price. Highway 420 deserves to open up a storefront and expand their already amazing collective for others to enjoy as well.

Sincerely,  
Malcom Beltran

City of Santa Rosa

AUG 31 2013

Planning & Economic  
Development Department

To the City of Santa Rosa,

Highway 420 deserves to be in business as they are a class act. Highway 420 always provides excellent service because of their very knowledgeable staff and their friendly delivery drivers. Very generous collective at great prices! Always ontime and never any headaches, the way a business should be ran! Give these guys a shot for they are the future of Sonoma County!

thank you,

Sebastian Silva

City of Santa Rosa

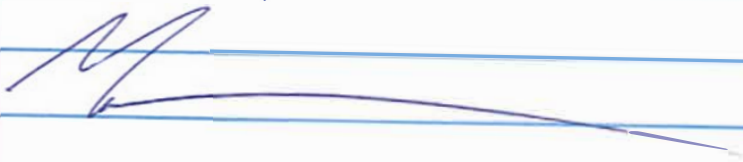
AUG 31 2018

Planning & Economic  
Development Department

To whom it may Concern:

The reasons I believe Highway 420 should be allowed to reopen is because they have an extremely friendly staff who are very knowledgeable about their products, They genuinely care for their clients, by stocking only the best of products ~~clean~~ which are clean and tidy. ~~They pr~~ Highway 420 provides excellent service and ~~has an~~ have an amazing business.

Sincerely,  
Manny



City of Santa Rosa

AUG 21 2013

Planning & Economic  
Development Department



PLEASE Let High 420 HAVE permit. They  
Always come there & Are good people.

JUSTIN FRYMAN



City of Santa Rosa

AUG 31 2013

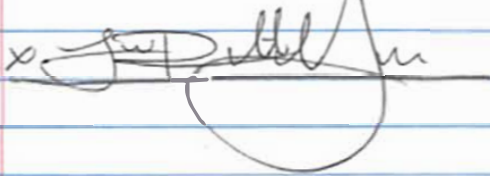
Planning & Economic  
Development Department

To whom it may concern,

I'm writing to request that you strongly consider allowing Highway 420 to operate in the city of Santa Rosa.

Small business and the families that operate them are the backbone of this city. The city of Santa Rosa has already proven to be forward thinking when it comes to the cannabis industry. I kindly request you apply the same progressive thinking when considering Highway 420's application to remain a positive representation of the city of Santa Rosa.

Regards,  
Roberto Calvez

x 

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department

por favor dale permiso a Highway 420  
para abrirla en Santa Rosa ~~CA~~

City of Santa Rosa

AUG 31 2013

Planning & Economic  
Development Department



8-27-18

I have been a patient of Highway 420 for the past 2 Years. They have always been reliable, professional and generous in their business. Please allow them to continue to practice in Santa Rosa. Thank you for your consideration!

City of Santa Rosa

AUG 31 2018

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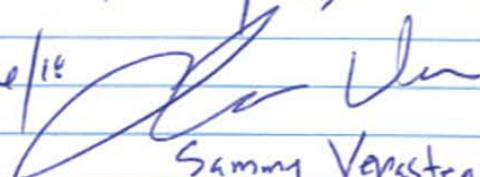
-Mark [Signature]

To whom this may concern

I was a customer of Huya's delivery for 2 yrs  
they always had cheap inexpensive meds and are  
Really polite and Nice with great customer service  
Please allow them to open in the great city of Santa Rosa,

Thank you,

8/26/14

  
Sammy Verastegui

City of Santa Rosa

AUG 31 2014

Planning & Economic  
Development Department

CITY OF SANTA ROSA

I AM WRITING IN SUPPORT OF HIGHWAY  
420 APPLICATION, AS A LOCAL SMALL  
BUSINESS OWNER I BELIEVE IN SMALL  
BUSINESS & HOW IMPORTANT TO OUR COMMUNITY  
IT CAN BE.



City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department

Dear Santa Rosa Council,

Please allow Highway 420 to  
open a store in Roseland. They are  
the best company around. I  
have never had anything but great  
experience and service.

Edith Chararner  
Edith Chararner  
Santa Rosa Resident.

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department



# TAKAHASHI

AUTOMOTIVE & PROMOTIONAL PRODUCTS

(209) 839-1081

POR FAVOR DETEN  
QUE SE ABRA  
HIGHWAY 420. HACEN  
UN BUEN TRABAJO  
EN SUPORTAR A  
LA COMUNIDAD.

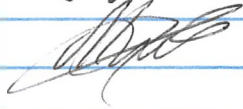
City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department



Please do give a permit to Hiway 420.  
These guy are really good guys



City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department

portavar de la el permiso de  
abrir su negocio aqui en  
Santa Rosa

Pedro

City of Santa Rosa

AUG 31 2018

Planning & Economic  
Development Department



November 9, 2018

City of Santa Rosa  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

RE: Retail Application Review for 470 Sebastopol Road

To Whom It May Concern:

On November 8, 2018, the City released the results of a merit based review the Highway Retail Outlet (Highway) proposal at 470 Sebastopol Road and a competitive project submitted by Phenotopia at 443 Dutton Avenue. The results of the merit based review are based on inaccuracies and fail to objectively compare the projects. As discussed below, Highway's proposal is the far superior option.

#### **A. Inaccuracies in Phenotopia's Application**

The City's merit score of Phenotopia's project is based on inaccurate and misleading information.

##### **1. Phenotopia Has No Retail Experience in North Bay Area**

First, the criteria for "experience in operating a cannabis retail business in the North Bay area" was not satisfied by Phenotopia's proposal. The project narrative cites the experience of Johnny Nolen as having retail experience in the North Bay. However, this is highly misleading. Mr. Nolen is not an employee or principal of Phenotopia. In fact, Mr. Nolan is a Principal and COO of 421 Group, the permitting consultants. Mr. Nolen's bio in the submitted application is the same as the 421 Group website. The only actual employee or owner of Phenotopia is Padraic Fahey, who is a resident of Napa County with no North Bay retail experience stated. One would expect that had City staff identify this misleading information, and only considered the actual staff and ownership team, the score and comparative analysis would have been substantially different. Ultimately, Phenotopia has not presented any North Bay retail experience as part of their operations, other than their permitting consultants.

In comparison, Highway's owner has years of North Bay cannabis retail delivery service experience under the collective model. This is demonstrated by the many loyal customers and licensed operators who want to see this local business become compliant under the new commercial cannabis model.

## **2. Inaccurate Performance Timeline**

Second, the “performance timeline from land use approval to plan check and construction to opening” cannot be satisfied as proposed by Phenotopia. In the project narrative, Phenotopia states, “Taking into account the variability of the planning process based on the likelihood of competing dispensaries with the retail concentration buffer, we are targeting a February 28, 2019 opening for the Phenotopia dispensary.” This timeline is virtually impossible and demonstrates a complete lack of understanding of the pathway to occupancy in Santa Rosa. Furthermore, Phenotopia’s timeline demonstrates a lack of understanding about state licensing and compliance. After January 1, 2018, the state will no longer issue or extend temporary licenses. There is no way for either local occupancy or state licensing to occur within the proposed timeframe.

Conversely, Highway presented a realist timeline of six months to obtain occupancy. In fact, Highway’s timeframe is conservative as the proposed facility requires no exterior and very little interior improvements. The exterior of the building needs no improvements and the interior is ready to occupy after building permits and inspections with few improvements. Highway’s performance timeline is more realistic due to the superiority of their facility.

## **3. Inaccurate Parking Information**

Third, the “ease of parking” criteria cannot be assessed as it is based on inaccurate information included in Phenotopia’s application. On page five of the application, Phenotopia states that they have 136 customer parking spaces available. This is incredibly misleading, as the entire commercial property shares those spaces with 18 other stores and a fast-food restaurant. The application also states that 17 additional spaces are available behind the building for staff parking. Again, this is inaccurate as those spaces are for the entire 18 tenants to share. Phenotopia’s application fails to state how many spaces are available for their facility under the terms of their lease agreement, nor does this application state how much of a traffic impact the increased customers will create. The other existing tenants and the neighborhood will not benefit from by Phenotopia’s increased traffic and lack of onsite parking.

On November 9, 2018 at approximately 10:30 AM, the below photos were taken of the available parking at the proposed location. As demonstrated, Phenotopia’s facility does not have available parking for the proposed use. Staff was misled by the number of parking spots disclosed and was not justified in the resulting score for this criteria.

Unlike Phenotopia, Highway has ample parking with 22 dedicated parking spots for the facility, including one ADA space. Additionally, Highway provided a trip generation review by W Trans that found the proposed retail project would create less trips and a “less-than-significant” impact on traffic operation. Phenotopia included no such trip generation study.





#### 4. Vague and Misleading Community Benefit

Fourth, the “community benefits e.g. employment opportunities, community programs and contributions” were based on Phenotopia’s inaccurate and misleading assertions. Phenotopia’s application proports to be “in communication” with a local nonprofit, which is not concrete enough to justify the score. Additionally, Phenotopia’s application again misled staff on the role of the actual applicant verses the hired permitting consultant. On page 40, Phenotopia’s project narrative lists the qualifications of a Community Liaison, who is actually a staff member of 421 Group, the permitting consultant, not an employee of Phenotopia. In the Staff’s merit based chart, the community liaison is characterized as a “business partner” of Phenotopia. A consultant should not be considered part of the applicant’s operation nor should a consultant be considered a business partner.

Additionally, Phenotopia proposes to hire locally by posting on Craigslist and by working with 421 Group. Throughout their application, Phenotopia relies on the services of a consultant 421 Group rather than provide concrete examples of how Phenotopia as an applicant merits their given score.

In contrast, Highway has proposed a dedicated space within their facility for training and workforce development. As noted by Terry Garrett in his letter of support for the Highway project, the training program will “assist with the “Roseland Redevelopment Plan” which looks to revitalize the corridor running along Sebastopol Road through “...economic development...and commercial revitalization.” Mr. Garrett further noted that, “Highway 420 specifically wanted to keep their business in the Roseland district because they share an immense connection with the community and businesses within the community.” This is of note because Highway has an existing track record of hiring staff from Roseland and will continue to hire staff that are Spanish speaking, a commitment not expressed by Phenotopia. This is actual community outreach based on the merits of the candidate, not exclusive reliance on permitting consultants.

## B. Highway is the Superior Project

We urge the City to not be fooled by flashy graphic design and misleading statements, the merits of the proposal should be what is evaluated. Reliance on consultants to improve a merit score and including tables and graphs with non-germane information should not sway this decision. When examining the two proposals, Highway is objectively the superior project. The focus should be on the facts.

	Highway		Phenotopia	
<b>North Bay Retail Experience on Staff</b>	<b>YES</b>	Owner has years of cannabis retail experience	<b>NO</b>	No experience in owners or staff
<b>Local Supply Chain Connections</b>	<b>YES</b>	Letters of support and stated connections to local operators	<b>NO</b>	Connections in Southern California
<b>Superior Facility</b>	<b>YES</b>	Facility in excellent condition with no exterior and only minor interior improvements needed for occupancy	<b>NO</b>	Needs substantial improvements on interior and exterior of building
<b>Bilingual Customer Service Staff</b>	<b>YES</b>	Currently has bilingual staff and will continue to hire local bilingual staff	<b>NO</b>	Not proposed
<b>Onsite Consumption/Safe Access</b>	<b>YES</b>	Ample space for safe access	<b>NO</b>	Not proposed
<b>Realistic Performance Timeline</b>	<b>YES</b>	Six months or less	<b>NO</b>	Proposes February 2019, no realistic
<b>Delivery Proposed/More Access</b>	<b>YES</b>	Additional access for South West Santa Rosa	<b>NO</b>	Not proposed
<b>Community Benefit Program Onsite</b>	<b>YES</b>	Onsite space for workforce development and community benefit programs	<b>NO</b>	Only “communication” with nonprofits stated
<b>Specific Local Hiring Plan</b>	<b>YES</b>	Workforce training onsite will produce local hiring, outreach to community to find local staff	<b>NO</b>	Craigslist and consultants, no community-based plans

An objective examination of the two proposals also illuminates that Highway's proposal is far more aligned with the General Plan. For example, General Plan Section EV-B-4 includes: "Develop specific strategies to increase business-to-business commerce within Santa Rosa." Phenotopia states in their application under 'Strategic Partnerships' section: "We are evaluating partnerships and licensing agreements that will allow us exclusive technologies, products, and distribution rights throughout the state." This is not a plan to increase business-to-business in Santa Rosa. In Comparison, Highway has submitted several letters of support from local, licensed cannabis operators. With years of experience as a local cannabis collective, Highway has developed important business relationships with Santa Rosa and Sonoma County based businesses.

Additionally, Highway's facility needs no exterior improvements. The building exterior and interior are in excellent condition. The landscaping is mature and well maintained. The parking lot is well paved and has no cracks or impediments. The sidewalk and paved entry are in excellent condition. The entrance facility is easy to view and well lit. The interior was previously a retail space and will easily re-tenant as a cannabis retail facility. With minor tenant improvements, Highway's facility is ready to occupy. However, Highway received low scores for not detailing unnecessary improvements. This apparent implicit bias against a superior facility in favor of more expensive upgrades appears to be directly disadvantaging local existing business in favor of those from outside of Sonoma County. While all businesses should have an opportunity to succeed in Santa Rosa, when deciding who the "preferred" applicant is in this process, the General Plan and implementation of the Roseland Redevelopment Plan plus the comments and goals of the sub-committee clearly favor keeping the local business with support from neighbors and a connection to the community.

Why would an applicant need to discuss improvements that are not necessary? Highway submitted photos that demonstrated the superior condition of their building and landscaping. Those photos are included below. In comparing the two projects, staff made a grave error in scoring Phenotopia's speculative promised improvements higher than Highway's existing superior facility.







As demonstrated by this letter and the over 50 letters of support for Highway's project, the superiority is clear. We urge the City of Santa Rosa to reexamine the evaluation of these projects, take an objective look at the details of the application and the actual community support.

Please let me know if you have any questions about this letter. Thank you for your attention to this matter.

Sincerely,

Julie Mercer-Ingram