



MEMORANDUM

DATE: November 6, 2018

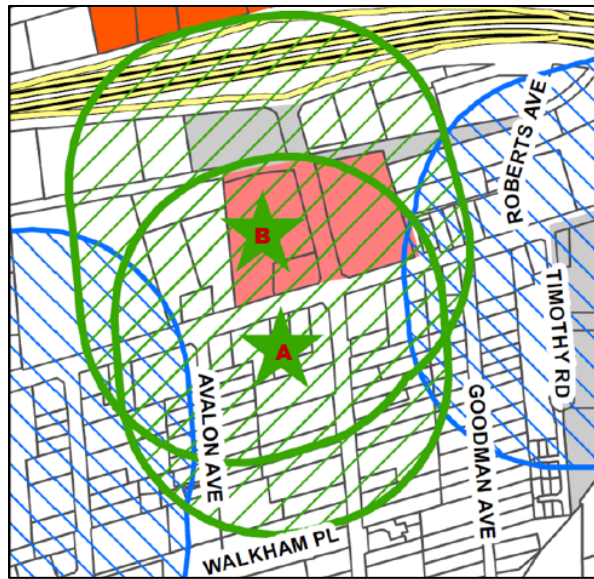
TO: Members of the Cannabis Subcommittee

FROM: Kristinae Toomians, Senior Planner

SUBJECT: Cannabis Retail Merit Based Review – Concentration Area – Sebastopol/Dutton

(A) 470 Sebastopol Rd
(B) 443 Dutton Ave

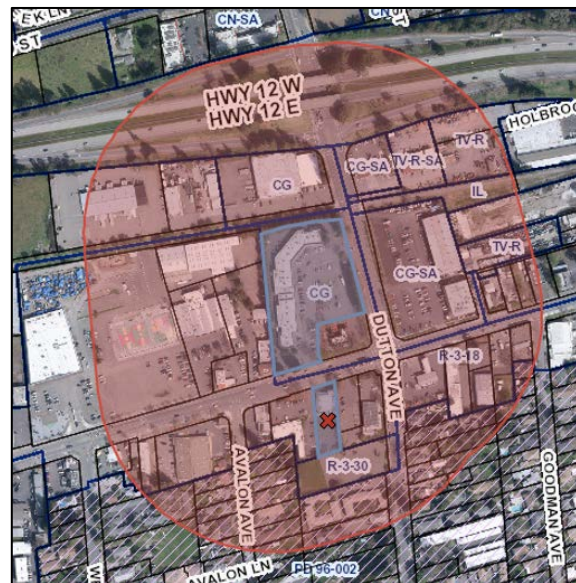
CUP18-078
CUP18-057



600ft Buffer from Proposed
Retail Parcel Boundary



Prospective Cannabis
Retail Applicant



Background

A total of 38 Cannabis Retail Conditional Use permit applications were filed during the application period. City staff reviewed the applications to ensure that applicants submitted all the required checklist items. Applicants were allotted 21 calendar days to respond to any items deemed missing, incomplete, or insufficient. Staff reviewed revised application materials and deemed 37 applications as complete.

Applications deemed complete within the prescribed time period were also evaluated for potential overconcentration. If a proposed location is within 600 feet of another proposed or existing retail location, then the project(s) will enter a competitive merit point based process. Planning staff identified a total of 21 applications, representing 7 areas of overconcentration, for this track. Staff evaluated each competitive application against four criteria that were identified in the City's *Cannabis Use Application Retail Use Requirements*, published on www.srcity.org/cannabis. Points were awarded based on the quality and extent that an application addressed the merit criteria. A total of 100 points may be awarded for all criteria.

After each individual application is reviewed and scored, staff compared the scores to determine which application responded best to the merit-based review criteria. Staff will recommend the highest scoring application to continue through the entitlement process, which will result in voiding the lower scoring applications in direct competition. Once the lower scoring applications are voided, this may result in one or more applications that are no longer within 600 feet of another proposed cannabis retail project. By default, the resulting noncompetitive project applications will move forward in the entitlement process.

Sebastopol/Dutton Overconcentration

Pursuant to the City's *Cannabis Use Application Retail Use Requirements*, Staff evaluated and ranked competing cannabis retail applications in the Sebastopol Rd/Dutton Ave overconcentration area for consideration by the City Council's Cannabis Policy Subcommittee and assigned the following scores, below.

AVERAGE SCORES		
Cannabis Retail Merit Based Review Criteria	A	B
	Highway Retail Outlet CUP18-078 470 Sebastopol Rd	Phenotopia CUP18-057 443 Dutton Ave
Local & State Compliance (20 points)	12.3	18.7
Site Management (20 points)	18	19
Neighborhood Compatibility (30 points)	16.8	27
Neighborhood Enhancement (30 points)	18.3	27.7
TOTAL SCORE (Out of 100)	65.4	92.4

Recommendation

Since applicant B achieved the highest score, the Department of Planning & Economic Development recommends that the Cannabis Subcommittee, by motion, select applicant B to move forward in the Conditional Use Permit entitlement process.

Contact

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Attachments

Scorecards for CUP18-078 & CUP18-057
Application materials for CUP18-078 & CUP18-057

CANNABIS RETAIL MERIT BASED REVIEW – CONCENTRATION AREA – Sebastopol/Dutton

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
1. Local and State Compliance (20 points max) <ol style="list-style-type: none"> State regulations County/regional permit requirements Santa Rosa General Plan policies Santa Rosa City Code locational and operational requirements 	<ul style="list-style-type: none"> Demonstrates compliance with State regulations. Demonstrates compliance with County permit requirements as required. Provides evidence of compliance with and implementation of General Plan policies. Compliance with Santa Rosa locational and operational requirements. 	18.7
2. Site Management (20 points max) <ol style="list-style-type: none"> Experience in operating a cannabis retail business in the North Bay area Qualifications and backgrounds of principals Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion Management plan that prevents and responds to potential nuisance impacts (e.g. loitering, trash, local contact) on adjoining properties, public areas, and the surrounding neighborhoods Performance timeline from land use approval to plan check and construction to opening 	<ul style="list-style-type: none"> Demonstrates significant staff experience in operating a North Bay cannabis retail experience. Demonstrates exceptional qualifications and experiences of principals. Offers detailed policies and procedures to guide day-to-day operations and adequately describes how cannabis will be monitored to prevent diversion. Addresses all potential nuisance impacts and proposes a community liaison for pro-active community engagement. Provides detailed timeline for taking project from land use approval to plan check, construction and opening. 	19
3. Neighborhood Compatibility (30 points max) <ol style="list-style-type: none"> Description of how the use will fit into the stability and quality of the surrounding neighborhood Description of odor control measures to prevent odor from being detectable from adjacent properties or businesses Description of how an enhanced retail experience will be achieved with a well-designed site plan and use of quality materials in interior and exterior finishes Demonstrate a clear and attractive entrance, pedestrian orientation, bike parking, and access to transit. 	<ul style="list-style-type: none"> Proposed use would help to maintain existing stability and quality of surrounding neighborhood. Pre-application efforts to engage the neighborhood demonstrate the applicant's commitment to the surrounding neighborhood. Odor mitigation plan provided. The applicant proposes site and exterior modifications and indicates coordination with shopping center management to create mutually beneficial impacts. Demonstrates a clear and attractive entrance and presence with finish details. Bike parking and access to transit are addressed. 	27
4. Neighborhood Enhancement (30 points max) <ol style="list-style-type: none"> Quality and extent of improvements to the site, building, and surrounding neighborhoods Integration of project through attractive façade, setbacks, quality materials and colors, landscaping, safe circulation and location of driveways, and ease of parking Environmental benefits - green business practices related to energy and/or water conservation Community benefits e.g. employment opportunities, community programs and contributions. 	<ul style="list-style-type: none"> Building improvements are appropriate to the proposed use. Demonstrates appropriate integration of project. Safe circulation and location of driveways, and ease of parking is demonstrated. Provides a sustainability plan that addresses pollution prevention, energy and water conservation, and solid waste reduction management. Proposes local hiring and employee training program. Charitable donations are specified in both time and monetary considerations. Community outreach proposed. A business partner is identified as a community liaison. 	27.7
TOTAL SCORE (Out of 100)	92.4	