



# City of Healdsburg

City Manager's Office  
401 Grove Street  
Healdsburg, CA 95448  
Email: [cannabis@healdsburg.gov](mailto:cannabis@healdsburg.gov)

## **APPLICATION PROCEDURE GUIDELINES AND REVIEW CRITERIA FOR A COMMERCIAL CANNABIS PERMIT (STOREFRONT RETAIL DISPENSARY APPLICATIONS)**

**Application Period**  
**OPENS – June 15, 2023**  
**CLOSES – July 30, 2023**

**These Procedure Guidelines apply solely to Cannabis Retail Applications. Applicants wishing to operate a Microbusiness with Retail are required to apply for a Cannabis Retail permit, prior to obtaining a commercial cannabis permit for other Microbusiness functions. Additional information regarding Microbusiness permits is provided in Appendix A.**

### **NUMBER OF PERMITS**

During this application period the City will be allowing up to two (2) cannabis Retail dispensary permits under this process.

### **RETAIL BUSINESS**

- “Retailer” shall have the same meaning as that contained in Section 26070(a)(1) of the California Business and Professions Code; “retail dispensary” or “cannabis retail dispensary” shall have the same meaning set forth in Municipal Code section 20.20.095(B)(2).

### **CONTACT**

If you have any questions or would like an update on the status of your application, please contact the City Manager's Office by email at [cannabis@healdsburg.gov](mailto:cannabis@healdsburg.gov).

### **APPLICABLE REGULATIONS**

Information regarding the Commercial Cannabis Business (CCB) Permit Application process can be found on the City's website at [healdsburg.gov/cannabis](http://healdsburg.gov/cannabis) and includes the following:

- Application Procedures Guidelines and Review Criteria
- Healdsburg Municipal Code Chapter 20.20.095 (Commercial Cannabis Uses and Requirements)
- Healdsburg Municipal Code Chapter 20.08 (Use Tables)
- Healdsburg Municipal Code Chapter 20.28.310 (Definitions)
- Property Owner Consent/Landlord Affidavit
- Financial Responsibility, Indemnity and Consent to Inspection Terms Agreement
- Background Check Portal Link
- Commercial Cannabis Business (CCB) Permit Application

To be considered for issuance of a Cannabis Business Permit for a Retail Dispensary, applications must be submitted electronically to the City through the method prescribed in these procedures by the deadline. There will be no exceptions. These Procedure Guidelines and Review Criteria (hereafter referred to as “Procedures”) constitute the application process and are adopted pursuant to the Healdsburg Municipal Code (HMC) Sections 20.20.095(A)(4) and 20.20.095(B)(3).

*Applicants should monitor the City’s web page for any additional information, FAQs, or updates. It is the responsibility of the Applicant to stay informed of this information.*

**AMENDMENTS TO THE APPLICATION**

Applicants will not be allowed to make amendments to their application or to supplement their application, except as otherwise specifically permitted in these Procedures, or posted on the City’s website as a clarification update, or as authorized in writing by the City Manager or his/her designee.

City staff and/or the Consultant will conduct a preliminary evaluation of the applications for completeness. Applications missing a major component (for example, a Security Plan), will be rejected and the City will notify the Applicant by email that they have been disqualified. For Applications missing minor essential information, (for example, signatures/dates on forms, proof of payment receipts, scanned pages in one of the scoring criteria documents, or incorrect formatting or organization of files), the primary contact will be notified by email that their application is found to be missing minor components. If this is the case, the Applicant may be granted five business days from the date of the email to submit the required supplemental information.

Please note, additional time to complete the curing process will not be provided. Applicants should monitor incoming and spam email carefully. Any additional information, other than what was requested to cure the minor deficiencies, will not be considered. Following the five-day supplemental application window, Applicants will be notified if their application is deemed incomplete or if there is any other reason for which they will not be moving forward in the application process.

**LIMITATIONS ON MULTIPLE SUBMISSIONS**

Applicants possessing an ownership interest of ten percent (10%), or more in a retail cannabis permit application shall be limited to submitting only one application which includes retail during this application period.

## **CITY'S RESERVATION OF RIGHTS**

The City reserves the right to reject any and/or all applications, with or without cause or reason. The City may modify, postpone, or cancel the request for a CCB permit without liability, obligation, or commitment to any person, party, firm, or organization. In addition, the City reserves the right to request and obtain additional information from any Applicant in order to conduct a complete review of the application or an investigation into the truthfulness of the statements set forth in the application or provided at any stage of the application process.

## **APPLICATION PROCESS**

This application process is adopted pursuant to Municipal Code Section 20.20.095. Review the information regarding the application process and which documents you will need. Before submitting your application, review your application in its entirety to ensure that it is complete and accurate. Review the information regarding the CCB Permit application process on the City webpage (link provided on page one).

## **APPLICATION SUBMITTAL REQUIREMENTS**

Applications must respond to all requirements outlined in the Application Procedure and Review Criteria for a Commercial Cannabis Business Permit. Applicants must submit all required application materials together via the online submittal and payment portal, to be found on the cannabis portion of the City's website.

The application package must include all of the following documents, with signatures (where applicable). Documents shall be submitted in the order and format described in the section entitled "Online Application Submittal Contents."

1. Cannabis Business Permit Application;
2. Financial Responsibility, Indemnity and Consent to Inspection Agreement;
3. Agreement on Limitations of City's Liability and Indemnification to City;
4. Property Owner Consent/Landlord Affidavit;
5. Criminal Background Check confirmation for each owner and manager;
6. Proof of Capitalization;
7. Business entity formation and organizing documents;
8. Zoning Clearance Letter;

## **ONLINE APPLICATION SUBMITTAL CONTENTS**

All Applicants must submit one complete digital copy of the application package, as outlined in the below format. The entire application package must be received by the City Manager's Office at the same time using the online submittal portal.

Please note that responses to the Evaluation Criteria, Sections A-H (found in Appendix A of the Procedures) shall be limited to 125 pages, otherwise points will be deducted. Responses pertaining to Backgrounds, Proof of Capitalization, Business Entity Formation, Zoning Clearance Letter, Property Owner Consent/Landlord Affidavit, and Business Owner Acknowledgement Form shall not be included in the 125-page limitation. Those responses

should be saved in PDF files that are separate from the Evaluation Criteria (see below). Applicant responses to the Evaluations Criteria (Sections A-H) must be provided in the section order identified in Appendix A. Each section shall be clearly labeled, with responses provided in the appropriate section. Any response to Evaluation Criteria that is not placed within the appropriate section will receive a deduction in points.

All materials must be in a PDF format in the following files. Please submit the files in the correct format and organized correctly or your application may be rejected.

PDF File #1	Cannabis Business Permit Application (pages 1-5); Financial Responsibility, Indemnity and Consent to Inspection Terms Agreement (pages F1-F3); Agreement on Limitations of City’s Liability and Indemnification to City (pages F4-F6); and Property Owner Consent/Landlord Affidavit. All copied documents shall display required signatures to be deemed complete.
PDF File #2	Evaluation Criteria (Responses to Sections A-G of Appendix A limited to 125 pages, excluding Proof of Capitalization, which shall be included separately in PDF File #4).
PDF File #3	Background Check documentation (All required documents for each owner and manager). Upon submission of the online background application, Applicants will receive an email confirmation. This confirmation needs to be printed, scanned, and included within PDF File #3.
PDF File #4	Proof of Capitalization (Appropriate bank statements, loan documents, promissory notes, financial and commitment letters); Copies of business entity formation and organizing documents (e.g. certified copy of articles of incorporation, bylaws, statement of information, articles of association, and fictitious business name statement, as applicable).
PDF File #5	Zoning Clearance Letter (ZCL) which shows the correct location, unit, space, or suite number in the building being used.

**CRIMINAL BACKGROUND CHECK**

Each owner and manager, as defined in HMC Section 20.20.095(A)(4)(b) and 20.20.095(A)(4)(c) must undergo a criminal history background check to demonstrate they do not provide good cause for denial of a CCB permit, per HMC Section 20.20.095(A)(4)(d). Applications with owners and/or managers who do not meet the criminal history eligibility requirements of HMC Section 20.20.095(A)(4)(d) will be disqualified unless a written waiver is obtained from the Police Chief under Section 20.20.095(A)(4)(d)(iii). The background form can be found online at: [hdlcompanies.formstack.com/forms/bc\\_healdsburg](http://hdlcompanies.formstack.com/forms/bc_healdsburg)

There is no fee to complete the initial background check for each owner/manager. This process will be required to meet the minimum threshold qualifications pursuant to HMC Section 20.20.095(A)(4)(d).

In addition, each successful applicant may be asked to submit to a Live Scan as part of the background check as determined by the Chief of Police. Prior to being issued a permit, the

Applicant's primary contact will be notified by email with the instructions on how to schedule the Live Scan appointment.

### **ZONING CLEARANCE LETTER (ZCL)**

As part of a complete application packet, an Applicant must obtain a Zoning Clearance Letter from the Community Development Department. To secure this letter, an Applicant must make a written request to the Community Development Department which should specify the intended use of the building, and the proposed building location.

The issuance of a ZCL does not constitute written evidence of permission given by the City or any of its officials to operate a commercial cannabis business, nor does it establish a "permit" within the meaning of the Permit Streamlining Act, nor does it create an entitlement under the Zoning or Building Code. A regulatory permit for a CCB does not constitute a permit that runs with the land on which the cannabis business is established.

### **FEEES**

All Applicants will be required to submit a fee of \$9,647.31. This amount will be charged against time spent by City staff in reviewing applications and administrating the application process. Applicants may be required to pay additional amounts, as required, for the sole purpose of the City's completion of the application review process. Payment must be made by a certified check, cashier's check or money order made payable to the City of Healdsburg. Please note the City will not accept cash or credit cards and application fees are non-refundable once the City has begun reviewing the application.

A separate fee for the Zoning Clearance Letter (ZCL) of \$113.14 per site. If requested by the City, there is a Live Scan Fee of \$35.26 per owner/manager for each Live Scan completed at the Healdsburg Police Department.

### **SUBMITTAL DEADLINE**

Applications must be received electronically by the City by 4:00 pm on July 30, 2023. Late applications will not be accepted. Furthermore, applications may be rejected for the following reasons:

1. It is not responsive to this CCB Permit application and the Application Procedure Guidelines for a Commercial Cannabis Business Permit.
2. The issuance of the CCB Permit for the proposed location does not comply with State law or HMC.

<b>APPLICATION REVIEW, SCORING, AND APPROVAL PROCESS</b>
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### **PHASE I: DETERMINATION OF ELIGIBILITY**

Applications will be reviewed for completeness and compliance to meet the minimum submittal requirements. The determination of eligibility will be based on the criteria outlined in these Procedures, in accordance with HMC Sections 20.20.095(A)(4) and 20.20.095(B)(3). These Procedures may be amended in writing, for clarification to application submittal questions which will be posted in the FAQ section of the Cannabis Information webpage and shall go into full effect immediately upon being posted on the website.

## **PHASE II: APPLICATION EVALUATION AND REVIEW (1,200 points)**

During Phase II, the City will review and score each application using a merit-based system. Applicants will be scored and ranked using the following Evaluation Criteria identified in Appendix A:

- Section A – Business Plan (400 points)
- Section B – Labor and Employment Plan (400 points)
- Section C – Security Plan (400 points)

The top Applicants from Phase II, as determined by the City, may be eligible to advance to Phase III. The decision as to how many Applicants will be interviewed will be determined by the City Manager, based upon the overall quantity and quality of applications that the City receives. Notice of the results of Phase II will be provided in writing via email to the primary contact listed on the application.

## **PHASE III: INTERVIEWS (1,600 points)**

During Phase III, a Staff Selection Committee designated by the City Manager will conduct a discretionary merit-based interview process. Applicants will be scored using the following Evaluation Criteria identified in in Appendix A:

- Section D – Qualifications of Owners (400 Points)
- Section E – Neighborhood Compatibility (400 Points)
- Section F – Community Benefits and Equity Plan (400 Points)
- Section G – Proposed Site Plan (400 Points)

Upon the completion of Phase III, the Staff Selection Committee will tabulate the scores of all Applicants from Phase III to create a preliminary ranking which will form the basis for determining who will be invited to participate in Phase IV. The ranking will be based upon the scores received during the Phase III discretionary merit-based interview process. Should there be a tie in any scoring, the Staff Selection Committee shall force rank each of the Applicants who participated in Phase III, in order to establish an eligibility list. The decision as to how many Applicants will advance to Phase IV will be determined by the City Manager, based upon the overall quantity and quality of Applicants under consideration.

Prior to the tabulation of scores, the City reserves the right to request and obtain additional information from any candidate, for purposes of clarifying or validating information provided during Phase III interviews. The City Manager may review the totality of the information received, including any additional information received, to determine which Applicants are authorized to participate in Phase IV.

## **PHASE IV: CITY COUNCIL FINAL DECISION**

Upon the completion of Phase III, the City Manager will present to the City Council, at a properly noticed public hearing, the top Applicant(s) from the Phase III process. The City Council shall make a final determination as to which Applicant(s) will be awarded a CCB permit. In making this decision, the City Council has full discretion over what criteria to consider when evaluating top Applicants, and shall not be limited by the specific Evaluation Criteria identified in Appendix A. Each Applicant should be prepared to conduct a brief presentation and answer questions from the City Council. Further details as to date, time, place, and length of presentation will be provided prior to the date of the public hearing.

At the public hearing, the City Council may impose additional terms and conditions under which the cannabis facility will operate. City Council conditions may be addition to the requirements of HMC Chapter 20.20, including, but not limited to, minimum operating procedures to protect and promote the public health, safety and welfare of the community, customers, qualified patients, and primary caregivers. Additionally, during the public hearing the City Council may ask questions relating to proposed microbusiness or delivery operations, if the Applicant selected one or both of these options on the Permit Application form. The City reserves the right to consider microbusiness or delivery operations, for purposes of making final determination as to whether to award a CCB permit.

Any decision made by the City Council during Phase IV to award or not to award a cannabis permit shall be final and shall not be subject to appeal.

**NOTE:** Being awarded a CCB permit does not constitute a land use entitlement and does not waive or remove the requirements of applying for and receiving permits for all construction including: electrical, plumbing, fire, Planning & Building Department permits or reviews, and any other permits, licenses, or reviews as deemed necessary by the relevant departments or governmental entities in charge of said permits. Nor does the award of a CCB permit guarantee that the plans submitted via the CCB application process meet the standards or requirements in HMC Title 20 and any other permit requirements from other City departments or agencies.

## **APPENDIX A: EVALUATION CRITERIA**

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### **Public Records Act**

The City of Healdsburg is a public agency subject to the California Public Records Act (“CPRA”). In the event a request for information under the CPRA seeks disclosure of application materials marked by Applicant as “Confidential Information,” the City may make reasonable efforts to provide notice to the Applicant prior to such disclosure to allow Applicant to seek a protective order, injunctive relief, or other appropriate remedy. If Applicant contends any designated application materials are exempt from the CPRA and wishes to prevent disclosure, it is required, at its own cost, liability, and expense to obtain a protective order, injunctive relief or other appropriate remedy from a court having jurisdiction over the matter at least two (2) days before City’s deadline to respond to the CPRA request. If the Applicant fails to obtain such a remedy before the deadline for the City’s response to the CPRA request, the City will disclose the requested information and shall not be liable or responsible for such disclosure.

### **Microbusiness Applicants**

Responses to Evaluation Criteria Sections A-G should focus primarily on storefront retail operations. Applicants intending to operate cannabis deliveries and/or microbusiness operations should communicate this intent through the Commercial Cannabis Business Permit Application form, under the section entitled “Applicant (Entity) Information.” No additional information regarding proposed delivery and/or microbusiness operations is required in Applicant written responses to Sections A-G of the Evaluation Criteria. Nothing within the Application Procedures and Guidelines prohibits an Applicant from providing information relating to their proposed delivery and/or microbusiness operations in their written responses. However, Applicants should be aware that no additional points will be awarded during Phase II to Applicants who provide information related to proposed delivery and/or microbusiness operations in their written responses. For Applicants selected to progress to Phase III interviews, the City reserves the right to ask questions related to proposed delivery and/or microbusiness operations, if the Applicant selected one or both of these options on the Permit Application form. Additional information regarding Phase III evaluation will be provided to Applicants prior to the start of interviews.

## **PHASE II EVALUATION**

### **Important Instructions:**

- Evaluation Criteria identified in Sections A-C will be scored based upon Applicant written response. Points may be deducted for responses that fail to meet State/local regulatory requirements, or best practices for the cannabis industry.
- Applicant responses to the Evaluations Criteria must be provided in the same order identified in Sections A-C below. Each section shall be clearly labeled, with responses provided within the appropriate section. Any response to Evaluation Criteria that is not placed within the appropriate section will receive a deduction in points.
- Any commitments made by an Applicant during the evaluation process will become terms and conditions under which the cannabis business must operate. Applicants awarded a permit that fail to meet commitments made during the evaluation process may have their cannabis business license suspended or revoked by the City.



## **SECTION A: BUSINESS PLAN (400 points)**

1. Finances – Application includes a budget for construction, operations, maintenance, compensation of employees, equipment, property lease, security equipment and staff, City fees, state fees, utility costs, product purchases and other anticipated contingency costs. The budget must demonstrate sufficient capital in place to pay startup costs and at least three months of operating costs, as well as a description of the sources and uses of funds. Application must also address the following:
  - A. Proof of capitalization, in the form of documentation of cash or other liquid assets on hand, Letters of Credit or other equivalent assets. *(Note: Proof of Capitalization should be submitted in a separate PDF file. See “Application Process” section for more information.)*
  - B. A pro forma for at least three years of operations.
  - C. A schedule for beginning operation, including a narrative outlining any proposed construction and improvements and a timeline for completion.
  - D. A letter from a bank, credit union, or similar financial institution stating that the cannabis Applicant has, or will be provided, access to banking services.
  
2. Daily Operations – Application describes the day-to-day operations of the proposed Retail business, which meet industry best practices. This should include, at a minimum, a description of the following criteria:
  - A. Customer check-in procedures.
  - B. Location(s) and procedures for receiving deliveries during business hours.
  - C. The Point-of-Sale system (including name) to be used and how it will interact with the state’s mandated track and trace system. Identify the number of Point-of-Sales terminals to be used when the business is at full capacity.
  - D. The number of customers to be served per hour/day.
  - E. How cannabis and cannabis products will be tracked and monitored to prevent diversion.
  - F. The proposed waste management plan, including waste disposal locations, security measures, methods of rendering all waste unusable and unrecognizable, and the vendor in charge of disposal.

## **SECTION B: LABOR AND EMPLOYMENT PLAN (400 points)**

1. Collective Bargaining – Application describes to what extent the cannabis business will recognize the collective bargaining rights of employees in accordance with the Department of Cannabis Control (DCC) California Code of Regulations (CCR) Title 4, Division 19, §15002.
  
2. Number of Employees – Application identifies the number of employees at initial opening, and the maximum number of employees when the business is at full capacity.
  
3. Employee Responsibilities – Application identifies all positions to be employed at the proposed business, and their responsibilities.
  
4. Employee Benefits – Application identifies the benefits provided to employees, including health care, vacation, and medical leave, to the degree they are offered as part of employment.

## **SECTION C: SECURITY PLAN (400 points)**

1. Qualified Security Professional – The Application includes a security plan that has been prepared by a qualified professional. The security plan can be prepared with in-house staff or a third-party security consultant, but must clearly demonstrate that it meets the professional standards requested to receive the appropriate points for each criterion in this section. The qualifications of the person(s) preparing the security plan must be provided, for verification that they are able to meet these standards.
2. Premises Diagram – The Application includes a Premise Diagram in the Security Plan that meets the following requirements:
  - A. The diagram meets all the standards identified in Department of Cannabis Control (DCC) California Code of Regulations (CCR) Title 4, Division 19, §15006 Premises Diagram.
  - B. The diagram shows the boundaries of the property and the proposed location to be licensed, showing all dimensions, entrances and exits, interior partitions, walls, rooms, windows, and doorways, and includes a brief statement or description of the principal activity to be conducted therein.
  - C. The diagram shows and identifies commercial cannabis activities that will take place in each area of the premises and identifies all limited-access areas.
  - D. The diagram shows where all cameras are located and assigns a number to each camera for identification purposes.
  - E. If the proposed location consists of only a portion of a property, the diagram is labeled indicating which part of the property will be used for the licensed premises and what activities will be used for the remaining property.
3. Operational Security – The Application includes a description of operational security, including but not limited to general security for access/visitor control and inventory control.
4. Cash Handling – The Application includes a description of cash handling procedures, including the process for receiving, tracking, storing and transporting cash generated by the retail business.
5. Perimeter Security – The Application includes a description of perimeter security, exterior lighting, on-site security guards, proposed guard hours and their responsibilities.
6. Employee Training and Policies – The Application includes a description of employee training and general security policies.

## **PHASE III EVALUATION**

### **Important Instructions:**

- During Phase III Interviews, Applicants will be asked questions related to Evaluation Criteria Sections D-G.
- Due to the time limitation of interviews, Phase III questions will cover only a portion of the criteria identified within each Section D-G.

- Scoring for Sections D-G will be based upon information conveyed verbally by Applicants, in response to the questions asked. Scoring for Section G may also consider photographs, site plans, and other visual depictions provided by Applicants.
- All Applicants will be asked the same questions and be provided the same amount of time for response.
- Any commitment made by an Applicant during the Phase III Interview process may become a condition on the business permit, if issued.

**SECTION D: QUALIFICATION OF OWNERS (400 points)**

1. Describe the business owner’s prior experience in owning, managing, and operating a legally permitted or licensed retail cannabis business in the United States. *For purposes of this section, owner shall mean the State definition of owner in the State Business and Professions Code Section 26001.*
2. Describe your overall knowledge of the cannabis industry, including identification of how industry best practices and State regulations have been incorporated in existing/prior legal businesses outside the City of Healdsburg.
3. Describe the involvement of the ownership team in the day-to-day operation and management of the proposed business.

**SECTION E: NEIGHBORHOOD COMPATIBILITY PLAN (400 points)**

1. Describe how the business will take proactive steps to avoid becoming a nuisance or having negative impacts on its neighbors or surrounding community. Additionally, describe how the business will react and respond to complaints specifically related to noise, light, odor, public consumption, loitering, littering, and vehicle and pedestrian traffic.
2. Describe the policies that you would implement, and how you would enforce these policies, to ensure your cannabis products do not end up in the hands of underage youth.
3. Describe the steps you have taken to get to know the Healdsburg community. Provide a detailed description of the neighborhood in which you are seeking to open a cannabis retail business, and how your business will contribute positively to the surrounding area.
4. Describe steps that the business will take to minimize any negative environmental impacts of the retail operation, including greenhouse gas emissions, vehicle miles travelled, excessive product packaging, energy and water utilization, and other impacts.

**SECTION F: COMMUNITY BENEFITS AND EQUITY PLAN (400 points)**

1. Describe the benefits that the business will provide to the local community, for example by directly aiding, participating in, or funding the work of local non-profits, community-based organizations, civic organizations, or social services organizations (“Community Organizations”). *Note: Applicants should not identify any specific Community Organization at this time, or provide commitment letter(s) from local Community*

*Organizations in the Application submittal. This section is only intended to capture the overall commitment of Applicants to fund or support local community-based activity in general.*

2. Identify the minimum wage that will be offered to employees of the proposed business, excluding tips and gratuities. If entry-level employees are salaried, the Applicant should divide the minimum annual salary by 2,087 hours to arrive at an hourly rate.
3. Identify the benefits that will be provided to employees, including but not limited to health care, vacation, and medical leave, to the degree they are offered as part of employment.
4. Describe the Applicant's plans for local outreach to City of Healdsburg residents for open positions, and any other actions proposed by the Applicant that are intended to benefit the local workforce and/or Applicant's local employees.
5. Identify the total number of paid community service volunteer hours that will be provided, if any, to each employee per year.
6. Describe how the business will secure supplies and equipment from local sources.

#### **SECTION G: PROPOSED SITE PLAN (400 points)**

1. Provide the following information about the existing site:
  - A. Physical address;
  - B. Narrative description of the existing site, including building(s), parking spaces, driveways, pedestrian sidewalks/rights-of-way,
  - C. Photographs of the existing property and building(s);
    - i. Note: Photographs of building interior are not required.
  - D. Description of how the site is currently being used;
  - E. Description of any businesses currently operating on the parcel (if any), and any parcels directly adjacent to the existing site.
2. Provide the following information about the proposed site:
  - A. A site plan, drawn to scale, of the proposed business showing perimeter fencing, driveways, streets, property lines, buildings, parking areas, and outdoor areas.
  - B. A narrative description of proposed site improvements, including façade rehabilitation, building expansion, parking, landscaping, fencing, or other exterior site improvements;
    - i. Note: Descriptions of interior site improvements are not a requirement of this section.
  - C. Visual depictions of the proposed exterior of the cannabis business.
3. Describe how the proposed modifications and utilization of the site for cannabis retail activity will impact the public health, safety, welfare, environmental quality, and/or quality of life in the surrounding area.