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PASADENA
KIDS

October 16, 2019

Mayor Terry Tornek
Members of the City Council
City of Pasadena
100 North Garfield Ave
Pasadena, CA 91101

Honorable Mayor Tornek and Councilmembers:

RE: Pending Appeal of Conditional Use Permit #6757: Request to Allow the Retail Sales of Cannabis at 169 West Colorado Boulevard for "Harvest of Pasadena".

Protect Pasadena Kids (PPK) appreciates the opportunity to comment on the above project and strongly opposes the request for a conditional use permit #6757 to allow the retail sales of cannabis at 169 West Colorado Boulevard. PPK does not agree that the City can find the necessary consistency with the General Plan as described in Attachment A. PPK disagrees with the specific findings for the conditional use permit on the following grounds:

- The land uses and zones identified in the applicants location map did not include all sensitive receptors within the 600' boundaries of the proposed location. A youth-oriented facility is considered a sensitive receptor. The adjacent store, Paper Source, is a retailer of goods and toys marketed for kids. Paper Source carries stuffed animals, stickers, games and candy to be sold to kids ages 5 -18. They also host children's parties and events throughout the year. In addition, the store hosts youth-oriented summer camps. Paper Source should be considered a youth-oriented facility, and therefore a marijuana dispensary cannot be located within 600' of the store. See photos attached to this letter.
- The proposed use of this location is not in conformance with the goals, policies and objectives of the General Plan. The location at issue here is one of prominence on Colorado Boulevard in Old Town. The location at 169 West Colorado is a Central District Gateway as directed in Sub-district Map 1: Old Pasadena Linkage Concept and should be treated as such (See attached photo below). According to the Specific Plan for this area, "the streets and alleys in Old Pasadena serve as much more than thoroughfares; they are highly social places where people participate in the life of

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the community.” A cannabis dispensary does not reflect this vision. A significant percentage of the population will avoid an area in which a cannabis dispensary is located, and thus would not be able to participate in the life of the community along that portion of Colorado Boulevard. This area is meant to attract people, not repel them. Colorado Boulevard should remain a social gathering place for the whole community envisioned by the Specific Plan.

- The dispensary as described and conditionally approved, would be detrimental or injurious to the neighborhood and welfare of the City. As described above, this is an area that is frequented by families and young children. The proposed business would be detrimental to current businesses and the long term welfare of this important commercial corridor. It is very likely, and foreseeable, that parents will no longer allow their teens to be unaccompanied in the area to shop and browse at stores like Urban Outfitters, Free People, and Apple knowing that marijuana is being sold nearby and potentially being consumed along Colorado Boulevard.
- Goal 20 of our General Plan requires all communities to be uniformly aware and participate in land use planning. The local retailers affected by this zoning such as Paper Source, Urban Outfitters, True Foods, and Sur la Table, were not notified with a public notice. Only the landowners received the postcard of the various hearings. Furthermore, although Maranatha High School is outside of the 600ft radius, the school should have been informed due to safety reasons and the proposed operating hours of the dispensary. A 6am available delivery time and an 8am storefront open time is something the school and the parents of the students attending that school would want to be aware of as the decisions regarding the granting of a conditional use permit are being made. All of these retailers, and the parents of the students at Maranatha should have been given notice of the conditional use permit application and should have the opportunity to be heard.
- **Marijuana is considered a “gateway” drug and it seems we are sending the incorrect message to our youth putting a dispensary in a city gateway location.** The committee of the National Academies of Sciences, Engineering and Medicine concluded there is “moderate evidence to suggest that there is a link between cannabis use and the development of substance dependence and/or a substance abuse disorder for substances including alcohol, tobacco, and other illicit drugs.” <http://www8.nationalacademies.org/onpinews/newsitem.aspx?RecordID=24625&fbclid=IwAR3XxUFpNv eMqka-6ygNEEkQN5-tobLy627auQau1tLtQHgHsSql4XxvqZo>
- By allowing a dispensary in this location, the city is building a “community brand” where economic growth is based on a federal illicit drug. If the gateway to Old Pasadena is a welcoming point for visitors entering the area, having a marijuana dispensary might deliver the wrong branding message, especially for stores like Tiffany, Crate and Barrel, and Pottery Barn. There also is an issue with having a uniformed licensed security personnel employed at the corner of the gateway access point to Old Pasadena. What branding message does having a high level security guard with a loaded gun and bullet proof vest send to visitors?

- From a General Plan perspective it would be more appropriate to locate a cannabis store on Green Street or Union or in another less conspicuous location because the applicant is operating in violation of federal laws.
- Finally, there are many issues that should be thought through carefully before this conditional use permit is granted. Will Pasadena create a safe zone for older kids and teens that want to visit Old Pasadena? How will the issue of loitering be addressed for code enforcement purposes? Will lines to enter the facility be allowed to form along Colorado Blvd. or Pasadena Ave? Will smoking of marijuana be tolerated along Colorado Blvd. even though it is illegal to do so?

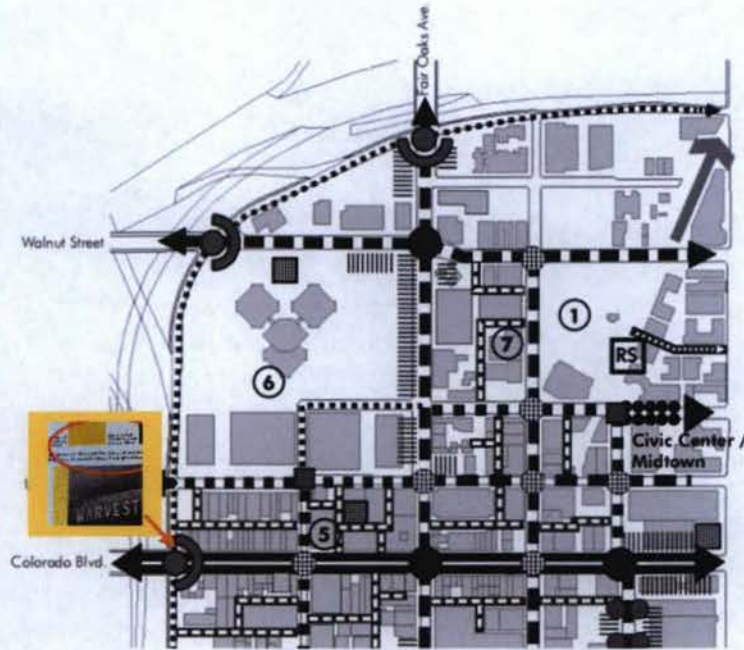
Thank you for your consideration of our concerns especially for the safety and health of our Pasadena kids and teens.

Erika Foy
 Founder Protect Pasadena Kids

cc: Steve Mermell, City Manager
 David Reyes, Director of Planning and Community Development
 Guille Nunez, Management Analyst IV
 Takako Suzuki, Council Field Representative, District 6
 Steve Mullheim, President and CEO Old Pasadena Management District
 Dan Beal, WPRA President
 John Rouse, Head of School, Maranatha High School
 Mark Jomsky, City Clerk
 Elbert and Cathryn Reiswig, Property Owner Assessor's Parcel #5713-004-017
 Nico Solomon, Regional Director of True Foods
 Jim Cherry, Property Owner Assessor's Parcel # 5713-004-021
 Pat Hurst, Hurst/Harrigan Associates
 Chief John Perez, Pasadena Police Chief
 Israel Del Toro, City of Pasadena Code Compliance Manager

Section 7 **SUB-DISTRICT PLANNING CONCEPTS**








Sub-district Map 1: Old Pasadena Linkage Concept



Key Buildings / Landmarks

- 1. Memorial Park
- 2. Central Park
- 3. Santa Fe Depot
- 4. Castle Green
- 5. One Colorado
- 6. Parsons Corporate Headquarters
- 7. Armory Center for the Arts

Key Places

-  Central District Gateway
-  Primary Focal Intersection
-  Secondary Focal Intersection
-  Important Pedestrian Crossing
-  Principal Outdoor Space
-  Civic Element (terminates axis)
-  Rail Station

The following photos were taken in Paper Source and of the Paper Source storefront window.



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hand lettering
THURSDAY
Every THURSDAY

[level 1]
Hand Lettering Hacks
WORKSHOP
Fun starter workshop teaching you how to turn your writing into four different styles of hand lettering that is Instagram-worthy!

hand lettering
THURSDAY
Every THURSDAY

[level 1]
Kids Hand Lettering
WORKSHOP
Introduce your kid to the art of lettering! Designed for elementary school students to learn cursive and develop their own personal handwriting!

card making
FRIDAY
Every FRI DAY

Kids Creative Studios
WORKSHOP
Looking for a creative activity for your kids while you shop or dine? Bring them to Kids Creative Studios, where we explore and create...

card making
SATURDAY
October 5

Handmade Halloween Cards
WORKSHOP
Friendly faces, glitter and washi tape make these cards frightfully delightful! Join us for a spooktacular crafting session to learn new DIY tricks and make Halloween cards that sure are a treat.

card making
WEDNESDAY
October 9

DIY Halloween Decorations
WORKSHOP
Get in the Halloween spirit with some killer decorations! We will show you how to make frightfully delightful wall decor that you can display in your front door, over your front seat or even as a phone background! Bring your friends and favorite "boo" to drink!

card making
WEDNESDAY
October 16

Handmade Halloween Cards
WORKSHOP
Friendly faces, glitter and washi tape make these cards frightfully delightful! Join us for a spooktacular crafting session to learn new DIY tricks and make Halloween cards that sure are a treat.

card making
SATURDAY
October 19

DIY Halloween Decorations
WORKSHOP
Get in the Halloween spirit with some killer decorations! We will show you how to make frightfully delightful wall decor that you can display in your front door, over your front seat or even as a phone background! Bring your friends and favorite "boo" to drink!

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Central District Gateway as directed in Sub-district Map 1: Old Pasadena Linkage Concept



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