



Exhibit C Forbes - "How Sweet Flower, A Celeb-Favorite Cannabis Boutique, Is Raising The Retail Bar In California"

How Sweet Flower, A Celeb-Favorite Cannabis Boutique, Is Raising The Retail Bar In California

Katie Shapiro 11:00am EDT

Long before the legal, adult-use cannabis industry took hold in Los Angeles, Sweet Flower opened its doors in 2006 as one of the first medical dispensaries in the city. Originally operating with a purpose to provide compassionate caregiving, it quietly served patients until 2018, when Tim Dodd identified Sweet Flower as a service-oriented solution to a problematic gap in the rapidly corporatizing retail landscape.

The native New Zealander visited a dispensary himself for the first time four years ago, but was disappointed in the shopping experience. An avid long distance cyclist, Dodd suffered a crash while training in the Santa Monica Mountains and after being airlifted to Ronald Reagan UCLA Medical Center, he was prescribed opioids for his long road to recovery. Instead of using the pharmaceuticals he turned to cannabis, but found the buying experience to be "confused, stigmatized and unapproachable."



Inside Sweet Flower's Westwood location.

Annie Meisel Photography

Inspired by the success of treating his pain with plants instead of pills, he approached Sweet Flower.

Dodd, leaving behind executive roles ranging Technicolor to Warner Bros. to Time Warner, acquired Sweet Flower with his colleague of more than two decades, Mike Thomson. Together, they reorganized, rebranded and then opened Sweet Flower's new, adult-use concept on Melrose in April of 2019 and expanded the original Studio City location with a grand reopening later that same month.

In March, Sweet Flower announced its initial external raise —

a \$15 million Series A round led by AFI Capital Partners with other investors from the retail, media, entertainment and finance sectors.

"At AFI, we value high quality operators that have a clear focus," said AFI Capital managing director Chi-Chien Hou. "Sweet Flower combines efficient retail execution with a strong emphasis on customer and community engagement; this translates into a great retail experience that keeps consumers coming back and positions Sweet Flower as one of the leaders in the mainstream cannabis movement in the most influential market in the country."

The investment positions Sweet Flower to scale up its expansion, the launch of a manufacturing and distribution vertical hub in downtown Los Angeles, the introduction of a sub-brand of retail stores throughout California and the roll-out of its private label program.

"We have been bootstrapped to date, but as we continued to expand, and with increasing tailwinds in California (a market we've always firmly believed in that is in favor again), we saw the opportunity to expand again," Dodd, now Sweet Flower CEO, noted. "We have four stores across Los Angeles, making Sweet Flower one of the largest and best regarded branded retail chains in the city. Culver City will be coming next, and we are pursuing five more organic expansion opportunities in California."



The Sweet Flower executive team (L to R): Seinne Fleming (VP of Development), Kiana Anvaripour ... [+]

Courtesy Sweet Flower

Diversity-Driven

But what also already sets Sweet Flower apart from the larger retail chains it competes with is a clear mission — one Dodd defined in the beginning — of inclusivity and diversity. Sweet Flower's official mission statement reads: "To set a new standard for modern cannabis retail that is inclusive, diverse and approachable by all."

The company currently employs 120 team members, 80% of whom are African American or Latinx with a women-led

executive team. Under its "Sweet Flower Shares" community investment initiative, over \$175,000 in donations have been directly distributed to local community organizations in Los Angeles including the Los Angeles Regional Food Bank, Poverello House, Central Valley Community Health and multiple nonprofits in Culver City, where Dodd was awarded the 2019 President's Award from the chamber of commerce for his work. Dodd also serves on the board of the [Black Cooperative Investment Fund](#), while Sweet Flower is a member of [Cannabis For Black Lives](#), assisting in forming programs with [The Hood incubator](#), First Equity Alliance and [Cage-Free Repair](#).

"In addition to having a diverse selection of products, we have a diverse team and stand by our pillars working tirelessly to support the communities we serve," explained Sweet Flower CMO Kiana Anvaripour, who previously was at the helm of marketing for Beboe Brands from launch [to acquisition](#) by Green Thumb Industries (GTI). "We have executed memoranda of understanding with local groups in our markets to support diverse hiring, while also supporting Black- and Brown-owned cannabis brands, record expungement, skills and jobs training and building a diverse and inclusive cannabis supply chain with all our vendors, suppliers and partners."

Sweet Flower has made a product promise, too, allocating

10% of shelf-space to BIPOC brands. Currently, the following brands are highlighted in each store through a section for companies owned by people of color: Acqua de Flor, Ball Family Farms, Biko, Calexo, Congo Club, Cronja, El Blunto, KGB Reserve, La Familia, Leisure Trees, Lifted Legacy, Potli, [Pure Beauty](#), Saucey, SF Roots, [Sundae School](#), Timeless and Viola. According to Anvaripour, the industry standard is 2% of shelf space; Sweet Flower currently sits at 17% with 19 BIPOC brands and counting.



Sweet Flower recently released its first merch drop in the form of a capsule collection with the Los ... [+]

Courtesy Sweet Flower

Star Power

While the list of celebrities cashing in on cannabis with their own brands grows, Sweet Flower has drawn stars into its stores to simply shop — and often [get spotted](#) on their way

out. The brand also has strategically aligned itself with Hollywood through official collaborations with the likes of [Chelsea Handler](#), Lionsgate's "Barb & Star Go to Vista Del Mar" and Beats by Dre. And [Houseplant](#), the much-hyped flower and home goods brand by Seth Rogan and Evan Goldberg, chose Sweet Flower as its first retail partner, in L.A.

"Every partnership we have done to date has been extremely organic," shared Anvaripour. "We are focused on the community we serve, which in L.A., includes entertainment, media and wellness, so most of the collaborations have stemmed from [leaders of those industries] being our customers. Partnerships like this destigmatize cannabis — celebrities have a large platform to share their experiences and yes, cannabis can be fun, but at its core, it personifies wellness and this year has proved to a growing population that it can help naturally."

Sweet Flower also recently released its first merch drop in the form of a capsule collection with the Los Angeles-based clothing company Free & Easy. The limited edition line includes a hoodie, hat and tote (available in Sweet Flower stores as well as on the website of both brands).



A rendering of Sweet Flower's flagship store, which is slated to open in August 2021 in Culver City, ... [+]

Courtesy Sweet Flower

New HQ

The immediate next step for Sweet Flower is the August grand opening of a new flagship location in Culver City, where the company's office space is also based. Customers can expect Sweet Flower's signature minimalist, bright design aesthetic and extensively trained staff, known as "Sweet Florists" — a welcome improvement on "budtenders."

Dodd describes the almost-complete showcase space as, "A beautiful mid-century heritage location across from Sony

Pictures, Apple and Equinox and adjacent to Culver City's downtown restaurant district. We have deep roots in the Culver City creative community and look forward to being a part of the renaissance of the city."

The company will also continue to build on its delivery service, a highly profitable arm of the brand developed in-house. Dodd attributes its success to Sweet Flower's attention to customer service — he wasn't willing to outsource to a third party like Eaze or Emjay.

"Being invited to our customers' homes is the ultimate permission, and it is also the ultimate extension of our brand," Dodd added. "It is critical to get that last mile step to the customer's door right, and the only way we felt comfortable doing so was to do it ourselves."



Exhibit D Resident Support Letters

Reese, Latasha

From: Tina Kasparian < >
Sent: Monday, April 5, 2021 5:40 PM
To: PublicComment-AutoResponse
Subject: Support Letter for Zoning Code Amendment

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April 5, 2021

City of Pasadena

Members of the City Council

100 North Garfield Ave

Pasadena, CA 91101

Re: Support of Zoning Code Amendment to Cannabis Regulation

Thank you for the opportunity to convey my support for the upcoming Public Hearing related to the Zoning Code Amendment to Cannabis Businesses.

As a long time Pasadena resident, I support amending the ordinance to modify location requirements. By amending the regulation, we do not change the limit of more than six commercial cannabis retailers citywide. We allow for the top scoring applicants to proceed with the CUP process, opening more retail stores and generating more tax revenue for the City of Pasadena.

The Lake and Colorado location is a suitable location for a retail store. Please vote in favor of staff's recommendation to amend the Zoning Code on April 12, 2021 to decrease the distance between cannabis retailers from 1,000 feet to 450 feet and allow up to three dispensaries per council district. I would like to see Sweet Flower open its doors in Pasadena in the months ahead.

Sincerely,

Tina Sesena

Reese, Latasha

From: hourie marganian <
Sent: Tuesday, April 6, 2021 8:03 AM
To: PublicComment-AutoResponse
Subject: pasadena zoning support letter

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April 5, 2021

City of Pasadena
Members of the City Council

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As a long time Pasadena resident, I support amending the ordinance to modify location requirements. By amending the regulation, we do not change the limit of more than six commercial cannabis retailers citywide. Additionally, the Lake and Colorado location is a suitable location for a retail store location.

Please vote in favor of staff's recommendation to amend the Zoning Code on April 12, 2021 to decrease the distance between cannabis retailers from 1,000 feet to 450 feet and allow up to three dispensaries per council district.

I would like to see Sweet Flower open its doors in Pasadena in the months ahead.

Sincerely,

Hourie Marganian

Pasadena, Ca 91107

Reese, Latasha

From: Talar Karabachian
Sent: Tuesday, April 6, 2021 9:17 AM
To: PublicComment-AutoResponse
Subject: Support of Zoning Code Amendment to Cannabis Regulation

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April 6, 2021

City of Pasadena
Members of the City Council

Re: Support of Zoning Code Amendment to Cannabis Regulation

Please allow this email to serve as a position of support for the upcoming Public Hearing related to the Zoning Code Amendment to Cannabis Businesses.

As a long time Pasadena resident, I support amending the ordinance to modify location requirements. By amending the regulation, we do not change the limit of more than six commercial cannabis retailers citywide. Additionally, the Lake and Colorado location is a suitable location for a retail storefront.

Please vote in favor of staff's recommendation to amend the Zoning Code on April 12, 2021 to decrease the distance between cannabis retailers from 1,000 feet to 450 feet and allow up to three dispensaries per council district. This will serve the best interest of the City and residents with tax revenue, community benefits and healthy competition between retailers. Two retailers is not healthy or in the best interest of Pasadena consumers.

Sincerely,

Talar Karabachian

Sent from my iPhone

Reese, Latasha

From: Pattyl Aposhian
Sent: Tuesday, April 6, 2021 10:45 AM
To: PublicComment-AutoResponse
Subject: Public Hearing Letter of Support

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April 6, 2021

Re: Support for Cannabis Ordinance Change

Esteemed City Council,

My name is Pattyl Aposhian, five year resident of Pasadena.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open in their preferred locations, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet.

The original measure CC adopted by the City with majority support by Pasadena residents **allowed up to six dispensaries** in Pasadena, and the City selected six applicants. However, the implementation by the City **permitted only up to four dispensaries** to open, and presently only two are open. Only two applicants of the original six are operational. The third applicant -- in CD 3 Old Pasadena - has made no signs of opening and has sold most of its California assets.

The City is losing jobs, tax revenues, and community benefits.

Changing the ordinance to permit THREE per district and lessen the distance requirement between cannabis dispensaries will NOT place an undue burden on Pasadena's residents or community. These changes affect ONLY commercial zones in Pasadena, and do not have any impact on distance separation requirements separating residential areas, churches, schools, etc. from dispensaries.

For the above reasons, I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet.

Yours,

Pattyl Aposhian

Pasadena CA 91103

Reese, Latasha

From: Lucy Tashdjian
Sent: Tuesday, April 6, 2021 12:28 PM
To: PublicComment-AutoResponse
Subject: zoning amendment

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I am a long time resident of Pasadena and support the Zoning Code Amendment to the city's existing Cannabis Businesses regulations.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, allowing remaining approved operators to open in their preferred locations.

The original measure CC adopted by the City with majority support by Pasadena residents allowed up to six dispensaries in Pasadena, and the City selected six applicants. However, the implementation by the City permitted only up to four dispensaries to open, and presently only two are open for business. Of the remaining two, one applicant has been disqualified, and the other, in Old Pasadena, has shown no signs of progress towards opening.

The City is losing jobs, tax revenues, and community benefits.

Changing the ordinance to permit three dispensaries per district and lessen the distance requirement between dispensaries will NOT place an undue burden on Pasadena's residents or community. These changes affect **ONLY** commercial zones in Pasadena, and do not have any impact on required distances from residential areas, churches, schools, etc.

For the above reasons, **please vote in favor** to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, so that each of the approved applicants can promptly open their store in their proposed location.

Yours,

Lucy Tashdjian
Pasadena, CA 91106

Reese, Latasha

From: Elizabeth Boyajian
Sent: Tuesday, April 6, 2021 12:48 PM
To: PublicComment-AutoResponse
Subject: Dispensaries

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I am a long time resident of Pasadena and support the Zoning Code Amendment to the city's existing Cannabis Businesses regulations.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, allowing remaining approved operators to open in their preferred locations.

*The original measure CC adopted by the City with majority support by Pasadena residents **allowed up to six dispensaries** in Pasadena, and the City selected six applicants. However, the implementation by the City **permitted only up to four dispensaries** to open, and presently only two are open for business. Of the remaining two, one applicant has been disqualified, and the other, in Old Pasadena, has shown no signs of progress towards opening.*

The City is losing jobs, tax revenues, and community benefits.

Changing the ordinance to permit three dispensaries per district and lessen the distance requirement between dispensaries will NOT place an undue burden on Pasadena's residents or community. These changes affect ONLY commercial zones in Pasadena, and do not have any impact on required distances from residential areas, churches, schools, etc.

*For the above reasons, **please vote in favor** to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, so that each of the approved applicants can promptly open their store in their proposed location.*

Yours,

Regards,
Elizabeth Boyajian

ICG Lensing ICFD

Reese, Latasha

From: Nora Zerouniar >
Sent: Tuesday, April 6, 2021 4:01 PM
To: PublicComment-AutoResponse
Subject: Zoning Code Amendment Support

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To Whom it May Concern,

I am a long time resident of Pasadena and support the Zoning Code Amendment to the city's existing Cannabis Businesses regulations.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, allowing remaining approved operators to open in their preferred locations.

The original measure CC adopted by the City with majority support by Pasadena residents **allowed up to six dispensaries** in Pasadena, and the City selected six applicants. However, the implementation by the City **permitted only up to four dispensaries** to open, and presently only two are open for business. Of the remaining two, one applicant has been disqualified, and the other, in Old Pasadena, has shown no signs of progress towards opening.

The City is losing jobs, tax revenues, and community benefits.

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For the above reasons, **please vote in favor** to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, so that each of the approved applicants can promptly open their store in their proposed location.

Yours,

Nora Zerounian

Reese, Latasha

From: Leanna Tatikian
Sent: Tuesday, April 6, 2021 9:55 PM
To: PublicComment-AutoResponse
Subject: Letter of Support

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I am a long time resident of Pasadena and support the Zoning Code Amendment to the city's existing Cannabis Businesses regulations.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, allowing remaining approved operators to open in their preferred locations.

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For the above reasons, **please vote in favor** to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, so that each of the approved applicants can promptly open their store in their proposed location.

Yours,

Leanna Tatikian

Pasadena, CA 91107

Sent from my iPhone

Reese, Latasha

From: Antreas Hindoyan
Sent: Wednesday, April 7, 2021 6:46 AM
To: PublicComment-AutoResponse
Subject: Zoning Code Amendment

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I am a long time resident of Pasadena and support the Zoning Code Amendment to the city's existing Cannabis Businesses regulations.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, allowing remaining approved operators to open in their preferred locations.

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For the above reasons, **please vote in favor** to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, so that each of the approved applicants can promptly open their store in their proposed location.

Yours,

Antreas Hindoyan

Iraheta, Alba

From: Gn
Sent: Wednesday, April 7, 2021 2:02 PM
To: PublicComment-AutoResponse
Subject: Support
Attachments: letter.pdf

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April 5, 2021

City of Pasadena

Members of the City Council

Re: Support of Zoning Code Amendment to Cannabis Regulation

Please allow this email to serve as a position of support for the upcoming Public Hearing related to the Zoning Code Amendment to Cannabis Businesses.

As a long time Pasadena resident, I support amending the ordinance to modify location requirements. By amending the regulation, we do not change the limit of more than six commercial cannabis retailers citywide. Additionally, the Lake and Colorado location is a suitable location for a retail storefront.

Please vote in favor of staff's recommendation to amend the Zoning Code on April 12, 2021 to decrease the distance between cannabis retailers from 1,000 feet to 450 feet and allow up to three dispensaries per council district. This will serve the best interest of the City and residents with tax revenue, community benefits and healthy competition between retailers. Two retailers is not healthy or in the best interest of Pasadena consumers.

Sincerely,

George Najarian

Pasadena, CA 91101

Be Well,

George Najarian

Najarian Furniture

1 Ave, Pasadena, CA 91101



This message (including any attachments) is intended only for the use of the individual or entity to which it is addressed and may contain information that is non-public, proprietary, privileged, confidential. If you are not the intended recipient, you are hereby notified that any use, dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, notify us immediately by telephone or by email and (i) destroy this message if a facsimile or (ii) delete this message immediately if this is an electronic communication. Thank you.

Reese, Latasha

From: Next Door
Sent: Wednesday, April 7, 2021 4:25 PM
To: PublicComment-AutoResponse
Subject: Support for Sweet Flower

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April 7, 2021

Dear City Council Members,

Re: Support for Sweet Flower with the amendment of Zoning Code to Cannabis Regs

My family has resided in Pasadena District 4 for close to five decades—with residential and business interests in the area. Our current residence is I place my trust and hope in your capable hands to
advocate for the successful passing of the Zoning Code Amendment to Cannabis Businesses Regulations on
Monday, April 12, 2021.

I am in support of the modification to location requirements to allow up to three dispensaries per council district and decrease the distance between cannabis retailers from 1,000 feet to 450 feet. Specifically, I want to see Sweet Flower proceed with its CUP application for the Lake and Colorado location.

Staff's recommendation is a fair solution for the applicants and best scenario to generate more tax revenue for the City of Pasadena. Please do NOT consider any changes to the Staff Recommendation as bias individuals may be advocating for selfish gain.

Support the staff recommendation and vote in favor of amending the current ordinance. I look forward to Sweet Flower opening its doors in the months ahead.

Sincerely

Sahag and Siroun Kasparian

Reese, Latasha

From: talen tarkhanian
Sent: Wednesday, April 7, 2021 4:57 PM
To: PublicComment-AutoResponse
Attachments: cid32968DD7A7E2824DB098469E57802161@cefcu.org

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I am a long time resident of Pasadena and support the Zoning Code Amendment to the city's existing Cannabis Businesses regulations.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, allowing remaining approved operators to open in their preferred locations.

The original measure CC adopted by the City with majority support by Pasadena residents **allowed up to six dispensaries** in Pasadena, and the City selected six applicants. However, the implementation by the City **permitted only up to four dispensaries** to open, and presently only two are open for business. Of the remaining two, one applicant has been disqualified, and the other, in Old Pasadena, has shown no signs of progress towards opening.

The City is losing jobs, tax revenues, and community benefits.

Changing the ordinance to permit three dispensaries per district and lessen the distance requirement between dispensaries will NOT place an undue burden on Pasadena's residents or community. These changes affect ONLY commercial zones in Pasadena, and do not have any impact on required distances from residential areas, churches, schools, etc.

For the above reasons, **please vote in favor** to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council

district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, so that each of the approved applicants can promptly open their store in their proposed location.

Yours,

Lucine Talen Tarkhanian

Pasadena ca 91107

Reese, Latasha

From: Berj Beramian <berj@cityofpasadena.net>
Sent: Wednesday, April 7, 2021 5:01 PM
To: PublicComment-AutoResponse
Subject: Support of Zoning Code Amendment to Cannabis Regulation

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April 7, 2021

City of Pasadena
Members of the City Council

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Please vote in favor of staff's recommendation to amend the Zoning Code on April 12, 2021 to decrease the distance between cannabis retailers from 1,000 feet to 450 feet and allow up to three dispensaries per council district. This will serve the best interest of the City and residents with tax revenue, community benefits and healthy competition between retailers. Two retailers is not healthy or in the best interest of Pasadena consumers.

Sincerely,

Bérj Beramian
Pasadena, CA 91106

Reese, Latasha

From: Nigol Parseghian
Sent: Wednesday, April 7, 2021 5:04 PM
To: PublicComment-AutoResponse
Subject: Support of Zoning Code Amendment to Cannabis Regulation

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April 5, 2021

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Members of the City Council

Please allow this email to serve as a position of support for the upcoming Public Hearing related to the Zoning Code Amendment to Cannabis Businesses.

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Sincerely,

Nigol Parseghian

I

Pasadena, Ca 91004

Sent from my iPhone

Iraheta, Alba

Subject: FW: Public Hearing

From: Alexandra Hindson <[REDACTED]>
Sent: Wednesday, April 7, 2021 8:05 PM
To: PublicComment-AutoResponse <mailto:publiccomment@cityofpasadena.net>
Subject: Public Hearing

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https://mydoit.cityofpasadena.net/sp?id=kb_article_view&sysparm_article=KB0010263.

My husband and I are proud residents of Pasadena and support Sweet Flower's application approval with the amendment of the Zoning Code to the city's existing Cannabis Businesses regulations.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, allowing remaining approved operators to open in their preferred locations.

The original measure CC adopted by the City with majority support by Pasadena residents allowed up to six dispensaries in Pasadena, and the City selected six applicants. However, the implementation by the City permitted only up to four dispensaries to open, and presently only two are open for business.

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For the above reasons, please vote in favor to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet. I look forward to Sweet Flower's store opening in the months ahead.

Yours,

Alexandra Carlin

Pasadena CA 91107

--
Alexandra Carlin PT, DPT

Aspire Physical Therapy
Physical Therapist

La Canada CA, 91011

Reese, Latasha

Subject: FW: Letter of Support

From: Annie <[REDACTED]>
Sent: Wednesday, April 7, 2021 10:03 PM
To: PublicComment-AutoResponse <publiccomment@cityofpasadena.net>
Subject: Letter of Support

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I support Sweet Flower's application approval with the amendment of the Zoning Code to the city's existing Cannabis Businesses regulations.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, allowing remaining approved operators to open in their preferred locations.

The original measure CC adopted by the City with majority support by Pasadena residents allowed up to six dispensaries in Pasadena, and the City selected six applicants. However, the implementation by the City permitted only up to four dispensaries to open, and presently only two are open for business.

The City is losing jobs, tax revenues, and community benefits.

Changing the ordinance to permit three dispensaries per district and lessen the distance requirement between dispensaries will NOT place an undue burden on Pasadena's residents or community. These changes affect ONLY commercial zones in Pasadena, and do not have any impact on required distances from residential areas, churches, schools, etc.

For the above reasons, please vote in favor to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet. I look forward to Sweet Flower's store opening in the months ahead.

Yours,
Jack Berberian

Sent from my iPhone

Reese, Latasha

From: Sebouh Hagopian
Sent: Wednesday, April 7, 2021 11:31 PM
To: PublicComment-AutoResponse
Subject: Support letter

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I am a long time resident of Pasadena and support the Zoning Code Amendment to the city's existing Cannabis Businesses regulations.

I urge the council to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, allowing remaining approved operators to open in their preferred locations.

The original measure CC adopted by the City with majority support by Pasadena residents **allowed up to six dispensaries** in Pasadena, and the City selected six applicants. However, the implementation by the City **permitted only up to four dispensaries** to open, and presently only two are open for business. Of the remaining two, one applicant has been disqualified, and the other, in Old Pasadena, has shown no signs of progress towards opening.

The City is losing jobs, tax revenues, and community benefits.

Changing the ordinance to permit three dispensaries per district and lessen the distance requirement between dispensaries will NOT place an undue burden on Pasadena's residents or community. These changes affect ONLY commercial zones in Pasadena, and do not have any impact on required distances from residential areas, churches, schools, etc.

For the above reasons, **please vote in favor** to approve the proposed Zoning Code Amendment, permitting up to three dispensaries per council district, allowing remaining operators to open, and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet, so that each of the approved applicants can promptly open their store in their proposed location.

Yours,

SEBASTIEN HAGOPIAN

PASADENA, CA 91104

Reese, Latasha

From: Alin Matossian <alin.matossian@cityofpasadena.net>
Sent: Wednesday, April 7, 2021 11:39 PM
To: PublicComment-AutoResponse
Subject: Support Sweet Flower and Zoning Code Change

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Thank you for the opportunity to convey my support for the upcoming Public Hearing related to the Zoning Code Amendment to Cannabis Businesses. As a long time Pasadena resident, I support amending the ordinance to modify location requirements. By amending the regulation, we do not change the limit of more than six commercial cannabis retailers citywide. We allow for the top scoring applicants to proceed with the CUP process, opening more retail stores and generating more tax revenue for the City of Pasadena.

The Lake and Colorado location is a suitable location for a retail store. Please vote in favor of staff's recommendation to amend the Zoning Code on April 12, 2021 to decrease the distance between cannabis retailers from 1,000 feet to 450 feet and allow up to three dispensaries per council district. I would like to see Sweet Flower open its doors in Pasadena in the months ahead.

Sincerely,

Alin Matossian

Pasadena CA

Sent from my iPhone

Reese, Latasha

Subject: FW: Letter of Support

From: Christine Akopian <christine.akopian@cityofpasadena.net>
Sent: Thursday, April 8, 2021 12:27 AM
To: PublicComment-AutoResponse <publiccomment@cityofpasadena.net>
Subject: Letter of Support

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April 7, 2021

City of Pasadena
Members of the City Council

Re: Support of Zoning Code Amendment to Cannabis Regulation

Please allow this email to serve as a position of support for the upcoming Public Hearing related to the Zoning Code Amendment to Cannabis Businesses. In specific, I support the opening of Sweet Flower in CD 3.

As a long time Pasadena resident, I support amending the ordinance to modify location requirements. By amending the regulation, we do not change the limit of more than six commercial cannabis retailers citywide. Additionally, the Lake and Colorado location is a suitable location for a retail storefront.

Please vote in favor of staff's recommendation to amend the Zoning Code on April 12, 2021 to decrease the distance between cannabis retailers from 1,000 feet to 450 feet and allow up to three dispensaries per council district. This will serve the best interest of the City and residents with tax revenue, community benefits and healthy competition between retailers. Two retailers is not healthy or in the best interest of Pasadena consumers.

Sincerely,
Christine Akopian

Pasadena 91107