



PCN Request Form

Please see attached

Horizontal lines for text entry.

Explain how this request meets one or more of the City Council's public convenience or necessity standards pursuant to City Council's adopted Resolution (attach and number additional pages if necessary):

Please see attached

Horizontal lines for text entry.

LAMC Section 104.03(a)(4) requires the Applicant to engage with and seek input from stakeholders in or near the Community Plan Area where the proposed Business Premises is located. Please provide the following information about the stakeholders with whom you will engage and seek to obtain written input.

Neighborhood Council: Downtown Los Angeles

LAPD Division / Station: Central

Chamber of Commerce: Latino Chamber of Commerce

Substance Abuse Intervention, Prevention and Treatment Organization(s):

Name: Motivational Recovery Services, Inc.

Address: 2116-2118 S. Central Ave Los Angeles, CA 90011


Distance from Business Premises: 1.6 miles

Total number of pages attached: 2

PCN Request Form

---

I declare under the penalty of perjury under the laws of the State of California that the information presented in this form and its attachments are true and correct to the best of my knowledge.

DocuSigned by:  
  
50167EE8B4C340A...

12/7/2020

Applicant's Signature

Date

Signature of the property owner(s), or the property owner's authorized representative, if a tenant or lessee is filing this form:

Mike Peniche

Name of Property Owner and/or Representative



12/7/2020

Signature of Property Owner and/or Representative

Date

Representative

Title (i.e. Owner or Representative)

Mark Rivera

Shivas Gardens Holdings, 1343 S. Hill St.

**I. How our Cannabis Business will serve the public convenience and necessity:**

Our Business Location

Our Business location is compliant with applicable City zoning requirements and its exterior design and lighting discourages loitering and criminal activity.

Security and Management

We have a combined 15 years experience in the cannabis, hospitality and retail industries, and our security staff are experienced security providers for city and state licensed cannabis cultivation and retail businesses. We have developed a comprehensive security plan to effectively deter criminal activity and loitering in front of our business, and since our security staff is positioned in the parking lot and in front of the business, we can also discourage loitering and criminal activity from occurring at adjacent business.

Our Products

We sell a wide variety of products at different price points giving the community a convenient location to shop for cannabis products. Also, we offer our own brand of cannabis products that we can offer to customers at a lower price than competing brands, which is a substantial benefit to customers (especially low-income customers) given the current economic downturn.

Positive Impact

We have an existing relationship with City of LA GRYD provider “Breaking Through Barriers To Success,” whereby we will employ select GRYD applicants in an effort to provide gainful employment to former gang members and reduce gang recidivism.

**II. How our request will meet one or more of the City Council’s adopted resolution:**

1. Our Business Location will serve an area of increased density and consumer traffic. Our location is less than a mile from the Staples Center and LA Live entertainment complex, and our immediate South Park neighborhood is seeing increased residential and commercial

development. In fact, there is one residential and commercial building being built behind our location on N. Olive St. and another residential and commercial building set for development across from our location on N. Hill St.

2. Our Location is located in area with a high number of unlicensed commercial cannabis retail establishments, and our licensed business will deter patronage of unlicensed retailers and satisfy the community's demand for licensed cannabis retail locations.

3. Our Business model includes a focus on Public Safety and we have a comprehensive security plan, that includes (but is not limited to), strategically positioned security personnel both inside and outside the premises, surveillance and alarm systems and strategically designed exterior lighting, which serves the public convenience and necessity by reducing crime or nuisance activity in the surrounding area.