



LIC-4001-FORM

Instructions: Applicants seeking to engage in Retail Commercial Cannabis Activity in a Community Plan Area that has reached Undue Concentration must complete and submit this form to the Department of Cannabis Regulation in order to file a request that the City Council find that approval of the License application would serve a public convenience or necessity (PCN) supported by evidence in the record pursuant to LAMC Section 104.03(a)(4).

To: Office of the City Clerk
City of Los Angeles
City Hall, Room 395
Los Angeles, CA 90012

For City Clerk Use Only:
Council File No. _____
Received On: _____
Expiration Date: _____

Business Premises Location: 7570 N. San Fernando Road, Sun Valley, CA 91352
Community Plan Area: Sun Valley-La Tuna Canyon CD: 2
Applicant Entity Name: Divino Tessera, LLC
Contact Name: Lemond Scurlark Phone No. 310-704-4099
Applicant's Email: oganessian@gmail.com
Total Floor Area of Business: 3200 square feet
Proposed Hours of Operation: 9am-9pm Days: Monday-Sunday

Days: _____

Days: _____

The Cannabis Procedures Ordinance limits the number of Retail Commercial Cannabis Activity Licenses by Community Plan Area (CPA) based on the definition of Undue Concentration under Los Angeles Municipal Code (LAMC) Section 104.01(a)(48). An area is considered unduly concentrated when DCR issues the maximum number of these license types in that CPA.

Explain how the Commercial Cannabis Activity will serve the public convenience or necessity (attach and number additional pages if necessary):

There are multiple reasons our application should meet the public convenience and necessity threshold to be approved. First, Sun Valley is a heavily populated region of the city that is located very closely to other densely populated neighborhoods. Second, support for cannabis legalization was especially high in this region, suggesting support for legal cannabis businesses and consumption. Third, the massive scale of illegal dispensaries (which is well documented) in this region suggests strong consumer base and the need for legal, safe and compliant options for the local community. Fourth, Sun Valley is a very diverse community filled with a wide range of age groups, ethnicities and social economic backgrounds. Thus, cannabis retail options should reflect these demographics, which the current allotment of retail licenses cannot do.

PCN Request Form

Fifth, Sun Valley sees an abundance of visitors that are like to find it convenient to stop by Sun Valley to purchase legal cannabis. This is mainly because Sun Valley is easily accessible as its nestled between the 210, 170 and 5 freeways, which, when combined, represent significant traffic coming through Sun Valley. Finally, Sun Valley is adjacent to Burbank where cannabis retail sales are illegal, requiring residents to explore other nearby options. Consequently, this drives traffic toward Sun Valley and requires there to be more options to meet the demand.

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):

This application meets a couple different criteria that meets the city's threshold to be deemed public convenience and necessity. First and foremost, it is well documented that this region of the city has had up to 37 illegal dispensaries operate in the last few years. Several LAPD crackdowns have happened in this region of the city to respond to the proliferation of illegal shops in the region. Adding more legal, compliant and safe options for residents is of absolute necessity. As a matter of convenience, Sun Valley is nestled between the 170, 5 and 210 freeways that combined in this area see significant visitor traffic every day. Sun Valley must therefore have many retail options so it can meet the demand from visitors and make it convenient. Our location will be able to provide that option. That additional commerce will help drive significant tax revenue to the city and the region. Furthermore, Sun Valley is adjacent to Burbank where cannabis dispensary sales are illegal. This will drive more traffic to Sun Valley retail locations. By adding our store, Sun Valley can make it more convenient for local cannabis consumers to purchase legal, safe and compliant products at our store. Additionally, Sun Valley can capitalize on the additional tax revenue that will come with those increased sales.

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: Sun Valley Area
LAPD Division / Station: North Hollywood
Chamber of Commerce: Sun Valley Area Chamber of Commerce, 11501 Strathern St. North Hollywood, CA

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

Name: SV Recovery
Address: 10420 Penrose St. Sun Valley, CA 91352
Distance from Business Premises: 2.4 miles

Total number of pages attached: 0

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.

Lamond Durlan

12/17/2020

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:

Asatur Ovsepyan

Name of Property Owner and/or Representative

Asatur O

12/17/2020

Signature of Property Owner and/or Representative

Date

Owner

Title (i.e. Owner or Representative)