



March 25th, 2021

City of Victoria
1 Centennial Square
Victoria, BC. V8W 1P6
Canada

Re: Storefront Cannabis Retailer Rezoning Application, 425 Simcoe Street, Victoria, BC. V8V 4T3

Attention: Mayor Lisa Helps and Members of Council

On behalf of Pacifcanna Holdings Ltd. I want to thank you for the opportunity to present information about our proposed retail cannabis store. As part of our Storefront Cannabis Retailer Rezoning application package, we are submitting this letter detailing the aspects of our proposed store for your consideration.

Description of Proposal/City Policy

Our proposed location is 425 Simcoe Street within unit #7 of the James Bay Square. Our submission complies with all provisions of the Storefront Cannabis Retailer Rezoning policy, and is located:

- Within a large urban village as identified in the Official Community Plan
- Within the 'Commercial Centre' as identified in the James Bay Neighborhood Plan
- On an established, commercially zoned property with other retail uses
- At least 200m from a public or independent elementary, middle or secondary school
- At least 400m from another lot where a storefront cannabis retailer is permitted
- With proper vehicle and bicycle parking which is applicable to retail stores as outlined in Schedule C of the Zoning Regulation Bylaw

Project Benefits/Neighborhood/Impacts

The next closest retail cannabis store currently sits well over 1km away in Cook Street Village (or approximately the same distance to downtown), with our store filling the gap in an underserved neighborhood. We expect to employ 6-8 staff and would be operating in the "Commercial Centre" of the James Bay neighborhood (James Bay Village), providing a new service in a busy plaza that contains a wide mix of other retail tenants. Being located within the busy centre we expect to compliment/improve conditions on surrounding businesses, and with limited hours of operation do not expect to have any negative impacts on our immediate neighbors.

The principles involved in the proposed cannabis store are lifetime local Victorians and have extensive experience in many sectors including retail and hospitality. In particular their family business has successfully retailed a controlled substance for 25+ years (liquor) across British Columbia, including here in the City of Victoria. They have also been successful retail cannabis operators with three stores operating in British Columbia since 2019, including one in Victoria at the Fairfield Plaza.

Design/Safety and Security

We are not proposing to make any modifications to the external façade of the building and will stay within the design guidelines of the James Bay neighborhood. The safety and security of our staff, customers, and neighborhood is paramount. Our proposed floor plan was designed with clear sight-lines in mind, and we will also be installing the following security features:

- Video surveillance to monitor all entrances/exits and the interior of the store at all times
- Security and fire alarm system monitored by a third party
- Safe to securely store all inventory and cash

Transportation

Our proposed unit meets the vehicle and bicycle parking standards of Schedule C – Off Street Parking Regulations. Our store can also be accessed via the bus route from the portion of the property that fronts onto Menzies Street.

Heritage

425 Simcoe Street does not have a heritage designation.

Thank you again for this opportunity and we look forward to working with you.

Sincerely,



PacifiCanna Holdings Ltd.