



November 30th, 2018

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

Re: Storefront Cannabis Retailer Rezoning Application, 1516 Fairfield Rd., Victoria, BC.

Attention: Mayor Lisa Helps and Members of Council

On behalf of PacifiCanna 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 1516 Fairfield Road, within units 13 & 14 of the Fairfield Village plaza. 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 a commercial area as identified in the Fairfield Neighborhood Plan
- 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 over 1km away from Fairfield Village, with our store filling the gap in an underserved neighborhood. We expect to employ 6-8 staff and would be operating in the "District Centre" of the Fairfield neighborhood, providing a new service in the plaza that contains a wide mixture of 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 have extensive experience in many sectors including retail and hospitality. In particular they have successfully retailed a controlled substance for 25+ years (liquor) across British Columbia, including here in the City of Victoria.



Design/Safety and Security

As part of the Fairfield Village plaza we are not proposing to make any modifications to the external façade of the building and will stay within the Urban Design Guidelines of the Fairfield 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 that runs along Fairfield Street.

Heritage

Fairfield Village does not have a heritage designation.

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

Sincerely,

A handwritten signature in blue ink that reads 'Dan Sanders'.

Pacificanna Holdings Ltd.