



January 20<sup>th</sup>, 2020

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

**Re: Storefront Cannabis LCRB Referral, 1560-1564 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 consideration of our proposed retail cannabis store. Pacificanna currently operates two retail cannabis stores in British Columbia, and look forward to the expansion of our retail chain in our hometown of Victoria.

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.

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

Sincerely,

  
Pacificanna Holdings Ltd.