



NAACP PASADENA BRANCH

595 Lincoln Avenue, Suite 103 • Pasadena, CA 91103-3336 • (626) 793-1293

April 4, 2023

City of Pasadena Permit Center
Attn: Mr. Novak, Hearing Officer
175 Garfield Avenue
Pasadena, CA 91101

RE: Conditional Use Permit for DerWolf Restaurant

Dear Mr. Novak:

The National Association for the Advancement of Colored People (NAACP) was recently made aware of an upcoming hearing with the City of Pasadena to determine specific Conditional Use Permit (CUP) requests that would grant DerWolf Restaurant access to conditions historically granted through the original CUP.

The NAACP had the privilege of utilizing DerWolf's catering services at its 2022 Annual Christmas Party, and I have personally had the honor to meet and get to know the owner Crystal Aceves and her family.

The owner of DerWolf, Crystal Aceves, is a well-mannered, well-spoken inspiring entrepreneur. I have witnessed her enthusiasm to support the community in Pasadena at several community events. She is always willing to offer a helping hand as a volunteer, hosting events at her restaurant and providing a voice for small businesses in the area.

I have personally visited DerWolf on several occasions to dine. During these visits, I have always had a great time, enjoyed their delicious food, drinks, and atmosphere, and walked away impressed at how the business is managed. In fact, my colleagues and I were so impressed that the NAACP decided to ask DerWolf to cater its 2022 annual Christmas Party. The staff was very professional with setup, breakdown, and service throughout the event, and the communication while putting the event together was pleasant, direct, and prompt.

As mentioned above, my colleagues and I met the Aceves family personally. They are hard-working, genuine, and humble business owners who strive to be the very best while promoting a positive and professional environment. It is astonishing to hear they have invested their life savings, including the home they lived in for over 30 years, and taken a leap of faith in our community here in the City of Pasadena.

I urge you to consider working with DerWolf and allowing them the CUP modifications requested that severely hurt this small family-operated business, especially after the devastation brought on by the COVID-19 Pandemic. As a community, we should encourage and work with our small businesses. Please consider taking a leap of faith with DerWolf as they have taken a leap of faith with our city.

Please feel free to contact me at (626) 793.1293 or email at naacppasadena@gmail.com, if you any questions.

Sincerely,

A handwritten signature in blue ink that reads "Allen Edson". The signature is written in a cursive, flowing style.

Allen Edson
President

cc. Crystal Aceves.