



City of Pasadena  
Planning and Community Development Department  
175 Garfield Avenue, Pasadena CA 91101

Attention: Guille Nunez and David Reyes

Dear Ms. Nunez and Mr. Reyes,

On behalf of SweetFlower Pasadena, LLC, I wish to extend our sincere appreciation to you and to the City of Pasadena council and staff for the diligence, thoughtfulness and thoroughness evidenced in the City of Pasadena's cannabis retail license application process.

We commend the City of Pasadena on the process that it has put in place, and we are privileged and grateful to have been selected as a winning applicant.

Sweet Flower believes that all cities have the right to choose the type of cannabis retailers operating in their jurisdictions, and we strive to work collaboratively with the communities we serve, to build a business sensitive to and reflective of their and our shared values of community engagement, trust and transparency, inclusion and diversity and public health and safety. We look forward to building a community-focused business in Pasadena, founded on these cornerstone values.

Last Wednesday morning, June 12, 2019, we were privileged to attend the Conditional Use Permit process meeting hosted by the City of Pasadena, and to receive the application process packet and related materials. We listened intently to the process as outlined by City officials, focusing on the City's instruction that each applicant should prepare and file, in good faith, a complete application package, with no material gaps. The City would then review all applications for completeness, and once satisfied as to completeness, would invite applicants in for appointments for review of the application, based on the order received.

Due in large part to our extensive, early preparation and diligence, our experience with and knowledge of Pasadena ordinances, and our meaningful collaboration with our landlord, Ms. Pattyl Aposhian and her husband John, both proud Pasadena residents and upstanding and highly engaged community members, Sweet Flower submitted in good faith our complete application package for a Conditional Use Permit for our cannabis retail business (located at 827 E Colorado Blvd.), at 5.34pm that same day, marking it as the first application to be received by the City.

Subsequent to our submittal, a number of correction and clarifying emails were provided by the City to applicants, including a sample map, which contained information that further elaborated on the instructions received earlier during the Wednesday meeting.





We have modified certain aspects of our filed and complete application (for example, a more detailed, certified radius map) to reflect this later correspondence from the City, but have not formally amended our already filed and complete application, as we understand that under the rules as articulated by the City staff any modifications will be treated as a withdrawal of the original application and the filing of a new application as of the time of such amendment. This would have the deleterious effect of moving our already complete application from the first filed to the last, obviously an effect that is neither warranted nor acceptable. Rather, we expect to address any such clarifications or revisions in the application review process with the City staff in due course once our interview is scheduled. We are immediately ready and prepared to review with the City our complete application and provide any information required in connection with our already complete application.

We trust the City will review this letter in the collaborative spirit it is intended, and apply the "complete, in good faith" standard the City provided to all applicants last week, to ensure that Sweet Flower's full and complete Conditional Use Permit application be processed in its original and current order, as submitted first for an appointment with the City.

We steadfastly believe in following rules, in acting with integrity, and in being trusted and transparent. We believe that process integrity and transparency matters. We look forward to discussing any issues relating to our complete application in our appointment with the City.

We again wish to commend the City on the integrity of the process it has established and on its exemplary conduct to date.

Best regards,

Timothy Dodd

CEO, SweetFlower Pasadena, LLC

