



LIC-4001-FORM

Instructions: Applicants seeking to engage in Retail Commercial Cannabis Activity in a Community Plan Area that has reached Undue Concentration must complete and submit this form to the Department of Cannabis Regulation in order to file a request that the City Council find that approval of the License application would serve a public convenience or necessity (PCN) supported by evidence in the record pursuant to LAMC Section 104.03(a)(4).

To: Office of the City Clerk
City of Los Angeles
City Hall, Room 395
Los Angeles, CA 90012

For City Clerk Use Only:

Council File No. _____

Received On: _____

Expiration Date: _____

Business Premises Location: 1051 S Broadway, Los Angeles, CA 90015

Community Plan Area: Central City CD: 14

Applicant Entity Name: Green Qween LLC

Contact Name: Andres Rigal Phone No. (310) 409 - 3769

Applicant's Email: andresrigal@gmail.com

Total Floor Area of Business: 2,580 square feet

Proposed Hours of Operation: 9am - 10pm Days: Sunday - Saturday

The Cannabis Procedures Ordinance limits the number of Retail Commercial Cannabis Activity Licenses by Community Plan Area (CPA) based on the definition of Undue Concentration under Los Angeles Municipal Code (LAMC) Section 104.01(a)(48). An area is considered unduly concentrated when DCR issues the maximum number of these license types in that CPA.

Explain how the Commercial Cannabis Activity will serve the public convenience or necessity (attach and number additional pages if necessary):

see attachment pages 1-2

Explain how this request meets one or more of the City Council's public convenience or necessity standards pursuant to City Council's adopted [Resolution](#) (attach and number additional pages if necessary):

see attachment pages 3-6

LAMC Section 104.03(a)(4) requires the Applicant to engage with and seek input from stakeholders in or near the Community Plan Area where the proposed Business Premises is located. Please provide the following information about the stakeholders with whom you will engage and seek to obtain written input.

Neighborhood Council: Downtown Los Angeles Neighborhood Council

LAPD Division / Station: LAPD Central Division / Central Community Police Station

Chamber of Commerce: Fashion District Business Improvement District

Substance Abuse Intervention, Prevention and Treatment Organization(s):

Name: Los Angeles Centers for Alcohol and Drug Abuse (L.A. CADA)


Address: 470 E 3rd St A&B, Los Angeles, CA 90013

Distance from Business Premises: 1 miles

Total number of pages attached: 6

PCN Request Form

I declare under the penalty of perjury under the laws of the State of California that the information presented in this form and its attachments are true and correct to the best of my knowledge.

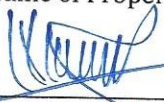

Applicant's Signature

10/21/20
Date

Signature of the property owner(s), or the property owner's authorized representative, if a tenant or lessee is filing this form:

Broadway Asset Holdings, LLC, a California limited liability company

Name of Property Owner and/or Representative


Signature of Property Owner and/or Representative

11/23/2020
Date

Authorized Signatory

Title (i.e. Owner or Representative)

Explain how the Commercial Cannabis Activity will serve the public convenience or necessity:

Green Qween is an unapologetically queer, community-driven, socially conscious experiential retail environment and dynamic lifestyle brand that breaks from the typical hypermasculine dispensary model by creating an affordable safe space that invites LGBTQ+, BIPOC and allied consumers to choose Green Qween as their preferred cannabis resource.

As further extrapolated in the second response of this application, Green Qween primarily serves the public convenience or necessity through fulfillment of all four of the standards expressed by the Los Angeles City Council by:

- Supporting a higher demand for cannabis retail establishments by virtue of its location within both an entertainment & commercial corridor; and
- Reducing patronage of unlicensed cannabis retail establishments historically active in the area; and
- Reducing crime and nuisance activity in the area through a robust security program; and
- Improving the geographic distribution of cannabis retail establishments within the community plan.

Striving for more than just meeting standards, Green Qween seeks to additionally serve the public convenience or necessity in ways above and beyond the standards put forth by the City Council.

Inspired by the first medical dispensaries in the Castro which provided cannabis to those suffering from HIV/AIDS, Green Qween will honor queer history in cannabis legalization, hire from the community with a robust equity in hire program, donate 10% percent of profits to fund the DTLA Proud LGBTQ+ Community Center and support queer, women and BIPOC owned consumer brands with priority access to shelf space to diversify the entire industry.

Equity in Hire Program:

Green Qween has developed a program with Chrysalis (501c3) to hire from their client population. Chrysalis, headquartered only a few blocks away from our proposed location in Downtown Los Angeles, is a leading workforce development organization that specializes in creating a pathway to self-sufficiency for homeless and low-income individuals by providing the resources and support needed to find and retain employment.

The agreement Green Qween proactively sought, requires a minimum of 10% of the staff hours are dedicated to clients served by Chrysalis. This represents one of the most verifiable and robust equity in hire programs because instead of merely requiring a “good-faith effort” to hire transitional workers, it identifies a process for recruitment and support which has a track record of success.

Other positions not sourced through Chrysalis will additionally be advertised through diverse publications supporting the mission of Green Qween to use cannabis as a vehicle for social progress and serving the public convenience or necessity.

Chrysalis has prepared a letter which will be added to the record to further explain their program and voice their strong support for the finding that Green Qween supports the public convenience or necessity.

Philanthropic Grant Program:

Green Qween has entered into an agreement with DTLA Proud (501c3) to donate 10% of profits to support the development of the DTLA Proud LGBTQ Center. DTLA Proud strengthens and empowers the local LGBTQ+ & ally community in Downtown Los Angeles through visibility, volunteerism, partnerships and events.

The DTLA Proud community center will offer LGBTQ+ services including counseling, STI/STD testing, financial advising, career consulting, mental health and substance abuse support, and more. Through this direct, sustained commitment, Green Qween will further support the public convenience or necessity.

DTLA Proud has prepared a letter which will be added to the record to further explain our close relationship and voice their strong support for the finding that Green Qween supports the public convenience or necessity.

Stock LGBTQ, BIPOC, Women Owned Consumer Brands:

Green Qween is committed to our mission through every opportunity of its expression including in the procurement of consumer brands to stock our shelves. Green Qween will give priority access to contracts to LGBTQ+, women, and BIPOC owned businesses. Green Qween expects to be the first contract for many of these businesses and seeks through this process to help support the incubation of diversity within the broader cannabis business community. The policy of supporting minority owned business through our procurement process serves the public convenience or necessity.

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Green Qween strives for a close relationship with the community and leads with our mission. This is why we have proudly received unanimous support from the 24 member board of the Downtown Los Angeles Neighborhood Council ("DLANC") for a finding of public convenience or necessity. Out of the 44 requests in DLANC's area, Green Qween is the only such application to receive this telling signal of community sentiment.

Green Qween will be a destination & refuge for those seeking a safe, affordable and informative community driven socially conscious retail dispensary and will live by the motto "QUEER ALL YEAR" unlike our competitors who only come out for the LGBTQ community during Pride Season.

Explain how this request meets one or more of the City Council's public convenience or necessity standards pursuant to City Council's adopted Resolution:

Green Qween meets all four of the standards put forth for the consideration of a finding of public convenience or necessity by the City Council's adopted resolution. While only one standard is required to support a finding of public convenience or necessity, the existence of all four further underscores that granting an additional cannabis retail license would serve the public convenience or need.

A summary of the facts that support each standard can be found below followed by a more detailed explanation with supporting evidence which proves each standard is met:

1. Broadway between 2nd & 12th is an area of increased density and consumer traffic and is both an entertainment & commercial corridor leading to a higher demand for commercial cannabis retail establishments.
2. The proposed business premise is located in an area with a historically high number of unlicensed commercial cannabis retail establishments, an additional licensed location would satisfy a higher demand for retail locations thereby reducing patronage of unlicensed establishments.
3. Green Qween's proposed security and operations plan include clear specified public safety related features which will reduce crime and nuisance activity in the area.
4. The existing commercial cannabis businesses in the Central City Community Plan Area are concentrated almost exclusively in the Fashion District; the proposed subject property located in the Historic Core would improve geographic distribution within the community plan.

- 1. The proposed business premises would serve an area of increased density or consumer traffic, including but not limited to an entertainment or commercial corridor, such that the proposed location would serve the public convenience or necessity by satisfying a higher demand for retail locations.**

The project is located within the Historic Core community of Downtown Los Angeles, a highly urbanized setting with a mix of residential and commercial uses, primarily office and retail. Within the Historic Core is the famous Broadway Entertainment and Commercial Corridor which includes the subject property.

In 2008, the City of Los Angeles launched a \$40-million campaign to revitalize the Broadway Entertainment and Commercial Corridor, known as the "Bringing Back Broadway" campaign on Broadway between 2nd and 12th. As a result, the already dense retail and commercial corridor has seen significant growth in retail activity and consumer traffic. Formerly vacant commercial spaces are now occupied and are thriving with an influx of new business operators to the area.

With such project proposals as a pending DTLA street car and pedestrian only street conversion, Broadway is poised to see an even further increase in consumer traffic and density in the coming years.

In addition to a vibrant retail and commercial corridor, Broadway is a lively entertainment district. Broadway between 2nd and 12th is the home of the first and largest historic theater district and last historic concentration of movie palaces in the United States. There are a total of twelve movie palaces within a six block stretch further underscoring the density and significance of this entertainment district.

The proposed project is in both an entertainment and commercial corridor of considerable density and consumer traffic satisfying this condition and supporting the public need for an additional cannabis retail dispensary.

- 2. The proposed business premises would be located in an area with a high number of unlicensed commercial cannabis retail establishments, such that an additional licensed location would serve the public convenience or necessity by satisfying a higher demand for retail locations and reduce patronage of unlicensed establishments.**

There has historically been a significant concentration of illegal dispensaries in this area. Within only a half mile there are at least three illegal cannabis retail dispensaries in operation as of July 2020 located at:

- 1343 S Hill St, Los Angeles, CA 90015
- 305 E 9th St, Los Angeles, CA 90015
- 732 E 8th St #103, Los Angeles, CA 90021

Within a greater radius there are even more unlicensed dispensaries with many more having historically operated within this area before costly and arduous enforcement actions taken by the City of Los Angeles. While in operation, these unlicensed dispensaries are widely known for flagrantly violating sensible City and State laws governing cannabis dispensaries to the detriment of public health and safety.

The addition of this license would help satisfy the higher demand for commercial cannabis retail locations and reduce the patronage of unlicensed establishments serving the public convenience or necessity.

- 3. The requestor's business would include clear specified public safety related features, such that the operation of the requestor's business would serve the public convenience or necessity by likely reducing crime or nuisance activity in the surrounding area.**

Green Queen will employ public safety related features that will reduce crime and nuisance activity by committing:

- The presence of a security guard at all hours (operational and otherwise);
- State of the art public surveillance system with a minimum of 30 days of recorded footage;
- Increased lighting around the perimeter of the property; and
- Through increased street level activation.

While it is a requirement to have onsite a security guard during operational hours, Green Queen is committing further to the goal of public safety by contracting with AEGIS Security & Investigations Services Inc. to additionally employ a guard during non-operating hours. This guard will be visible from the street in the evening and will have the charge to monitor and report suspicious activity. The presence of this guard will increase the public safety in this area.

The public surveillance system will monitor the full exterior perimeter around the proposed location. Those cameras will be state of the art and 30 days of footage will be saved on site. This footage may be useful to law enforcement investigations and act as a deterrent for crime in the area increasing the public safety.

Currently the lighting around the proposed location is substandard. There is no lighting along the 110' alley on the East side of the location or in the alley to the rear of the location. Green Queen will install lighting in both these areas, consistent with the LAMC in regards to light onto the public right of way. This increased lighting will improve the public safety in the evening time.

Last, Green Queen will contribute positively to the overall activation of the area. After 5pm there is currently no street level activation on the West side of Broadway 250' on either side of Green Queen's proposed location; this lack of activity is detrimental to public safety.

To ensure the value proposed, Green Queen has already actively met on site with the LAPD Senior Lead Officer for this area. In that meeting, she confirmed the usefulness of these activities to supporting public safety. Green Queen will provide a bright, guarded, secure, and active beacon for its area on Broadway supporting public safety and serving the public convenience or necessity.

4. The existing commercial cannabis businesses in the requestor's Community Plan Area are concentrated in one area, such that the requestor's business, located in another area, would serve the public convenience or necessity.

Green Queen will be the closest dispensary by walking to an area bounded by Hope, 9th, Main, and Pico. Currently, there are 8 licensed dispensaries in the Fashion District Neighborhood (boundaries as defined by the Downtown Los Angeles Neighborhood Council), but there is only one other dispensary located in the Historic Core.

This other dispensary, located 735 S Broadway, Los Angeles, CA 90014, is also along the busy Broadway Commercial and Entertainment corridor and is the nearest dispensary to nearly half of the entire community plan by area and far more than half by population.

It is clear that there is a significantly unequal geographic distribution of dispensaries within the community plan, and an additional dispensary licensed in the Historic Core would help improve the geographic diversity and move the center of the geographic distribution of commercial cannabis retail storefronts closer to that of the community plan.

Green Qween would improve the geographic diversity of cannabis retail dispensaries in the Downtown Los Angeles Neighborhood serving the public convenience or necessity.