



SHIRE GREEN
484 Douglas Street, Prince George, BC V2M 2M1

December 18th, 2023

City of Prince George
1100 Patricia Blvd
Prince George, BC V2L 3V9
City of Prince George

Re: Cannabis Retail Store Rezoning Application RZ100809

Dear Mayor and Board of Councilors:

Please accept our application for rezoning from C1 to C1c for Shire Green cannabis retail store at 484 Douglas Street, Prince George, BC. We have attached support letters from our neighboring business community as well as floor and site plans.

About Shire Green

Shire Green was the 3rd approved Cannabis retailer in Prince George and has been in operation for almost 4 years. Owned operated by Justin Mousseau. With an extensive career and experience with industries with high regulatory compliance and accountabilities. With direct experience with the LCDB as also own and operate the BX Neighbourhood Pub & BX Cold Beer & Wine store.

Shire Green leverages world class technology, leadership and training to deliver on our commitment to product knowledge, customer service and social responsibility. We take it upon ourselves to be fully engaged with not only the Province, but also our community as we navigate and shape the future of this controlled substance.

Store Location

The location of 484 Douglas Street was chosen for the following reasons:

- Easy access and parking
- Secluded commercial strip mall with 4 tenants, Spice of Life (Restaurant), Stay Sharp (Barber), Fire 451 (Restaurant). The adjacent business in close proximity of the strip mall are the BX Cold Beer & Wine Store, BX Neighbourhood Pub, Petro Canada (gas bar) and Randy Mills (chiropractor).
- Cannabis is a niche retail destination that provided additional sales and exposure for the adjacent businesses.
- Shire Green has a surplus of parking spots. We can say with confidence that our customers don't park at any of the adjacent businesses.

Community Impact

Social responsibility is one of our core values we implement by:

- Dedicated product knowledge iPad Bar provides customers with an intimate and informative learning experience.
- Product brochures and Provincially branded consumer communications are visible throughout the store.
- Shire Green Budtenders are well trained to ensure customers don't purchase a product that produces unwanted effects.
- We have a stringent identification verification procedures to ensure no minors gain access and acceptable authorized identification is provided.
- We incorporate live video from outside the store to monitor potential disturbances or straw buyers.
- Actively engage with the LCDB and local community to evolve and adapt to operational recommendations.

Store Operations

- Operating hours of 9am to 11pm, 7 days per week
- All cannabis products are sourced from the LCDB wholesales centers and stored in a secure, locked and monitored space.
- Approved non-Cannabis products are available for resale, and include items such as cannabis grinders, pipes, rolling papers and bongs.
- Our Point-of-sale software tracks individual customer purchases to ensure adherence to the 30g sale restrictions per customer
- Proprietary cannabis software tightly tracks inventory and verifies with physical counts.
- Provincial adherence of product disposal requirements.
- All employees have their Cannabis "Selling It Right" Certificates.

Safety & Security Plan

CONSIDERATIONS: Our Safety and Security Plan accounts for the reality that Cannabis is smaller and lighter. Prince George has had 3 forced entries at cannabis stores. With Cannabis being light and small, it naturally becomes a much more lucrative target. We feel our security measures, training and best practices create highly effective deterrents. Which in turn reduces the RCMP resources required to manage events.

Monitored Fire & Intruder Monitoring System

- 24 Hour monitoring
- Combination of door sensors and motion sensors throughout the store.
- UPS backup system to ensure system is online through power outages.

Security Cameras

- 7 External HD Cameras that cover all exterior windows & walls.
- 9 Internal HD Cameras that cover all retail and employee areas.
- All HD Cameras are on 24 hours per day. With 30 days of historical video archived per LCRB requirements.
- UPS Backup to ensure system is online through power outages.
- Security PVR will be kept in a secured locked cabinet. In the event of a break-in the intruders won't be able to damage or bring the security footage with them.

Forced Entry Deterrents

- All windows have security bars.
- An electric roll down security door at main entrance was installed prior to opening and engaged when the store is closed.
- The 2nd entrance {Douglas Street Side} has a reinforced frame making forced entry impossible.
- Bollards are installed on the entire perimeter of the store. Preventing the ability to use a vehicle as means to crash into the store to gain access.

Internal Security & Best Practices

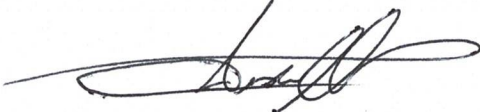
- Panic buttons are installed at multiple locations.
- The main inventory room has secure reinforced doors. Designed as additional theft deterrent should the store be compromised. Can also serve as a safe room.
- Staff are trained on how to handle robberies with unconflictational safety practices.
- Cash drops occur frequently into a drop box by the sales counter. The cash drop box is placed so customers can visibly see the store has this security feature.
- Our POS system has integrated measures that don't allow the sale of Cannabis to a customer that exceed 30 grams of Cannabis or equivalent. Removes human error.

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- All display cases and cabinets have locks. Most of the Cannabis is kept in a secure storage room. Minimal amounts are on display, staff will replenish during the day. Minimizing display inventory serves as a deterrent for a potential thief that may be assessing the store for future potential break-in.
- Secure and locked display for Cannabis and accessories

- **Customer Identification & Screening**
 - Customers are asked for a primary and secondary piece of I.D. immediately upon entry and follow all LCRB identification protocols
 - Intoxicated customers are refused service and be asked to leave the premise.
 - We utilize external live video feeds wherein employees can monitor activity outside of the store. This valuable tool identifies activities such as disturbances in the parking lot, straw purchase & handoff to potential minors and monitoring behavior of customers that were refused entry.

Thank you for considering our application.



Justin Mousseau
Owner | Shire Green