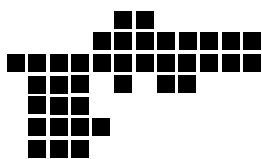


CITY OF WEST HOLLYWOOD

**CANNABIS BUSINESS LICENSE
SCREENING APPLICATIONS
TOP SCORING APPLICANTS**

December 18, 2018



City of West Hollywood
California 1984

www.weho.org/cannabis

WEST HOLLYWOOD CANNABIS BUSINESS LICENSE APPLICATION PROCESS

On November 20, 2017, after significant community outreach, consultation with cannabis industry experts, and City Council discussion, the West Hollywood City Council adopted a Cannabis Ordinance allowing a variety of different cannabis businesses to be licensed in the City. The ordinance included the following type and number of cannabis business licenses:

ADULT-USE RETAIL:
8 licenses

**CONSUMPTION LOUNGE
(Smoking, Vaping, Edibles):**
8 licenses

**CONSUMPTION LOUNGE
(Edibles Only):**
8 licenses

**DELIVERY SERVICES
(Located in West Hollywood):**
8 licenses

MEDICAL DISPENSARY:
8 licenses

As requested by the City Council the ordinance included a merit based approach to selecting how the licenses would be allocated (as opposed to a lottery, or first-come first-served).

Interested applicants were required to submit a screening application for each cannabis business license they were interested in applying for. Applicants could apply for more than one type of license, but could not apply for more than one of the same type of license (for example; an applicant could apply for an adult-use, medical dispensary, and consumption lounge license, but could not apply for two adult-use licenses). Each screening application required a description of the applicant's business plan (including, how their business model was innovative, their connection to West Hollywood, proposed operations, social equity, and product offerings), interior and exterior design concept, security plan, and experience.

As required by the ordinance an application evaluation committee were to independently review and score each application based on specific criteria and weighting (points per criteria). The City Manager selected five application evaluation committee

members with diverse/unique perspectives and a wide breadth of experience in cannabis, hospitality, design, business, local government licensing, social justice, drug policy reform, as well as familiarity with West Hollywood. In total, the weighting criteria for each license type consisted of between 53 and 56 unique categories with a total of between 200 and 205 points.

During the month of May 2018, applicants were allowed to submit cannabis screening applications to the City. The City received over 300 screening applications from over 120 different applicants (most applicants submitted applications in multiple categories). The application evaluation committee members began their review of applications in July and completed their review in late November. In total, each application evaluation committee member reviewed over 20,000 pages, and individually scored each application based on the weighting criteria. Once all of the application evaluation committee members were finished scoring, the five committee member scores for each application were averaged. The average scores for each application type were then sorted from highest to lowest.

The top eight scoring applicants for each license type are shown in the proceeding pages. Each of these applicants will be able to move forward in the process of securing a business license from the City in the applicable categories. Only the top four applicants in the medical dispensary category were selected, because the City's ordinance allows the existing four medical dispensaries to maintain their medical cannabis business licenses.

We were truly impressed by the quality and caliber of the applications that the City received. Many of the proposed businesses were unique, innovative, and world class. We also want to say how excited we are to soon have consumption lounges in the City, many of the top concepts will be the first of their kind in the country, if not the world. We want to express our sincere gratitude to all of the applicants for wanting to locate and do business in the City of West Hollywood, your participation and support of this process has helped to make it successful, and solidify the future success of the cannabis industry in West Hollywood.

CANNABIS BUSINESS LICENSE SCREENING APPLICATIONS
TOP SCORING APPLICANTS

1 ADULT-USE RETAIL

- Aeon West Hollywood, Inc. (Aeon)
- The Artist Tree, LLC (The Artist Tree)
- CALMA Weho, LLC (CALMA)
- Essence Weho, LLC (Essence)
- J&P Consulting (Budberry)
- PDLP JV, LLC (Greenwolf West Hollywood)
- Pleasure Med, LLC (Pleasure Med)
- Redwood Retail, LLC (Lord Jones)

10 CONSUMPTION LOUNGE (SMOKING, VAPING, EDIBLES)

- Aeon West Hollywood, Inc. (Aeon)
- The Artist Tree, LLC (The Artist Tree)
- Essence Weho, LLC (Essence)
- Flore Flora, LLC (Flore)
- HAH 10, LLC (Have a Heart)
- PDLP JV, LLC (Greenwolf West Hollywood)
- Pleasure Med, LLC (Pleasure Med)
- Vanguard Concepts, LLC (Chroma)

19 CONSUMPTION LOUNGE (EDIBLES ONLY)

- The Antidote Restaurant (The Antidote)
- The Artist Tree, LLC (The Artist Tree)
- ASHE Society, LLC
- Door Number Six, LLC
- J&P Consulting (Budberry)
- Muthatree, LLC (Muthatree)
- Ovest, LLC (Los Angeles Patients and Caregivers)
- Where Eagles Fly, LLC (The Fantom Flower)

28 DELIVERY LICENSE

- The Artist Tree, LLC (The Artist Tree)
- CALMA Weho, LLC (CALMA)
- Essence Weho, LLC (Essence)
- J&P Consulting (Budberry)
- PDLP JV, LLC (Greenwolf West Hollywood)
- Pleasure Med, LLC (Pleasure Med)
- Redwood Retail, LLC (Lord Jones)
- Zen Healing Collective Corporation (Zen Healing)

37 MEDICAL DISPENSARY

(Note: The Medical Dispensary category only includes four new licenses, because the existing four medical dispensaries in West Hollywood did not need to go through the screening application process to apply for a medical license).

- Aeon West Hollywood, Inc. (Aeon)
- The Artist Tree, LLC (The Artist Tree)
- Pleasure Med, LLC (Pleasure Med)
- PDLP JV, LLC (Greenwolf West Hollywood)

MATRIX OF TOP SCORING APPLICANTS

APPLICANT NAME	DBA	ADULT-USE RETAIL	CONSUMPTION LOUNGE (SMOKING, VAPING, EDIBLES)	CONSUMPTION LOUNGE (EDIBLES ONLY)	DELIVERY	MEDICAL DISPENSARY
Aeon West Hollywood, Inc.	Aeon	●	●			●
ASHE Society, LLC				●		
CALMA Weho, LLC	CALMA	●			●	
Door Number Six, LLC	Door Number 6			●		
Essence Weho, LLC	Essence	●	●		●	
Farmacy Collective	MedMen Weho					●
Flore Flora, LLC	Flore		●			
Green Cross Society of Southern California	A.H.H.S. (Alternative Herba Health Services)					●
HAH 10, LLC	Have a Heart		●			
J&P Consulting	Budberry	●		●	●	
Muthatree, LLC	Muthatree			●		
Ovest, LLC	LA Patients and Caregivers			●		●
PDLP JV, LLC	Greenwolf West Hollywood	●	●		●	●
Pleasure Med, LLC	Pleasure Med	●	●		●	●
Redwood Retail, LLC	Lord Jones	●			●	
The Antidote Restaurant	The Antidote			●		
The Artist Tree, LLC	The Artist Tree	●	●	●	●	●
Vanguard Concepts, LLC	Chroma		●			
Where Eagles Fly, LLC	The Fantom Flower			●		
Zen Healing Collective	Zen Healing Collective				●	●



ADULT-USE RETAIL

ADULT-USE RETAIL

APPLICANT

Aeon West Hollywood, Inc.

BUSINESS NAME

Aēon

OWNERS

Nicole Fox, David Leider, Erron Silverstein, and Veena Parekh

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Consumption Lounge (Smoking, Vaping, Edibles) and Medical Dispensary



Description:

Aeon's flagship West Hollywood location will be a modern Wellness Center equal to the new age of cannabis normalization. Aeon will reimagine the dispensary as an integrated cannabis and natural product marketplace, a health cafe, a social lounge for consuming cannabis, and a cutting-edge wellness center. Aēon's retail store will have contemporary interior designs showcasing natural materials and a love for Moroccan tea and culture. The wellness center will offer services from dietitians, naturopathic physicians, bodyworkers, and acupuncturists, and the open showroom will display merchandise grouped by health goal. Wellness consultants will provide recommendations, explain products' physiological effects, and advise regimens tailored to customer's health aims. Goods will feature barcodes on the exterior packaging, which will enable customers to learn about the product's formula and active ingredients, cannabinoid profiles, and health data through digital screens throughout the store.

Team:

Founder and CEO Nicole Fox is a graduate of UCLA's nutrition and public health program and has extensive experience being a Registered Dietitian, working with patients to complement cannabis with food regimens and dietary supplements to alleviate headaches, insomnia or digestive issues. Nicole, with a handful of early operators, helped form the Greater Los Angeles Caregivers Alliance (GLACA). GLACA was instrumental in influencing the language for the City of LA's 2007 initial Medical Marijuana Interim Control Ordinance. Nicole has assembled a medical advisory board, and identified the educated wellness consultants who will join her in launching Aēon.

HIGHLIGHTS

- Female founded company.
- Curated selection of premium cannabis products sourced from small local cultivators.
- Product offerings fall into eight categories: (I) anti-aging and beauty, (II) physical fitness, (III) mood and emotional balance, (IV) cognitive performance, (V) pain management, (VI) hormone stability, and (VIII) sleep.
- Individual consultations, suggested supplement regimens and fitness plans for customers.
- The contemporary interior design will use natural materials and is inspired by the founder's love for Moroccan culture.



ADULT-USE RETAIL

APPLICANT

The Artist Tree LLC

BUSINESS NAME

The Artist Tree

OWNERS

Lauren Fontein, Mitchell Kahan, Avi Kahan, Alex Ganjian, Elmer Aguilar Cruz, Aviv Halimi and Dennis Kahan

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Medical Dispensary, Consumption Lounge (Smoking, Vaping, Edibles), Consumption Lounge (Edibles Only), and Delivery



Description:

The Artist Tree will be an immersive experience, a destination for cannabis learning, consumption, and art, with the motto of "Enhancing the Art Experience". The Artist Tree's vision is a multi-unit commercial building with performance space, a restaurant, bud bar, retail store, museum, and art gallery, all tied together by a large communal piazza. The exterior of the adult-use retail portion will consist of a façade using ecofriendly concrete, split face basalt stone, and glass. The interior of the space will consist of self-service ordering stations spread throughout the showroom, with inlaid glass sections, goblets (flower storage containers), and tablets. The retail store will center on the Cannabis Learning Center (CLC), a cannabis museum and art gallery, showcasing works of local artists paired with fun cannabis memorabilia and informational displays.

Team:

The Artist Tree owners Avi Kahan and Mitchell Kahan are veterans of the California cannabis industry. They collectively control two local Pre-ICO dispensaries, The Green Easy and Canto Diem. The Kahan brothers also have minority ownership in and are involved in two additional Los Angeles Pre-ICO dispensaries, California Compassionate Care Network (CCCN) and MMD. Lauren Fontein is the head of product development and customer relations at edible product company Baked, where she supplies numerous Los Angeles area collectives.

HIGHLIGHTS

- Design includes solar panels, use of daylighting, solar and cross ventilation, and sustainable materials.
- Private consultation room for consumers seeking personalized, private experience.
- The CLC will include a fully functional cultivation room, where visitors can learn about cannabis production and watch the process in real time.
- Same day discounts to all patrons of The Artist Tree who show proof of attending a performance, art exhibit or museum; staying at a hotel; or dining at a restaurant within West Hollywood.
- Location and development of the building will be led by South Park Group.



ADULT-USE RETAIL

APPLICANT

CALMA WeHo, LLC

BUSINESS NAME

CALMA

OWNERS

Jason Illoulouian and Cobby Pourtavosi

LOCATION (ADDRESS)

1107 N. Harper Avenue

OTHER CANNABIS LICENSES RECEIVED

Delivery



Description:

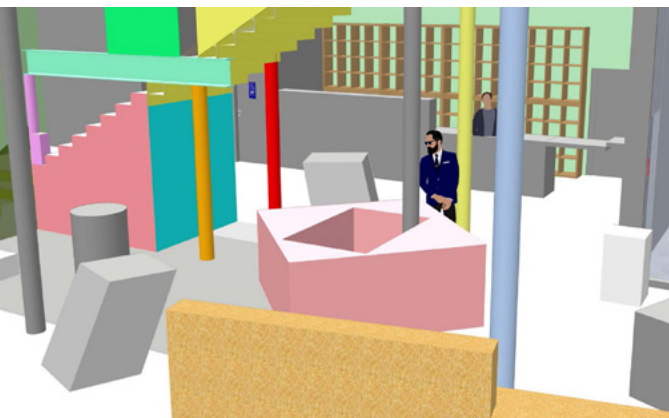
CALMA, the Italian feminine noun, connotes peacefulness and tranquility. The CALMA boutique will focus on providing a tranquil and therapeutic experience, promoting the well-being of the West Hollywood community through a focus on education and customer health. The boutique will aim to primarily serve City residents, incentivizing their patronage with local business partnership discounts and sustained participation in community programming. CALMA's extensive and curated product selection will help to set it apart. The high-quality, ecologically conscious cannabis products will appeal to West Hollywood's progressive and conservation-minded residents. Stringent due diligence and exacting quality control of operators, farms, farming techniques, extraction, and processing techniques will ensure that customers consistently receive high-grade products at the lowest possible price point. CALMA's facades will be pastels and tertiary complementary colors, recalling 80s revivalist tones derived from fashion trends and the sherbet colored works of the Italian design collective Memphis.

Team:

CALMA's management team consists of Jason Illoulouian, CEO of Faring, a West Hollywood based, real estate development firm, and Cobby Pourtavosi, owner and operator of several businesses and a variety of cannabis-related enterprises. Mr. Pourtavosi has owned and operated a variety of cannabis-related enterprises over the last 12 years, including six retail operations, an indoor growing facility, and a THC/CBD oil manufacturing firm. Mr. Pourtavosi is an owner of the Green Goddess medical and adult use retail dispensary in Venice, CA. Both members of CALMA's ownership team are longtime West Hollywood residents and business owners.

HIGHLIGHTS

- Partnership with community and neighborhood watch groups, including participation in various City events. (LA Pride Parade & Festival, National Night Out etc.)
- Will subsidize LA Metro transit passes for employees and encourage staff and customers to use alternative transportation.
- Diverse and vibrant variety of cannabis products.
- Support for small cannabis cultivators and small canopy growers.



ADULT-USE RETAIL

APPLICANT

Essence WeHo, LLC

BUSINESS NAME

Essence

OWNERS

Alejandro Yemenidjian, Armen Yemenidjian and Brian Greenspun

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Delivery and Consumption Lounge (Smoking, Vaping, Edibles)



Description:

Essence is currently one of the leading dispensaries in Las Vegas, but Essence's West Hollywood wellness center will be its West Coast flag ship location. The center will focus on inclusiveness and experience, while combining social responsibility, activism, aesthetics, fun, and sexiness into one special space. The design of Essence WeHo will draw on West Hollywood's Prohibition Era history of speakeasies. The adult-use retail store will be accented by brick veneer, natural wood and rotating exhibitions of art. Essence will create a cannabis resource and community center within the adult-use retail store that offers cannabis education material and informational materials on upcoming events. Patrons will not only have access to high-quality cannabis products, but also one-on-one consultations to discuss potency, terpene profiles, best practices and supplemental instructions regarding cannabis use.

Team:

Armen Yemenidjian has extensive experience in Nevada's cannabis community. He was named as one of the top 100 most influential people in the world of cannabis in 2018 by High Times. During his leadership, Essence was named the number one dispensary in Nevada by Business Insider and number twenty two in the nation. Essence has also been named "Best Dispensary" 17 times by Leafly.



HIGHLIGHTS

- High-quality cannabis products.
- Registered nurse on site
- Access to yoga, comedy nights, private parties, and education and wellness workshops.
- Cannabis Resource and Community Center.
- One-on-one consultations to discuss potency, terpene profiles and healthy-use habits.
- Commitment to empowering small cannabis cultivators.

ADULT-USE RETAIL

APPLICANT

J&P Consulting

BUSINESS NAME

Budberry

OWNERS

Patrick Fogarty, Jonathan Locarni,
Jeff Danzer and Jonathan Caniglia

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Consumption Lounge (Edible),
and Delivery



Description:

Budberry will feature a dual-venue adult use retail cannabis store and cannabis consumption lounge with an emphasis on customer service, a technology-driven delivery service, range of top-quality products sourced locally and produced in-house, innovative luxury aesthetics, and an open kitchen featuring an acclaimed cannabis chef. On-site Budberry will extract and infuse edible products using a proprietary, non-volatile extraction process known as FreeLeaf, which deep cleans cannabis to create odorless, virtually tasteless, strain-specific cannabis oils and cannabis butter for cooking. Design will focus on creating an intimate, entertaining, and inclusive facility with a stylish edge. Budberry will engage local artists, furniture designers, and florists to create a design that is truly rooted to West Hollywood.

Team:

Jon Locarni and Patrick Fogarty are co-founders of Budberry. Combined they have decades of experience in operation, management and the cannabis industry. In early 2016, Jon and Pat made a commitment to helping cannabis businesses comply with regulations by implementing financial and operational procedures.



HIGHLIGHTS

- Plant-to-table products.
- While shopping for and enjoying Budberry's locally sourced and name-brand products, customers will be educated and entertained by outstanding culinary cannabis demonstrations.
- Odorless and virtually tasteless nature of cannabis oils and butters.
- Incorporating local art and working with local artists.
- Top quality products that are locally sourced and produced in-house.

ADULT-USE RETAIL

APPLICANT

PDLP JV, LLC

BUSINESS NAME

Greenwolf West Hollywood

OWNERS

Soheil Yamini, Bernard Bregman, Elizabeth Caffrey, Marc Ravner, and Justin Ehrlich

LOCATION (ADDRESS)

8535/8537 Sunset Blvd.

OTHER CANNABIS LICENSES RECEIVED

Medical Dispensary, Consumption Lounge (Smoking, Vaping, Edibles), and Delivery



Description:

Greenwolf will serve West Hollywood as an all-inclusive mecca for cannabis, gourmet upscale dining, and must-see social life. Greenwolf will be located at 8535/8537 Sunset Blvd in a building with an enclosed courtyard that backs onto the Hollywood Hills. The retail space will be understated and modern, evoking a sense of confident professionalism that will appeal to elevated sensibilities with packages displayed on open shelving and high-end samples displayed under glass. The adult-use retail operation will offer patrons a curated service complemented by cannabis sommeliers that will bring extensive knowledge of cannabinoids and terpenes, and their effects. Greenwolf's cannabis sommeliers will recommend products based on customer's interests, self-identified patient conditions and past purchases.

Team:

CEO Sol Yamini has owned and operated Pink Dot on the Sunset Strip since 2004, a retail hub and delivery service that includes alcohol and tobacco, both of which are strictly regulated. He is also an active member of the West Hollywood Chamber of Commerce and the Sunset Strip Business Improvement District. Elizabeth Caffrey is currently the owner/director of affiliate Los Angeles dispensary Greenwolf and Bernie Bregman currently has a leading role in the California cannabis firm LoudPack.

HIGHLIGHTS

- Preferred vendor system which alerts customers to products from small, minority-owned, and environmentally-conscious cultivators.
- Staff will attain Americans for Safe Access (ASA) Patient-Focused Certification (PFC).
- Greenwolf will offer staff paid volunteer days, competitive benefits, and educational incentives.
- Educational events will be hosted by Mary Jane University.
- Reporting system will track the environmental certifications of the growers, track the size of the cultivation facility, and whether or not the product supplier is minority owned.



ADULT-USE RETAIL

APPLICANT

PleasureMed, LLC

BUSINESS NAME

PleasureMed

OWNERS

Brian Robinson

LOCATION (ADDRESS)

7715 Santa Monica Blvd.

OTHER CANNABIS LICENSES RECEIVED

Consumption Lounge (Smoking, Vaping, Edibles), Delivery, and Medical Dispensary



Description:

PleasureMed will bring to fruition an idealistic vision – to establish an enduring cannabis boutique in West Hollywood with an emphasis on health and wellness benefits. PleasureMed will include retail, medical, delivery, and a roof top consumption lounge. The high-end retail environment will combine a range of product offerings and educational resources that will cater to all levels of consumers. PleasureMed will source the highest quality cannabis and will emphasize organic options for patrons, in addition to carrying cannabis and derivative products sourced from small cannabis producers. PleasureMed's interior will be designed to create a museum-like setting with high ceilings, decorative beams, crawling greenery and ornamental arched windows.

Team:

For over two decades Brian Robinson has owned and operated The Pleasure Chest, an adult entertainment retailer located in West Hollywood. Under his direction, The Pleasure Chest has grown to five locations, including West Hollywood, Chicago and New York. In addition to Mr. Robinson, the advisory board of PleasureMed will include Martin O'Brien, Soren Gray and Dr. Sherry Yafai. Mr. O'Brien is the founder of the Berkeley Patient's Care Collective and Foxworthy Red (a licensed cannabis cultivation company in Sonoma County). Mr. Gray brings experience as the General Manager of Sunset Junction Organic Medicine (a cannabis dispensary located in Silver Lake). Dr. Yafai is a Board-Certified Emergency Medicine practitioner. She specializes in holistic medicine and natural remedies, including the application of medicinal cannabis.



HIGHLIGHTS

- Seminars and hosted events to educate consumers on Cannabis use.
- In addition to onsite workshops, patrons will also be given educational and informational brochures.
- Havana Apothecary themed design and focus, accenting medical and homeopathic remedies.
- Pleasure Chest is ranked #15 on TripAdvisor's list of West Hollywood attractions.

ADULT-USE RETAIL

APPLICANT

Redwood Retail, LLC

BUSINESS NAME

Lord Jones

OWNERS

Robert Rosenheck, Gotham Green Fund, Cynthia Capobianco, Mona Mohammadi, Alan Rader and Rebecca West

LOCATION (ADDRESS)

The Standard (8300 Sunset Blvd.)

OTHER CANNABIS LICENSES RECEIVED

Delivery



Description:

Lord Jones will be the world's first hotel based cannabis boutique and delivery service. The boutique will be located inside The Standard hotel on the world famous Sunset Strip, and will sell Lord Jones's unique and luxury products that are currently sold in hundreds of stores throughout the country. The Lord Jones Cannabis Boutique will offer customers a unique shopping experience with special attention to education, product variety, and quality. Staff at the Lord Jones Cannabis Boutique, or "Wellness Representatives," will be trained to provide extraordinary customer service. Lord Jones confections are made by hand in small batches with high quality ingredients including single origin Ecuadorian dark chocolate and imported natural European fruit essences.


Team:

Mr. Rosenheck is an environmental leader and award winning brand strategist, creative director and product developer, with decades of experience in state-regulated industries. Ms. Capobianco served as a senior executive for U.S. fashion brands, including Donna Karan and Banana Republic, before becoming Vice President of Global Marketing at GAP. Ms. Mohammadi, a former special assistant to Governor Arnold Schwarzenegger, is also a seasoned operations manager. Together the three operated the Hollywood Hills Wellness Association, a medical cannabis collective. Mr. Rader spent the first fifteen years of his career providing legal service to low-income communities and the next twenty five years, as a litigating partner at law firm O'Melveny and Myers.

HIGHLIGHTS

- State of the art online ordering system and white-glove delivery service.
- Product sourced from, Flow Kana a pioneer in environmentally conscious, sustainable, and organic cultivation.
- Products have been featured in numerous publications including New York Times, Los Angeles Times, Vogue, Forbes, Fast Company, Harper's Bazaar and more.
- Boutique will include environmentally conscious design and alternative energy sources.





CONSUMPTION LOUNGE
(Smoking, Vaping, and Edibles)

CONSUMPTION LOUNGE

(Smoking, Vaping, and Edibles)

APPLICANT

Aeon West Hollywood, Inc.

BUSINESS NAME

Aēon

OWNERS

Nicole Fox, David Leider, Erron Silverstein, and Veena Parekh

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail and Medical Dispensary



Aeon Exterior Design Concept Nighttime

Description:

Aeon's flagship West Hollywood location will be a modern Wellness Center equal to the new age of cannabis normalization. Aeon will reimagine the dispensary as an integrated cannabis and natural product marketplace, a health café, a social lounge for consuming cannabis, and a cutting-edge wellness center. The consumption lounge will showcase a love for Moroccan culture that honors the Maghreb tea hour and the rituals that accompany it. The lounge will be complemented by a sophisticated café, offering exotic teas and biscuits from around the world along with terpene-infused cocktails, fresh juice and kombucha served in crystal. The café and lounge will sponsor health-related community workshops and lectures designed to reinforce Aeon's wellness message. Patrons will enjoy the privilege of purchasing cannabis products from the food menu or will take advantage of the more limited selection for tableside delivery.

Team:

Founder and CEO Nicole Fox is a graduate of UCLA's nutrition and public health program and has extensive experience being a Registered Dietitian, working with patients to complement cannabis with food regimens and dietary supplements to alleviate headaches, insomnia or digestive issues. Nicole, with a handful of early operators, helped form the Greater Los Angeles Caregivers Alliance (GLACA). GLACA was instrumental in influencing the language for the City of LA's 2007 initial Medical Marijuana Interim Control Ordinance. Nicole has assembled a medical advisory board, and identified the educated wellness consultants who will join her in launching Aēon.

HIGHLIGHTS

- Female founded company
- Mornings will consist of early morning yoga and mindfulness classes.
- Aeon kitchen will offer seasonal and locally sourced Mediterranean fare.
- Offering free health services such as ear acupuncture and chair massages biweekly at Helen Albert Farmer's Market.
- Daily performances by musicians and DJ's that specialize in Moroccan music and culture.
- The use of laptops and cellphones will be discouraged, in order to nourish human connection based on immediate, personal conversation.



Aeon Interior Design Concept, C-Me and Lounge Entrance



CONSUMPTION LOUNGE

(Smoking, Vaping, and Edibles)

APPLICANT

The Artist Tree LLC

BUSINESS NAME

The Artist Tree

OWNERS

Lauren Fontein, Mitchell Kahan, Avi Kahan, Alex Ganjian, Elmer Aguilar Cruz, Aviv Halimi and Dennis Kahan

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail, Medical Dispensary, Consumption Lounge (Edibles only), and Delivery



Description:

The Artist Tree will be an immersive experience, a destination for cannabis learning, consumption, and art, with the motto of “Enhancing the Art Experience”. The Artist Tree’s vision is a multi-unit commercial building with performance space, a restaurant, bud bar, retail store, museum, and art gallery, all tied together by a large communal piazza. The consumption lounge contains a bud bar, restaurant and stage. The stage will showcase local musicians, comedians, and others (Karaoke night and Drag contests). The lounge will have comfy couches, restaurant style seating and a bud bar, with full waiter service. It will include floor to ceiling windows, to create a bright, open feeling during the day and a cozy, streetlight feeling at night.

Team:

The Artist Tree owners Avi Kahan and Mitchell Kahan are veterans of the California cannabis industry. They collectively control two local Pre-ICO dispensaries, The Green Easy and Canto Diem. The Kahan brothers also have minority ownership in and are involved in two additional Los Angeles Pre-ICO dispensaries, California Compassionate Care Network (CCCN) and MMD. Lauren Fontein is the head of product development and customer relations at edible product company Baked, where she supplies numerous Los Angeles area collectives. Akasha Richmond will serve as chef and restaurateur, she is currently the executive chef and owner of AKASHA in Culver City.

HIGHLIGHTS

- Products will be rigorously tested for potency and will not contain any pesticides.
- Lounge will include an outdoor patio where only vape smoking will be allowed, to prevent odors from escaping the premises.
- In addition to edibles, the lounge will offer inventive (cannabis free) bar foods to satisfy patrons cannabis-induced cravings.
- Designs incorporate several eco-friendly aspects, such as solar panels, recycled materials, and sustainable zinc panel façades.
- Same day discounts to all patrons of The Artist Tree who show proof of attending a performance, art exhibit or museum; staying at a hotel; or dining at a restaurant within West Hollywood.



CONSUMPTION LOUNGE

(Smoking, Vaping, and Edibles)

APPLICANT

Essence WeHo, LLC

BUSINESS NAME

Essence

OWNERS

Alejandro Yemenidjian, Armen Yemenidjian and Brian Greenspun

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail and Delivery



Description:

Essence is currently one of the leading dispensaries in Las Vegas, but Essence's West Hollywood wellness center will be its West Coast flag ship location. The center will focus on inclusiveness and experience, while combining social responsibility, activism, aesthetics, fun, and sexiness into one special space. The design of Essence WeHo will draw on West Hollywood's Prohibition Era history of speakeasies. In the Essence Lounge, customers will have access to a variety of unique activities and events including comedy nights, private parties, yoga, cannabis education and wellness workshops and art programs. Patrons will not only have access to high-quality cannabis products, but also one-on-one consultations to discuss potency, terpene profiles, best practices and supplemental instructions regarding cannabis use.

Team:

Armen Yemenidjian has extensive experience in Nevada's cannabis community. He was named as one of the top 100 most influential people in the world of cannabis in 2018 by High Times. During his leadership, Essence was named the number one dispensary in Nevada by Business Insider and number twenty two in the nation. Essence has also been named "Best Dispensary" 17 times by Leafly.



HIGHLIGHTS

- High-quality cannabis products.
- Cannabis Resource and Community Center.
- Access to yoga, comedy nights, private parties, and education and wellness workshops.
- Commitment to empowering small cannabis cultivators.
- One-on-one consultations to discuss potency, terpene profiles and healthy-use habits.

CONSUMPTION LOUNGE

(Smoking, Vaping, and Edibles)

APPLICANT

Flore Flora, LLC

BUSINESS NAME

Flore West Hollywood

OWNERS

Renee Nahum, Andrea Drummer,
Richard Brenner, Brett Vapnek

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

N/A



Description:

Flore will be a farm to table food and flower café to learn about and celebrate cannabis. The bright and airy oasis will be lined with Moroccan and Spanish tiles, running fountains, and historic photos of cannabis and West Hollywood. The seasonal menu can be virgin, or infused with 1-10 mg of THC or CBD. Extensive non-alcoholic beverages will also be offered (fine-teas, single-origin coffees, fresh juices and smoothies), and Flower Hosts will be available to deliver cannabis to your table for smoking (Flower Service).

Team:

Executive Chef Andrea Drummer has run a successful business serving infused foods to thousands of guests for the last six years, and has also worked for Michelin starred chefs, such as Thomas Keller. Renee Nahum, a longtime community organizer and advocate will be the public face of Flore. Richard Brenner, COO of Hugo's in West Hollywood, will oversee kitchen and dining operations, and Brett Vapnek of Perennial Holistic Wellness Center will be responsible for cannabis operations and flower sourcing.



HIGHLIGHTS

- Farm to Tableside Cannabis Flower Service
- Reducing Environmental Footprint - Flore will account for its resource footprint entirely
- Virgin and Infused (1-10 mg THC or CBD) Farm to Table Foods
- Daily events will be offered, including Sunday High Tea.
- Extensive outreach to neighbors; including door-to-door outreach, 24-hour hotline, community liaison, and community discounts

CONSUMPTION LOUNGE

(Smoking, Vaping, and Edibles)

APPLICANT

HAH 10 LLC

BUSINESS NAME

Have a Heart

OWNERS

Vered Nisim, Ryan Kunkel, Austin Hurst

LOCATION (ADDRESS)

8533 Sunset Blvd. (Proposed)

OTHER CANNABIS LICENSES RECEIVED

N/A



Description:

The Fire Lounge will be located on the Sunset strip and will offer a high-end experience. The lounge will be on a mezzanine and roof deck that will feature the integration of a smoke-free restaurant and licensed cannabis consumption area in the form of "Valkyrie". The full service restaurant will offer West Hollywood an al-fresco dining experience featuring local, organic ingredients with farm-to-table preparation. Customers will have the option of enhancing their dishes with CBD and THC infused dressings and sauces, natural agave sweeteners, and wellness shots. During the day, the Fire Lounge will be a true smoker's paradise overlooking the Sunset Strip and the City of West Hollywood. In the evening the hip cannabis lounge and supper-club will transition from providing high-end menu items to offering a social experience with DJ's, as well as live performances in music, comedy, and spoken word.

Team:

Owners include Vered Nisim, a local businesswoman, philanthropist, community activist and consultant for cannabis brands, CBD companies and the hemp industry, and Ryan Kunkel, the Founder & CEO of a Washington based cannabis company, Have a Heart Compassion Care. The team includes the expertise of one of High Times Magazine's 2018 Top Ten Most Influential People in Dispensaries, two nightclub/restaurant impresarios from West Hollywood, and Hollywood respectively, and an award-winning Executive Chef who is a superfood expert and contributing author of the New York Times' Bestseller The Cannabis Kitchen Cookbook.

HIGHLIGHTS

- Each menu item has the option to be served with Valkyrie Kitchen CBD, THC or THC/CBD Full Spectrum Infused Ingredient.
- Specially-designed retractable walls, converting the Lounge into an event space for live performances, movies and other productions.
- Lyft coupon codes for a free ride home within 5 miles or credit toward a longer ride will be given to all consumption lounge guests who purchase and use cannabis at the location.
- Technologically-driven VIP room and cannabis-themed virtual reality playground (Fire Lounge).
- Premium breakfast, brunch and lunch items as well as freshly made juices and smoothies provided by Valkyrie Kitchen.



CONSUMPTION LOUNGE

(Smoking, Vaping, and Edibles)

APPLICANT

PDLP JV, LLC

BUSINESS NAME

Greenwolf West Hollywood

OWNERS

Soheil Yamini, Bernard Bregman, Elizabeth Caffrey, Marc Ravner, and Justin Ehrlich

LOCATION (ADDRESS)

8535/8537 Sunset Blvd.

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail, Medical Dispensary, and Delivery



Description:

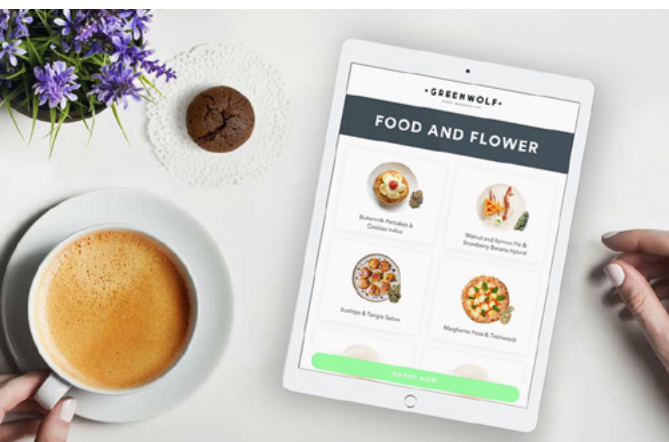
Greenwolf will serve West Hollywood as an all-inclusive mecca for cannabis, gourmet upscale dining, and must-see social life. Greenwolf will be located at 8535/8537 Sunset Blvd in a building with an enclosed courtyard that backs onto the Hollywood Hills. Greenwolf West Hollywood's consumption lounge and intimate event space will feature a courtyard for communal enjoyment of smoking, vaping and infused edibles. The dining experience will combine seasonal, gourmet meals with artisanal cannabis pairings, and handcrafted non-alcoholic beverages. Cannabis pairings will be developed by the minds behind Moonlit Moveable Feast and High Dining; guests will enjoy a unique blend of traditional fine dining and sophisticated modern cannabis consumption. The design will consist of communal tables, sustainable fixtures, native California vegetation and natural lighting.

Team:

CEO Sol Yamini has owned and operated Pink Dot on the Sunset Strip since 2004, a retail hub and delivery service that includes alcohol and tobacco, both of which are strictly regulated. He is also an active member of the West Hollywood Chamber of Commerce and the Sunset Strip Business Improvement District. Elizabeth Caffrey is currently the owner/director of affiliate Los Angeles dispensary Greenwolf and Bernie Bregman currently has a leading role in the California cannabis firm LoudPack. Seth Glassman will help lead the lounge, bringing his expertise from restaurants BOA, Katana, and Pistola.

HIGHLIGHTS

- Special menu nights with guest chefs and menus based on different flower offerings.
- Staff will attain Americans for Safe Access (ASA) Patient-Focused Certification (PFC).
- Workshops on how to cook with cannabis.
- Greenwolf will offer staff paid volunteer days, competitive benefits, and educational incentives.
- Designated preferred products will be made without the use of pesticides, or, harmful or inorganic chemicals.



CONSUMPTION LOUNGE
(Smoking, Vaping, and Edibles)

APPLICANT
PleasureMed, LLC

BUSINESS NAME
PleasureMed

OWNERS
Brian Robinson

LOCATION (ADDRESS)
7715 Santa Monica Blvd.

**OTHER CANNABIS
LICENSES RECEIVED**
Adult-Use Retail, Delivery, and
Medical Dispensary



Description:

PleasureMed will bring to fruition an idealistic vision – to establish an enduring cannabis boutique in West Hollywood with an emphasis on health and wellness benefits. PleasureMed will include retail, medical, delivery, and a roof top consumption lounge. The consumption lounge will be encompassed by dark grey earth toned walls that are covered with crawling greenery. Patrons will enter the patio by stepping onto stabilized decomposed granite paving that lead to the café. The menu will consist of local brewed coffee, with, or without, a cannabis infused honey stick, infused and non-infused pastries, as well as other cannabis and non-cannabis confectionaries. PleasureMed will source the highest quality cannabis and will emphasize organic options for patrons, in addition to carrying cannabis and derivative products sourced from small cannabis producers.

Team:

For over two decades Brian Robinson has owned and operated The Pleasure Chest, an adult entertainment retailer located in West Hollywood. Under his direction, The Pleasure Chest has grown to five locations, including West Hollywood, Chicago and New York. In addition to Mr. Robinson, the advisory board of PleasureMed will include Martin O'Brien, Soren Gray and Dr. Sherry Yafai. Mr. O'Brien is the founder of the Berkeley Patient's Care Collective and Foxworthy Red (a licensed cannabis cultivation company in Sonoma County). Mr. Gray brings experience as the General Manager of Sunset Junction Organic Medicine (a cannabis dispensary located in Silver Lake). Dr. Yafai is a Board-Certified Emergency Medicine practitioner. She specializes in holistic medicine and natural remedies, including the application of medicinal cannabis.

HIGHLIGHTS

- Seminars and hosted events to educate consumers on Cannabis use.
- Havana Apothecary themed design and focus, accenting medical and homeopathic remedies.
- In addition to onsite workshops, patrons will also be given educational and informational brochures.
- Pleasure Chest is ranked #15 on TripAdvisor's list of West Hollywood attractions.



CONSUMPTION LOUNGE

(Smoking, Vaping, and Edibles)

APPLICANT

Vanguard Concepts LLC

BUSINESS NAME

CHROMA Social Lounge

OWNERS

Forefront LLC, Cultiv8 Interests LLC, Trent Doucet (Manager), and Sohila Rezai (Manager)

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

N/A



Description:

Chroma Social Lounge will feature 3,500 SF of lounge and restaurant space that has the modern green feel of an arboretum. Chroma will be a unique cannabis hospitality experience, featuring a culinary program rivaling any mainstream dining concept and a cutting-edge cannabis consumption program built around curated pairings, small-batch and local cannabis products, and innovative, non-alcoholic cannabis-infused beverages. The interior will contain diffused lighting, warm finishes and low, comfortable seating. The patio at Chroma will be wrapped around an olive tree bathed in string lights, accented by cabanas, low profile loungers, and fire pits. In partnership with Altered Plates, Chroma will provide a unique culinary cannabis experience by offering science-based infused beverages alongside non-infused food. The food and beverage team will also work to pair specific strains of cannabis with the restaurant's dishes.

Team:

The founding partners of Chroma include Trent Doucet, Ninaz Khorsandi, Nazanin Lahijani, and Sohila Rezai, together they have a wide range of experience including cannabis cultivation, cannabis law, and entrepreneurship. The operator, Robert Ancill, has overseen the launch of numerous brands, and hundreds of restaurant and café openings and remodels. General Manager, Jessica Schmidt has over a decade of experience serving as the operator and general manager of restaurants including 101 Coffee Shop, Little Dom's, and Dominick's. The Executive Chef and Chief Mixologist are comprised of a brother-sister team consisting of Chef Holden Jagger and Rachel Burkons. Their award winning culinary cannabis company, Altered Plates, has roots across the West Hollywood and LA hospitality industry.

HIGHLIGHTS

- Cannabis cocktail cart and cannabis flower service.
- All guests will be issued a membership card to track all cannabis orders and consumption via TREEZ.
- Commitment to have the aggregate workforce consist of at least 25% West Hollywood residents.
- Water-based cannabinoids to create Cannabis cocktails (cannabis infused non-alcoholic cocktails).
- Commitment to sourcing products that are Clean Green Certified and sustainable farming.



The background of the page is a solid teal color with a faint, large-scale pattern of cannabis leaves. The leaves are detailed, showing their serrated edges and vein structure, and are scattered across the page, some overlapping.

CONSUMPTION LOUNGE
(Edibles Only)

CONSUMPTION LOUNGE

(Edibles Only)

APPLICANT

The Antidote Restaurant, LLC

BUSINESS NAME

The Antidote

OWNERS

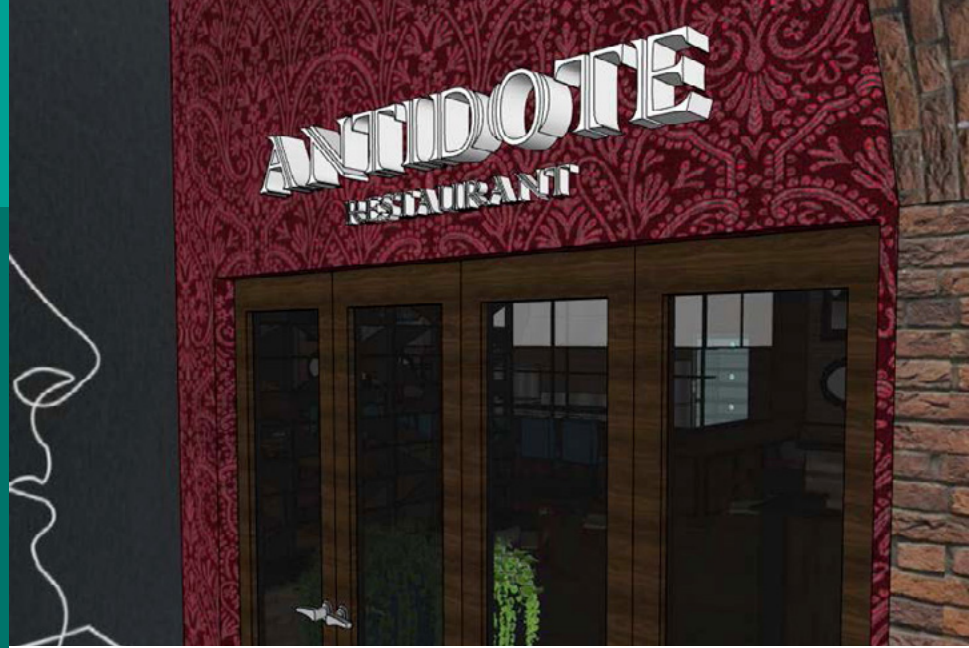
Edgar Khalatian, Richard Lichtenstein, Kirk Cartozian, and Adrian Amosa

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

N/A



Description:

The Antidote will provide its customers with a welcoming environment that offers a diversity of experiences within its space. Designed as a multi-room concept, including a large dining room with traditional restaurant seating, a lounge area with communal seating and on-site consumption, the Live Stream room, and a private room for culinary cannabis classes. The exterior design of The Antidote will embrace a decadent and stylish bohemian design aesthetic. From private cannabis pairing dinners and infused fine dining experiences, to CBD mocktails and brand education, the Antidote will offer an array of selections and choices to its patrons. 100% of all the cannabis sold will be naturally produced without use of pesticides or harmful inorganic chemicals.

Team:

Adrian Amosa and Kirk Cartozian bring years of experience in the restaurant, entertainment and hospitality industry. Their most visible brand is Gaucho Grill Argentine Steakhouse. Adrian has over a decade of experience operating Gaucho Grill restaurants while Kirk has over 10 years of experience representing clients like Porto's Bakery and playing an integral role in their expansion within Southern California. Edgar Khalatian is a practicing attorney with significant cannabis experience, including assisting clients with understanding and complying with state cannabis regulations. Richard Lichtenstein is the founder and president of Marathon Communications, a local public affairs and strategic communications firm that has worked extensively in West Hollywood since 1982.



HIGHLIGHTS

- Commitment to purchase all cannabis products from small-scale cannabis cultivators.
- The Antidote will also donate 10% of its profits to non-profit organizations either located in West Hollywood or that serve the city's population.
- The Antidote will pay full wages to all employees to perform 40 hours of community work in West Hollywood each year.
- Working with Lyft to provide customers with a heavily discounted (or free) ride to and from The Antidote.

CONSUMPTION LOUNGE

(Edibles Only)

APPLICANT

The Artist Tree LLC

BUSINESS NAME

The Artist Tree

OWNERS

Lauren Fontein, Mitchell Kahan, Avi Kahan, Alex Ganjian, Elmer Aguilar Cruz, Aviv Halimi and Dennis Kahan

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail, Medical Dispensary, Consumption Lounge (Smoking, Vaping, Edibles), and Delivery



Description:

The Artist Tree will be an immersive experience, a destination for cannabis learning, consumption, and art, with the motto of “Enhancing the Art Experience”. The Artist Tree’s vision is a multi-unit commercial building with performance space, a restaurant, bud bar, retail store, museum, and art gallery, all tied together by a large communal piazza. The stand-alone consumption lounge’s façade will consist of zinc interlocking panels, smooth concrete, and glass windows to create a feeling of transparency. Visitors will enter the lounge via a welcoming courtyard, which will serve as a relaxing area for sitting, socializing and viewing art. The edible consumption lounge will serve both cannabis infused edibles and cannabis free cuisine.

Team:

The Artist Tree owners Avi Kahan and Mitchell Kahan are veterans of the California cannabis industry. They collectively control two local Pre-ICO dispensaries, The Green Easy and Canto Diem. The Kahan brothers also have minority ownership in and are involved in two additional Los Angeles Pre-ICO dispensaries, California Compassionate Care Network (CCCN) and MMD. Lauren Fontein is the head of product development and customer relations at edible product company Baked, where she supplies numerous Los Angeles area collectives. Akasha Richmond will serve as chef and restaurateur, she is currently the executive chef and owner of AKASHA in Culver City.

HIGHLIGHTS

- Products will be rigorously tested for potency and will not contain any pesticides.
- Alex Ganjian, owner of West Hollywood restaurant Dough Pizzeria & Bar, will also be a part of the team.
- The menu for the restaurant will consist of globally inspired California cuisine with both health conscious and decadent options.
- Designs incorporate several eco-friendly aspects, such as solar panels, recycled materials, and sustainable zinc panel façades.
- The restaurant’s cannabis free options will be paired with their vast selection of edibles - whether a lemonade, chocolate bar, or macaron.



CONSUMPTION LOUNGE

(Edibles Only)

APPLICANT

ASHE Society, LLC

BUSINESS NAME

ASHE Society

OWNERS

Elaine Lu

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

N/A



Description:

ASHE Society is a female run cannabis business that is centered on advocacy, social equity, health and education. ASHE's dedicated team of cannabis connoisseurs are equipped with the knowledge to answer questions regarding location of origin, terpene profiles, onset time, potency, biological symbiosis and safety precautions. The product menu will be carefully curated through a rigorous selection process. ASHE will also offer a variety of curated plant-based beverages to mitigate any uncomfortable side effects of cannabis. The proposed interior experience will be green, sustainable, healthy and luxurious. The entry will feature a large plant wall, disguised through fitted glass in a clean and light filled space.

Team:

Five women with varying backgrounds and expertise formed ASHE. Owner Elaine Lu is a seasoned marketer transitioning from the corporate world into the cannabis industry. Kim Kelley is the Executive Director and is a cannabis small business owner with a passion for community advocacy and healthy cannabis use. The Director of Marketing and Sales, Ylsa Tellez, is a founding member of the Spliffin Group, a THC concentrate company. Tamika Fraser is the Director of Operations and brings with her years of knowledge of the hospitality industry and over eight years of management and operational experience in a restaurant or bar operation. The Deputy Director, Jackie Mooney previously worked as the Operating Manager for Mint Leaf, a cannabis delivery service.



HIGHLIGHTS

- Female owned cannabis business.
- Offers plant based beverages to mitigate uncomfortable side effects of cannabis.
- Engagement with local artists to create interactive art installation in store.
- Cannabis Education Center to serve as destination for residents to learn about cannabis history and products.
- California-grown proprietary strains.

CONSUMPTION LOUNGE

(Edibles Only)

APPLICANT

Door Number Six, LLC

BUSINESS NAME

Door Number 6 (DN6)

OWNERS

Jackie Subeck, Amy Lund and
Laurent Zilber

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

N/A



Description:

The Door Number Six (DN6) consumption lounge is comprised of four different components; a day Spa, Café, Clinic and an Educational Center. The Spa will have 3rd party wellness items, discounts on services for residents, as well as Groupon discounts for services. Clients of the spa will have the opportunity to experience an array of State-of-the-Art spa services with CBD and/or THC cannabinoid therapy treatments designed for optimum wellness with CBD serving as an anti-inflammatory and THC as a pain reliever. The Jackpot Café will offer daily specials and happy hours.

Team:

Jackie Subeck is the Chief Executive Officer of Door Number Six. Amy Lund and Laurent Zilber are the Co-Founders. The team has decades of experience in the cannabis industry. Jackie is a member and on the board of the West Hollywood Chamber of Commerce Governing Affairs Committee. For nearly two years, she was the Co-Chair of the Los Angeles chapter of Women Grow, a business to business networking group designed to empower women and men who want to enter the legal cannabis industry.



HIGHLIGHTS

- Daily, weekly and/or monthly discounts for specific items.
- Collaboration green certified cultivators.
- Everyday 420 specials at 4:20pm.
- Majority female owned.
- One-on-one consultations available via phone or via in-home visits.
- Will only work with high quality vendors with lab tested products.
- Partnerships with CannaKids and UCLA Extension

CONSUMPTION LOUNGE

(Edibles Only)

APPLICANT

J&P Consulting

BUSINESS NAME

Budberry

OWNERS

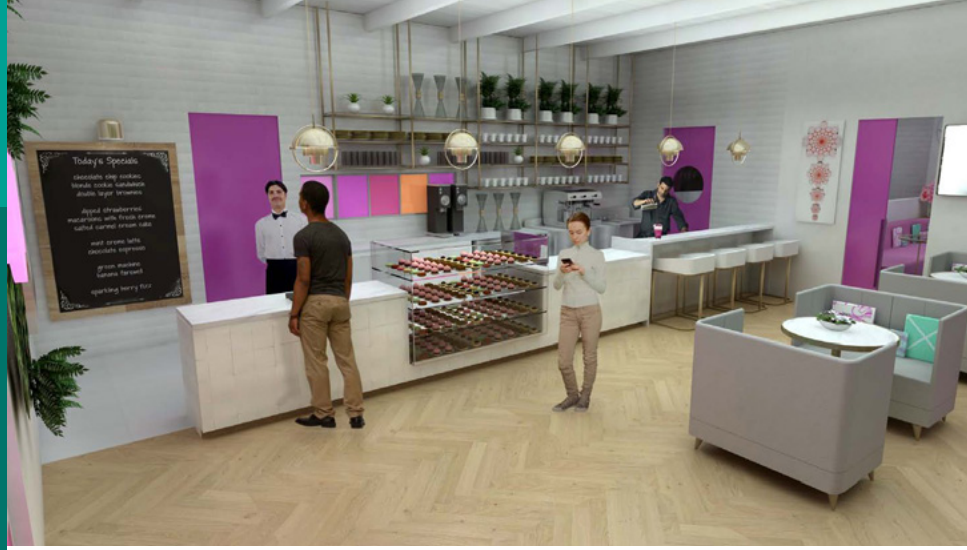
Patrick Fogarty, Jonathan Locarni, Jeff Danzer and Jonathan Caniglia

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail and Delivery



Description:

Budberry will feature a dual-venue adult use retail cannabis store and cannabis consumption lounge with an emphasis on customer service, a technology-driven delivery service, range of top-quality products sourced locally and produced in-house, innovative luxury aesthetics, and an open kitchen featuring an acclaimed cannabis chef. A central feature in Budberry will be an open kitchen, visible by large windows and helmed by Executive Chef, Jeff Danzer, more popularly known as Jeff the 420 Chef. Design will focus on creating an intimate, entertaining, and inclusive facility with a stylish edge. Budberry will engage local artists, furniture designers, and florists to create a design that is truly rooted to West Hollywood.

Team:

Jon Locarni and Patrick Fogarty are co-founders of Budberry. Combined they have decades of experience in operation, management and the cannabis industry. In early 2016, Jon and Pat made a commitment to helping cannabis businesses comply with regulations by implementing financial and operational procedures. Executive Chef, Jeff Danzer, is the author of 420 Gourmet: The Elevated Art of Cannabis Cuisine. Jeff was also recently named one of America's top cannabis chefs by The San Francisco Chronicle, famous for inventing the FreeLeaf process for cleaning cannabis.



HIGHLIGHTS

- By day, the consumption area will resemble a cafe & bakery atmosphere, with Jeff's fresh creations being cooked up every morning, the aroma of pastries and coffee filling the air, and a wide array of products, including West Hollywood's very own Pink Matter juices. a speak-easy. This eclectic atmosphere contains an evening menu that includes more drinks than food items, with partnerships with RIPE and Pink Matter, both supplying juices and mixers, allowing fruity infuse-able "mocktails,". These drinks can then be infused with the addition of a small separately sold THC infused "elixir" to create a fun, cannabis cocktail.
- By night, the consumption area will transition into a dimly lit lounge with the ambiance of



CONSUMPTION LOUNGE

(Edibles Only)

APPLICANT

Muthatree WeHo, LLC

BUSINESS NAME

Muthatree

OWNERS

Dani Shaker, Sherri Franklin, Calvin Frye, Peter Vitiolo and Cannabis of Los Angeles

LOCATION (ADDRESS)

7624 Santa Monica Blvd.

OTHER CANNABIS LICENSES RECEIVED

N/A



Description:

The Muthatree edible consumption lounge will feature an infinite realities gallery curated by Dr. Matthew Miller. Virtual reality is an emerging technology with a path similar to the one cannabis must travel. There is a synergy between the two, as each enhances the effects of the other, leading to surreal experiences, unmatched educating capacity and exponential healing possibilities. The Gallery will be located in a 2,500 sq. ft. two-story building that has been reimaged as a technologically futuristic exploration space for experiencing cannabis paired with virtual reality and 3D digital art. The gallery will also feature a cafe where Head Chef Lover Robinson will prepare a menu of infused and non-infused vegan tapas, healthy drinks, juices and shakes, sandwiches and salads for gallery consumers to enjoy while engaging in their virtual reality experience or enjoying private events.

Team:

Dani Shaker, the Chief Visionary Officer & Managing General Partner is the co-founder of Think and Grow Lab, a non-profit created to provide access to the "new green economy" for social equity entrepreneurs. Dani served on the West Hollywood Eastside Working Group Committee, a group tasked with developing an Eastside Community Priorities Plan. Sherri Franklin, the Chief Strategic Officer, is the CEO of Urban Design Center which provides community development consultancy services for non-profit and government agencies. Calvin Frye will be a part of the team and is the owner of Compassionate Caregiver Studio City, which commenced operations 13 years ago in 2005.



HIGHLIGHTS

- Commitment to purchase over 50% of cannabis flower from small cultivators.
- Only partnering with Clean Green Certified cultivators and manufacturers.
- Support of non-profit arts, health services and community development organizations.
- 10% of tax net profits will be invested into affordable and live-work housing for emancipated youth, artists and seniors and community development projects in the City of West Hollywood.
- Gallery space for community-based meetings and events at no charge.



CONSUMPTION LOUNGE

(Edibles Only)

APPLICANT

Ovest, LLC

BUSINESS NAME

LA Patients and Caregivers

OWNERS

Don Duncan, BHC Group, LLC

LOCATION (ADDRESS)

7213 Santa Monica Blvd.

OTHER CANNABIS LICENSES RECEIVED

Medical Dispensary (existing medical dispensary)



Description:

Los Angeles Patients and Caregivers Group (LAPCG) is one of the oldest continuously-operating cannabis retailers in Los Angeles County. Founded by medical cannabis patients and their primary caregivers in 2004. LAPCG provides affordable, boutique and exclusive cannabis goods. The edible consumption space will allow customers to consume edible cannabis goods in the store's inventory. The overall style of the lounge will include white walls, subway tiles that reflect natural light, and decorative plants. Customer education is a key component for LAPCG, and includes a three part approach: educational materials, staff interaction, and an innovative online training and education program.

Team:

LA Patients and Caregivers (LAPCG) has served West Hollywood's medical and adult-use population since 2004. The President, Don Duncan, is a nineteen year veteran of the cannabis industry. He is the co-founder and member of the Board of Directors of Americans for Safe Access ("ASA") and Americans for Safe Access Foundation, which comprises the nation's leading organization of patients, medical professionals, scientists and concerned citizens promoting safe and legal access to cannabis for therapeutic use and research.



HIGHLIGHTS

- Focus on organic and natural product offerings.
- Commitment to small cannabis cultivators.
- Since 2004, has offered and will continue to offer free and reduced-cost medical cannabis.
- High-quality cannabis products
- Experience in the medical cannabis industry since 2004.



CONSUMPTION LOUNGE

(Edibles Only)

APPLICANT

Where Eagles Fly, LLC

BUSINESS NAME

The Fantom Flower

OWNERS

Daniel Sosa, David Chimienti, Alex Kardos, and Pear Flower Investments LLC

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

N/A



Description:

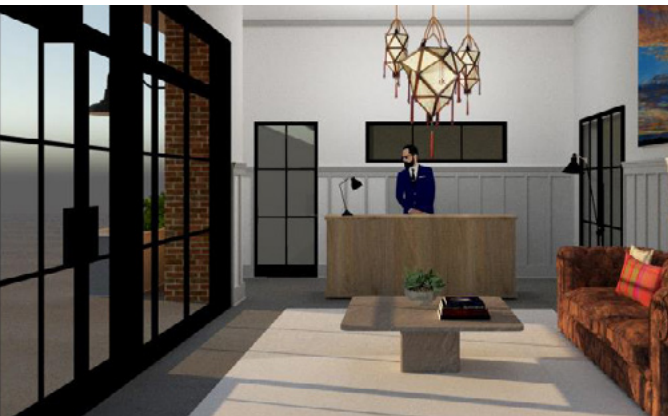
The Fantom Flower will be a unique edible consumption lounge, with a passion for the life-saving potential of cannabis. The design of the consumption lounge will use elements such as iron-paned windows, wooden beams, concrete, and tiles, to enhance simplicity throughout the space. There will be an on-site registered nurse hosting educational lectures and showcasing research, empowering guests to knowledgeably discuss cannabis with their healthcare providers and make their own healthcare decisions. The Fantom Flower's edibles lounge will offer a relaxing community gathering space where customers will be free to order snacks, appetizers, drinks and entrees from the chef's non-infused, vegan menu.

Team:

The Fantom Flower's ownership team collectively comprises more than 30 years of experience in the cannabis industry. General Manager Alex Kardos has worked in both cannabis sales and management for more than ten years, while General Manager Enzo Rossi has been a musician and budtender for many years. The team also consists of two edible lounge advisors, Paul Rossi and Françoise Koster, who bring experience managing restaurants and establishments throughout Los Angeles. The lounge will be supervised by Daniel Sosa, who's La Brea Collective Compassion Program has provided free cannabis to cannabis patients with terminal illness for over ten years. Executive Chef Brandon Allen is a leader in the cannabis industry, having earned the first ever High Time's Top Cannabis Chef in the spring of 2017. Chef Allen is also a certified interperner, which is best described as the "sommelier" of cannabis. Patricia Arquette will be the Creative Director and although she is new to the cannabis industry, has fought for social equity and marginalized communities, specifically to LGBTQ causes, throughout her career.

HIGHLIGHTS

- Visual and performing art installations from local West Hollywood artists.
- Option to purchase vegan products.
- Commitment to utilizing CalCann system to find small specialty cultivators.
- Offering fully trans-inclusive and gender affirming healthcare coverage to all staff.
- Informational materials and brochures will be available in multiple languages.





DELIVERY

DELIVERY

(Physical Location in West Hollywood)

APPLICANT

The Artist Tree LLC

BUSINESS NAME

The Artist Tree

OWNERS

Lauren Fontein, Mitchell Kahan, Avi Kahan, Alex Ganjian, Elmer Aguilar Cruz, Aviv Halimi and Dennis Kahan

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail, Medical Dispensary, Consumption Lounge (Smoking, Vaping, Edibles), and Consumption Lounge (Edibles Only)



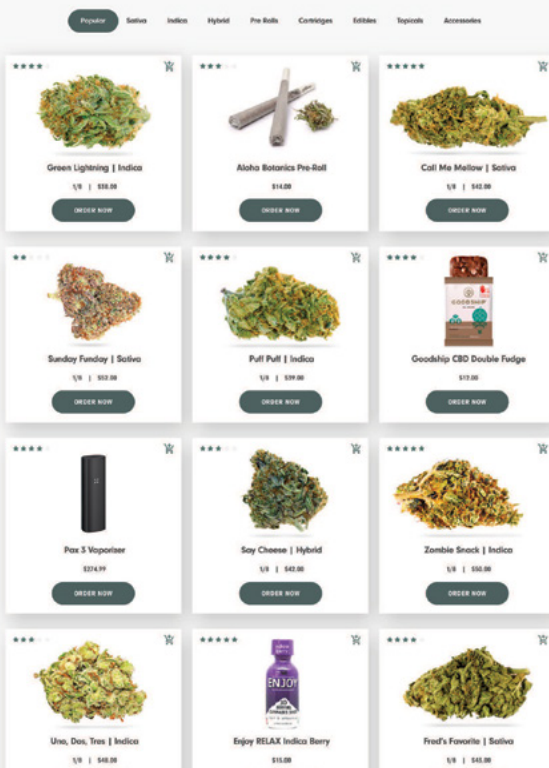
Description:

The Artist Tree will be an immersive experience, a destination for cannabis learning, consumption, and art, with the motto of "Enhancing the Art Experience". The Artist Tree's vision is a multi-unit commercial building with performance space, a restaurant, bud bar, retail store, museum, and art gallery, all tied together by a large communal piazza. The stand-alone delivery service design consists of split face basalt stone and translucent glass windows that allow light to permeate, while maintaining privacy. There will be a privacy wall that will provide space for an original mural, which will be created by a member of the City's Muralist Roster. The interior includes an open room with desk areas and a spacious lounge.

Team:

The Artist Tree owners Avi Kahan and Mitchell Kahan are veterans of the California cannabis industry. They collectively control two local Pre-ICO dispensaries, The Green Easy and Canto Diem. The Kahan brothers also have minority ownership in and are involved in two additional Los Angeles Pre-ICO dispensaries, California Compassionate Care Network (CCCN) and MMD. Lauren Fontein is the head of product development and customer relations at edible product company Baked, where she supplies numerous Los Angeles area collectives.

Our Menu.



HIGHLIGHTS

- Biodegradable products and eco-friendly packaging.
- All vehicles used for delivery service will either be completely electric or hybrid.
- One on one counseling available via telephone for all consumers engaging in delivery service.
- Monthly newsletter on consumer reviews, trending products and hot topics from within the industry.
- Online ordering system including (1) product name, (2) description, (3) strain, (4) strength, (5) price, (6) effects, (7) health benefits and (8) consumer reviews.
- The Artist Tree's website will have a user friendly ordering platform that promotes local performers and artists, featuring a new artist each month.

DELIVERY

(Physical Location in West Hollywood)

APPLICANT

CALMA WeHo, LLC

BUSINESS NAME

CALMA

OWNERS

Jason Illouliau and Cobby Pourtavosi

LOCATION (ADDRESS)

1107 N. Harper Avenue

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail



Description:

CALMA, the Italian feminine noun, connotes peacefulness and tranquility. The CALMA boutique will focus on providing a tranquil and therapeutic experience, promoting the well-being of the West Hollywood community through a focus on education and customer-health. The boutique will aim to primarily serve City residents, incentivizing their patronage with local business partnership discounts and sustained participation in community programming. CALMA's extensive and curated product selection will help to set it apart. The high-quality, ecologically conscious cannabis products will appeal to West Hollywood's progressive and conservation-minded residents. Stringent due diligence and exacting quality control of operators, farms, farming techniques, extraction, and processing techniques will ensure that customers consistently receive high-grade products at the lowest possible price point. The focus of CALMA's delivery procedures is on the protection of the neighborhood and surrounding area, security and safety of the driver, and satisfaction of the end-consumer.

Team:

CALMA's management team consists of Jason Illouliau, CEO of Faring, a West Hollywood based, real estate development firm, and Cobby Pourtavosi, owner and operator of several businesses and a variety of cannabis-related enterprises. Mr. Pourtavosi has owned and operated a variety of cannabis-related enterprises over the last 12 years, including six retail operations, an indoor growing facility, and a THC/CBD oil manufacturing firm. Mr. Pourtavosi is an owner of the Green Goddess medical and adult use retail dispensary in Venice, CA. Both members of CALMA's ownership team are longtime West Hollywood residents and business owners.

HIGHLIGHTS

- User-friendly website featuring list of products, organized by type (topicals, pre-rolls, concentrates edibles, etc.)
- Partnership with community and neighborhood watch groups, including participation in various City events. (PRIDE Parade & Festival, National Night Out etc.)
- The company will only use vehicles that are environmentally conscious, including low-emission hybrids or all-electric vehicles.
- Diverse and vibrant variety of cannabis products.
- Support for small cannabis cultivators and small canopy growers.

<p>\$25 Tangle Headwaters</p>	<p>\$25 Rose OG Headwaters</p>	<p>\$25 SFV OG Humboldt Farms</p>
<p>\$39 Lemon Banana Sherbet Humboldt Farms</p>	<p>\$39 Tangimal Cookies Humboldt Farms</p>	<p>\$39 Black Jack Caliva</p>
<p>\$39 Alien OG Caliva</p>	<p>\$39 Green Crack Craithouse</p>	<p>\$39 Dream Queen Craithouse</p>

DELIVERY

(Physical Location in West Hollywood)

APPLICANT

Essence WeHo, LLC

BUSINESS NAME

Essence

OWNERS

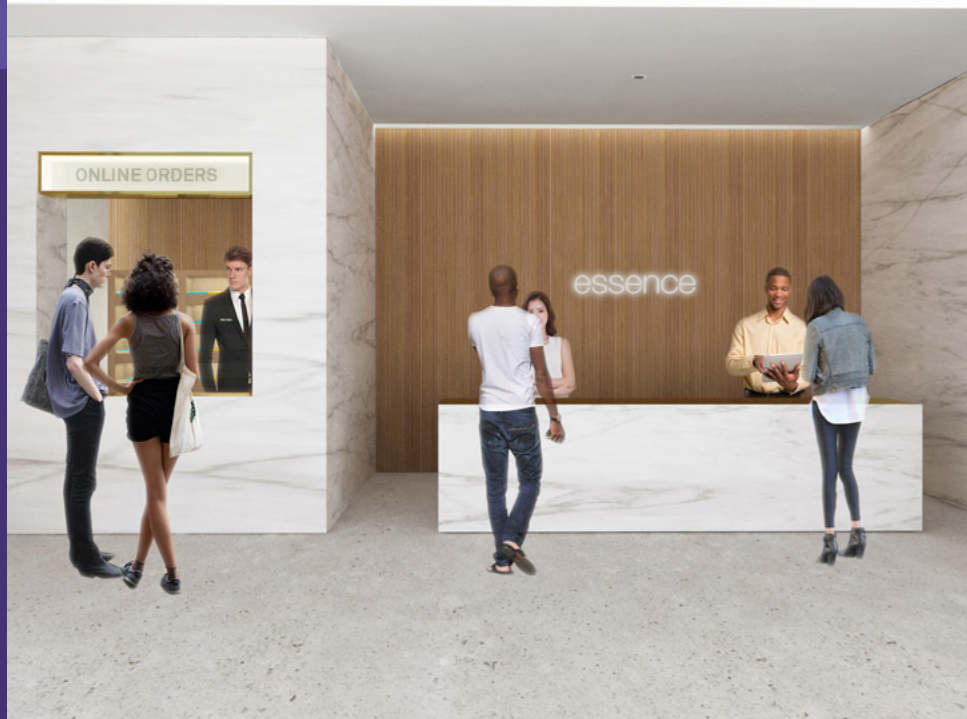
Alejandro Yemenidjian, Armen Yemenidjian and Brian Greenspun

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail and Consumption Lounge (Smoking, Vaping, Edibles)



Description:

Essence is currently one of the leading dispensaries in Las Vegas, but Essence's West Hollywood wellness center will be its West Coast flag ship location. The center will focus on inclusiveness and experience, while combining social responsibility, activism, aesthetics, fun, and sexiness into one special space. The Essence delivery service has a commitment to keeping West Hollywood neighborhoods safe, while also providing high quality service to customers. Essence commits to purchasing eco-friendly, electric or hybrid delivery vehicles while providing safe and secure transport of cannabis. Essence also offers an efficient and user-friendly online ordering system for the cannabis delivery service.

Team:

Armen Yemenidjian has extensive experience in Nevada's cannabis community. He was named as one of the top 100 most influential people in the world of cannabis in 2018 by High Times. During his leadership, Essence was named the number one dispensary in Nevada by Business Insider and number twenty two in the nation. Essence has also been named "Best Dispensary" 17 times by Leafly.



HIGHLIGHTS

- High-quality cannabis products.
- Cannabis Resource and Community Center.
- One-on-one consultations to discuss potency, terpene profiles and healthy-use habits.
- Commitment to empowering small cannabis cultivators.

DELIVERY

(Physical Location in West Hollywood)

APPLICANT

J&P Consulting

BUSINESS NAME

Budberry

OWNERS

Patrick Fogarty, Jonathan Locarni,
Jeff Danzer and Jonathan Caniglia

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail, and
Consumption Lounge (Edible)

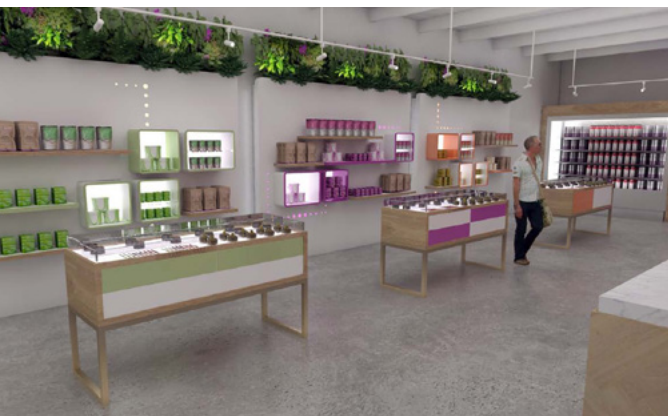


Description:

Budberry will feature a dual-venue adult use retail cannabis store and cannabis consumption lounge, with an open kitchen featuring an acclaimed cannabis chef. The delivery services will be technology-driven, and will focus on customer service and providing a range of top-quality products sourced locally and produced in-house. On-site Budberry will extract and infuse edible products using a proprietary, non-volatile extraction process known as FreeLeaf, which deep cleans cannabis to create odorless, virtually tasteless, strain-specific cannabis oils and cannabis butter for cooking.

Team:

Jon Locarni and Patrick Fogarty are co-founders of Budberry. Combined they have decades of experience in operation, management and the cannabis industry. In early 2016, Jon and Pat made a commitment to helping cannabis businesses comply with regulations by implementing financial and operational procedures.



HIGHLIGHTS

- Plant-to-table products.
- Odorless and virtually tasteless nature of cannabis oils and butters.
- Incorporating local art and working with local artists.
- Top quality products that are locally sourced and produced in-house.

DELIVERY

(Physical Location in West Hollywood)

APPLICANT

PDLP JV, LLC

BUSINESS NAME

Greenwolf West Hollywood

OWNERS

Soheil Yamini, Bernard Bregman, Elizabeth Caffrey, Marc Ravner, and Justin Ehrlich

LOCATION (ADDRESS)

8535/8537 Sunset Blvd.

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail, Medical Dispensary, and Consumption (Smoking, Vaping, and Edibles)



Description:

Greenwolf will serve West Hollywood as an all-inclusive mecca for cannabis, gourmet upscale dining, and must-see social life. Greenwolf will be located at 8535/8537 Sunset Blvd in a building with an enclosed courtyard that backs onto the Hollywood Hills. Greenwolf West Hollywood will provide home deliveries to medical patients and local cannabis connoisseurs through the utilization of an online ordering system, trained delivery drivers, and comprehensive reporting metrics. Low income patients and those with debilitating medical conditions will receive a 20% discount, once-per-month waived delivery fee, and advance email notification of upcoming events.

Team:

CEO Sol Yamini has owned and operated Pink Dot on the Sunset Strip since 2004, a retail hub and delivery service that includes alcohol and tobacco, both of which are strictly regulated. He is also an active member of the West Hollywood Chamber of Commerce and the Sunset Strip Business Improvement District. Elizabeth Caffrey is currently the owner director of affiliate Los Angeles dispensary Greenwolf and Bernie Bregman currently has a leading role in the California cannabis firm LoudPack.



All

News

Events

Culture

Community



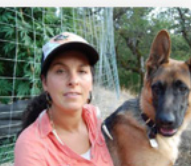
The rise of canna-tourism in West Hollywood



10 tips for safe cannabis consumption



Small farms that promote Sustainability



These women cannabis farmers growing your favorite weed



These macarons are donating to the LGBT Community



An inside look at our state the art dispensary

HIGHLIGHTS

- Partnership with Mary Jane University, in-home educational service that provides courses on cannabis.
- Staff will attain Americans for Safe Access (ASA) Patient-Focused Certification (PFC).
- Made Symple, a digital technology and design firm will develop software to enhance customer experience.
- Greenwolf will offer staff paid volunteer days, competitive benefits, and educational incentives.
- Designated preferred products will be made without the use of pesticides, or, harmful or inorganic chemicals.

DELIVERY

(Physical Location in West Hollywood)

APPLICANT

PleasureMed, LLC

BUSINESS NAME

PleasureMed

OWNERS

Brian Robinson

LOCATION (ADDRESS)

7715 Santa Monica Blvd.

OTHER CANNABIS LICENSES RECEIVED

Medical Dispensary, Consumption Lounge (Smoking, Vaping, Edibles), and Adult-Use Retail



Description:

PleasureMed will bring to fruition an idealistic vision – to establish an enduring cannabis boutique in West Hollywood with an emphasis on health and wellness benefits. PleasureMed will include retail, medical, delivery, and a roof top consumption lounge. PleasureMed’s delivery will provide the highest quality cannabis and will emphasize organic options for patrons, in addition to carrying cannabis and derivative products sourced from small cannabis producers.

Team:

For over two decades Brian Robinson has owned and operated The Pleasure Chest, an adult entertainment retailer located in West Hollywood. Under his direction, The Pleasure Chest has grown to five locations, including West Hollywood, Chicago and New York. In addition to Mr. Robinson, the advisory board of PleasureMed will include Martin O’Brien, Soren Gray and Dr. Sherry Yafai. Mr. O’Brien is the founder of the Berkeley Patient’s Care Collective and Foxworthy Red (a licensed cannabis cultivation company in Sonoma County). Mr. Gray brings experience as the General Manager of Sunset Junction Organic Medicine (a cannabis dispensary located in Silver Lake). Dr. Yafai is a Board-Certified Emergency Medicine practitioner. She specializes in holistic medicine and natural remedies, including the application of medicinal cannabis.

HIGHLIGHTS

- Subsidized and discounted medicine to eligible West Hollywood residents.
- Pleasure Chest is ranked #15 on TripAdvisor’s list of West Hollywood attractions.
- Will purchase from cultivators using organic farming materials and biodynamic farming methods.



[SHOP ALL PRODUCTS](#)

03.

Entertainment, Enjoyment, and Education

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[READ MORE](#)



DELIVERY

(Physical Location in West Hollywood)

APPLICANT

Redwood Retail, LLC

BUSINESS NAME

Lord Jones

OWNERS

Robert Rosenheck, Gotham Green Fund, Cynthia Capobianco, Mona Mohammadi, Alan Rader and Rebecca West

LOCATION (ADDRESS)

The Standard (8300 Sunset Blvd.)

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail



Description:

Lord Jones will be the world's first hotel based cannabis boutique and delivery service. The boutique will be located inside The Standard hotel on the world famous Sunset Strip, and will sell Lord Jones's unique and luxury products that are currently sold in hundreds of stores throughout the country. The Lord Jones shopping experience will offer a state of the art online ordering system and white-glove delivery service. The online system will allow customers to easily view product information and reviews and pre-select products for delivery. Lord Jones confections are made by hand in small batches with high quality ingredients including single origin Ecuadorian dark chocolate and imported natural European fruit essences.

Team:

Mr. Rosenheck is an environmental leader and award winning brand strategist, creative director and product developer, with decades of experience in state-regulated industries. Ms. Capobianco served as a senior executive for U.S. fashion brands, including Donna Karan and Banana Republic, before becoming Vice President of Global Marketing at GAP. Ms. Mohammadi, a former special assistant to Governor Arnold Schwarzenegger, is also a seasoned operations manager. Together the three operated the Hollywood Hills Wellness Association, a medical cannabis collective. Mr. Rader spent the first fifteen years of his career providing legal service to low-income communities and the next twenty five years, as a litigating partner at law firm O'Melveny and Myers.

HIGHLIGHTS

- State of the art online ordering system and white-glove delivery service.
- Product sourced from Flow Kana, a pioneer in environmentally conscious, sustainable, and organic cultivation.
- Products have been featured in numerous publications including New York Times, Los Angeles Times, Vogue, Forbes, Fast Company, Harper's Bazaar and more.
- Boutique will include environmentally conscious design and alternative energy sources.



DELIVERY

(Physical Location in West Hollywood)

APPLICANT

Zen Healing Collective
Corporation

BUSINESS NAME

Zen Healing

OWNERS

Eric Kinney

LOCATION (ADDRESS)

8464 Santa Monica Blvd.

OTHER CANNABIS LICENSES RECEIVED

Medical Dispensary (existing medical
dispensary)



Description:

Zen Healing is one of California's oldest medical cannabis dispensaries. The company will provide in-home delivery to qualifying customers within a 10-mile radius. The store has its own website which showcases the list of available items for purchase, as well as important information about the products. Zen's mission is to provide the best and cleanest cannabis products on the market, while maintaining impeccable corporate standards of sustainability and promoting local stewardship.

Team:

Zen Healing Collective is owned and operated by Eric Kinney, who has over 25 years of experience in the cannabis industry. Mr. Kinney learned the value of cannabis firsthand when his mother became afflicted in the late 1990s. He became employed by Zen in 2006 as a cultivator, and in 2007, Mr. Kinney joined Zen's Board of Directors. Beginning in 2014, Mr. Kinney became the President and CFO of Zen.



HIGHLIGHTS

- Utilizing GreenRush- free online cannabis marketplace that connects patients with local dispensaries.
- Zen Healing has existed in the medical cannabis space since 2004.
- Medical cannabis discounts to low-income patients, veterans, the disabled, social security recipients, HIV and AIDS patients and recipients of unemployment benefits.
- Commitment to small cannabis cultivators.

The background of the page features a close-up photograph of cannabis leaves, which are semi-transparent and overlaid with a solid, vibrant red color. The leaves are arranged in a way that they appear to be growing from a central point, with several large, serrated leaves in the foreground and more delicate, smaller leaves in the background. The overall aesthetic is clean and modern, with a strong color palette of red and white.

MEDICAL DISPENSARY

MEDICAL DISPENSARY

APPLICANT

Aeon West Hollywood, Inc.

BUSINESS NAME

Aēon

OWNERS

Nicole Fox, David Leider, Erron Silverstein, and Veena Parekh

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Consumption Lounge (Smoking, Vaping, Edibles) and Adult-Use Retail



Description:

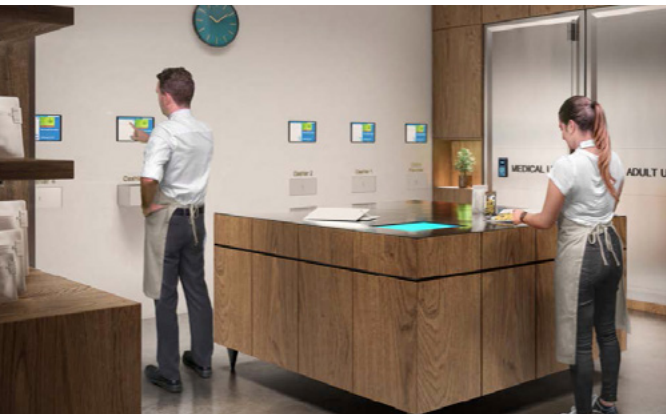
Aeon's flagship West Hollywood location will be a modern Wellness Center equal to the new age of cannabis normalization. Aeon will reimagine the dispensary as an integrated cannabis and natural product marketplace, a health cafe, a social lounge for consuming cannabis, and a cutting-edge wellness center. The wellness center will offer services from dietitians, naturopathic physicians, bodyworkers, and acupuncturists, and the open showroom will display merchandise grouped by health goal. Wellness consultants will provide recommendations, explain products' physiological effects, and advise regimens tailored to customer's health aims. Goods will feature barcodes on the exterior packaging, which will enable customers to learn about the product's formula and active ingredients, cannabinoid profiles, and health data through digital screens throughout the store. Unlike traditional dispensaries, Aeon's Wellness Centers will also sell vitamins, amino acids, natural supplements, nootropics, and its specially-designed, house-line of protein bars, wellness shots and tinctures.

Team:

Founder and CEO Nicole Fox is a graduate of UCLA's nutrition and public health program and has extensive experience being a Registered Dietitian, working with patients to complement cannabis with food regimens and dietary supplements to alleviate headaches, insomnia or digestive issues. Nicole, with a handful of early operators, helped form the Greater Los Angeles Caregivers Alliance (GLACA). GLACA was instrumental in influencing the language for the City of LA's 2007 initial Medical Marijuana Interim Control Ordinance. Nicole has assembled a medical advisory board, and identified the educated wellness consultants who will join her in launching Aēon.

HIGHLIGHTS

- Female founded company.
- Each quarter, Aēon will collaborate with the City to host Canine Cannabis Health Events.
- Partnering with the Audre Lorde Health Center to host quarterly events and workshops at the LGBT Center, to educate on healthy and responsible use of cannabis and CBD.
- The contemporary interior design will use natural materials and is inspired by the founder's love for Moroccan culture.
- Will host one or two Cannabis Wellness health retreats in Ojai and Big Sur.



MEDICAL DISPENSARY

APPLICANT

The Artist Tree LLC

BUSINESS NAME

The Artist Tree

OWNERS

Lauren Fontein, Mitchell Kahan, Avi Kahan, Alex Ganjian, Elmer Aguilar Cruz, Aviv Halimi and Dennis Kahan

LOCATION (ADDRESS)

TBD

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail, Consumption Lounge (Smoking, Vaping, Edibles), Consumption Lounge (Edibles Only), and Delivery



Description:

The Artist Tree will be an immersive experience, a destination for cannabis learning, consumption, and art, with the motto of "Enhancing the Art Experience". The Artist Tree's vision is a multi-unit commercial building with performance space, a restaurant, bud bar, retail store, museum, and art gallery, all tied together by a large communal piazza. The exterior of the medical portion will consist of a façade using ecofriendly concrete, split face basalt stone, and glass. The interior of the space will consist of self-service ordering stations spread throughout the showroom, with inlaid glass sections, goblets (flower storage containers), and tablets. The medical store will center on the Cannabis Learning Center (CLC), a cannabis museum and art gallery, showcasing works of local artists paired with fun cannabis memorabilia and informational displays.

Team:

The Artist Tree owners Avi Kahan and Mitchell Kahan are veterans of the California cannabis industry. They collectively control two local Pre-ICO dispensaries, The Green Easy and Canto Diem. The Kahan brothers also have minority ownership in and are involved in two additional Los Angeles Pre-ICO dispensaries, California Compassionate Care Network (CCCN) and MMD. Lauren Fontein is the head of product development and customer relations at edible product company Baked, where she supplies numerous Los Angeles area collectives.

HIGHLIGHTS

- Private consultation room for consumers seeking personalized, private experience.
- The CLC will include a fully functional cultivation room, where visitors can learn about cannabis production and watch the process in real time.
- Same day discounts to all patrons of The Artist Tree who show proof of attending a performance, art exhibit or museum; staying at a hotel; or dining at a restaurant within West Hollywood.
- In store space will double as a teaching space to sponsor health-related community workshops.



MEDICAL DISPENSARY

APPLICANT

PDLP JV, LLC

BUSINESS NAME

Greenwolf West Hollywood

OWNERS

Soheil Yamini, Bernard Bregman, Elizabeth Caffrey, Marc Ravner, and Justin Ehrlich

LOCATION (ADDRESS)

8535/8537 Sunset Blvd.

OTHER CANNABIS LICENSES RECEIVED

Adult-Use Retail, Consumption Lounge (Smoking, Vaping, Edibles), and Delivery



Description:

Greenwolf will serve West Hollywood as an all-inclusive mecca for cannabis, gourmet upscale dining, and must-see social life. Greenwolf will be located at 8535/8537 Sunset Blvd in a building with an enclosed courtyard that backs onto the Hollywood Hills. The medical space will be understated and modern, evoking a sense of confident professionalism that will appeal to elevated sensibilities with packages displayed on open shelving and high-end samples displayed under glass. The medical operation will offer patrons a curated service complemented by cannabis sommeliers that will bring extensive knowledge of cannabinoids and terpenes and their effects. In partnership with Mary Jane University, the medical dispensary will host events tailored for medical patients and newcomers to the cannabis space, focusing on the science foundation, from targeted cannabinoid therapy and terpene education to methods of administration and ancillary product selection.

Team:

CEO Sol Yamini has owned and operated Pink Dot on the Sunset Strip since 2004, a retail hub and delivery service that includes alcohol and tobacco, both of which are strictly regulated. He is also an active member of the West Hollywood Chamber of Commerce and the Sunset Strip Business Improvement District. Elizabeth Caffrey is currently the owner director of affiliate Los Angeles dispensary Greenwolf and Bernie Bregman currently has a leading role in the California cannabis firm LoudPack.

HIGHLIGHTS

- Preferred vendor system which alerts customers to products from small, minority-owned, and environmentally-conscious cultivators.
- Educational workshops exploring the properties of cannabis or self-titration (adjusting dosage in response to patient experience).
- Staff will attain Americans for Safe Access (ASA) Patient-Focused Certification (PFC).
- Lectures and counseling sessions with experienced members of the American Cannabis Nurses Association, or peer patient wellness groups.
- Greenwolf will offer staff paid volunteer days, competitive benefits, and educational incentives.



MEDICAL DISPENSARY

APPLICANT

PleasureMed, LLC

BUSINESS NAME

PleasureMed

OWNERS

Brian Robinson

LOCATION (ADDRESS)

7715 Santa Monica Blvd.

OTHER CANNABIS LICENSES RECEIVED

Consumption Lounge (Smoking, Vaping, Edibles), Delivery, and Adult-Use Retail

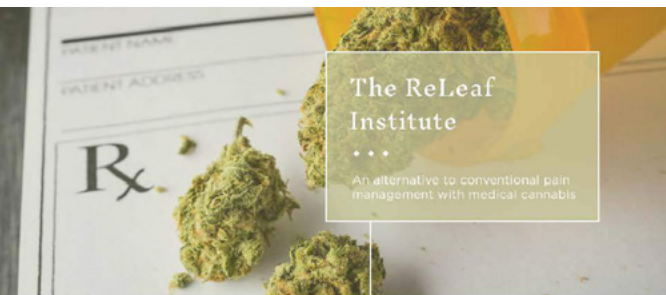


Description:

PleasureMed will bring to fruition an idealistic vision – to establish an enduring cannabis boutique in West Hollywood with an emphasis on health and wellness benefits. PleasureMed will include retail, medical, delivery, and a roof top consumption lounge. “PleasureEd”, the patient services and patient education program, will be designed to offer services and aid in supporting patrons and patients in their cannabis health and wellness goals. PleasureMed will source the highest quality cannabis and will emphasize organic options for patrons, in addition to carrying cannabis and derivative products sourced from small cannabis producers. PleasureMed’s interior is designed to create a museum-like setting with high ceilings, decorative beams, crawling greenery and ornamental arched windows.

Team:

For over two decades Brian Robinson has owned and operated The Pleasure Chest, an adult entertainment retailer located in West Hollywood. Under his direction, The Pleasure Chest has grown to five locations, including West Hollywood, Chicago and New York. In addition to Mr. Robinson, the advisory board of PleasureMed will include Martin O’Brien, Soren Gray and Dr. Sherry Yafai. Mr. O’Brien is the founder of the Berkeley Patient’s Care Collective and Foxworthy Red (a licensed cannabis cultivation company in Sonoma County). Mr. Gray brings experience as the General Manager of Sunset Junction Organic Medicine (a cannabis dispensary located in Silver Lake). Dr. Yafai is a Board-Certified Emergency Medicine practitioner. She specializes in holistic medicine and natural remedies, including the application of medicinal cannabis.



Working Together With Patients To Try A New Type Of Therapy

•••

We can change your perception and then discover the benefits of cannabis. We will help you understand the science of cannabis and how it can help you live a healthier life.



PleasureMed’s Medical Doctor, Dr. Sherry Yafai

•••

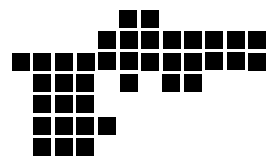
Dr. Sherry Yafai is an Emergency Medicine physician, who has been practicing Emergency Medicine for the last 12 years in Southern California. She is a Board-Certified physician and experienced with patients in the emergency room. She has over 10 years of personal experience with cannabis and has been able to help many patients with their pain management. She has changed her perspective on “typical pain management”.

[READ MORE](#)

HIGHLIGHTS

- Seminars and hosted events to educate consumers on Cannabis use.
- Havana Apothecary themed design and focus, accenting medical and homeopathic remedies.
- In addition to onsite workshops, patrons will also be given educational and informational brochures.
- Pleasure Chest is ranked #15 on TripAdvisor’s list of West Hollywood attractions.

www.weho.org/cannabis



City of West Hollywood
California 1984