

**From:** [Samuel Ray](#)  
**To:** [BOS Legislation, \(BOS\)](#); [Calvillo, Angela \(BOS\)](#); [Wong, Jocelyn \(BOS\)](#); [Lew, Lisa \(BOS\)](#)  
**Cc:** [Mishka Ashbel](#); [Perry Jones](#); [Sarah Dale](#); [Steve Ashbel](#)  
**Subject:** Re: PROJECT SPONSOR and PUBLIC WORKS RESPONSES: Appeal of Conditional Use Authorization - Proposed 4835 Mission Street Project - Appeal Hearing December 13, 2022  
**Date:** Friday, December 2, 2022 11:36:03 AM  
**Attachments:** [image001.png](#)

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☐ Applicant Statement.pdf

Good Morning and Happy Friday to All!

Please see the attached Project Sponsor Response with regards to the above referenced Appeal Hearing, scheduled for December 13, 2022. This is intended to be our response, not our letter asking for review of the validity of the appeal, which was sent last week.

Please confirm receipt and that it was submitted prior to the deadline (12/2 at noon). Please let me know if you have any trouble accessing. Thank you for your time!

Best,

Sam

On Thu, Dec 1, 2022 at 4:23 PM BOS Legislation, (BOS) <[bos.legislation@sfgov.org](mailto:bos.legislation@sfgov.org)> wrote:

Greetings,

The Office of the Clerk of the Board is in receipt of responses from the Project Sponsor and the Department of Public Works for the appeal of Conditional Use Authorization of the proposed project of 4835 Mission Street.

[Project Sponsor Response - November 23, 2022](#)

[Public Works Response - December 1, 2022](#)

**The hearing for this matter is scheduled for 3:00 p.m. special order before the Board**

**on December 13, 2022.**

I invite you to review the entire matters on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 221141](#)

Best regards,

**Lisa Lew**

San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

T 415-554-7718 | F 415-554-5163

[lisa.lew@sfgov.org](mailto:lisa.lew@sfgov.org) | [www.sfbos.org](http://www.sfbos.org)

**(VIRTUAL APPOINTMENTS)** To schedule a “virtual” meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

*Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.*



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation, and archived matters since August 1998.

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Samuel Ray  
Colla & Ray LLP  
1561 Powell Street  
San Francisco, CA 94133  
o: [\(415\) 579-1414](tel:(415)579-1414)  
d: [\(415\) 579-1413](tel:(415)579-1413)  
[collaray.com](http://collaray.com)

NOTICE: My office hours are 1:00 – 4:30 pm PST Monday – Friday. The best way to contact me is via text or email and I will respond to you at my earliest convenience. If you require immediate attention, please call the office at (415) 579-1414 . Thank you for your cooperation.

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**Board of Supervisors File No. 221141**

Applicant Packet In Support of Retail Cannabis  
Conditional Use Authorization at 4835 Mission Street

Planning Case No. 2021-011352CUA



## **INTRODUCTION**

The project applicant (the “Applicant”) welcomes the opportunity to present its project to convert the property located at 4835 Mission Street to retail cannabis use (the “Project”) before the San Francisco Board of Supervisors. This Project is a verified social equity owned dispensary, which meets all the requirements of the San Francisco Planning Code and San Francisco Police Code, and fulfills the City and County of San Francisco’s equity goals. This Project received unanimous approval for Conditional Use Authorization from the San Francisco Planning Commission.

The Applicant would like the chance to inform the Board of Supervisors about the details of the Project as well as address the points raised in the Notice of Appeal. Further, the Applicant has done considerable neighborhood outreach and has gathered letters of support from community stakeholders and support cards from surrounding neighbors, which it would like to submit to the Board of Supervisors. As such, the Applicant offers the following documents in support of its Conditional Use Authorization:

- 1. Statement from Project Sponsor**
- 2. Statement Addressing Issues Raised in Notice of Appeal**
- 3. Applicant’s Good Neighbor Policy**
- 4. Letters of Support from Community Stakeholders**
- 5. Map of Neighborhood Members Who Signed Neighborhood Support Cards**
- 6. Neighborhood Support Cards**

## **Statement from Project Sponsor**

## **Sponsor Statement**

Dear Board of Supervisors,

Perry Jones and MMD Inc. are proud to present an overview of the proposed Social Equity retail cannabis project at 4835 Mission Street. Contrary to the appeal before you we have gained wide support from the stakeholders of the Excelsior community, both residents and businesses, as well as the San Francisco Cannabis Social Equity community that stands at heart of what this project is about.

We were granted unanimous approval by the Planning Commission. We have gone above and beyond the requirements set by the City.

Perry Jones is a 3<sup>rd</sup> generation San Franciscan. He grew up in the Bernal Dwellings Housing Project and attended Phillip Burton High school, close to the project site.

While studying criminal justice on scholarship at San Francisco State University, he was convicted of a minor cannabis offense that resulted in him losing his scholarship and spending 6 months in jail. Instead of losing hope, Perry dedicated his life to helping Bay Area youth who were in similar situations as a case worker at the **Center on Juvenile Criminal Justice** as well as working with **The Beat Within, Project Rebound** and other non-profits. He also became an activist for cannabis social equity.

Perry Jones is exactly who San Francisco's landmark Cannabis Social Equity Program was designed for.

Over the past five years he has taken advantage of the support this program offers, enrolling in courses and workshops focused on business management and cannabis retail.

Perry has partnered with MMD Inc., an established cannabis retailer that has 16 years of legal, compliant cannabis sales experience in California. With MMD's operational expertise, funding, and strong track record of community investment and Perry's deep ties to the community, we are confident this project will be successful.

Our site is a 10-minute walk to the north or a 15-minute walk to the south to the nearest operating dispensary. Our location will provide equitable access for our neighborhood. This project will also enhance neighborhood safety by adding

security cameras and live security that will monitor the area for loitering, litter, and public consumption. We will be accessible and accountable to our community.

We ask the Board to uphold the Planning Commission's unanimous decision and deny this appeal.

Thank you for your time. We are available to answer any questions.

Sincerely,

Project Owners

Perry Jones & Steve Ashbel (MMD Inc.)

## **Statement Addressing Issues Raised in Notice of Appeal**

December 2, 2022

Angela Calvillo, Clerk of the Board of Supervisors  
1 Dr. Carlton B. Goodlett Place  
City Hall – Room 244  
San Francisco, CA 94102  
angela.calvillo@sfgov.org



Re: File No. 221141/Planning Case No. 2021-011352CUA/4835 Mission Street – Conditional Use Authorization Appeal

Dear Clerk of the Board of Supervisors:

This law firm represents Mission Advisory Co., the project applicant (the “Applicant”) for conditional use authorization to convert the property located at 4835 Mission Street (the “Property”) to retail cannabis use under Planning Case No. 2021-011352CUA (the “Project”). The Project was **unanimously approved** by the San Francisco Planning Commission on September 29, 2022. On October 31, 2022, the Clerk of the Board of Supervisors received a Notice of Appeal of the Project from Appellant Olinda Meza Vega (“Appellant”).

This Project is a verified social equity owned dispensary, which meets all the requirements of the San Francisco Planning Code and San Francisco Police Code, and fulfills the City and County of San Francisco’s equity goals. This Project has met all the requirements imposed by the City and County of San Francisco in order to receive approval from the Planning Commission and Office of Cannabis. In addition, the Applicant did considerable community outreach, including neighborhood meetings and canvassing. In short, despite the arduous process of opening a dispensary in San Francisco, this Applicant did this project the correct way by respecting all the processes and procedural hurdles imposed by the City and County of San Francisco.

As noted in the Planning Commission’s findings, this Project is consistent with the requirements of the Planning Code. Specifically, this Project is located within the Excelsior Outer Mission District Neighborhood Commercial Zoning District (“Excelsior Out Mission Street NCD”), which allows cannabis retail use with conditional use authorization (see San Francisco Planning Code § 720). Further, this Project is not located within 600 feet of any schools or any other cannabis retailers. (See Planning Code § 202.2(a)(5)(B)). As such, following the Planning Commission Hearing, the Commissioners unanimously approved this Project.

Nevertheless, the Appellant filed a Notice of Appeal on October 31, 2022, which was accepted by the Clerk of the Board. The Notice of Appeal raises several issues, including that (1) the Planning Commission Hearing was not properly noticed and (2) that the Project violates the requirement that dispensaries be located more than 600 feet away from schools and other cannabis dispensaries. For the reasons stated below, these contentions are without merit.

**I. The Planning Commission Hearing Was Properly Noticed.**

First, this Project’s Planning Commission Hearing was properly noticed. The Applicant displayed the required poster (“Poster”) for the notice period. Further, the Planning Department coordinated the mailing of the notice of hearing (“Notice”), which was sent to more than 300 neighboring residents, property

owners, and neighborhood groups. The Notice was written by the Planning Department and contained directions for obtaining more information about the Project in English, Spanish, Chinese and Filipino.

Moreover, the Notice had its desired effect as the Planning Commission Hearing had robust public participation. Specifically, prior to the Hearing, the Planning Department received 45 letters in support of the Project and 13 letters in opposition. At the Hearing, 17 people participated in public comment, 7 in support, 9 in opposition, and one neutral. In short, there was no lack of public participation and input for this Project. After hearing from the Planning Department, the Applicant, and the Public Commenters, including the Appellant, the Planning Commissioners elected to unanimously approve the Project.

## **II. This Project Complies With the 600-Foot Buffer Rule**

San Francisco Planning Code Section 202.2(a)(5)(B) states that a retail cannabis dispensary cannot be located within a 600-foot radius of a school or another permitted cannabis retailer (“600-Foot Buffer Rule”). As the Planning Commission noted in its decision, the nearest school is Balboa High School which is more than 800 feet from the Project. Additionally, the nearest cannabis retailer is almost 1000 feet away from the Project. As such, this Project complies with the 600-Foot Buffer Rule.

The Applicant argues that the 600-Foot Buffer Rule should be increased and/or a saturation rule (similar to ABC liquor licenses) be adopted. However, at the time the 600-Foot Rule was adopted, the Board of Supervisors considered both of these points and declined to enact a larger buffer or saturation. Therefore, during site selection, this Applicant specifically sought a location that met the requirements of the 600-Foot Buffer Rule because these were the legislative parameters.<sup>1</sup> As such, while the Board of Supervisors could revisit the regulations as a whole, it would be unfair to this Applicant to impose a different distance requirement or implement saturation rules on an arbitrary and ad hoc basis, to the detriment of this Applicant.

## **III. Conclusion**

This Project is a verified social equity cannabis dispensary, which fulfills all the goals of the San Francisco Social Equity Program and complies with all code requirements. The Project’s Equity Applicant – Perry Jones – is a third generation San Franciscan who grew up close the Project site. Finally, as evidenced by the numerous letters of support and the map depicting the location of the verified supporters, this Project has the support of the neighborhood as well. As such, the Applicant requests that the Board of Supervisors uphold the unanimous decision of the San Francisco Planning Commission and deny this Appeal. Thank you for your consideration.

Very Truly Yours,

/s/ Samuel Ray

Samuel Ray  
Colla & Ray LLP  
Attorneys for Mission Advisory Co.

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<sup>1</sup> If the Board of Supervisors had enacted larger buffer zone (for example 1000 ft) or imposed a moratorium in certain area, this Applicant would have selected a different site that fit those parameters.

## **Applicant's Good Neighbor Policy**





## Good Neighbor Policy

The MMD team at 4835 Mission St. is committed to being the best neighbors we can be. We will:

### Safety & Service

1. Create a safe, welcoming store that benefits the entire community.
2. Employ professional security who secure the area within 50 feet of our store.
3. Have a full-time manager responsible for community relations whom residents and merchants can contact anytime: Perry Jones, [community@mmdshops.com](mailto:community@mmdshops.com).
4. Work closely with all neighborhood and merchants groups, community members, SFPD, and City officials, and be responsive to their questions and concerns.
5. Maintain high-quality security cameras inside and outside the store.
6. Discourage illegal, untested cannabis sales in the community.

### Community Benefits

7. Support, hire, and source products from the SF cannabis Equity community whenever feasible.
8. Hire community residents whenever possible.
9. Work with local service providers and suppliers whenever possible.
10. Support community events and nonprofits.

### Clean, Quality Experience

11. Maintain our store, entryway, and sidewalk in good condition and prohibit double parking, blocking driveways, loitering, littering, and cannabis use around the premises.
12. Install & maintain lighting for the sidewalk and parking without disturbing residential neighbors.
13. Install high-quality filtration & HVAC system so no cannabis odors are emitted.
14. Install clear, well-lit, and prominent signs at our entrance:
  - a) Reminding customers to keep the neighborhood peaceful
  - b) Prohibiting littering, loitering, and blocking driveways
  - c) Advising people that smoking cannabis in public places is prohibited

# **Letters of Support from Community Stakeholders**

**Good Afternoon Board of Supervisors,**

I am a Latina, been in the Excelsior D11 since I was a year old. My family owned a home here until 1992 before we were evicted, My family lost their business and their home and had to start from scratch when I was 16 to buy a new home, and let go of our 40 year old grocery business, we did not know anything about city support or agencies and well I know what it's like to be middle class and poor and as a young person both of those experiences bring me here today to share with you my support for Perry Jones and his Cannabis Business.

I think we have done alot of work in the last few year to ensure that there is real equity in this industry, unfortunately although there is that we do not have the rich uncles to gift us Hundreds of thousands of dollars to help us create a sustainable business. MMD has provided that for Mr. Jones. I think this partnership is a valued part of his story as well as a valued part of how we can leverage our neighborhood stories and business with bigger pocketbooks to partner with we are able to show work to help folks thrive in small business should be tried and discussed as one way to help us win and tell our story in a way that we want to tell it.

I have met with MMD and with Perry and they understand the needs of our neighborhood, we do not get as much funds as other neighborhoods who have bigger footprints of small business, or even daily support from DPW, we have not only so much dumping but have gotten an influx of people that are houseless and in need of mental health support, we do not know how to deal with this but to be kind and help folks move along or call ambulances to support folks passed out and being passed over by kids going to school. As a partner in community Perry and his team have agreed to work with us on these issues and be a true partner on the block. Something as simple as taking ownership of the pressure washing the street will make a world of difference and I trust they will follow through with their promises.

This business is not just about cannabis but of how we work together to strengthen our neighborhood. I will say that I have even before this business was brought to my attention reached out to other businesses on Mission street and have not gotten any support, I am proud that Perry and his team have sat down and really wanted to invest I hope moving forward everyone will see this as a model.

In Community,

Patricia Barraza

Neighborhood since 1979

415-424-9790

4740 MISSION ST. APT. A SF CA 94112



## MAURICE RIVERS

SAN FRANCISCO, CA

415-729-3658

[www.MauriceRivers.com](http://www.MauriceRivers.com)

San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

November 29, 2022

Re: File No. 221141 (Appeal of Conditional Use Authorization for 4835 Mission Street Project)

Please accept this letter of support for Mr. Perry Jones, who is a qualified Social Equity applicant. He has followed every rule, procedure and process set by the City & County of San Francisco for new cannabis dispensary applicants. Not only has he been deeply involved with San Francisco equity and cannabis community, but he's responsible for helping customers select the right cannabis products for their needs. He's knowledgeable about the products he sells, and the effects they have.

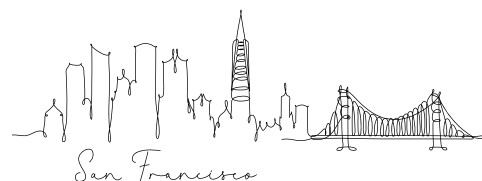
This appeal is simply anti-cannabis, and I respectfully ask the Board of Supervisors to deny this appeal.

It's astonishing to me that even in 2022, people would try to prevent a medical marijuana dispensary, when we know its proven effects in helping those suffering with conditions such as cancer, epilepsy, body aches, and long-term physical ailments. Mr. Jones has worked in the cannabis industry, and he's developed a deep understanding of the plant and its many benefits.

He's passionate about helping people find the right cannabis products for their needs, and enjoys educating others about the many ways that cannabis can improve their lives. He's patient and understanding, and always takes the time to listen to his customers and answer their questions. I think he would be a fine candidate, given all that he's already accomplished.

Regards,

Maurice Rivers  
Community Advocate  
San Francisco Native Resident  
San Francisco District 11 Resident



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**Nina Park - Equity Trade Certification**

2166 Market St. #4

SF, CA 94114

(650) 520-1886

[Equitytradecertification@gmail.com](mailto:Equitytradecertification@gmail.com)

November 28th, 2022

**SF Board of Supervisors**

1 Dr. Carlton B. Good let Pl,

San Francisco, CA 94102

Dear Honorable Supervisors,

I am writing in support of Perry Jones' dispensary partnership with MMD. Currently it's under appeal:

File No. 221141 -Appeal of Conditional Use Authorization 4835 Mission Street Project

Perry Jones has been a resident of District 11 and grew up attending public schools in the area. Our cannabis equity program was designed to support individuals like Perry Jones who grew up in the city and was criminalized under cannabis prohibition to come back as legitimate entrepreneurs. Over the past 4 years I have witnessed Perry utilize the resources that were put together through the Success Center and other Technical Assistance to gain an understanding of how he could legitimately participate in this industry.

After conversations with his partners at MMD, the prospect of him having hands on partners that are also very committed to investing in his education and the education of other employees as a part of their business model for workforce development, growth and retention, it's a hopeful prospect that people that will get the opportunity to work for this company will also acquire transferable skill sets that will increase their value & earning capabilities for their futures.

I hope that the city of San Francisco will allow this project to continue to move forward.

Sincerely,

Nina Parks

Seat 13 Cannabis Oversight Committee

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Equity Trade Certification

[www.equitytradecertification.org](http://www.equitytradecertification.org)



November 30, 2022

San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place, City Hall, Room 244

San Francisco, CA 94102-4689

Re: File No. 221141 - Appeal of Conditional Use Authorization 4835 Mission Street Project

Dear Board of Supervisors,

My name is Dale Sky Jones, and I am the Executive Chancellor of Oaksterdam University (OU). Oaksterdam has set the bar for academic rigor and applied learning in cannabis education since 2007. Oaksterdam is committed to civil rights issues and social equity in the cannabis economy.

Perry Jones graduated from the Business of Cannabis and Horticulture certification programs after receiving a full scholarship from OU in 2019. We support our alumni and are beyond proud of Perry's work and all he has achieved. Arrested and convicted in 2003 with 3 ounces of cannabis while attending SF State, he lost his scholarship and PEL grants and then spent six months in jail.

The planning commission unanimously approved Perry's project, but unfortunately, a few neighbors have filed an appeal, and he is scheduled to go before you on December 13th. Perry is precisely who the social equity program was created for. He has followed every rule, procedure, and process set by the city. He's been deeply involved with San Francisco's equity and the cannabis community and represents what the landmark Social Equity program of San Francisco should be proud of.

I ask that the Board of Supervisors to please deny this appeal and follow through on granting Perry his location. People like Perry must be included and supported to right the wrongs of failed drug policy. San Francisco's Cannabis Social Equity Program is essential in this direction, but only if these businesses can open, operate, and contribute to their communities. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads 'Dale Sky Jones'.



Letter of Support for Social Equity Retail Cannabis at 4835 Mission Street

September 15, 2022

To Whom It May Concern,

My name is Mike Lomuto. I am responsible for Diversity, Equity, and Inclusion at the National Cannabis Industry Association (NCIA), which includes our Social Equity Scholarship Program, of which Perry Jones is a recipient and an active and contributing member.

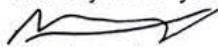
NCIA has served as the voice of Main Street Cannabis since 2010, and is the oldest, largest, and most inclusive trade association representing legal cannabis businesses. Our membership comprises hundreds of forward-thinking businesses dedicated to ensuring that small cannabis businesses have a seat at the table in Washington, D.C. rather than just the wealthiest few.

Perry was introduced to me by one of our Association's leaders, and having gotten to know Perry's character and his vision, I am writing to express my support of his application at 4835 Mission St. Perry is providing a model of how Social Equity programs can succeed at providing opportunities for individuals and communities that have thus far struggled to claim their seat at the table in the regulated industry.

In my role, I have worked with hundreds of Social Equity applicants and operators in municipalities all over the country, as well as collaborated with several Regulators and Advocacy Organizations. However, I have also grown up in San Francisco, attended City College of SF, and have spent many years in the Excelsior, on the very block of Mission Street in question.

Not only is it important for the national industry that individuals like Perry receive the opportunity to show what they're capable of. It is also imperative for the spirit of San Francisco that neighborhoods like the Excelsior remain local and are built to thrive. I fully believe that Perry is the right person to contribute to the revitalization of the Excelsior, and also to do so as a beacon for the cannabis industry and Social Equity nationwide.

Thank you for your consideration,



Mike Lomuto

National Cannabis Industry Association

Diversity | Equity | Inclusion







Strengthening  
Families.  
Ending Child  
Abuse.

RE: Support for 4835 Mission Street Retail Cannabis Social Equity owner Perry Jones

To whom it may concern,

9/14/2022

Greetings! My name is Will Roy and I'm currently the Associate Director of Community Education & Partnerships for Safe & Sound, formerly the San Francisco Child Abuse Prevention Center. I am writing a letter in support of Perry Jones for his social equity retail cannabis license at 4835 Mission Street.

I have known Perry for over 20 years and have been honored to witness, firsthand, his transformation from a teen to a productive member of society that prioritizes giving back to his community. I had the pleasure of working with Perry at the Beat Within upon his release from the California Youth Authority. I was immediately amazed by his charisma, intelligence, and compassion. After serving 10 years in the California Youth Authority, where most folks recidivate shortly after they are released, Perry did the exact opposite. Indeed, he went back to juvenile halls in and around the Bay Area, but now it was as a facilitator and mentor to so many youngsters.

The young people gravitated towards Perry, and it was easy to see why. Perry had the unparalleled ability to connect with the young people in a way that was both caring and authentic. He used his own experience with incarceration to catapult him into conversations with young people informing them of where the trajectories of their lives would lead if they didn't make changes. Many of the young people sought Perry for advice and inspiration. I can't even begin to measure the positive impact he had on everyone he encountered, including myself.

Perry Jones is exactly who San Francisco's Cannabis social Equity program was designed for. Over the past 5 years he has dedicated himself to learning everything he can about business management and cannabis operations, receiving scholarships to do so.



Strengthening  
Families.

Ending Child  
Abuse.

Now, as a dedicated father, and righteous member of the community, Perry is seeking the final approvals so he can follow his dreams of entrepreneurship. I fully support Perry in this endeavor and believe it would be a massive injustice if he weren't allowed to pursue this dream as he has proven his dedication, aptitude and is partnered with a company that will support him and ensure this endeavor is successful. I cannot think of anyone more deserving of the opportunity to move forward. Thank you for your time and consideration.

With Gratitude,

Will Roy

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

December 01, 2022

Re: Perry Jones

To Whom It May Concern:

My name is David Inocencio and I am the founder and director of The Beat Within, a non-profit program and publication based in San Francisco, CA that publishes the writing and artwork of incarcerated youth and their community members. I'm writing today in support of Perry Jones, who I've had the honor of working with for over 25 years, as he has not only been a valuable writer, and teacher in our publication and workshops, but a longtime friend and supporter.

I met Perry Jones when he was a young teen detained as a juvenile. He not only participated in our program he thrived there, in fact he became a staff member sharing his story with incarcerated youth and the greater community as he inspired others to overcome their struggles.

Encouraged and inspired by The Beat Within Perry enrolled at San Francisco State to study Criminal Justice. While attending S.F. State, his life was irrevocably changed by a minor cannabis offense and conviction that has since been decriminalized. Perry spent 6 months in jail. He lost his scholarship and PEL grants. As a mentor and support system to Perry, The Beat Within supported him through this tough time. He never lost hope that he could make a difference.

Legislation and policy regarding social equity is imperative and must provide real opportunity to those most harmed by the war on drugs. The Cannabis Social Equity Program in San Francisco should serve as a working model for success. The applicant before you Perry Jones is who this program was created for.

From what I understand it's not easy for a Social Equity applicant to advance their project and gain the unanimous approval of the Planning Commission. Perry Jones achieved this. He has partnered with a dedicated, experienced, family-owned cannabis company and together they have done everything and more required by the City to meet compliance and ensure success for their project.

My hope is that Perry will continue to be an inspiration to others through his ownership in this business, providing jobs and investment into the San Francisco community, his home.

Please uphold the Planning Commission's decision to move forward with his dream.

We are proud to know Perry and the work he consciously engages in, as we look forward to continue building community with him. We will always hold a space for him in The Beat Within community. If we can be of further assistance, please do not hesitate to reach out.

With gratitude,

David Inocencio, Founder and Director



December 1, 2022 Project Rebound: Expanded

**Project Rebound: Expanded**  
Associated Students,  
San Francisco State University  
1650 Holloway Ave, Office #T-161  
San Francisco, CA 94132  
P: 415 846-7225  
<http://www.preexpanded.org>

**From: C. Jason Bell, MS**  
Director of Program Development  
CSU Project Rebound Consortium  
San Francisco State University

**To: San Francisco Board of Supervisors**

**Re: Mr. Perry Jones**

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It is with great enthusiasm that I write this letter on behalf of Mr. Jones. I have known Mr. Jones since 2007 through my work with Project Rebound. In my more than 19 years of experience with Project Rebound I have seen many students and supporters come and go. I mention that because Mr. Jones has proven to have a love for learning and advocacy that stands out in my view. As a college mentor and advisor, I have witnessed numerous people come to the office with all the ambition in the world and absolutely no follow through. Mr. Jones is not a person who lacks follow through. He has come into higher education with a clear plan and a direct path to bring his scholastic and career dreams to fruition. While School has always been a difficult course to dedicate himself to wholeheartedly, he refuses to completely give up on the long-term goal of earning his college degree. Mr. Jones has maintained contact with me over all these years to ensure his access to college classes remains sound. At the same time, Mr. Jones has been working to support himself and his family through his efforts with The Beat Within, the Center for Juvenile & Criminal Justice, Bay Shipping, and as a unionized Industrial Painter. He was even able to share his struggles with other legal scholars on various topics connected to legal advocacy for segments of the population that are often overlooked. The event Removing Social Barriers was held on the San Francisco State campus in 2015. Mr. Jones was a panelist at the event.

I am very proud of his achievements and self-motivation to navigate the bureaucratic layers of entrepreneurial stability in the realm of cannabis equity. He is extremely resourceful and is quickly growing into a reputable business man and model community member. Mr. Jones has motivated many others and he continues to inspire people who are completely unaware of the possibilities available to them. I support his appeal to the Board of Supervisors.

Respectfully,

A handwritten signature in black ink that reads 'C. Jason Bell'. The signature is written in a cursive, flowing style.

**PROJECT REBOUND**

Dear Supervisors:

On behalf of the membership of the Brownie Mary Democratic Club of San Francisco, I am writing to you today to urge you to support Perry Jones' dispensary at 4835 Mission Street and reject the appeal.

Mr. Jones' dispensary was approved unanimously by the Planning Commission, a noteworthy achievement. I see no merit in the appeal of this project. His dispensary will bring quality cannabis products to the Excelsior neighborhood.

I urge you to reject the appeal and support this project.

Sincerely,

David Goldman  
President, San Francisco Chapter  
Brownie Mary Democratic Club  
[Brownie.MarySF@gmail.com](mailto:Brownie.MarySF@gmail.com)  
[www.browniemarydemclub.com](http://www.browniemarydemclub.com)  
Instagram: @bmsf415  
m: 415-728-7631



Re: Perry Jones, File #221141  
Appeal of Conditional Use authorization  
4835 Mission St. Project

Dear Board of Supervisors,

I am writing in support of Perry Jones and to urge the Board to deny the appeal made against Mr. Jones's permit.

My name is Bryan Nashed and I am currently a graduate student pursuing my masters in counseling at a San Francisco university. I recently served as a Career Advisor supporting the Equity department at Success Centers where I worked with Ms. Angela White and a community of San Francisco Verified Equity Applicants.

Success Centers' Equity program featured biweekly workshops, hiring events, and industry training where professionals from successful cannabis companies volunteered their knowledge and experience and networked with San Francisco Equity applicants. Success Centers Equity program also facilitated monthly field trips to first class cannabis manufacturing facilities in Salinas and Hollister for SF Equity applicants to learn industry best practices.

Perry Jones is a valuable and inspiring member of San Francisco's Equity community. He has been on the vanguard for cannabis industry training courses offered and ever present at conditional use hearings to support aspiring SF business owners and operators. Perry Jones is the kind of entrepreneur the city's Equity program was designed to support. He is a paragon of San Francisco's Equity community, exuding perseverance, kindness, and integrity. San Francisco needs more upstanding and community-oriented businessmen like Perry Jones.

To The Board of Supervisors,

File No. 221141 -Appeal of Conditional Use Authorization 4835 Mission Street Project

Hello, my name is Cara Dunn. I am a mother of two, and a fifth generation San Franciscan, who currently works in cannabis myself. I've been working in the industry for six years, starting off as a budtender in the Mission district, and now currently working for STIIIZY distribution in Oakland California. Being a multiracial woman, I strongly believe in equity and paving a path for our community and allowing our people to get the proper education and medication to support our neighbors. As a mother whose children are local students of the community, it's important for me to trust the people who build here. I would like to extend my hand and ask you to consider welcoming Perry Jones and MMD to our community. Perry Jones is a qualified equity candidate and has a long history of giving back to the communities, creating local jobs and career paths that we need. I am cosigning and supporting opening their business in our community.

**Cara Dunn**  
JBTB HOLDINGS INC  
NorCal Distribution Office Manager  
[Cara.Dunn@shrynegroup.com](mailto:Cara.Dunn@shrynegroup.com)  
**415-716-8055**  
Shryne Group, Inc.  
A California Company  
[www.shrynegroup.com](http://www.shrynegroup.com)



November 30, 2022

File No. 221141 – Appeal of Conditional Use Authorization 4835 Mission Street Project  
To the SF Board of Supervisors

Dear Sir/madam,

My name is Lissette Castillo, I am the owner of Best Kept Bookkeeping and Tax Services and provide service to small business owners. I am writing to you in support of 4835 Mission Street Project moving forward.

Not only am I Perry Jones fiancé, but also one of his main supporters even before the SF Equity Program was established. It has been Perry's dream to own and run a retail Cannabis business in San Francisco for years. I have seen Perry's hard work and dedication to get where he is now to see his dream strip away. Perry has been a strong presence as an advocate for the Juvenile Justice System in San Francisco and throughout the states as well as an advocate in the Cannabis industry.

More important Perry is a dedicated family man and a great role model to our daughters especially when it comes to teaching them to never give up on their dreams. Being that I am Latin American myself and come from a strict upbringing, I understand certain cultures do not understand Cannabis and need further education and this why Perry being in the position to educate about the benefits of Cannabis would be a good thing as well as creating employment opportunities to the Excelsior neighborhood.

I was a student at Denman Middle School and Balboa High School, and I would have never believed back then that someone I know, someone I love will be opening a business in the Excelsior District.

I am asking the Board of Supervisors to deny this appeal.

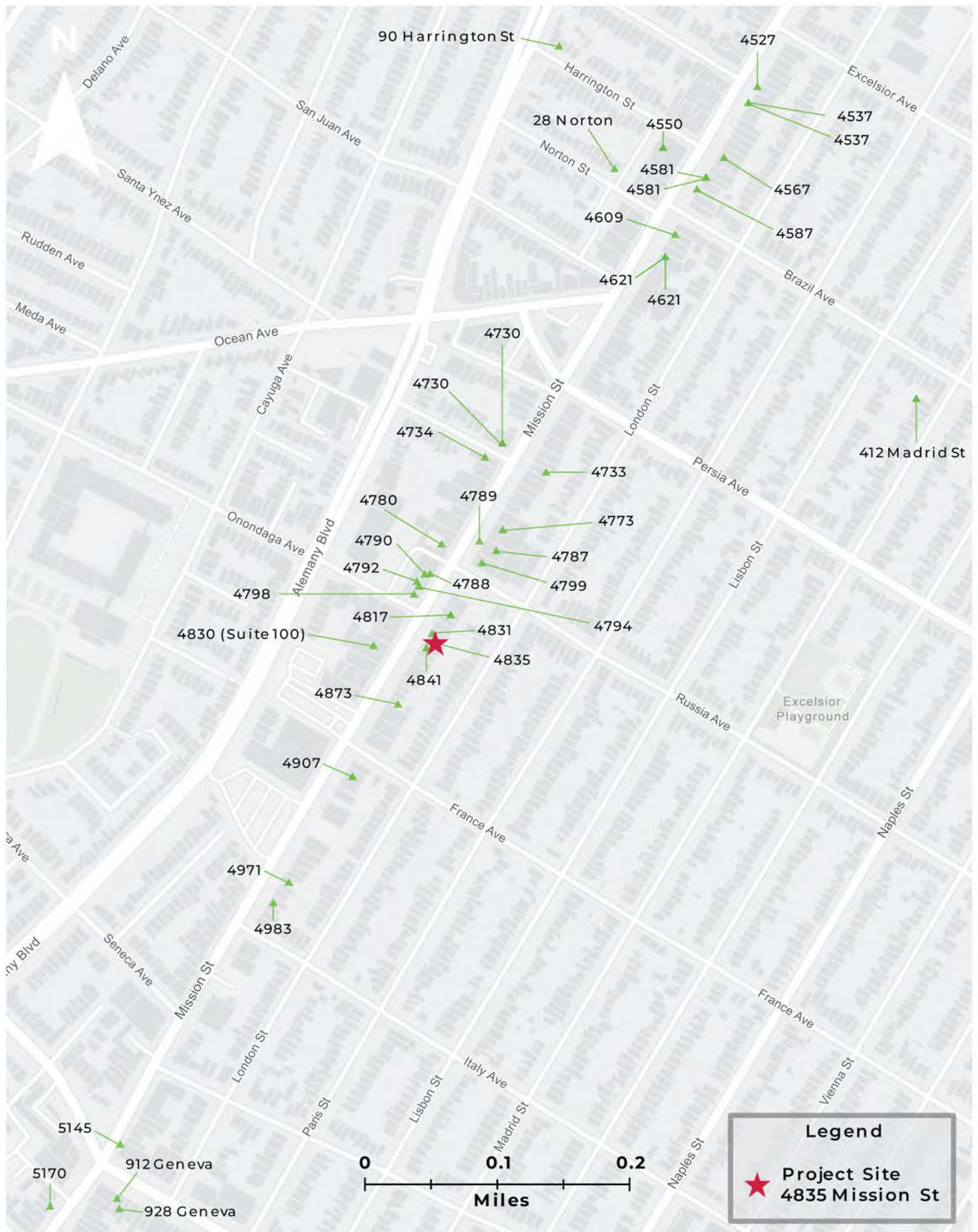
Sincerely,



Lissette Castillo



**Map of Neighborhood Members Who Signed  
Neighborhood Support Cards**



Project Supporters in the Immediate Neighborhood

## **Neighborhood Support Cards**



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**I support the project at 4835 Mission Street**

Name: *Melanie Aparicio*

Address: *4621 Mission St*

Email: *mmaparicio2003@gmail.com*

Signature: *[Signature]*

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**I support the project at 4835 Mission Street**

Name: *Jay Galeano*

Address: *4621 Mission St*

Email: *jaygaleano1@gmail.com*

Signature: *[Signature]*



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**I support the project at 4835 Mission Street**

Name:

Enrique Araica

Address: 4787 MISSION ST

Email:

Signature:

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**I support the project at 4835 Mission Street**

Name:

Adolfo Barahona Corra

Address:

350

Email:

Signature:



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**I support the project at 4835 Mission Street**

Name:

*Jat Y Chavez*

Address:

*4794 Mission St*

Email:

*Dacy8i@hotmail.com*

Signature:

*Jat Y*

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**I support the project at 4835 Mission Street**

Name:

*Sangita*

Address:

*4792 Mission St*

Email:

Signature:

*BS*



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**I support the project at 4835 Mission Street**

Name: *Anabel Diaz*

Address: *4587 MISSION ST.*

Email: *anabee25@gmail.com*

Signature: *Anabel Diaz*

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**I support the project at 4835 Mission Street**

Name: *PABLO PATIÑO*

Address: *4798 MISSION*

Email: *Pablo.patino27@yahoo.com*

Signature: *Pablo Patino*



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**I support the project at 4835 Mission Street**

Name: SAAD

Address: 4550 Mission St

Email:

Signature: 

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**I support the project at 4835 Mission Street**

Name: Irma Castaneda

Address: 4550 Mission St

Email:

Signature: 



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Name: Carmen Baez Address: 4537 Mission ST

Email: Carmen940801@gmail.com Signature: 

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**I support the project at 4835 Mission Street**

Name: Erick Diaz Address: 4537 Mission ST

Email: ErickDiaz84@yahoo.com Signature: 



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**I support the project at 4835 Mission Street**

Name: *Shawnet Horton*

Address: *1018 San Gabriel Cir #523*

Email: *Shawnethorton@yahoo.com*

Signature: *Shawnet Horton*

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**I support the project at 4835 Mission Street**

Name: *Juanita White*

Address: *1894 Sonnydale ave*

Email: *WhiteJuanita.JW84@gmail.com*

Signature: *Juanita White*



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**I support the project at 4835 Mission Street**

Name: *Roben Ramirez*

Address: *4581 Mission St*

Email: *Ramirez.RubenSF@gmail*

Signature: *Roben Ramirez*

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**I support the project at 4835 Mission Street**

Name: *John Maldonado*

Address: *95 Bellevue Ave 94014*

Email: *John.maldonado721@icloud.com*

Signature: *John Maldonado*



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**I support the project at 4835 Mission Street**

Name: Maria Gonzalez

Address: 4730 mission st

Email: xalika332112@gmail.com

Signature:

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**I support the project at 4835 Mission Street**

Name: Lorena

Address: 4730 Mission

Email:

Signature:



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**I support the project at 4835 Mission Street**

Name: *Marc Bradbey*

Address: *680 DARTMOUTH ST.*

Email:

Signature: *[Signature]*

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**I support the project at 4835 Mission Street**

Name: *IVAN IA*

Address: *1818 SUNNYDALE*

Email: *ia.ivan23@gmail.com*

Signature: *[Signature]*



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**I support the project at 4835 Mission Street**

Name: *Bob Davis*

Address: *1815 Italy*

Email:

Signature: *[Signature]*

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**I support the project at 4835 Mission Street**

Name: *Dianna Moore*

Address: *412 Madrid st*

Email: *roll down the lanes@yahoo.com*

Signature: *Dianna Moore*



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Name: *Juanita White*

Address: *1894 Sunnydale ave*

Email: *RoseLaniesha@gmail.com*

Signature: *[Handwritten Signature]*

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## I support the project at 4835 Mission Street

Name: *Alberto Diaz*

Address: *4769 mission st*

Email:

Signature: *[Handwritten Signature]*



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## I support the project at 4835 Mission Street

Name: Mercedis Ameza Address: 4841 Mission St.

Email: mercedisameza415@gmail.com Signature: Mercedis Ameza

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## I support the project at 4835 Mission Street

Name: ANGEL GALINDO Address: 4734 MISSION ST.

Email: ar.galindo@yahoo.com Signature: [Signature]



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### I support the project at 4835 Mission Street

Name: Alfred Palma

Address: 453A Mission St

Email: SkylPalma@yahoo.com

Signature: 

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### I support the project at 4835 Mission Street

Name: Bukhari Baaset

Address: 7780 Mission Street.  
SF, CA 94112

Email: bukhari.baaset@yahoo.com

Signature: 



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### I support the project at 4835 Mission Street

Name: Jose Ramirez

Address: 4541 mission st.

Email: Jose.Ramirezsf@gmail

Signature: [Signature]

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### I support the project at 4835 Mission Street

Name: Melissa Arana

Address: 463 Mangles Ave SF CA

Email: Cappy mex 415 @ G.

Signature: [Signature]

94127



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**I support the project at 4835 Mission Street**

Name: *RAMI RO*

Address: *4567 mlsb:oca*

Email: *rami.juarez96@gmail.com* Signature: *[Signature]*

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**I support the project at 4835 Mission Street**

Name: *Diana Noel*

Address: *412 Madrid St*

Email: Signature: *Diana Noel*



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**I support the project at 4835 Mission Street**

Name:

BARRY ADAMS

Address: 1125 Geneva Ave

Email:

Signature:

Barry Adams

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**I support the project at 4835 Mission Street**

Name: SEAN MURPHY

Address: 238 Geneva Ave.

San Francisco CA 94112

Email:

seanmurphy2012@gmail.com

Signature:

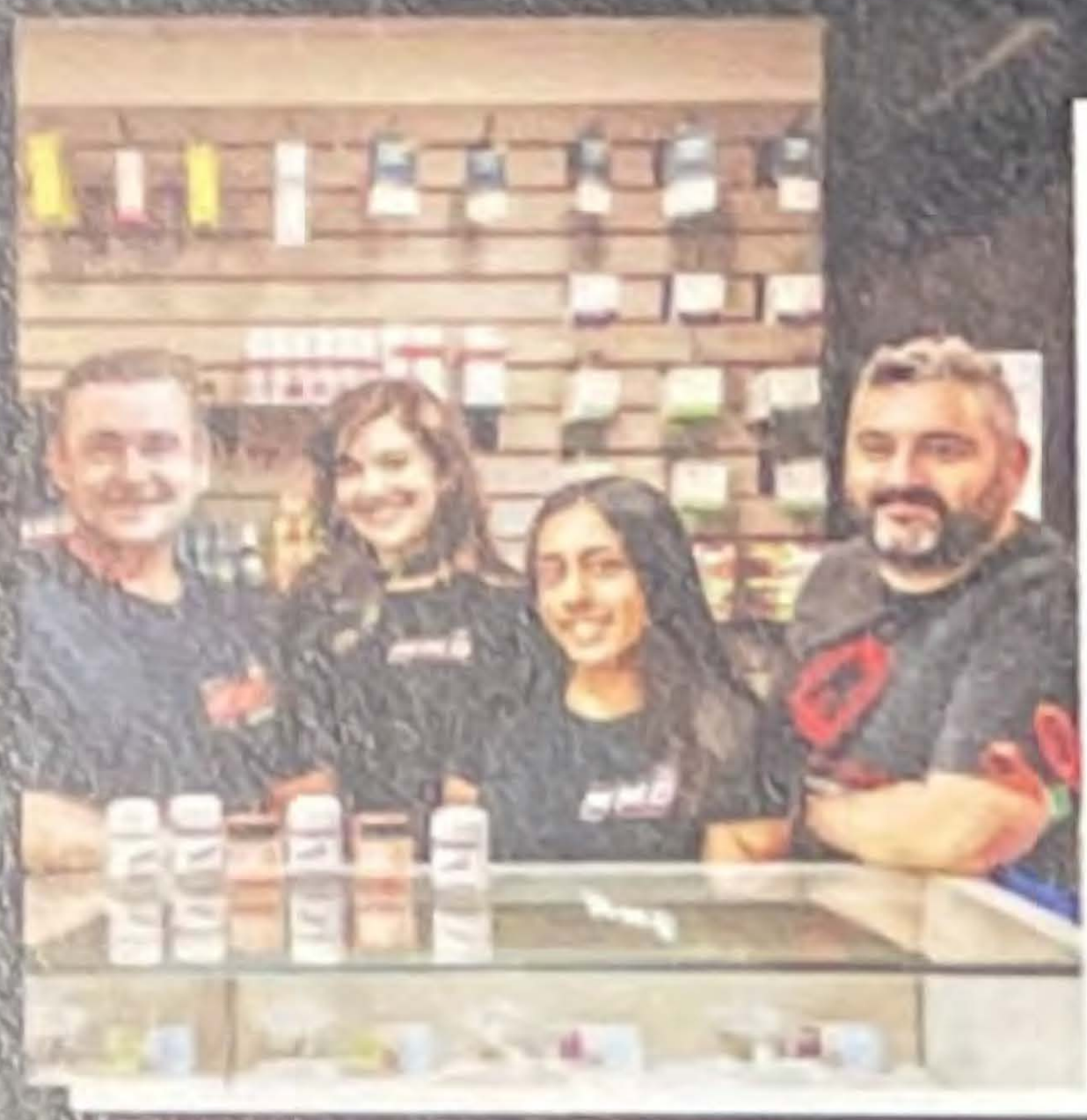
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**I support the project at 4835 Mission Street**

Name:

*Jaime Hernandez*

Address:

*4790 Mission St*

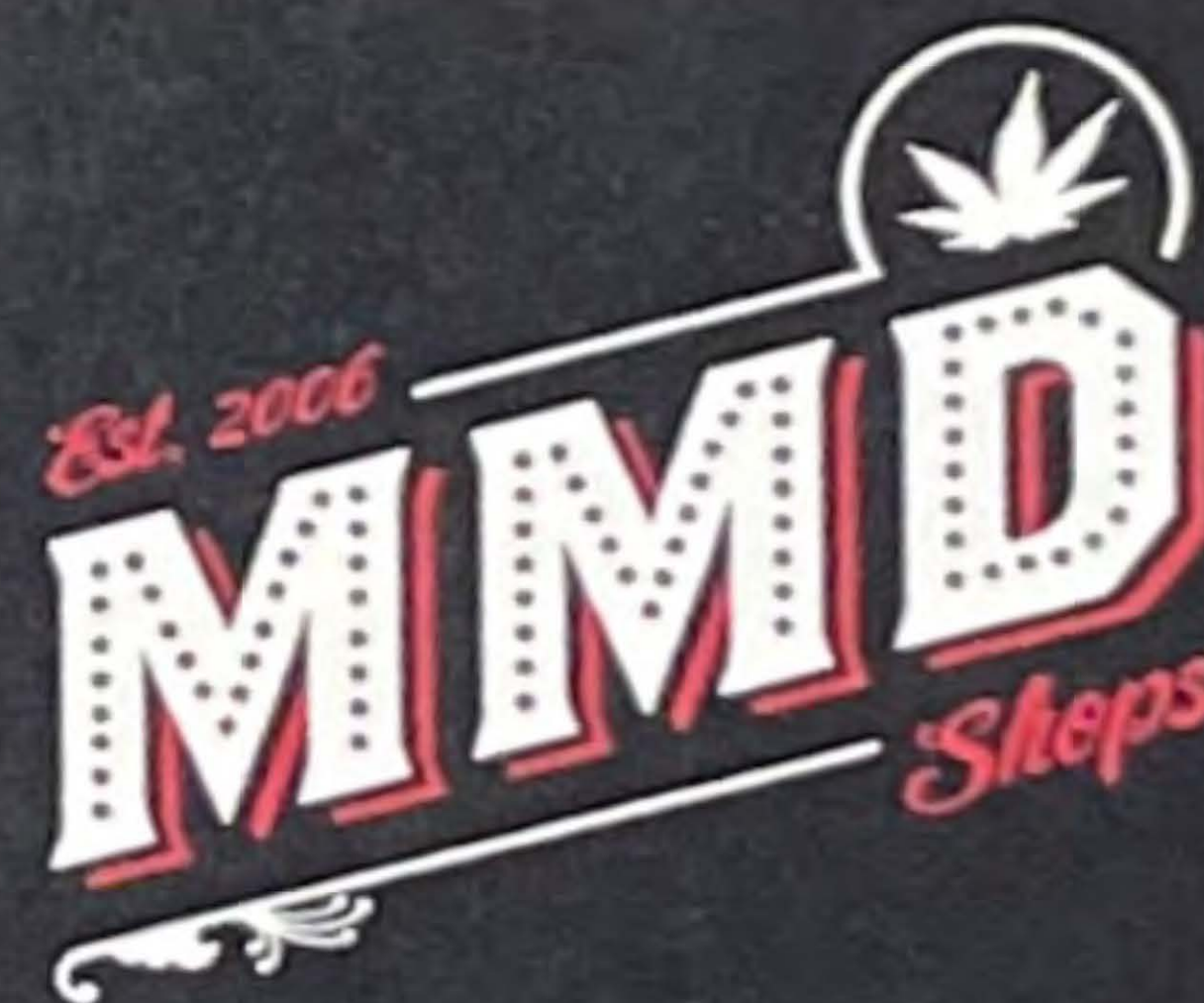
Email:

Signature: *[Signature]*

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**I support the project at 4835 Mission Street**

Name:

*Adrian Ruiz*

Address:

*1125 Munich St SF. CA.*

Email:

*RuizAD23aGmail*

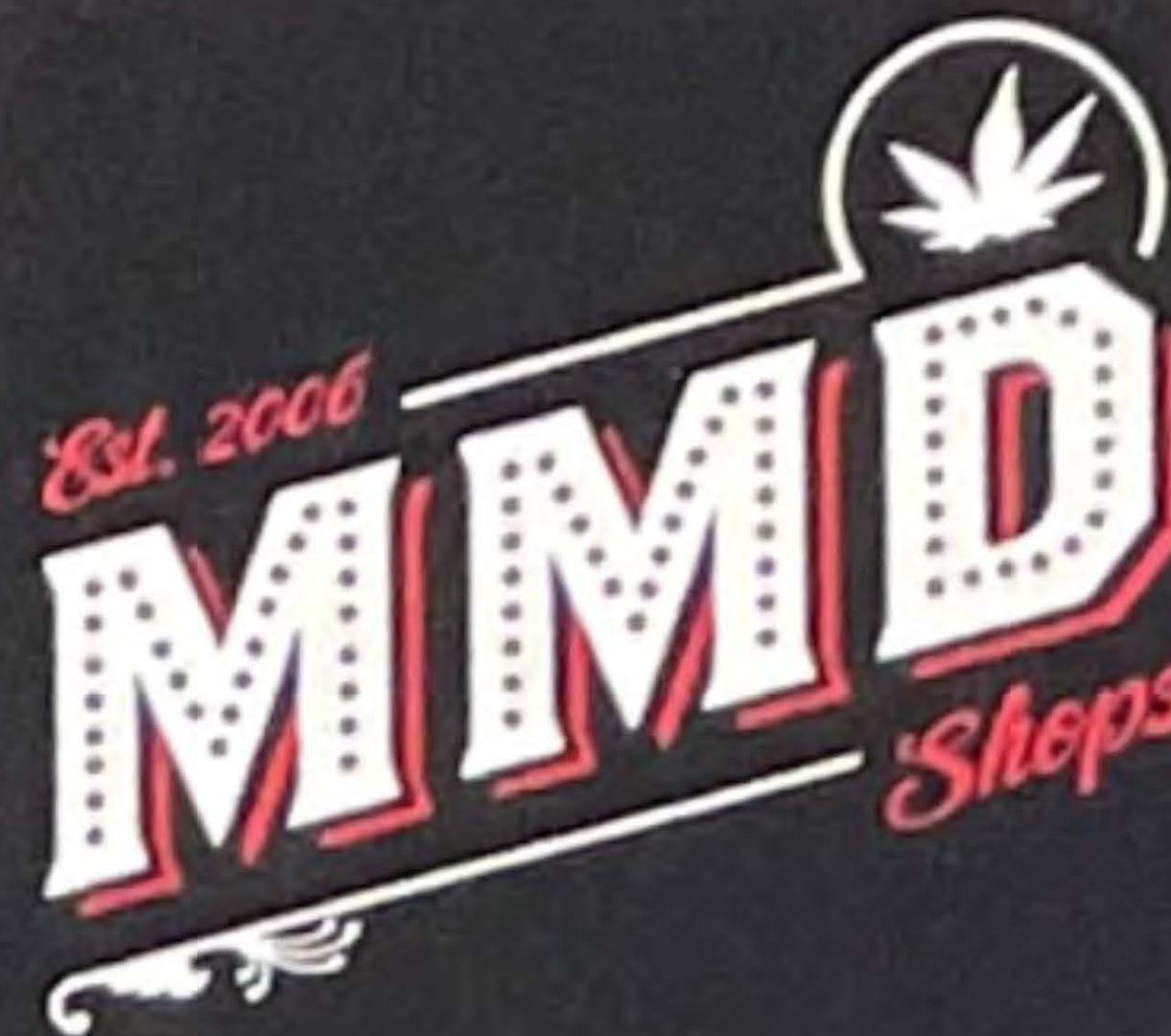
Signature: *[Signature]*



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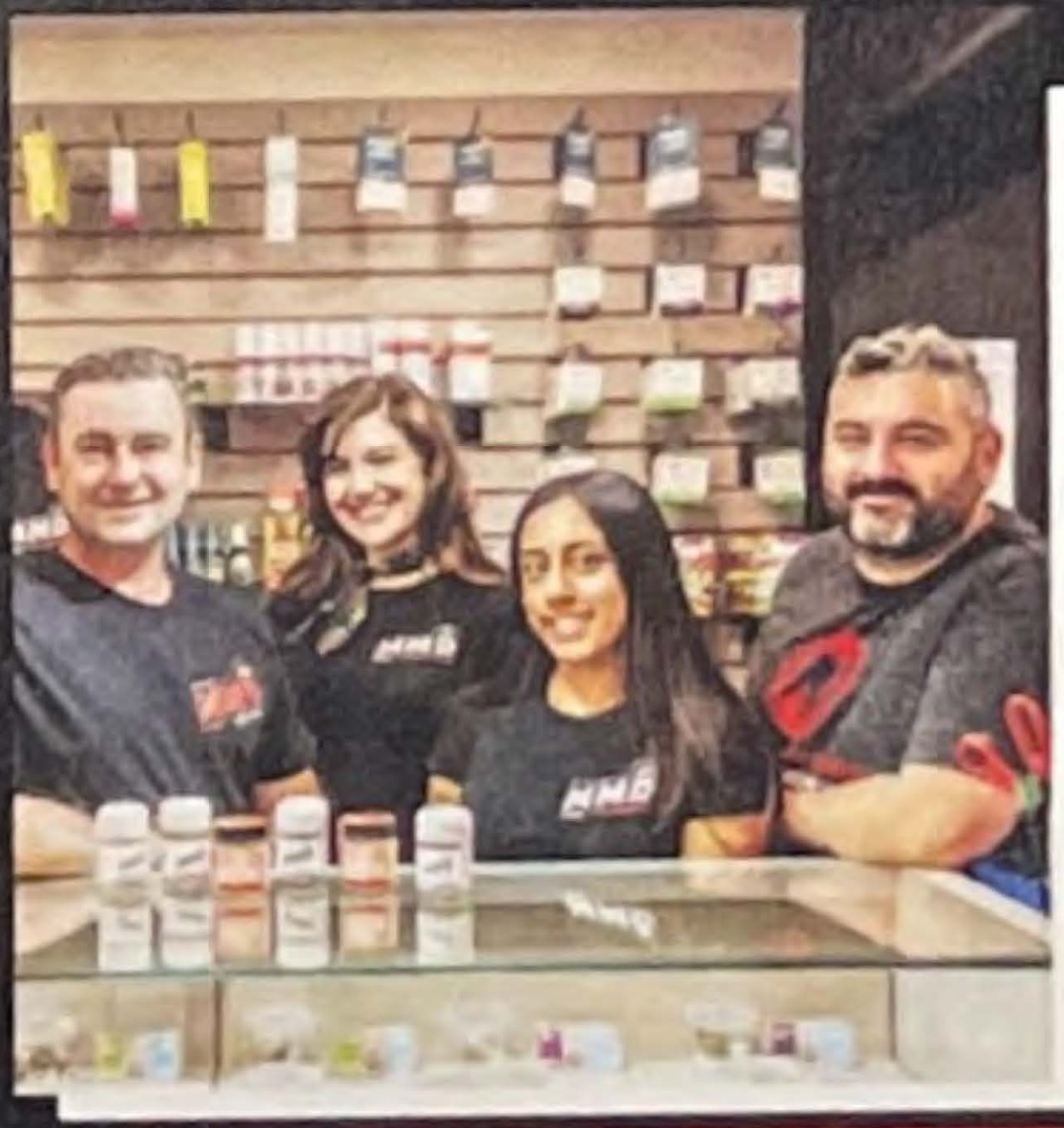
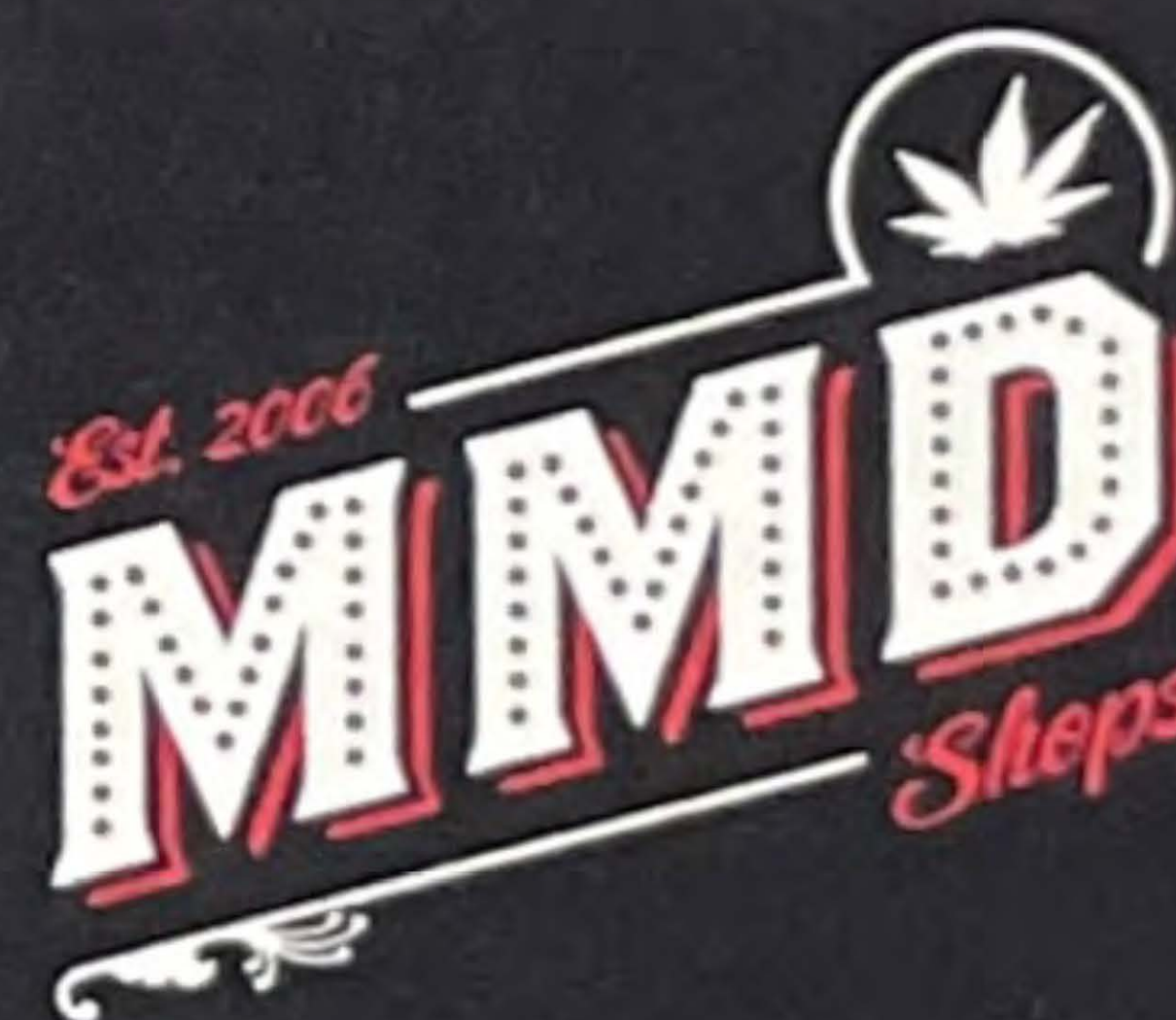
Name: Juan Ramirez Address: 4773 mission ST

Email: Baser0415@gmail.com Signature: [Signature]

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**I support the project at 4835 Mission Street**

Name: Maria Navarez Address: 5170 Mission St San Francisco

Email: mjnl19@icloud.com Signature: Maria Navarez



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**I support the project at 4835 Mission Street**

Name:

*Dehlia Love*

Address:

*4733 Mission*

Email:

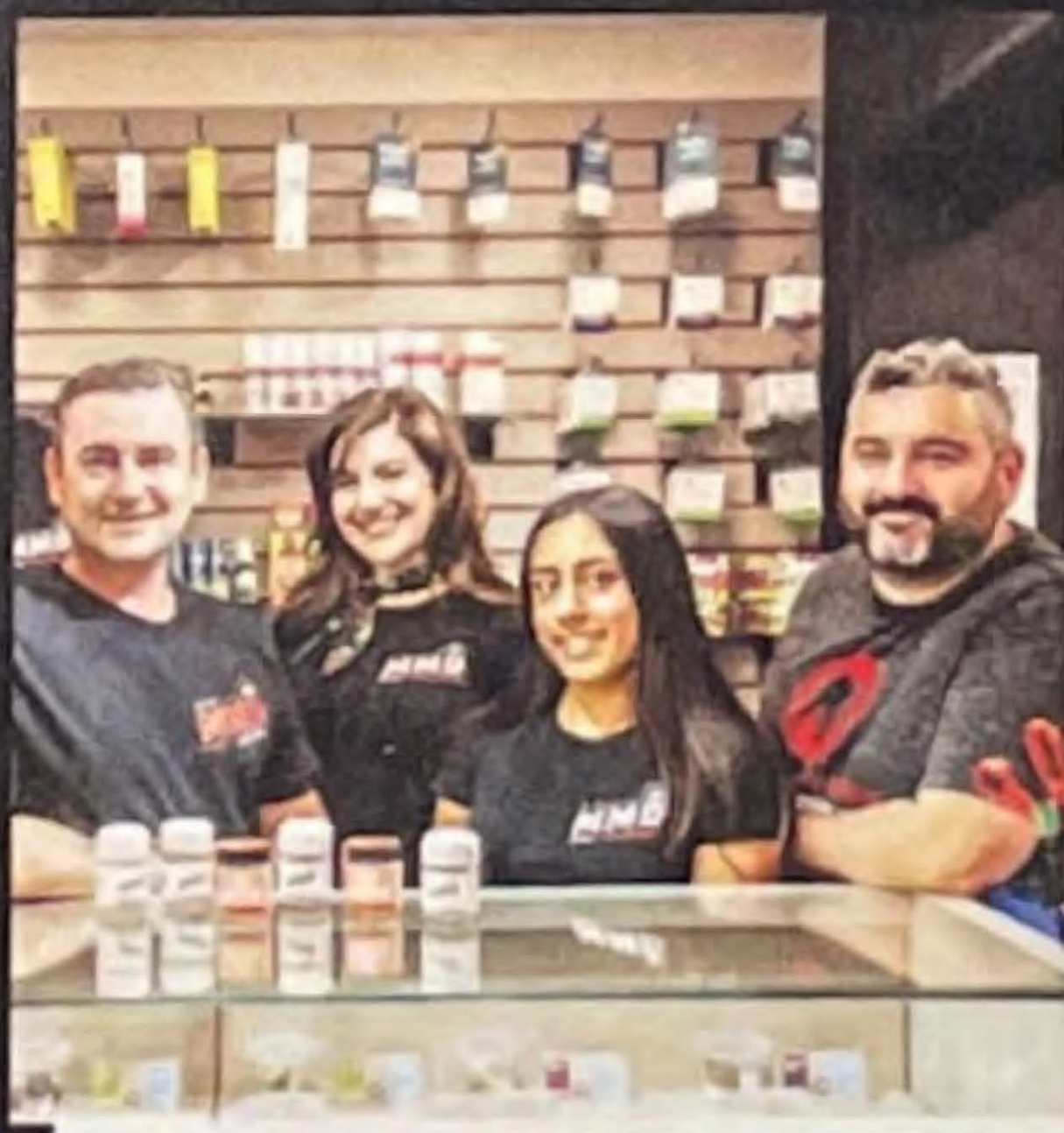
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*[Handwritten signature]*

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**I support the project at 4835 Mission Street**

Name:

*Jimmy Pickups*

Address:

*5145 Mission St*

Email:

Signature:

*[Handwritten signature]*



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Name: *La iguna Azul*

Address: *928 Geneva*

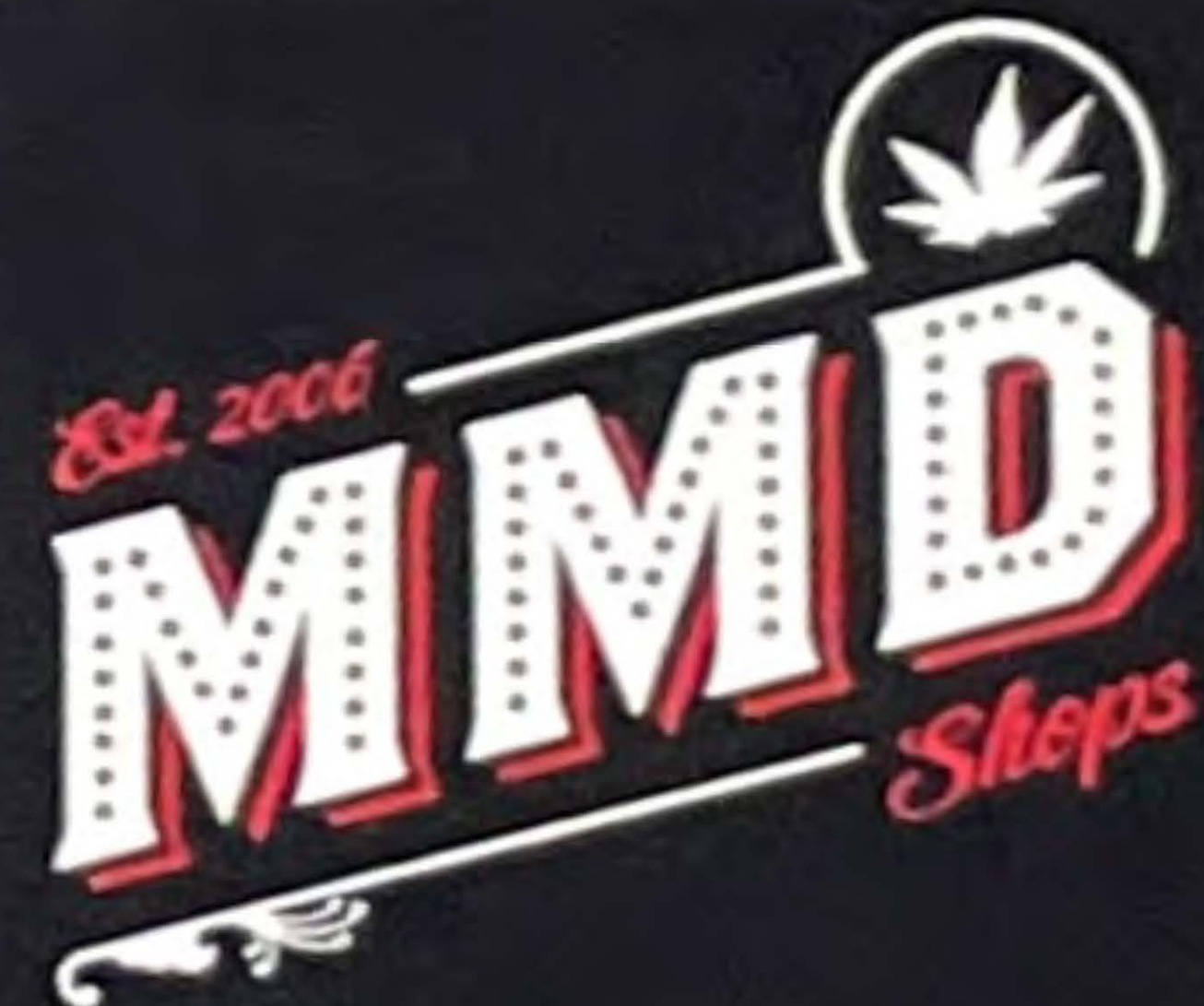
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Name: *Fred W*

Address: *912 GENEVA AVE  
S.F. 94112*

Email: *F. Fred W@yahoo*

Signature: *[Signature]*



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Name: Timothy J. Harrison

Address: 270 Malson St  
SF CA 94134

Email: Howard Tim 499  
9 Mail com

Signature: Timothy R. Harrison

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Name: Maira Sanchez

Address: 79 Maynard

Email:

Signature: Maira Sanchez



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## I support the project at 4835 Mission Street

Name: *CLINT VALASCO*

Address: *126 Trumbull St*

Email: *LEASTA ARTHUR*

Signature: *[Handwritten Signature]*

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## I support the project at 4835 Mission Street

Name: *Francis Mahinay*

Address: *47 Florentine St.*

Email: *Francois4are5@yahoo.com*

Signature: *[Handwritten Signature]*



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**I support the project at 4835 Mission Street**

Name: *PATRICK JOHN AYOUB*

Address:

*4835 MISSION ST.*

Email:

*patrick.ayoub@yahoo.com*

Signature:



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## I support the project at 4835 Mission Street

Name: *Raul Gutierrez* Address: *4971 Mission St.*

Signature: *[Signature]*

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## I support the project at 4835 Mission Street

Name: *Metro by mobile* Address: *4830 Mission St*

Signature: *[Signature]*



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**I support the project at 4835 Mission Street**

Name: GERSON

Address: 4830 MISSION  
SUITE 100

Signature:

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**I support the project at 4835 Mission Street**

Name: Cho

Address: 4831 MISSION ST

Signature: Chorng Heiron



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## I support the project at 4835 Mission Street

Name:

Sundway

Address:

4841 Mission

Signature:

[Signature]

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## I support the project at 4835 Mission Street

Name:

Kilisi

Address:

236P Rey

Signature:

[Signature]



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**I support the project at 4835 Mission Street**

Name:

Aviesha Scott

Address:

3001 Folsom ST SF CA 94110

Signature:

Aviesha Scott

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**I support the project at 4835 Mission Street**

Name:

Alejandro

Address:

4817 Mission St

Signature:

Alejandro



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**I support the project at 4835 Mission Street**

Name:

Kimberley

Address:

3048 Harrison

Signature:

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**I support the project at 4835 Mission Street**

Name:

Kimberley

Address:

3038 Harrison

Signature:



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Name: Adam Joser

Address: 1214 Shotwell

Signature: Adam Joser

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Name: HENRY ESPINO

Address: 28 Norton

Signature: Henry Espino

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## I support the project at 4835 Mission Street

Name:

Dariana

Address:

555 London St

Signature:

Dariana S.

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## I support the project at 4835 Mission Street

Name:

Puzzle Piece

Address:

9983 Mission

Signature:



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**I support the project at 4835 Mission Street**

Name:

Tito Gonzalez Jr SF CA 94124 Apt B

Address:

4835 Mission

Signature:

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Name:

Tito

Address:

4835 Mission St SF CA

Signature:



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Name: BURGER

Address: 4817 Mission

Signature: S. B. G. P. F.

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Name: MARGO GARCIA

Address: 320 SUSIE WAY SSF 94080

Signature: [Signature]



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## I support the project at 4835 Mission Street

Name:

DAVID JIMENEZ AM110CH CA

Address:

1132 ROCKSPRING

Signature:

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## I support the project at 4835 Mission Street

Name:

Jessica Brickette

Address:

1101 Connecticut 94107  
street Apt 314 SF, CA

Signature:



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## I support the project at 4835 Mission Street

Name: DANNY L

Address: 4835 Mission St

Signature: [Signature]

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Name: Ruby Smith

Address: 40 Warming St

Signature: [Signature]



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### I support the project at 4835 Mission Street

Name:

Doreen Foote

Address:

10816 Cote Ave

Signature:

Doreen Foote

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### I support the project at 4835 Mission Street

Name:

Angela White

Address:

4107B Mission St

Signature:

Angela White

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## I support the project at 4835 Mission Street

Name:

LaShondra Whitmore

Address:

4907 Mission St  
SF CA 94112

Signature:



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**I support the project at 4835 Mission Street**

Name:

MANUEL RAZO

Address:

327 PARRIS

Signature:



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**I support the project at 4835 Mission Street**

Name: Alfredo Flores Address: 198 + W 1st St

Signature: 



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- Products are tested, tracked and traced in compliance with state standards
- In 15 years not a single violation of state or local regulations

**I support the project at 4835 Mission Street**

Name:

Antonio Nuñez

Address:

730 Edinburgh St

Signature:

Antonio Nuñez



# PERRY'S PARTNERS

To help Perry create the best store for our community, he has partnered with **MMD SHOPS**.

Founded by brothers Steve and Michael Ashbel, MMD has been providing safe, legal cannabis since 2006.



Steve (L) and Michael (R) Ashbel founded MMD Shops and run four stores in Southern CA.

## COMMUNITY

- We have robust community investment programs at every location
- We are good neighbors- transparent, accountable and assessable to our community available 24/7 to address and concerns
- We hire locally- 90% of staff are local hires and 50% are qualified social equity hires
- To shop at MMD is to be welcomed into our home and received like family

## HEALTH & SAFETY

- Founded as a Medical collective serving patients with HIV-AIDS, Cancer, PTSD and other debilitating conditions
- Stringent Youth access prevention no entry for anyone under 21
- Onsite security 24/7
- Products are tested, tracked and traced in compliance with state standards
- In 15 years not a single violation of state or local regulations

**I support the project at 4835 Mission Street**

Name:

DAndre Bunn

Address:

1987 Huiet St #204

Signature:



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**I support the project at 4835 Mission Street**

Name:

Nelly Vasquez

Address:

4835 Mission

Signature:

M.V.



RE: Support for Cannabis Retail

4835 Mission Street  
San Francisco, CA 94112

My Name is Jatrice Ross.

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

This social Equity cannabis project will benefit our neighborhood. It will provide equitable access for our neighborhood and not require elderly and disabled medical cannabis patients to travel long distances to obtain the products they need. The closest dispensaries are a 10-minute walk to the north or a 15-minute walk to the south. The location at 4835 Mission will provide safe, local access for the neighborhood. This project will enhance neighborhood safety by adding security cameras and live security that will monitor the area for loitering, litter, and public consumption. The 3 blocks closest to the site have many vacant commercial spaces. This project will help to revitalize this commercial corridor and add well-paying jobs to our local economy. Finally, this is a truly local social equity project, Perry Jones was raised in the Mission district and currently lives less than 2 miles from the site. Perry was passionate about finding a compliant space in the area that he considers home. He has a long history of giving back to his community. I believe this retail cannabis business will be a benefit to our neighborhood and enthusiastically give my support.

Thank you for your consideration,

J. Ross



RE: Support for Cannabis Retail

4835 Mission Street  
San Francisco, CA 94112

My Name is Antonio Nuñez.

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

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Thank you for your consideration,

Antonio Nuñez



RE: Support for Cannabis Retail

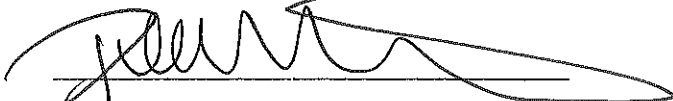
4835 Mission Street  
San Francisco, CA 94112

My Name is Pilar Nuñez.

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

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Thank you for your consideration,

A handwritten signature in black ink, appearing to read 'Pilar Nuñez', written over a horizontal line.



RE: Support for Cannabis Retail

4835 Mission Street  
San Francisco, CA 94112

My Name is Jordi Molina

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

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Thank you for your consideration,

Jordi Molina



RE: Support for Cannabis Retail

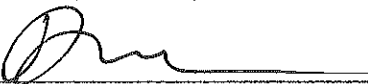
4835 Mission Street  
San Francisco, CA 94112

My Name is DeAndre Benn.

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

This social Equity cannabis project will benefit our neighborhood. It will provide equitable access for our neighborhood and not require elderly and disabled medical cannabis patients to travel long distances to obtain the products they need. The closest dispensaries are a 10-minute walk to the north or a 15-minute walk to the south. The location at 4835 Mission will provide safe, local access for the neighborhood. This project will enhance neighborhood safety by adding security cameras and live security that will monitor the area for loitering, litter, and public consumption. The 3 blocks closest to the site have many vacant commercial spaces. This project will help to revitalize this commercial corridor and add well-paying jobs to our local economy. Finally, this is a truly local social equity project, Perry Jones was raised in the Mission district and currently lives less than 2 miles from the site. Perry was passionate about finding a compliant space in the area that he considers home. He has a long history of giving back to his community. I believe this retail cannabis business will be a benefit to our neighborhood and enthusiastically give my support.

Thank you for your consideration,





RE: Support for Cannabis Retail

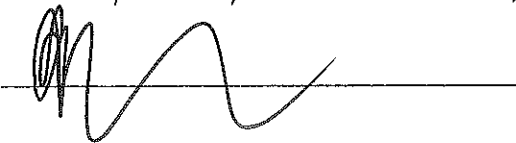
4835 Mission Street  
San Francisco, CA 94112

My Name is Alfredo Flores.

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

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Thank you for your consideration,

A handwritten signature in black ink, appearing to read 'Alfredo Flores', is written over a horizontal line.



RE: Support for Cannabis Retail


4835 Mission Street  
San Francisco, CA 94112

My Name is Rodolfo Rubio.

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

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Thank you for your consideration,

\_\_\_\_\_



RE: Support for Cannabis Retail

4835 Mission Street  
San Francisco, CA 94112

My Name is ELENA F. ALVAREZ

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

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Thank you for your consideration,

Elena F. Alvarez



RE: Support for Cannabis Retail

4835 Mission Street  
San Francisco, CA 94112

My Name is Nelly Vasquez.

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

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Thank you for your consideration,

  
\_\_\_\_\_



RE: Support for Cannabis Retail

4835 Mission Street  
San Francisco, CA 94112

My Name is Perry Jones.

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

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Thank you for your consideration,

  
\_\_\_\_\_



RE: Support for Cannabis Retail

4835 Mission Street  
San Francisco, CA 94112

My Name is Alfred Palma  
X-press Prints.

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Thank you for your consideration,

  
\_\_\_\_\_  
Alfred Palma



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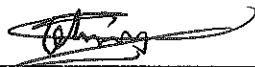
4835 Mission Street  
San Francisco, CA 94112

My Name is Carlos Gonzalez.

I support the conditional use authorization for cannabis retail at 4835 Mission Street.

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