

Recommendations:

Applicant shall produce a set of landscape drawings prior to the VNC Board meeting and ensure sufficient buffers to mitigate traffic, noise, and headlights.

LUPC highly recommends obtaining letters of support from abutting residential neighbors prior to VNC Board meeting.

Motion: The Venice Neighborhood Council, Land Use and Planning Committee here by recommends approval of the project as presented with the following conditions:

VNC/LUPC RECOMMENDED CONDITIONS OF APPROVAL**CUB conditions:**

1. Hours of Operation:
 - Restaurant Use
11am-11pm Sunday-Thursday; 11am-12am Friday-Saturday
 - Retail Use
11am-6pm daily
 - Office(s)
Unrestricted
2. Any future operator or owner for this site must file a new Plan Approval Application to allow the City of Los Angeles to review the mode and character of the usage.
3. The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the Zoning Administrator to impose additional corrective Conditions, if, in the Administrator's opinion, such Conditions are proven necessary for the protection of persons in the neighborhood or occupants of adjacent property.
4. The applicant shall train staff to provide Designated Driver resources, when appropriate, for restaurant patrons, such as taxicabs, referral services (e.g., www.designateddriver.com).
5. In addition to the business name or entity, the name of the individual Applicant(s) shall appear on the alcohol license and any related permits.
6. Security guards shall be provided as required by ABC License.
7. No display window or signage advertising of offsite sales of alcoholic beverages shall be permitted; only permitted signage limited to business identification (e.g., Firestone-Walker corporate logo).
8. There shall be no coin-operated games, video machines, pool tables or similar game activities maintained upon the premises at any time.
9. Alcohol may only be served to patrons in conjunction with a food order. Must maintain suitable kitchen facilities, and must make actual and substantial sales of meals for consumption on the premises. (As defined in Type 41 license.)

General conditions:

10. The applicant shall produce a Transportation Plan that offers incentives to employees to use Public Transportation, bicycle or other alternate means of transportation that do not include driving an automobile to work.
11. The applicant shall provide employee parking at no charge for the duration of their shift.

12. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the Applicant shall be removed or painted over within 24 hours of being applied, and the paint shall match the original color.
13. The Applicant shall be responsible for maintaining free of litter, the area and adjacent to the premises over which they have control.
14. Noise generated on-site shall not exceed the decibel levels stated in the Citywide Noise Ordinance.
15. The use and development of the property shall be in substantial conformance with the floor plan submitted.
16. No tobacco sales allowed on the premises.
17. The Applicant shall adhere to Best Management Practices as they pertain to the location. Also see LADBS Green Permit.
18. To encourage a walk-friendly environment, the applicant will install bicycle racks.
19. Exterior lighting on the building shall be maintained and provide sufficient illumination of the immediate environment so as to render objects or persons clearly visible. Said lighting shall be directed in such a manner so as not to illuminate any nearby residence.
20. The Applicant shall regularly police the area under their control in an effort to prevent loitering.
21. The entitlement will run with the applicant, not the property.
22. Trash receptacles used will be designed to contain odors per Best Management Practices.
23. Cleanup and all trash removal will be performed in such a manner as to prevent debris from entering the storm drain system, and will not interfere in any way with surrounding uses.
24. No exterior work-related activity will occur either before opening or over one hour after closing.
25. Offsite advertising signage will be prohibited.
26. Trash pickup will occur between the hours of 8am and 6pm on weekdays as necessary but shall not occur during peak traffic periods as defined by LADOT.
27. Loading and unloading hours will be arranged to avoid conflict with surrounding uses, and will in no case occur after 4pm or during peak traffic periods as defined by LADOT.
28. The storage/changing room will be clearly marked as such on plans submitted to the City, and will not be used as service area.
29. The applicant will appear before LUPC twelve months after opening.
30. Upon change or termination of any lease regarding satisfaction of the Conditions of Approval, the applicant will notify the Department of Planning and the Venice Neighborhood Council, and will comply within thirty days.
31. Upon change of ownership, the new owner must appear before the City within 30 days of the close of escrow, with a plan approval application to renew the conditions and demonstrate that the required parking can be provided.
32. The applicant must obtain approval for all outside signage, or must remove nonconforming signage.
33. All bottles will be recycled upon removal from the premises.
34. A laminated copy of these Conditions shall be posted in a conspicuous place.

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Firestone Walker Brewing Co Taproom Restaurant Frequently Asked Questions (FAQ's):

Q: Who is Firestone Walker Brewing Co?

A: We are brothers in law. We started brewing in the mid-1990's and have been going strong since. Our beers are made at the main brewery in Paso Robles. Our brew house started in an old milk pasteurizing tank and has slowly grown over the years. We have no corporate parent, investors, financial partner, or other entity. Just the two of us.

Q. Did you lease this property?

A: No, we have purchased it outright. We looked for nearly 3 years for a site closer to our customer base. We went in and out of two other escrows and looked at literally dozens of sites. We wanted something that was not going to have to be modified. We also wanted something that had enough space and, most particularly, enough parking. Throughout West LA, lack of parking is a nightmare that we didn't want to foist on our customers or the surrounding neighbors.

Q: What is a neighborhood brewery?

A: We follow the European tradition (David is English) where the local brewery serves as a gathering spot. In a way it is like a local coffee shop but used later in the day. That means we are not a night club. We are not an entertainment facility. We don't have live music. We don't have bouncers, late hours or run specials. We do have space available for local groups to use for all sorts of gatherings. Our Buellton restaurant has space that is used for meetings by the local Rotary, various school groups, home brew clubs and similar types. Success happens if we can connect with the local community and they see us as a resource. Every restaurant is busy on Mother's Day and holiday weekends. But we will be judged if locals seek us out on a rainy Tuesday night in February. For that reason we are trying to reach out to become that local resource.

Q: What happens in the two story office/retail building?

A: We will occupy the offices with our sales and marketing team. Some will be relocating from up north and we hope to hire some creative and talented folks locally as well. We will also have a retail space on part of the lower floor. That

serves essentially as a factory (or brewery) showroom. It will sell our various logo wear and beer related items as well as our beers, particularly the high end or hard to find items.

Q: What are you going to be building?

A: We are keeping the same footprint for both buildings and not adding to their size. We will be re-positioning the kitchen in the restaurant to the west side. We are totally redoing the interior but will preserve the existing open ceiling look. The exterior roof line to the restaurant will remain but we are going to change the materials and colors. All the windows remain in both buildings. The office building will be re-skinned on the outside with a combination of metals. The entire property will be re-landscaped.

Q: Will you brew on site?

A: Yes, we are planning on adding a pilot brew house. While tiny, it is designed to completely replicate our process at the main brewery. It'll occupy a portion of the front room, around 4% of the total area. We plan on brewing once per week and hope to have one or two of those beers on tap. We don't have a kegging machine or bottling line as this isn't designed for commercial production. That means the vast majority of beers are made up north. But the pilot system does allow customers to learn a little of the process and adds some authenticity to the experience.

Q: Where are you in the process?

A: While we are not modifying the footprint of the buildings, or changing the zoning or adding major construction, it's still a long process. We announced the plans and started the permitting process in late June, 2013. We have held several neighbor meetings and appeared before the Venice Neighborhood Planning Committee last December. We will appear there again on January 15. From there, hopefully sometime in February, we will appear before the Venice Neighborhood Council. Thereafter, we route to the City of LA for a hearing at the Zoning Administrator as well as being heard by the ABC. We're really not sure when we might be able to open. This is a very long process. We are hoping to open as soon as possible as the mortgage payments are burying us.

Q: What issues have been discussed so far?

A: There has been a lot of interchange between various groups, the planning entities and us. The primary concern for most is crime and neighborhood blight (trash, graffiti etc.) We are 100% committed to investing into landscaping, down lighting, security fencing and the like to help displace that element from this area. The secondary concern is parking and traffic. While we are able to address parking, we cannot change regional traffic, though we have had discussions about traffic solutions that would reduce commuters taking short cuts through the neighborhood alleys. Other concerns have been about helping neighbors understand what we are proposing and how we hope to operate the restaurant. There is a very lengthy list of conditions at the LUPC website that address these concerns and will help shape the future direction.

Q: How can we find out more about this plan?

A: Everything is posted on line at the Venice Neighborhood Land Use Committee page. You can also reach Adam at 805.331.4030 or at Adam@FirestoneBeer.com. We're happy to chat informally, or host a larger group if interested. We will be having another open meeting to share the landscape plans when those are ready. There's no corporate higher up involved so, if you call, you will get me (or David)

regards,

Adam Firestone and
David Walker