



**City of South Pasadena  
Planning and Community  
Development Department**

# Memo

**Date:** July 12, 2021

**To:** Chair and Members of the Planning Commission

**From:** Joanna Hankamer, Planning & Community Development Director

**Re:** Additional Document #2 for Item No. 3: 521-523 Mission Street (Brewhouse) –  
Public Comments and Additional Correspondence

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Following the completion of the Staff Report for Item No.3 for the Planning Commission agenda of July 13, 2021, staff received multiple public comments and additional correspondence on the proposed project. To date, staff has received:

**Correspondence in Support**

Three letters were received in support of the proposal.

**Correspondence in Opposition**

Thirty letters were received in opposition to the proposal.

If staff receives additional public comments prior to noon on July 13, 2021, staff will issue another Additional Document on Tuesday.

**From:** [Karen Maguire](#)  
**To:** [PlanningComments](#)  
**Subject:** Proposed microbrewery  
**Date:** Sunday, July 11, 2021 2:21:20 PM

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To whom it may concern

I would like to add my support of Steve Martin's microbrewery in South Pasadena.

What a great idea. To bring people together and to have a place to enjoy a delicious cold beer.

Thank you

Karen Maguire

**From:** [Julia Boehm](#)  
**To:** [PlanningComments](#)  
**Subject:** Support for Nanobrewery on Mission  
**Date:** Sunday, July 11, 2021 2:22:02 PM

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Dear Planning Commission,

We are writing to express our support for the development of a nanobrewery at 521 and 523 Mission Street (item number 3 on the agenda for the meeting on July 13, 2021). The owners have very thoughtfully designed a work/live space that is respectful of the neighbors. We would be excited to frequent a local business like the South Pasadena Brewhouse that we can access via bike or foot.

Sincerely,

Julia Boehm & Kent Hymel

**From:** [Joanna Hankamer](#)  
**To:** [Jeffery Anderson](#)  
**Subject:** FW: Item 3 on the Planning Commission agenda  
**Date:** Monday, July 12, 2021 9:23:53 AM

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**From:** Barry Reynolds <Barry@epitaph.com>  
**Sent:** Monday, July 12, 2021 9:17 AM  
**To:** PlanningComments <PlanningComments@southpasadenaca.gov>  
**Subject:** Item 3 on the Planning Commission agenda

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I wanted to write in support of item 3 on the agenda tomorrow night. I think this would be a wonderful addition to our town.

Thank you!  
Barry Reynolds

Barry Reynolds  
VP of Finance  
Epitaph Records  
**Phone: 213-355-5045**

**From:** [Martin Gafvert](#)  
**To:** [PlanningComments](#)  
**Subject:** Project Number: 2396-CUP/MOD Address: 521 & 523 Mission Street Tuesday July 13, 2021 Public Hearing  
**Date:** Sunday, July 11, 2021 9:04:16 PM

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TO: Planning Commission

Name: Rebecca (Becky) Gafvert  
Address: 500 El Centro Street So. Pasadena

I am unable to attend this Public Hearing in person due to current medical issues in my family. Please submit my email - - -

My very **strong objection** to this project is the **location**. This type of business could be better suited farther east in So. Pasadena, but NOT in the proposed location of 521 & 523 Mission Street.

An alcohol outlet which will be open until 10:00pm nightly, will most certainly disrupt the peace and quiet of surrounding families. We have lived here for 45+ years and have felt the City's "family-friendly" commitment over the years. This current project does NOT uphold the "family-friendly" approach the City is known for.

Parking in this area is often in short supply, and this venture will most certainly add to this conundrum.

It also does not seem morally healthy to have our neighborhood children who walk to the local elementary school, walk past a business serving alcohol (and only alcohol??) in the middle of the day.

How did it happen that the zoning was changed (which makes this business venture possible) without community knowledge or input, and without a public hearing? This concerns me deeply. A change which now allows bars and restaurants next to a family residence? Whose home is the next target?

A decision to NOT allow this business to move forward at this location IS a decision in the best interest of all the families who reside nearby - and ultimately the best decision for the City itself. Perhaps the Commission could suggest a more suitable location for Mr. Martin.

Respectfully,  
Becky Gafvert

**From:** [Chris Bray](#)  
**To:** [PlanningComments](#)  
**Cc:** [Armine Chaparyan](#); [Diana Mahmud](#); [Evelyn Zneimer](#); [Michael Cacciotti](#); [Jack Donovan](#); [Jon Primuth](#); [Steven Lawrence](#)  
**Subject:** Re: Public Comment – July 13, item #3, 521 and 523 Mission Street  
**Date:** Sunday, July 11, 2021 3:43:05 PM

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Planning Commissioners,

Regarding my public comment on this item submitted on July 10, I've spoken to Steve Martin and learned that he paid for the City of South Pasadena to hire a consultant to expedite his application at his expense. That fact would address at least a good portion of my concern about line-jumping and process. For future reference, I would argue that the way to avoid the appearance of conflicts of interest would be to *declare them* and explain how they've been mitigated. A member of city planning staff is a co-owner of the property and proposed business being discussed in this agenda item, and nothing I see in the staff report or supporting materials discloses that fact. The way to avoid an appearance of hidden conflicts of interest would have been to say so, plainly and up-front. The planning and permitting process in South Pasadena should include policy that requires the declaration of staff or consultant involvement in a project, with a clear discussion of the steps that have been taken to mitigate conflicts of interest. Openness resolves suspicion.

Chris Bray  
South Pasadena resident

On Saturday, July 10, 2021, 02:51:31 PM PDT, Chris Bray <[chrisabray@yahoo.com](mailto:chrisabray@yahoo.com)> wrote:

Planning Commissioners,

Favoritism, line-jumping, procedural anomalies, and an undeclared conflict of interest.

I have no concerns about the operation of a microbrewery in South Pasadena. I have *many* concerns about the way this project has been shepherded through the planning and permitting process, and about the disrespect shown to neighbors of the project. The staff report does not declare an obvious conflict of interest: an unnamed applicant is a member of the City of South Pasadena's planning staff. While the Planning and Building Department is struggling with a considerable backlog of permit applications, this project appears to have proceeded rapidly through the planning process, as a project developed by a member of city planning staff.

While the applicant is identified in the staff report only as Steve Martin, the supporting materials submitted by Mr. Martin repeatedly use the word "we" to describe the business owners and operators: "We will 'live' in the residential side that faces the residential neighbors on the west and south. We will 'work' on the brewery side and in the patio, away from the residences, facing Mission Street and the concrete office building to the east" (3-41, "Concept Plan").

That "we" appears to be the applicant Steve Martin and the other, unnamed applicant: Senior

Planner Kanika Kith, Mr. Martin's wife. That name should appear in the staff report for this item, and this item should not be considered in the absence of a serious discussion of the process that appears to have fast-tracked this application in a city experiencing a significant planning and permitting backlog.

Our community and our local government should encourage and help local business, and pursue the development of new businesses. But we should do it on equal terms for all applicants. Do members of city staff get special planning and permitting privileges in the development of local business projects? At the very least, you cannot consider the approval of this project until the names of *all* applicants – everyone contained in that description from Mr. Martin of what "we" will do at this proposed microbrewery – appear in the staff report and application materials. Once you reach that starting point, you should begin a serious discussion about the parking and noise concerns of the immediate neighbors, who are *very* close to this proposed business. But first the application has to come clean about the names of every applicant. Don't consider a vote on this project until that happens.

Chris Bray  
South Pasadena resident

**From:** [Claus Ersbak](#)  
**To:** [PlanningComments](#)  
**Subject:** Proposed Beer Bar at 421 - 423 Mission Avenue  
**Date:** Monday, July 12, 2021 1:35:00 PM

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CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I would like to voice my opposition to this proposed bar prior to tomorrow's meeting. I believe that it is a conflict of interest for Kaika Kith, the city planning manager, to get the zoning laws changed to allow for her and her husband to proceed with the plan to build this bar on property they own right next to private homes. This should be obvious to anyone paying attention. There are a number of us in the neighborhood, who are ready to pursue this legally should it pass. Shame on you Kaika Kith and any on the city council who plan on supporting this proposal being passed.

Claus Ersbak  
1029 Palm Avenue  
South Pasadena, CA. 91030  
626-824-1035  
Sent from my iPad



**From:** [David Plenn](#)  
**To:** [PlanningComments](#)  
**Subject:** Thoughts on the proposed micro-brewery  
**Date:** Sunday, July 11, 2021 9:22:57 PM

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**Cottage Industry:** *a business or manufacturing activity carried on in a person's home.*

My understanding of the Mission Street Specific Plan is that it says you can integrate businesses in residential neighborhoods if they are cottage industries. Manufacturing beer could fall under that definition. Serving beer outside seven days a week until 10pm at night would not fit that definition. It DOES fit the definition of a bar, though.

Not only were they given the okay to start the project, they were green-lighted ahead of others who were caught in the usual logjam of people waiting for the city to respond to their projects. The fact that a Senior Planner at the South Pasadena Planning Department was one of the co-owners applying for the permit gives the appearance that rules were bent in her favor. In addition, I believe it took over a year for the owners to notify the neighbors about the proposed micro-brewery. The delay makes me wonder if they knew they'd encounter resistance to this idea.

The “brew house” has assured the neighbors that sound will not be a problem. I’m having trouble thinking of a situation where people are drinking alcohol where there isn’t some amount of noise involved. These places usually have programmed music or live acoustic music. Both involve a PA system of some kind. Even at low volumes, which I’m sure is the plan, it makes people talk louder. They are telling everyone they’ll be open until 10pm every night of the week. I can think of a lot of people who will be happy to have this business up and running (I’m one of them). I can’t think of anyone who would be happy about having this business set up shop right next to their house.

The city of South Pasadena has had a bit of a reputation of riding roughshod over its citizens, lately. There are so many details that lack transparency and appear to abuse the power of the city agencies, that it should be a cause for concern.

For the record, I’m in total support of adding this micro-brewery to the list of South Pasadena businesses – in another location, surrounded by other businesses.

David Plenn

845 Lyndon Street

**From:** [Deanna Gast](#)  
**To:** [PlanningComments](#)  
**Subject:** Project Number: 2396-CUP/AMOD  
**Date:** Friday, July 9, 2021 4:10:52 PM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

To Whom It May Concern.

This email is in reference to Project Number: 2396-CUP/AMOD. I am opposed to this project for many reasons. One, the traffic, congestion and additional noise that having a wine bar in a residential area can produce. Two, I have lived on Palm Avenue for twenty five years. The street is narrow and is difficult to navigate with the constant Trader Joe's traffic. It is often hard to park because the employees park on Palm and so do the customers. Opening this establishment could potentially increase the traffic on Palm making it close to impossible to drive down my street. Three, having a food and alcoholic beverage establishment in our neighborhood changes the dynamics completely. Our neighborhood is primarily small houses owned by families with children. Opening up an establishment where alcohol is served will invite in people from outside the area and potentially diminish our quality of life by disturbing our peace by creating night time activity.

Thank you for your consideration.

Deanna Gast  
1034 Palm Avenue

**From:** [Faith Kelly](#)  
**To:** [PlanningComments](#)  
**Subject:** Beer Hall 421 Mission  
**Date:** Sunday, July 11, 2021 1:49:44 PM

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CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Planning Commission,

Neighbors have brought this change in zoning to my attention. I have lived in South Pasadena for 27 years. Cottage industries in a residential neighborhood are one thing and longstanding part of the zoning fabrication. It gives residents an avenue to have a small business and make a living during daytime business hours. Alcohol sales in a neighborhood near a school is inappropriate.

Did you change the zoning so that bars can be in any neighborhood or was this developer given a variance? Is the owner on staff with the city

I object to a beer hall in a residential neighborhood and to a zoning change and approval in such an expedited fashion without notice. Parking, noise and proximity to Arroyo Vista School - what were you thinking?

Lets keep the commercial businesses open at night and serving alcohol in the business district.

Would you want a bear hall next to your home?

Faith Kelly  
2021 Oak Street

Sent from my iPhone

**From:** [Maria Fernanda Oppermann Bento](#)  
**To:** [PlanningComments](#)  
**Cc:** [epostby@gmail.com](mailto:epostby@gmail.com); [Joanna Hankamer](#)  
**Subject:** Re: Public comment for July13 Agenda #3 Project No: 2396-CUP/AMOD  
**Date:** Monday, July 12, 2021 2:12:25 PM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Please find bellow my public comment for July13 Agenda #3 Project No: 2396-CUP/AMOD

Dear Planning Commissioners and neighbors,  
My name is Fernanda Oppermann. Together with my husband I own the small craftsman house located at 515 Mission Street, 50' away from the proposed brewery.

We purchased this home in 2013, remodeled it to fit our family while keeping its exterior original charm. We welcomed 2 of our 3 young kids home there. We chose to purchase our home on Mission St. because it is a much calmer and residential area of Mission, clearly having a distinct feel from the portion by the train station, a result of a differentiation between District A and B of the Mission Street Specific Plan. District A allows for bars and restaurants close to the train station, and district B - with a much calmer atmosphere - allows for stores and services around our house.

To be very transparent, 3 weeks ago my family moved away for a year. We are renting our house to a couple of friends and their young daughter.

A bar is now being proposed one house away from our property a drastic change from what we thought was possible for our neighborhood.

As Brazilian immigrant I generally welcome change. And as an architect I am familiar with this fine line between one neighbor's rights to develop its property and another neighbor's right to maintain a peaceful environment for its property. For that reason, once Mr. Martin and Ms. Kith first approached us after filing their CUP for the proposed project, I reserved judgement, I reached out to the city to understand well the proposed project, reviewed the plans when Mr. Martin invited us to do so and carefully considered their rights and our rights as it related to the change they are proposing for our neighborhood.

After many inquiries to the city I learned that the reason for such a drastic departure from the zoning code I was familiar with: a recent interpretation of the zoning code made by the Planning Director, a modification allowing breweries on our District B of the Mission Street Specific Plan. It is hard to believe that the Planning Director could make such a drastic zoning change greatly impacting the quality of life at my house and neighbors without any outreach to us, key stakeholders on this matter.

It is worth noting here that nor the applicants nor the Planning Department at the City of South Pasadena disclosed to me during our exchanges that Ms. Kanika Kith was both wife of the applicant and the senior planner at the City of South Pasadena Planning Department. For transparency sake it would have been encouraging to learn that important piece of information through either the applicant or the city.

Judging by the answers obtained by email exchanges with the City once/if the bar is

established the City is not going to regulate the amount of people staying and drinking at the outdoor deck, no more policing will be provided to ensure the safety of our adjacent homes, any food trucks will be allowed to stop in front. The owners of the bar will sure ask disturbing people to leave the premises of the bar, and we, the neighbors, will be dealing with the disturbances that spill out from a bar, drunk people, noise, loitering...

My kids enjoyed our front lawn, they spent late Summer afternoons running over sprinklers, sprinting 100 feet spanning ours and the Endacott's front lawns and laid on the grass stargazing after dinner some clear nights. We hope to continue to have the chance to do that. None of that will feel inviting if there is noise originating from a bar located 50' away and a high risk of an intoxicated group of people walking by.

After much consideration, I urge Planning Commissioners to deny this CUP application. An establishment serving alcohol will severely disturb the life of our homes so close to it! There are many better sites for this brewery/ bar concept that would not disturb residences. This is a big departure from the Mission Street Specific Plan for District B. An unilateral determination by the Planning Director without any outreach to residents shouldn't change my right to quietly enjoy my property and most of all to provide a safe and enjoyable place for my kids to grow up.

Thank you for your time.  
Fernanda Oppermann

Sent from my iPhone

**From:** [Heidi Sanders](#)  
**To:** [PlanningComments](#)  
**Subject:** Opposition to project 2396-CUP/AMOD  
**Date:** Thursday, July 8, 2021 4:18:28 PM

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CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

To the planning commission,

How on earth can you remotely consider approving a conditional use permit for a micro brewery to be in business at 523/521 Mission Street. It will destroy the family atmosphere in that neighborhood. There is minimal parking, the noise alone would be completely unfair to the adjacent homeowners not to mention the negative impact on their home values. My understanding is that one person was allowed to change the zoning for that area without any input from the adjacent residents. That alone should be reason for it to be denied on the basis of lack of transparency. Late night alcohol related noise, potential for food trucks 7 days a week until 10:00 at night! On every level it is wrong. Please consider the impact on the families that call that neighborhood home, common sense says it's a bad idea. I previously lived in that house for 24 years and it's absolutely turns my stomach to think that it something like this could be approved in our town. Please consider the long term consequences and deny the permit.

Respectfully,  
Heidi Sanders  
626-319-3433  
[Hs122957@gmail.com](mailto:Hs122957@gmail.com)

Sent from my iPhone

**From:** [Jill Noel](#)  
**To:** [PlanningComments](#)  
**Subject:** Proj # 2396-cup/mod  
**Date:** Monday, July 12, 2021 1:06:47 PM

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Dear planning commission,

I was very surprised to hear about a microbrewery coming in to town a few houses just west of Trader Joe's.

Are you aware it was a house less than 2 years ago and a family with 2 small kids live 2 houses down.

How did this come about? When was it zoned to sell beer? The house already seems approved to be a microbrewery. The fact that plans have already been in the works this far in the game feels like subterfuge. Was the house purchased with this intention and the homeowner got approval without public notice?

Arroyo Vista is 2 blocks away. 100s of parents walk their kids to and from school past this structure. Godspeople church is 1 block away. Families didn't move to this part of Mission to be near a microbrewery. And who are we kidding, a microbrewery is just a fancy term for a bar.

I strongly oppose the further development and opening of a microbrewery at 521/523 Mission. It's totally irresponsible and will cause irrevocable harm to the abutting residents and families.

Concerned South Pas resident,  
Jill Noel  
921 Indiana Ave



**From:** [Kathy Baker](#)  
**To:** [PlanningComments](#)  
**Subject:** 421-423 Mission Street Beer Bar  
**Date:** Sunday, July 11, 2021 8:03:45 AM

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I am opposed to the proposal for a beer bar at the above location. Please review this carefully to see how mid-guided it is; a residential community, no parking, open seven days a week until 10:00. It is the wrong location for a beer bar. Please vote against this proposal.

Thank you,  
Kathy Baker

Sent from my iPhone

**From:** [Ken Nakamura](#)  
**To:** [PlanningComments](#)  
**Subject:** Agenda Item #3 Beer Sales on Mission  
**Date:** Sunday, July 11, 2021 12:09:22 PM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

My name is Ken Nakamura, a resident near the library. I write to voice my opposition to the proposed Brew House in a portion of Mission St. near Indiana. Such a business is inconsistent with the residential character of the location, outside the boundaries of the Mission St Specific Plan, and I'm sure a departure from the normal zoning there.

From what I gather (correct me if I'm wrong), the project was sprung on the neighbors with very little notice, despite the city (Planning Manager, co-owner) having knowledge for over a year. To me, it reeks of favoritism and inside dealing.

Open a Brew House anywhere in the commercial district. Allowing a bar smack in the middle of residences is just wrong.

**From:** [Farber, Laura](#)  
**To:** [PlanningComments](#)  
**Subject:** Project Number: 2396-CUP/AMOD.  
**Date:** Saturday, July 10, 2021 9:09:09 AM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Planning Commission:

I am writing to object to the granting of a conditional use permit for the above-referenced project. It is my understanding that this proposed project is located in an area where the land use did not allow restaurants and bars until the zoning was changed in January 2020 by the South Pasadena Planning Director without any input from the community or the planning commission. As residents of South Pasadena, we were not made aware of this change until recently.

If this use is allowed, it will greatly impact the peace and quiet of the residential homes and the neighborhood in this area. Also, this use will impact a family-oriented block and convert it to a loud alcohol outlet with night time activity, noise, food trucks, etc. It is our understanding that the owners are requesting to allow operations to take place 7 days a week until 10pm. This activity is not designed to attract families to our neighborhood and will drive people away, just for the benefit of one business, which makes absolutely no sense. Our neighborhood matters to the residents and so does the family atmosphere. Please vote to oppose this Conditional Use Permit.

One person should not be allowed to impact this zoning change that affects home values and the quality of life for South Pasadena residents. I doubt that this person would make this same decision if the person lived with their family anywhere near this proposed project. Families matter more than this type of business. For these reasons, this CUP should be denied.

We live at 2007 Marengo Avenue, South Pasadena.

Thank you for your prompt attention to this matter. Please do the right thing and deny this CUP application.

Very truly yours,

Laura Farber

**From:** [Laurie Hendricks](#)  
**To:** [PlanningComments](#)  
**Subject:** Proposed Beer Bar on Mission  
**Date:** Sunday, July 11, 2021 1:21:12 PM

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Hello,

As a long time resident of South Pasadena, homeowner, and a former small business owner, I would like to file a formal objection to the proposed beer bar on Mission St. in a residential neighborhood. I have only recently become aware of this proposed beer bar and it's location. The decision to approve this business venue that will remain open until 10 pm at night seven days a week is wrong and was approved without public comment or awareness by local residents.

I'm not against a beer bar in So Pas, however, I am against the location on a residential part of town where cottage industry businesses should close by 5:00 pm.

I hope that you will review and change your decision on this proposed business immediately. Find another more appropriate location!

Thank you,  
Laurie Hendricks  
South Pasadena, CA  
626 833-0106

Sent from my iPhone

**From:** [Leonor Sanchez](#)  
**To:** [PlanningComments](#)  
**Subject:** Project # 2396-CUP/AMOD  
**Date:** Friday, July 9, 2021 2:06:09 PM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good afternoon,

You are receiving this email because you have expressed opposition to the proposal for an outdoor beer bar at 521-523 Mission Street. The Conditional Use Permit for this is on the Planning Commission Agenda for July 13th.

As a reminder, this is an area where the land use did not allow restaurants and bars until the zoning was changed in January 2020 by the South Pasadena Planning Director without any input from the community or the planning commission. As a neighbor within walking distance from the above noted address, we were not made aware of this change until recently. This area does not need the kind of driving and foot traffic that an out door Beer Bar would bring.

We are a few blocks from an elementary school and we do not need to find the same type of trash in the mornings that are often found outside of our already functioning bars (empty beer bottles and cigarette buds).

Regards,

Leonor Sanchez  
1036 Palm Avenue  
South Pasadena, CA 91030  
Resident since 1971

**From:** [Linda D'Oro](#)  
**To:** [PlanningComments](#)  
**Subject:** Conditional Use Permit for 521-523 Mission St  
**Date:** Monday, July 12, 2021 12:14:48 PM

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To the Planning Commission of South Pasadena:

RE: Project # 2396-CUP/AMOD

I would like to go on record as being opposed to the Conditional Use Permit currently approved by your commission for the property located at 521-523 Mission Street in South Pasadena.

I believe a restaurant/bar at this address, that is proposed to be open 7 days a week until 10:00 PM, is completely inappropriate for this neighborhood and would greatly affect the peaceful, quiet, family oriented environment that our neighbors have enjoyed for decades. I would greatly appreciate your consideration in this matter.

Sincerely,  
Linda D'Oro  
1037 Buena Vista St.  
South Pasadena  
626-665-5431

**From:** [Lisa Cavelier](#)  
**To:** [PlanningComments](#)  
**Cc:** [Diana Mahmud](#); [Armine Chaparyan](#); [City Manager's Office](#)  
**Subject:** 521-523 Mission Street  
**Date:** Monday, July 12, 2021 7:43:42 AM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

RE: Project #2396-CUP/AMOD

Dear City Leadership:

I currently reside at 1221 Orange Grove Avenue, and have lived in the general vicinity of the proposed outdoor beer bar on Mission Street for a number of the 30+ years I have lived in South Pasadena. I am astonished that any of you believe this is a good idea. It makes one wonder who is watching such a move by the City, and why the zoning was allowed to change in January 2020 so quietly. Why didn't we all hear about that happening? Someone needs to look deeply into what is going on here with city staff. I don't know the full story, but have heard the proposed beer bar is the family business of the staff person who changed the zoning. **What?**

One has to only drive by other local beer bars (Highland Park, other cities) to see how this works. Lots of people, fueled by alcohol, having a great time. Good for them. But what about the noise, the increase in traffic, parking issues, possible food trucks, and more that are brought to an otherwise quiet neighborhood with such an establishment? And open until 10pm 7 days/week? One, that's a lot. Two, even with noise ordinances in place, there's a big difference between my neighbors having a nice evening in their backyard and any accompanying noise that might entail, and a beer bar business whose objective it is to have large numbers of people come and drink their alcohol. Three, who really believes that perfect quiet will return to the neighborhood at the stroke of 10pm each night. It is incredibly unrealistic.

"The City Council has an ambitious agenda for making South Pasadena even more special than it already is. We look forward to working with Armine to advance infrastructure projects and services that improve the quality of life of every South Pasadenan...." said Mayor Diana Mahmud, May 2021. (My underlines)

There's nothing special about a beer bar opening in a quiet neighborhood. It certainly does not improve the quality of life for a very large group of South Pasadenans.

**I'd ask each of you to consider if you'd want a beer bar next door to your home, and then act with integrity and courage and shut this harmful plan down.**

Thank you,

Lisa Cavelier  
626-757-1099





**From:** [Lynn Clark](#)  
**To:** [PlanningComments](#)  
**Subject:** Beer Bar on Mission  
**Date:** Monday, July 12, 2021 1:56:24 PM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

To Whom It May Concern,

I am a longtime South Pasadena resident writing to the city's Planning Department regarding the proposed Beer House at 421-423 Mission Street.

It is my understanding that the approval of this establishment goes against the Mission Street Specific Plan. The plan allows for cottage industries only, which finish their business at day's end and are completely enclosed. The beer bar on Mission currently has plans for outdoor seating, and its hours of operation will go until 10pm, seven nights a week. These dynamics go against the city's plan for Mission Street and will severely impact the lives of the nearby residents.

In addition, it has been brought to my attention that the process for approving the beer bar did not include input from residents living directly next to the proposed establishment. It is unfair that those most impacted have no voice in this matter. Not to mention, it seems the city zoning was changed to accommodate one of the co-owners.

To be clear, I am not opposed to this type of establishment. However, I believe that the location and approval process demonstrate poor choices by our city government. I ask the Planning Department to reconsider its decisions regarding this situation.

Thank you for your time.

Lynn Clark

**From:** [Joanna Hankamer](#)  
**To:** [Jeffery Anderson](#)  
**Subject:** Fwd: Project # 2396-CUP/MOD  
**Date:** Thursday, July 8, 2021 4:19:15 PM

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Sent from my iPhone

Begin forwarded message:

**From:** Lynn Anne Fisher <lafisher60@gmail.com>  
**Date:** July 8, 2021 at 4:01:33 PM PDT  
**To:** PlanningComments <PlanningComments@southpasadenaca.gov>  
**Subject:** Project # 2396-CUP/MOD

**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

To Whom This Concerns,

I am writing this email to express my opposition to the opening of a microbrewery at 521-523 Mission Street, South Pasadena, CA 91030. I have lived in South Pasadena and have owned a home at 654 Monterey Rd in So. Pas. since 2003. One of the things I love about So. Pas. is the small town, family vibe. The opening of a microbrewery close to an elementary school and the surrounding neighborhood does not seem like a good fit for me.

Thank you for your consideration of not allowing the approval of a microbrewery at 521-523 Mission Street.

Sincerely,

Lynn Fisher

654 Monterey Rd, South Pasadena, CA 91030

**From:** [Matt Carless](#)  
**To:** [PlanningComments](#)  
**Subject:** Re:Proposed Beer Bar at 421-423 Mission Street  
**Date:** Sunday, July 11, 2021 3:07:41 PM

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To whom it may concern,

It seems Kith changed planning criteria to get this through.

This is corruption. We can see what you're doing. Does anyone on the council

actually care about South Pasadena?

Matt Carless

**From:** [Nick Bernal](#)  
**To:** [PlanningComments](#)  
**Subject:** Beer Bar on Mission  
**Date:** Sunday, July 11, 2021 11:00:19 PM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Planning Commission,

I oppose allowing the construction of a Beer Bar at 421-423 Mission. There are private residences right next door, and that type of business is not a cottage industry and, therefore, is not in keeping with the Mission Street Specific Plan.

It will be a constant nuisance to the neighbors, and it will have a very negative affect on their property values and their quality of life. This is entirely unfair to the neighbors.

It is shocking that this project was approved so quickly when everything else in this city requires months of reviews. How is that even possible?

Nick Bernal

**From:** [Gary Seto, MD](#)  
**To:** [PlanningComments](#)  
**Subject:** Oppose conditional use permit for 521-523 Mission Street  
**Date:** Monday, July 12, 2021 9:30:44 AM

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To Whom It May Concern:

I am writing to voice my opposition to the proposal for an outdoor beer bar at 521-523 Mission Street (Project Number: 2396-CUP/AMOD).

This is a residential area and not appropriate for a business such as this. I believe the noise and activity will detrimentally affect the peace and quality of life of nearby residents. There are available storefronts along Mission and Fair Oaks which would be much more appropriate for a business like this.

Moreover, the zoning for this area was changed in January 2020 by the South Pasadena Planning Director without any input from the community or the planning commission, which is underhanded and unfair.

I am a South Pasadena resident and business owner. My home address is 1515 Spruce St. South Pasadena, CA 91030.

I sent a previous e-mail and amended this to include my home address and the project number. Thank you for your attention.

Gary Seto, MD  
<http://www.drgaryseto.com>

Warning - Confidential Information - Notice of Confidentiality

This e-mail and any attachments contain confidential information that is legally privileged or otherwise protected. This information is intended only for the use of the individual or entity named above. If you are not the intended recipient, or the person responsible for receiving and/or delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution, or use of any information contained in this e-mail or attachments is strictly prohibited. If you have received this information in error, please immediately notify the sender by telephone and return this information to the sender. Thank you.

Eric Ostby and Maria Fernanda Oppermann Bento  
515 Mission Street  
South Pasadena, CA 91030

July 7, 2021

To: Steve Martin and Kanika Kith  
521-523 Mission Street  
South Pasadena, CA 91030

Re: Your letter dated June 26, 2021

Mr. Martin and Mrs. Kith,

You have submitted an Application for a Conditional Use Permit to change the reported existing "live/work office" use of your property to a so-called 'live/work residential nanobrewery' that will include brewing beer and serving it to customers on location 50 feet from our house. Our quality of life will be dramatically and negatively impacted by the opening of this brewery serving higher alcohol-content ale, which is without precedent in our neighborhood. We are supportive of small business in South Pasadena. But we cannot support a bar next to our home, which is a severe zoning modification to the intent of our block in Mission District B.

While you did show us some plans in April, you did not follow up and ask for feedback until your letter dated June 26<sup>th</sup> and received on June 30<sup>th</sup>. Also, you did not inform us or our neighbors Ray and Sue that you would request a variance to build a large 8 foot wall on the side of your property. The first time you stopped to meet us was to deliver the completed brewery pamphlet with architectural drawings the week the CUP was submitted. You never reached out for input while developing the concept. And this letter asking for input was sent just days before the July 13<sup>th</sup> public hearing notice, which shows that you are not sincerely interested in our input.

Our view is straightforward, we cannot accept an alcohol serving business just feet from our home. *The only feasible path for us is if you sell your beer as take-away only, and do not serve or allow any consumption on site.* The reasons are many: your proposed brewery will function like a bar, allowing patrons to be served higher alcohol content ales on site, where some customers will become intoxicated and cause disruption to our home and our block. Alcohol consumption leads to loitering, smoking, noise and nuisance. All of these pose a risk to the safety and will damage the calm serenity of our home. In addition, you do not offer any vehicle parking, meaning your brewery customers will be parking in front of our home, not to mention the food trucks we expect to gather in front. A brewery at 521 Mission will make our home less livable and less safe.

Sincerely,



Eric Ostby and Fernanda Bento

Raymond and Suzanne Endacott  
519 Mission Street  
South Pasadena, CA  
(626) 799-4274  
ray.endacott@gmail.com  
sue.endacott@gmail.com

Eric Ostby and Maria Fernanda Oppermann Bento  
515 Mission Street  
South Pasadena, CA  
(626) 354-6910  
epostby@gmail.com  
fe@thisismutuo.com

April 13, 2021

To: Planning Commission  
City of South Pasadena  
1414 Mission Street  
South Pasadena, CA 91030

cc: South Pasadena City Council  
South Pasadena City Manager  
South Pasadena Planning and Community Development Director

Re: Determination of Planning and Community Development Director 2020-001

Dear Planning Commissioners,

We are seeking the Planning Commission's review and reversal of the determination by the Planning and Community Development Director that the definition of a Cottage Industry in District B where we live includes restaurant and bar/tavern/pub uses.

We own and live in the properties next door and one house away from property located 521 and 523 Mission Street in South Pasadena, which is owned by Steven G. Martin and Kanika Kith (it is noted that Ms. Kith is a Senior Planner in the City's Planning Department). Mr. Martin and Ms. Kith have submitted an Application for a Conditional Use Permit to change the reported existing "live/work office" use of their property to a so-called "'live/work residential nanobrewery' that will include brewing beer and serving it to its customers." The Application states that the Martin/Kith property is located in District B of the Mission Street Specific Plan ("MSSP") (as are our properties) and that the "work" component of the live/work use is a Cottage Industry, which is a permitted use in that District. The Application continues, stating that "Microbrewery is a Cottage Industry under the South Pasadena Community Development Director's Determination No. 2020-001."

Promptly upon learning of the efforts by Mr. Martin and Ms. Kith to open a bar/tavern/pub next door to us, we emailed the Planning Department on March 8, 2021 and requested information on the CUP Application. After a brief reply on March 10, 2021 from Ms. Malinda Lim, Associate Planner, we submitted additional questions on March 11, 2021. When no response was received, we sent follow up e-mails on March 19 and 24, 2021. A response was finally supplied on March 24, 2021, which included a copy of the Application.

After we received and had the opportunity to review the Application, on March 31, 2021 we requested a copy of the referenced Determination which we did not receive until April 8, 2021. In the Determination dated January 14, 2020 (a copy of which is enclosed for your immediate reference), the Director concluded that a restaurant can be located in District B of the MSSP. Respectfully, such a conclusion is in error and exceeds the authority of the Director. Furthermore, such a far-reaching and impactful decision should not be made without community notification, input and a public hearing.

The stated "District Function" for District B in the MSSP is for "Complimentary Use Areas" and "Permitted Uses" are limited to Office, Cottage Industry, Live/Work Space and Housing Units. In contrast, District A in the MSSP allows for Commercial Retail and Services, Restaurants and Specialty Retail uses.

"Cottage Industry" uses are described in the MSSP as small-scale artisans' workshops or studios, together with ancillary showrooms or galleries, located in enclosed buildings. The MSSP then lists examples of manufacturing and service uses that are permitted under the Cottage Industry category and allows the Director to determine other "similar uses." Although one of the stated permitted services include catering, uses as a brewery, bar/tavern/pub or restaurant are not included. In contrast, District A of the MSSP allows for restaurant use. In adopting the MSSP, the City was clear that restaurants are permitted in District A. If the City intended restaurant use to be permitted in District B it would have done so. It clearly did not.

Despite the language in the MSSP, the Director unilaterally and without any public notice or input, effectively changed allowable uses in District B by interpreting the definition of Cottage Industry to include "boutique restaurants, including dine-in restaurants, takeout restaurants, food delivery restaurants and services, wineries and wine tasting and brewpubs and microbreweries." Apparently, the only restaurants and bars/taverns/pubs not allowed are chain restaurants that do not have a "one-of-a-kind distinctive menu" or that do not offer an "atypical or high quality customer experience."

The Director seeks to bolster the conclusion in the Determination by noting that "catering" is included as one of the Cottage Industry uses permitted in District B. Ignoring the fact that restaurant uses are expressly permitted in District A but are not included in the permitted uses in District B, the Director asserts that catering is a business type in the food industry and therefore food preparation and sales were expressly contemplated as a permitted use. Food preparation and sales for off-site dining and consumption is a far different use than a restaurant or bar/tavern/pub which calls for food preparation, serving and consumption of food and beverages on-site.

Although the Director has the responsibility and authority to interpret the meaning and all applicable provisions and requirements of the Zoning Code pursuant to Zoning Code section 36.110.020, the Director does not have the authority to change the zoning set forth in the MSSP.

By the City's own definitions, it is obvious that restaurants and bars/taverns/pubs are a completely different use than a "Cottage Industry." Although a nanobrewery itself might qualify as a small-scale artisan manufacturing use, neither the opening of a restaurant nor a brewpub/bar/ tavern/pub is an allowed or permitted use in District B of the MSSP. The sale of beer from the nanobrewery for off-site consumption might also arguably be allowed, subject to the issuance of a Conditional Use Permit as required by the Zoning Code. That too, however, is different than a use as a restaurant or brewpub with



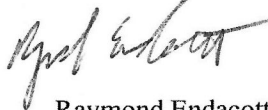
on-site service. where patrons will stay on-site for extended periods of time creating increased noise and other significant negative impacts on our homes and the surrounding community.

Our quality of life will be dramatically and negatively impacted by the opening of a bar, without precedent in our neighborhood. It is located literally right next door, just a few feet from our properties, equipped with outdoor seating, tables and lights, operating seven (7) days per week from noon to 10:00 pm. When we asked what the seating capacity of the bar/tavern/pub would be, Ms. Lim in the Planning Department responded that the capacity inside the building is determined by the Building Code but she did not have that number. She did, however, add that the maximum occupancy inside the building does not apply to the outside deck/patio area, the occupancy and use of which could presumably be limited only by the number of bodies that could physically fit in the front patio. Moreover, in responses to our questions, the Planning Department confirmed that food trucks are permitted on public streets subject to parking and operational requirements. Even if the bar/tavern/pub proposed in the Application did not sell food, it will become a magnet for food truck perpetually parked in front of the Martin/Kith property and our properties.

The Determination made by the Director to allow restaurant and bar/tavern/pub uses in District B, is not merely an interpretation of the MSSP. Indeed, it rewrites the specific plan, actually purports to change the zoning and is beyond the Director's authority.

Because restaurant and bar/tavern/pub use is **NOT** permitted in District B and the Director does not have the authority to change the clear zoning restrictions and land use designations contained in the MSSP, the Application for Conditional Use Permit should be rejected in its entirety and the Director instructed to do so as soon as possible.

Respectfully,



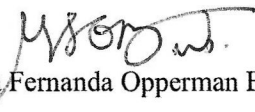
Raymond Endacott



Suzanne Endacott



Eric Ostby



Maria Fernanda Opperman Bento

Enclosure

**From:** [peter milio](#)  
**To:** [PlanningComments](#)  
**Subject:** 421-423 Mission Street  
**Date:** Sunday, July 11, 2021 6:40:02 PM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I am a long time resident of South Pasadena and used to own an art gallery on Mission Street. I heard that a beer bar is opening up at the address above. It is my understanding that this project, which involves a worker in the planning department who is a part owner of the bar, was fast tracked by the planning department.

First, I do not believe that a bar is appropriate in a residential neighborhood, particularly when it will be open until 10PM, 7 days a week. I realize that Mission Street is one of our main commercial streets, but it would seem that an office use would be better than a bar, in that location.

It is my understanding that the use as a bar goes completely against the Mission Street Specific Plan, which clearly indicates that only “cottage industries” can go into this part of Mission Street. Cottage industries are businesses that close at the end of the day and are enclosed, like a gift shop, art gallery, book shop, studio, office, etc. It does not allow for outdoor restaurants, and especially not outdoor bars.

I object to the planning department giving final approval and feel that there should be more discussion about this location before the use is approved.

Thank you,  
Peter Milio  
1427 Beech Street  
South Pasadena CA 91030

# SOUTH PASADENA BREWHOUSE



July 9, 2021

Re: Letter from 519 Mission Street neighbors

Dear Commissioners:

My prior July 5, 2021 report stated that my neighbors have ignored me since early March. Today, I just received the attached letter from Sue and Ray Endacott (next door to me at 519 Mission Street). As you can see, it points to 3 main complaints, as follows:

- Hours of operation
- Outdoor noise
- Type of business

Each of these issues is addressed in the documents submitted in the agenda packet.

Thank you,

A handwritten signature in black ink, consisting of a stylized, cursive 'S' followed by a horizontal line that extends to the right and then curves back down to the baseline.

Steve Martin  
Applicant

Steve Martin  
520-523 Mission Street  
South Pasadena, CA 91030

Steve,

We received your letter on June 30th. We have many concerns, most of which have to do with the hours of operation, outdoor noise and the type of business. The original land use does not support this type of business.

We also care deeply about our community and the project as proposed is not a good fit for this neighborhood.

Sincerely,

Sue and Ray Endacott

579 Mission  
So Pas 91030

SANTA CLARITA CA 913

7 JUL 2021 PM 5 L



79641040615324

FOREVER



Steve Martin  
521 Mission St.  
So. Pasadena, CA  
91030

91030-303521



**Date:** July 8, 2021

**To:** South Pasadena Planning Commission

**From:** Shelley Stephens  
845 Lyndon Street  
South Pasadena, CA 91030  
[ShelleyL.Stephens@gmail.com](mailto:ShelleyL.Stephens@gmail.com)

**Re:** The Proposed Beer Bar at 421- 423 Mission Street - Duplex

I am not against having a new beer bar in South Pasadena, but I am very much opposed to the proposed location of this business for the following reasons:

### **1. Parking**

Locating a business that requires a great deal of clientele and deliveries coming and going on a street that has no parking is very poor judgment. The parking on the street is always taken up by local residents, yoga classes, overflow from Trader Joe's customers, and Trader Joe's staff. Parking for this business will have to be on surrounding blocks, which are all residential. The owners' response to this is to offer bicycle racks. This is unfeasible. Who is going to bicycle home at the end of the night after a few strong beers without placing themselves in jeopardy? At the very least, this implies a younger clientele, and not an older, more sedate group.

### **1. Conflict of Interest**

I am deeply concerned by what I perceive to be a transparent conflict of interest in my city. The owners of the property are husband and wife Steve Martin and Kanika Kith. Ms. Kith works in the South Pasadena Planning Department and reports to South Pasadena Planning Director, Joanne Hankemer. The duplex cleared escrow in early January, 2020. Less than two weeks later, Joanne Hankemer changed the zoning to allow this project.

I understand that the backlog in the Planning Office includes as many as 80 requests for review at any one time. However, this project jumped to the front of the line and the Planning Director made huge allocations for it, such as singlehandedly changing the zoning and going directly against the Specific Plan. This optics of this are very bad and I hope the city will take steps to deal with it.

### **2. Unfair to Neighbors**

How could one person, the Planning Director, singlehandedly make a unilateral decision that deeply affects the quality of life for so many South Pasadena residents?

Why were there no community input? How can the Planning Director arbitrarily change the Specific Plan on her own? This doesn't make sense and does not seem like good government

The Specific Plan was developed carefully to permit only cottage-type industries in this area of town, no outdoor restaurants and NO outdoor bars. To overturn this does not seem at all fair to the immediate neighbors (the Endacotts), who have lived in their single-family home for 35 years. It threatens to ruin their quality of life after setting deep roots and making a lifelong history here and raising their family in this city. South Pasadena needs to support its long-time residents.

### **3. Family Neighborhood**

The hours of operation are from **12 noon to 10 pm every day.**

The business model for the brewery includes serving beer to a younger demographic. The bar would attract younger people who are drinking, every night until 10 pm. There is the possibility of live music, so sound might also be a problem.

This area of Mission Street is residential and has close proximity to an elementary school, a church, and a playground. Many families live in the area who have young, school-aged children, including the family living one house away from the bar next to the Endacotts. This is not a logical location for an outdoor beer bar.

### **4. Owners**

The behavior of the owners so far has done little to show that they will be responsible business owners. Why did they wait a full 14 months after planning department approval to inform the neighbors? Why do they promote their "good neighbor policy" when none exists? For the past year and a half the front of the property has **not** been maintained, creating an eyesore: a hugely overgrown hedge, weeds throughout, and trash collecting in the yard. Please confirm that Steve Martin will indeed be living on site.

### **5. Unfeasible**

As a business consultant for the past 27 years, I can tell you that at first glance, this business does not pencil out. They will be selling only single glasses of beer, and no food. In order for this business to break even or make a small profit, they will have to sell a large volume of single glasses of strong beer, but there is only room for very few tables outside at which to sit. This means people standing around on the driveway, on the parkway, on the sidewalk, and in front of the surrounding homes. This means food trucks with more lines in front of the neighbors' homes. This kind of activity is not conducive to a peaceful neighborhood.

## **6. Mixed Messages**

So just what is this proposed business? Is it a boutique beer tasting room, or is it a bar that will be open late 7 nights a week serving beer to a rambunctious younger crowd with planned live music? Just what does their brand stand for and what is their market identity going to be? I doubt that the owners have thought this through.

## **7. Poor Logistics**

The tables and chairs at this proposed business are located right adjacent to the sidewalk. This means people will be drinking beer right next to the sidewalk as residents and children walk by. Leaving the tables and chairs out after hours will invite the homeless, graffiti, and outright stealing of these items. These need to be put away each night, creating more activity and noise after 10 pm.

Also, every business has constant deliveries throughout the day, either by UPS or FedEx or other means. These are usually all sorts of supplies and in this case, raw materials to brew the beer. The point is that the trucks will have to double park in the streets or obstruct the sidewalk while these deliveries are being made. This is not a good set-up and will increase the traffic and street chaos in a residential neighborhood.

## **8. Sets Poor Precedent**

If allowed to locate here, the brewery would be an outlier in an otherwise peaceful neighborhood. There are no similar businesses nearby. The Specific Plan allows only indoor businesses and this is to maintain the residential quality of the neighborhood. It will create a poor precedent to place an outdoor business in a residential neighborhood. The current neighbors do not object to a true cottage industry.

## **9. Wrong Location**

I want to make it clear that I am not against new businesses in town and I am not against this business, but this is most definitely the wrong location for it. In order to succeed and for the neighbors to maintain their quality of life, it should be located in a district near other related businesses and outdoor restaurants. The location needs to be rethought in order for this business to succeed.



**From:** [steven](#)  
**To:** [PlanningComments](#)  
**Subject:** agenda item number #3 - the proposed Brew House at 421-423 Mission Street.  
**Date:** Monday, July 12, 2021 11:09:06 AM

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CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear members of the Planning Commission,

The below comment is in regards to agenda item number #3 - the proposed Brew House at 421-423 Mission Street.

This project should not have been approved, as it goes against the Mission Street Specific Plan, which states that only cottage industries can exist on this part of Mission Street. Since this is a residential neighborhood, the intent is to allow a business to open only if it operates during normal business hours (9:00am-5:00pm). Allowing a brew pub that will be serving alcohol until 10:00pm on a daily basis certainly violates the stated rules of the aforementioned Specific Plan.

The process in which the South Pasadena Planning Department changed the zoning for the area was not transparent. The co-owner of the brew pub is a staffer on the commission and full approval was granted less than two weeks after escrow closed. Neighbors were not notified of this for over a year and never had a chance to give input before the approval was granted.

To allow a bar to open in a residential area is a bad idea that sets a disturbing precedence. This brew pub will create unwanted noise and parking problems, along with inevitable inebriated people hanging out on the street smoking (just like at Griffins). If this person really wants to open a brew pub, he should find an appropriate space in the business section of the city and not in a residential area.

Best,  
Steven Monaci  
715 El Centro St  
626-429-1412

**From:** [Joanna Hankamer](#)  
**To:** [Jeffrey Anderson](#)  
**Subject:** FW: Project No. 2396- CUP/AMOD  
**Date:** Monday, July 12, 2021 6:49:00 PM

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-----Original Message-----

From: Sue Endacott <sue.endacott@gmail.com>  
Sent: Monday, July 12, 2021 1:37 PM  
To: PlanningComments <PlanningComments@southpasadenaca.gov>  
Cc: Jack Donovan <jdonovan@southpasadenaca.gov>  
Subject: Project No. 2396- CUP/AMOD

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

From: Suzanne & Raymond Endacott

519 Mission Street

South Pasadena, CA 91030

Re: Response to CUP Proposal for 521-523

Project No: 2396-CUP/AMOD

Dear Planning Commissioners:

Below are our responses to Mr. Martin's proposal.

Zoning Code Compliance (Page 4)

This compliance was only made possible by the Planning Director's interpretation -- it is not compliant with the Mission Street Specific Plan as written. (Please see Harry Knapp's letter, an author of the MSS, for his comments on this.) Allowing a cottage industry is VERY different than allowing an alcohol outlet with on-site sales. They are two distinctly different things. This interpretation was done without any notice to affected residents and without any regard for the letter of the law that specifically left out bars and restaurants from District B.

Needless to say we were quite surprised that this was allowed and asked for more specific information from the Planning Department. Why did it take a month for the Planning Department to send us the Determination after we asked for it several times in several different emails?

Why the delay? This information should have been readily available and sent to us upon request and more importantly, we should have been notified by such a change.

We would also argue that a boutique restaurant has the same use as a chain restaurant -- the use is no different.

The staff opinion that the proposed project conforms to allowable uses is because the staff created this allowable use.

Potential Impacts - Page 5

The SPMC states that the following issues be considered:

Item 2: The distance of the proposed use from the following: Residential Uses

This is written into the code for a good reason. An alcohol outlet next to a private home raises significant concerns. This alcohol outlet is directly adjacent to our living and dining rooms.

Item 2c: Other establishments dispensing alcoholic beverages

Señor Fish serves alcohol and Trader Joe's has beer, wine and liquor for sale.

That is three outlets in a close vicinity.

Reducing Potential Conflicts - Page 6

Installing an 8 foot wall -- I would argue that this very tall wall is more about shading his patio than accommodating his neighbors. It does nothing to provide privacy or buffer our three dining room windows from his public room in the front west side of the duplex. Our dining room will be visible to public patrons.

Access ramp - This does not reduce potential conflict.

Lemon Tree - This does not reduce potential conflict.

Conditions - Page 6

How can Mr. Martin guarantee that his patrons will consume the beer only on his property? What measure does he have in place? With only two employees it doesn't seem like he has enough monitoring. His surveillance system monitors only his property. We will be sure to call the SPPD for any smoking, loitering, public urination or littering on our property, but this makes us the security guards of our property due to the intrusion of his business into our neighborhood.

Hours of Operation -- Mr. Martin is "LIMITING" his hours from noon to 10pm?! We do not see this as "limiting" them at all. My husband and I both have careers with very early start times and we go to sleep very early. Plus, this doesn't guarantee that patrons will leave at 10pm and how can he control their conversations as they walk to their cars? Realistically, the noise would not end at 10pm. Seventy hours per week of this operation would make our home unlivable.

Other Businesses with Alcohol Licenses:

None of the businesses listed are adjacent to a residence. Cos and Pi closes at 3pm.

Administrative Modification - Page 8-9

"Currently there is a low hedge (approximately 3' in height)"- This hedge has gone un-trimmed since Mr. Martin and Ms. Kith took ownership of the property. The actual height of the hedge on our side is five feet - but on their side it's closer to 12 feet. This hedge is overgrown and unkempt. They have already lowered our property values by being negligent caretakers of their front yard. I worry about how they would handle upkeep on a business if this is how they allow their residence to look now. The upkeep of their residence has been a problem since they took ownership. There is often trash in the front yard that doesn't get picked up. Someone started a small fire on their sidewalk and it took them several days to clean it up, creating a tripping hazard for pedestrians. Mr. Martin recently weeded his parkway in preparation for this hearing, but the weeds were tall and overgrown for several months. We also have a gopher problem because Mr. Martin refuses to deal with any upkeep of his front yard. We can mitigate the gophers on our side but they have free reign on his side and keep tunneling over into our lawn.

Item No. 3, Page 3-38 - Director's Interpretation

We argue with the Director's opinion that "allowing other food industries such as boutique restaurants would be consistent with that authority." It is a huge jump from "catering services" to "boutique restaurants."

Catering means the food is prepared and taken to another location - NOT SERVED ON SITE. This interpretation is not logical and does not follow the intention of the MSS for District B.

We have no problem with a microbrewery as a cottage industry, but serving alcohol on site is definitely not a cottage industry.

Benefits to the Community - Page 3-42

Re-establish Mission Street as the historic downtown. Central Mission Street already is downtown. What needs to be re-established? This goes against Mr. Martin's argument that this is a neighborhood place. He wants West Mission to be the new downtown? His bar is not downtown and never will be.

Preserve, renovate and re-use Historic resources

This house was already a historic structure. He is taking away some beautiful interior architecture by closing walls and shoe-horning in booths. I don't think this preserves historic resources.

Reduce Climate Change

I am glad that this is a "net zero" operation. We also pride ourselves on a low carbon footprint -- we compost and capture rainwater and recycle. We also pride ourselves on low air conditioning use throughout the summer and SCE tells us that we always use less electricity than our neighbors. If this business goes in, we will have to keep our windows closed and our air conditioning on. I work a hybrid home/office schedule and love opening the dining room windows as I work. This will not be possible with a public alcohol outlet less than 15' from my dining room. We will never be able to have dinner with the windows open and not be on view to public patrons.

Examples - Pages 3-48 to 49

Are any of these examples next to a residence? Some aren't even in our state!

Parking Study - pages 3-51 -93

This study was done from March 18 - April 18. This was before the state was fully reopened on June 15th. While this may mean more cars parked in the surrounding residential blocks, it certainly means fewer cars on Mission Street between Indiana and Palm. The South Pasadena Bikram Yoga is re-starting its business and the yoga patrons will begin to add to the street parking.

Item No. 3 - Page 3-97

Mr. Martin argues that this is not a bar. To be clear, this is the definition of a bar from Dictionary.com

1. a counter or place where beverages, especially liquors, or light meals are served to customers;
2. a barroom or tavern.

If he is serving alcohol to customers, it is a bar. Please ask Mr. Martin about the alcohol content of his beer. The sample he gave us to taste was extremely strong and equivalent to liquor in its effect.

Mr. Martin says "This is a reasonable use for my commercial property." Is his property commercial? Or is it a live/work area that was meant for enclosed and quiet cottage industries? This is what the Planning Commission has to decide. Mr. Martin does not get to decide this.

Community Outreach and Support - Page 3-101

None of these supporters live next door to this proposed project. Would they feel differently if they did? We talked to one supporter on his list and he admitted that "yeah it sucks for you guys being right next door." How many of them would still support this if it was going in next door to their home?

Letter to Ostbys and Endacotts - Page 3-105

This letter is dated June 26th and we received it in the mail on June 30th. We have replied to Mr. Martin and the Ostbys have also replied. We received the notice for the CUP hearing on Saturday July 2nd, allowing us only two days for input. He is correct that we outright reject his idea.

We will have more to say about this further down in our reply.

Cottage Industry Use - Page 3-107

Mr. Martin conducted his own crude sound study and yes, this is a noisy street during the day. But at night it settles down into a lovely quiet environment. Maybe even more quiet than other residential areas since the businesses on our block are all closed. How can Mr. Martin assert that his project will not increase the noise level? How can he guarantee that this will not raise the noise level above 2CNEL? This is simply not able to be proved since it depends not on equipment but on the behavior of people drinking beer on the premises.

People should be able to have a good time when gathering and not worry about the noise they make -- that is exactly why this is the wrong location for this project.

Also, our homes are also situated very close together and often loud sounds (dogs barking, etc.) can be heard from the interior of the neighboring home. Our windows are very close together. It is not only outdoor noise that we are concerned about.

The Director has ample support for her reasonable interpretation that a microbrewery qualifies as a cottage industry. - Page 3-108

Yes, a microbrewery is a cottage industry. Serving alcohol to customers is not. No matter how much "craft, art and design" it takes to produce your beer, the use is the same as any other alcohol outlet. It most certainly does not "squarely fit the definition of a cottage industry." Mr. Martin argues that other businesses serve directly to clients but these businesses serve clients indoors. It is simply apples and oranges and does not compute.

Residential Property Values Will Increase - Page 3-110

This is completely ridiculous. We LIVE in our house and are not planning to use it commercially.

He says "my project demonstrates how their property could be adaptively reused with commercial uses. So it unquestionably increases the value of their property." He overlooks one fact: WE LIVE HERE! We have careers here and cannot "adaptively re-use" our property for commercial use. This project will most certainly lower our property value if we wanted to move and rent it out to another family. This is a family home that my parents owned and my husband and I have lived here for almost 35 years. It is a 99 year old house with all of its challenges and charms and we love our home.

I would argue that the quotes from these scholars would not hold up if the brewery were serving patrons right next door to a residence and further, the study's findings are not applicable:

Notes on the article that is cited:

First here is the citation: Nilson, J., & Reid, N. (2019). The value of a craft brewery: On the relationship between craft breweries and property values.

We located what we believe to be the article in question about the impact of craft breweries on residential property value carried out by a UNC Charlotte researcher and University of Toledo researcher. Using this study to suggest that the microbrewery will increase residential property values is extremely problematic for several reasons. First, the authors studied differences between the effect of breweries on residential property values in two different contexts - center-city neighborhoods (i.e., downtown Charlotte) and suburban neighborhoods. ONLY in center-city neighborhoods did breweries increase property values. As the authors state "in center-city neighborhoods...the estimated impact on sales prices of single-family homes within 1/2 mile of a craft brewery post-opening is almost 10%. No significant impacts are detected for single-family homes in the suburban areas" (p. 700). So there is certainly no convincing evidence that a brewery will increase residential property value in this suburban, family-focused neighborhood. And second, the study focused exclusively on the American Southeast and was focused on how breweries revitalize historically economically-depressed downtown areas. We do not see this as relevant to the current context at all. The authors themselves write "this is a case study which involves a large, growing city" and that their findings cannot be generalized to other contexts. Additionally, studies across geographic contexts have demonstrated that increase in the number

of alcohol establishments is correlated with increases in crime, especially violent crime (Fitterer, Nelson, & Stockwell, 2018; Gyimah-Brempong, 2001; Toomey et al., 2012; Tuck, 1989).

Outreach to 519 & 515 Mission Street - Page 3-104

Yes, we do oppose this project, but I take issue with how Mr. Martin has characterized us.

On March 6th, he came over and told us about his plan. It was during a Covid surge and we were surprised to have them show up at our door unannounced. I had tried once to have a conversation with him but he wouldn't turn around and engage in the conversation and his one word answers told me he wasn't interested in a neighborly relationship. He never introduced himself and I didn't know his name before he and Ms. Kith came over. They also NEVER DIVULGED her relationship with the Planning Department and she never introduced herself or used her name in the conversation. Ms. Kith kept repeating "this is exactly what the MSS is looking for" over and over. I thought to myself -- that's not what I remember the MSS saying.

Mr. Martin handed us a flyer for his Brewhouse -- a complete shock that this was so far along in the process. We were late for an appointment and unprepared to have this conversation out of the blue. He had already submitted his CUP application and gotten a business license. He told us not to worry -- that the brewery would be on the east side and they would live on the west side. When Ray went to see his plans we found this to be false: The west side living room will be used for serving the public. Once we found out that he had been disingenuous with us about his plans and his wife being with the South Pasadena Planning Department, we did not want to discuss anything further with him since we felt he was not forthcoming with us.

We began asking for the CUP application and the Director's Determination from the Planning Department on March 8th and received no answer. After several emails requesting information, we finally got the information we requested on April 8th. Why was it so hard to get this information? What was the Planning Department hiding and why were they stalling?

Just as a point of information: The owners of 521-523 Mission took ownership on January 3, 2020 and the zoning interpretation was done on January 14, 2020. We were not informed about it until March 6, 2021.

As a citizen of this town for over 50 years, this has been completely frustrating, bewildering and disappointing. We feel betrayed by this change of zoning and while Mr. Martin thinks he's adding to the charm of this city, it most certainly is making it less ideal for us to live here. This was not the zoning when we became owners of this house. It definitely would have affected our decision.

I did not spread rumors nor did my family. I take these accusations seriously and I believe he has tarnished my reputation in a public record. We were spreading the truth that his plans did not match up with what he told us. Calling it a bar is not a misrepresentation -- it is a place that serves alcohol which matches the definition in the dictionary. We also were honest that Ms. Kith never disclosed her relationship with the planning department. That is the truth.

Quality of Life - Page 3-111

Having grown up in South Pasadena and raising my own family in South Pasadena, I know what family friendly is. Family friendly is not disrupting your neighbors with small children.

Family friendly is supporting schools and volunteering and donating and working at fundraising events. It is not creating noise that affects young families.

The breweries used as examples of family friendly are in industrial areas.

In fact, encouraging patrons to bring their children (and their dogs?) would create more noise that is not abateable.

Endacott Parking - Page 3-115

Mr. Martin has gone to the rear of our property and taken photos of our garage. He mistakenly calls it a two car garage. Neither one of our cars can fit in this structure. He also took photos while my husband was at work showing his parking space empty. Yes, I park a minivan on Mission Street and I pay for a permit to do so. Why is Mr. Martin raising this issue? We find it disturbing that he observes our adult daughter coming to visit. She has every right to visit and park on Mission Street - her visits are not causing parking problems. I don't understand his logic here and this feels like a violation of our privacy. We are allowed to have visitors to our home.

Hours of Operation - Page 3-117

This was addressed above but bears repeating. Senor Fish and Trader Joes both close at 9pm.

A 10pm closing time does not mean patrons will even leave at 10pm. That is far too late for any business in this part of town. The other businesses open until 10pm are all in business areas.

The fact that his business will be open 70 hours per week is ridiculous.

Summation

One of our major concerns is Food Trucks coming to park on the street and drawing crowds and noise and trash and taking up parking. The City currently has no Food Truck policy that we can find. Perhaps Mr. McCardle who is a supporter would like to open his parking lot for that use or for patron parking? All of the other microbreweries that do not serve food have a parking lot or are in an industrial area. We would request that there be NO food trucks on Mission Street.

Perhaps they could park around the corner in front of the neighbors' house that fully supports him?

One of our single neighbors also expressed discomfort at walking past an alcohol outlet on her way to Trader Joe's. This is no small thing and should be considered. As a woman, this is uncomfortable and something the Planning Commission needs to consider. No other alcohol outlet in town is on the way to a grocery store.

Will dogs be allowed? Will amplified music be allowed? Will live music be allowed?

None of these questions are answered in the CUP application. There are just too many unanswered questions and too many drawbacks to permit this project to proceed.

Also, we have not even addressed potential DUI and safety problems. We give awards and honor the SPPD cops that have the most DUI arrests and yet put an alcohol outlet in a family oriented neighborhood?

We are also deeply concerned about the conflict of interest with Ms. Kith being a Planner in the South Pasadena Planning Department. I am not accusing anyone of anything but it does raise serious questions. This was never addressed in all of the 150 pages of this presentation. We feel Mr. Martin and Ms. Kith should have addressed this conflict of interest and brought it to light.

If the pandemic and resulting quarantine has taught us anything, it's that our home is our haven. It has also taught us that we are all connected - what one person does affects others and we need to be smart about our choices that have an impact on other people. This proposed project will have a huge impact on our lives.

We urge the Planning Commission to vote no on this CUP application.

Sincerely,

Suzanne & Raymond Endacott

34+ year resident of 519 Mission

55 year resident of South Pasadena

<[https://lh6.googleusercontent.com/IDLYIVr4mGStoNaMKceHuEibw9gh5AcASGBr08u1VCMn0JpGmUYBIOVOMTzKYSEXgEhu\\_jaWm-yslm150thK0BLfqWr0U-pVaJSOFHkIE7xEUx8uYxzuTXM-0d\\_1IT7nJVSVB](https://lh6.googleusercontent.com/IDLYIVr4mGStoNaMKceHuEibw9gh5AcASGBr08u1VCMn0JpGmUYBIOVOMTzKYSEXgEhu_jaWm-yslm150thK0BLfqWr0U-pVaJSOFHkIE7xEUx8uYxzuTXM-0d_1IT7nJVSVB)>

Overgrown Hedge between 519 and 521 Mission Street

<[https://lh4.googleusercontent.com/UEkmHFdVw7qhS8SDQuycGQL\\_e\\_DviSGAWs2TBKdOpqEFObilysKPAWEyCzGE1gemjAft4i4i90qHyvuaOYZvnH6MbDkv7GgC8JoSK9vELD4x5RTpMCt7S9wBs\\_frVwedP1-9nsPF3](https://lh4.googleusercontent.com/UEkmHFdVw7qhS8SDQuycGQL_e_DviSGAWs2TBKdOpqEFObilysKPAWEyCzGE1gemjAft4i4i90qHyvuaOYZvnH6MbDkv7GgC8JoSK9vELD4x5RTpMCt7S9wBs_frVwedP1-9nsPF3)>

Gopher mounds - 521 Mission

<[https://lh4.googleusercontent.com/NpojwrtijeeLDIS8EmU1fE3ZIkBl\\_E-8S7P4GqronchXcM\\_bVjA7B1evece2afjokoQOUV0-PA7JEn1jiQo-h8je6RwA1H2zaLyABfSqvemyGe4FjWfc-lcfbPA8gr-JYAXpOm](https://lh4.googleusercontent.com/NpojwrtijeeLDIS8EmU1fE3ZIkBl_E-8S7P4GqronchXcM_bVjA7B1evece2afjokoQOUV0-PA7JEn1jiQo-h8je6RwA1H2zaLyABfSqvemyGe4FjWfc-lcfbPA8gr-JYAXpOm)>

Condition of front yard at 521-523 Mission Street

<<https://lh6.googleusercontent.com/PkD9vKLzNrkhn7XNlke7DLIKqKAOX3YIKfGCykU8bPFtc-RVbt4mAdc8wHaiNriwL4ewY5MljJcga6-BbTODQyHFTkTaNn4TvPKlhUh0yOgPRwmt-7lpNX4-uaa823ISRfivwge>>

Driveway of 521-523 Mission Street

<[https://lh6.googleusercontent.com/JyhsI79c6zL-77fsOjMOuF-CEe0gV9S1P9fBOD9leLj4weuKJAmkIOCv1cYhJskdAbCB3MlgJnfChxS4PnyLgh\\_xLljRd32t6RvGg7yp0LkiFjApzHHHdfULKOYgpxgbktG3](https://lh6.googleusercontent.com/JyhsI79c6zL-77fsOjMOuF-CEe0gV9S1P9fBOD9leLj4weuKJAmkIOCv1cYhJskdAbCB3MlgJnfChxS4PnyLgh_xLljRd32t6RvGg7yp0LkiFjApzHHHdfULKOYgpxgbktG3)>

Gopher mounds at 521 Mission

<[https://lh5.googleusercontent.com/P5xcHYUdG3ne6LbE3CxTTOp9YQjPNZp-yLe5WROUB6OSBIWsuU9fLperEmh3X8h4YyaB\\_HoPCq1svbnYPYNgyq7x4zUIWgLATHA2d5GCgZl9FG\\_B-AV9xd8ucwnqDR0qS0zXul](https://lh5.googleusercontent.com/P5xcHYUdG3ne6LbE3CxTTOp9YQjPNZp-yLe5WROUB6OSBIWsuU9fLperEmh3X8h4YyaB_HoPCq1svbnYPYNgyq7x4zUIWgLATHA2d5GCgZl9FG_B-AV9xd8ucwnqDR0qS0zXul)>

Endacott home at 519 Mission

Vance Sanders  
327 Pasadena Ave.  
South Pasadena,  
July 8, 2021

Dear South Pasadena Planning Department,

I'm writing about Project Number 2396-CUP/AMOD

This is my second letter in protest to the planned Brewery at 521-523 Mission St.

First, it is OUTRAGEOUS you can open a bar next to someone's house.  
That is the HEIGHT of SCREW YOU. I get to ruin NOT ONLY YOUR  
NEIGHBORHOOD BUT YOUR LIFE.

AND they never told their neighbors about their plans. Isn't there a permission  
you have to get to open something THIS PERVASIVE WITH ALCHOL next door  
to a house?

Second, have you seen how the property looks now?  
IF YOU HAVE NOT, YOU NEED TO STOP WHAT YOU ARE DOING A GO  
LOOK AT THE PROPERTY NOW.

If you have not looked at the current condition of the property, you are not doing  
your job.

THE PROPERTY LOOKS LIKE AN ABANDONED EYESORE.

It looks terrible.

AND THE OWENRS ARE ON THE PLANNING COMMISSION!

They should be setting AN EXAMPLE of what a house in South Pasadena looks  
like. Not creating an eye sore like this.

THIS IS THEIR IDEA OF RESPONSIBILITY!

This is the terrible level they maintain the house WITH NO BUSINESS.

THIS is a sure sign they can not handle the RESPONSIBILITY of running a  
business to any kind of prideful level.

THEY DON'T CARE ABOUT THEIR HOUSE AND HOW IT LOOKS NOW.  
HOW ARE THEY GONNA MAINTAIN A BUSINESS THAT DOESN'T BRING  
DOMN THE ENTIRE NEIGHBORHOOD.

PLEASE, do your job and stop this DISTRUPTION into our friendly FAMILY-  
ORIENTED NEIGHBORHOOD.

Thanks for your time  
Vance

You live in South Pasadena. You love South Pasadena. We all do. We know how

lucky we are to be here. You own a house in South Pasadena. That is an accomplishment. You raised your family in your house for the past 30 years. This is your home, now and forever.

And a bar moves in next door.

That is what is proposed to happen at 521-523 Mission Street. I don't live at that address. Anymore.

I lived at this address for 20 years. We moved 2 blocks away 6 years ago. So, I know the neighbors to this address intimately. This proposed travesty is devastating to them. They have put their heart and souls into making this a community that we are all proud of. And now, they'll have people drinking, basically, in their front yard, not only weekdays, but at night and weekends. That is terrible.

Do you want a bar with this kind of intrusion into your life moving in next to you? Of course you don't. So if you don't want it next to you, why is it okay for it to happen here?

I know it's supposed to be a "Brewery", which makes it seem more charming and less coarse than a "Bar", but they have exactly the same activities: People drinking alcohol for the purpose of getting a buzz and potentially getting drunk. I'm not anti-bar. I go to bars. In the part of town where like-minded businesses of restaurants and bars are gathered together. If these people want to open a bar, let them move up Mission Street where these types of business exist and thrive. The residential sections of South Pasadena are for families living their lives, not avoiding non-stop partying in their front yard.

I am very involved with the South Pasadena community. I was a volunteer art docent at Arroyo Vista Elementary for 10 years, while both my kids attended there. I coached AYSO soccer for 7 years. I also coached baseball and basketball. I was Scout Master for my son's Cub Scout den for 7 years. I have taught Sunday School for 15 years. I was on the Booster Club board at South Pasadena High School for 2 years. I've performed at the South Pasadena Middle School annual fundraiser, Father's Follies, for 8 years, hosting 2 of those years. I worked many a Saturday night at Bingo at the High School gym, to raise money for soccer and the yearbook, activities my children were involved in. I'm not stating these actions to brag. I loved every minute of these volunteer opportunities. I'm stating them to tell how well I know many parts of our community. I know the shared values that hold this tight knit community together. A bar next door is not a cohesive value. It's a disrupter.

This bar, next to houses with families, is not what this community needs. This bar will not move us forward as a community. This bar brings base elements to where families are doing their best to set life examples that don't lead to hanging in bars.

Again, I'm not anti-bar. These people can open a bar. Not in their house. Can I open a lama ranch in my house? Can I open a machine shop in my house? No to both of those. Zoning protects us from these bad collisions of purpose.

Man, am I going on and on. Thanks for your patience.

The flyer for the bar highlights they are striving, reaching for "bike traffic". Okay, the bike lane is on El Centro, not Mission. AND what is more dangerous than drinking, impairing your senses and then RIDING A BIKE. AT NIGHT, IN THE DARK. That is multiple lawsuits waiting to happen.

Also, the bar flyer also states they want to continue "Sidewalk Activity". What the what is that? The only sidewalk activity along that part of Mission is people waiting in line for Trader Joes. That is a necessary part of our pandemic times, not an activity destination. "Hey guys, lets go stand on the Mission sidewalk tonight! I will be super fun."

Thanks for reading my thoughts. I'm want what's best for all of us. I'm not for one household disrupting a very established community. I'm open to talk any time. I hope my thoughts shed a light onto what a bad decision it is to let this bar open here. It's not only a bad decision for the neighborhood, but the entire South Pasadena Community.

Thanks again for your time.

Thanks for being my districts representative at the South Pasadena city council and the work that goes into that.

Sincerely,

Vance Sanders



**From:** [Victoria Arriola](#)  
**To:** [PlanningComments](#)  
**Cc:** [Diana Mahmud](#)  
**Subject:** Proposed Beer Bar at 421-423 Mission Street July 13 Meeting  
**Date:** Sunday, July 11, 2021 12:45:23 PM

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**CAUTION:** This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

To whom it may concern/South Pasadena City Planning,  
My name is Victoria Arriola. For the past 33 years, I have been a South Pasadena resident and homeowner.  
My husband, Steven Monaci, and I live on El Centro between Adelaine and Orange Grove.

I am writing to share my/our concerns about the proposed Brew House at 421-423 Mission Street. This project should have never been approved.  
It goes completely against the Mission Street Specific Plan, which clearly indicates that "only cottage industries" can go into this part of Mission Street.  
Cottage industries are businesses that close at the end of the day and are enclosed. It does not allow for outdoor restaurants, and especially not outdoor bars.

It is our understanding that the zoning was altered without notifying the surrounding neighbors until over 14 months after the zoning was approved -  
whereby they/we never had any input. Why/how did this happen?  
A bar should never be built next to private residences and within 2 blocks of an elementary school - an outlier on this part of Mission.

For the record, we are absolutely not opposed to a microbrewery in SP - just the location and how it was handled. There are plenty of other "empty" locations closer to the heart of town. There is no need to build or conduct a beer pub in a residential neighborhood other than for personal gain and interest. The proposal to conduct or approve this seems completely self-serving and bad judgment on so many levels (and underhanded). It appears that no regard is being given to the entire surrounding neighborhood which will be impacted. We foresee problems with parking, noise, logistics, inappropriateness, food trucks parked there throughout the day and hours of operation (10 pm / seven nights a week) and the precedent it sets for the future. It is highly doubtful that the majority of homeowners and "families" would want a drinking establishment right next door to their home and within a few blocks of their elementary school, Arroyo Vista.

I have personally invested much of my life in supporting and contributing to the quality of life in SP\* (see below). I believe it is our duty to make a conscious effort to be a part of making our neighborhoods livable with respect for everyone on a regular basis. As a long time homeowner and resident of South Pasadena - it is our hope that the city recognizes that "all" residents' concerns must be taken into consideration. We invest, pay taxes and are paying the City to work for our well-being and our quality of life. We hope that the city will make "fair" decisions

for all concerned - not just the few - and continue to be a well-planned, safe, and sustainable family community.

\*[Currently, I am an independent Art Director/Designer and adjunct professor at USC, UC Berkeley and a Fulbright lecturer at the Danish School of Media and Journalism in Copenhagen, Dk. As a single mother, I raised my daughter in SP where she attended school for 13 years (PreK included). She graduated from UCLA Summa Cum Laude/Regents Scholar - I attribute her success to the education she received here in SPUSD and the community in which she was raised. I was very involved in the community during that time: I was a former 5 year SPEF board member, was on the board of the South Pasadena Arts Center as well as curator and artist in residence co-founder/administrator, designed/art directed the mural for the former Busters, branded/designed SP Farmers Market, designed for the Chamber and other small SP businesses, one of the co-founders of SPARC (gave it its brand ID, name and logo) and was a former Art Docent Chair at Arroyo Vista for 5 years. I am currently on the Chamber of Commerce as an independent designer.]

Thank you for your time.

--

**Victoria Mercedes Arriola-Monaci**  
**715 El Centro Street**  
**South Pasadena, CA 91030**

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University of Southern California (past)