



REPORT TO PLANNING COMMISSION City of Sacramento

6

915 I Street, Sacramento, CA 95814-2671

PUBLIC HEARING
June 9, 2011

To: Members of the Planning Commission

Subject: Track 7 Brewing Company (P11-011)

A request to establish a production microbrewery with an onsite tasting room in the Heavy Commercial Review (C-4R) zone.

- A. Environmental Determination: Exempt (CEQA Guidelines Section 15303, New Construction or Conversion);
- B. Special Permit to allow alcohol sales in conjunction with a brewery and onsite tasting room;
- C. Special Permit to waive one parking space for a brewery and tasting room.

Location/Council District:

3747 West Pacific Avenue, Sacramento, CA

Assessor's Parcel Number 019-0023-025

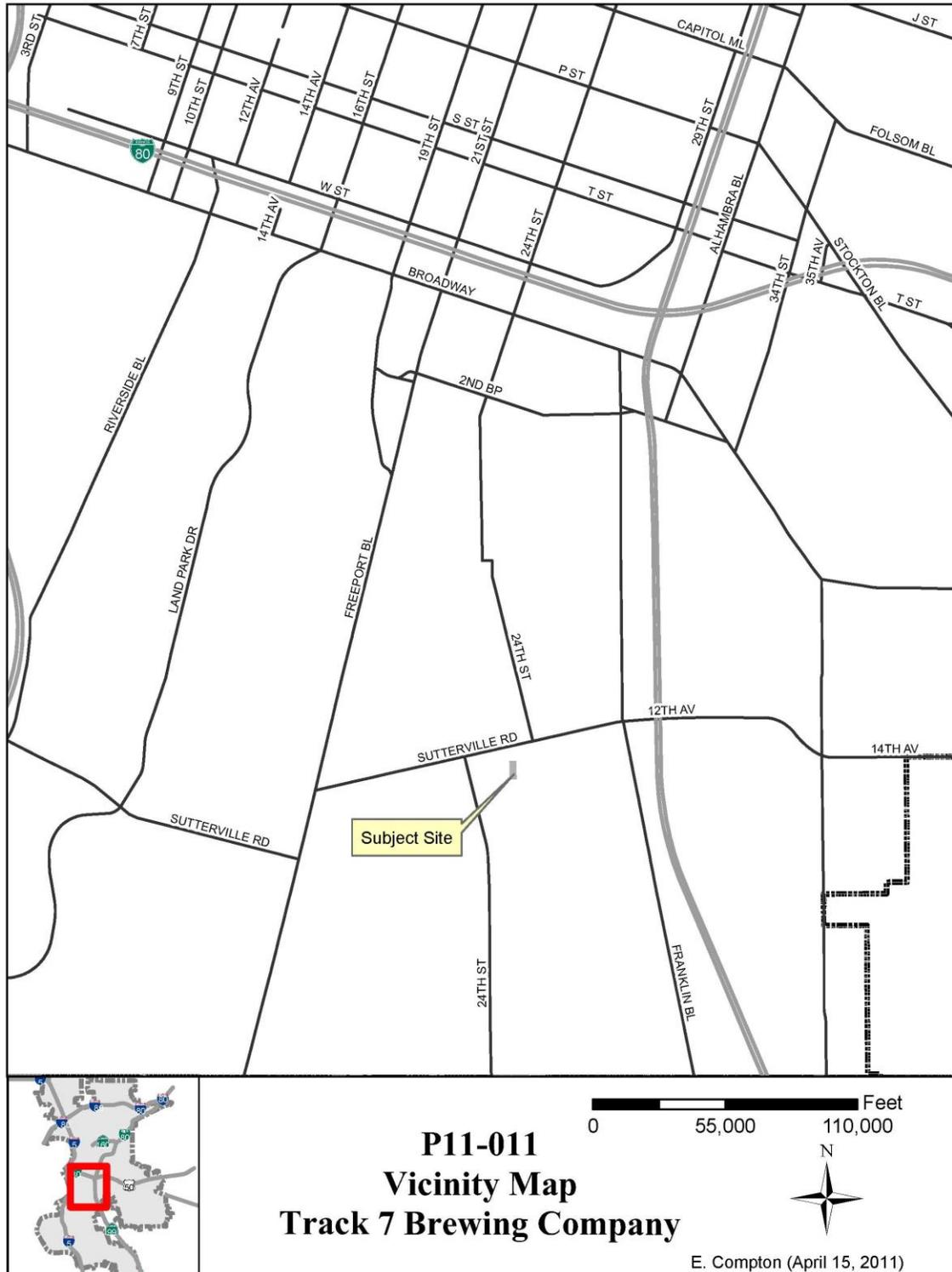
Council District 5

Recommendation: Staff recommends the Commission approve the request based on the findings and subject to the conditions listed in Attachment 1. The Commission has final approval authority over items A-C above, and its decision is appealable to City Council.

Contact: Evan Compton, Acting Senior Planner, (916) 808-5260
Lindsey Alagozian, Senior Planner, (916) 808-2659

Applicant: Ryan Graham and Geoff Scott, Track 7 Brewing Company, LLC, (Ryan and Jeanna Graham, Geoff and Rebecca Scott, Tricia and Charlie Almiron, Patricia Grover, Michael Trujillo, and Michael Scott.) (909) 991-9397, 3747 West Pacific Avenue, Suite F, Sacramento, CA 95820

Owner: Dave Carlson, Campus Plaza Associates, (916) 457-9900, 3801 West Pacific Avenue, Suite A, Sacramento, CA 95820



Summary: The site is currently developed with a 21,400 square foot building with multiple tenant spaces which are primarily used by heavy commercial uses such as auto repair and cabinet manufacturing. The applicant is requesting to establish a 2,023 square foot microbrewery with a tasting room. **At the time of writing this report, there were no outstanding issues or concerns regarding the project although staff did receive an email from a neighbor who has concerns about crime, noise, and traffic related to the proposed alcohol use.**

Table 1: Project Information
General Plan designation: Urban Center Low (FAR: 0.40-4.00)
Existing zoning of site: C-4R, Heavy Commercial zone
Existing use of site: Warehouse Building
Property area: 36,000 square feet or .83± acres (300 feet by 120 feet)

Background and Entitlement History: The Track 7 Brewery project was formally submitted on February 7, 2011. There have been no other recent applications for this site. On March 1, 1983, the City Council approved a General Plan Amendment, Community Plan Amendment, and Rezone to change the Light Density Residential designations and Single Family (R-1) zone to Heavy Commercial (C-4R) to merge parcels and allow an expansion to an existing warehouse (Ordinance 83-030). On March 10, 1983, staff recommended denial to the Planning Commission for a request to locate a social center at the site. However, on March 24, 1983 the Planning Commission approved the Special Permit to establish a private social center and a Variance to waive 20 of the 22 required parking spaces for the social center use. The Special Permit for the social center was conditioned to expire one year later on March 10, 1984. The former social center use, which allowed for various political, cultural, and social activities to be held in the evenings and on weekends, has been referenced in the public comment section below as “Club Minimal”. Club Minimal was a punk rock music venue which operated out of the social hall tenant space.

Public/Neighborhood Outreach and Comments: An early notice was mailed on April 15, 2011 to property owners within 500 feet of the subject site to notify members of the community of the proposed project. Staff received an email response from a neighbor who indicated that she opposed the project. (See Attachment 4 with the original opposition email, staff follow up, applicant’s response to the original email, and neighbor’s final response.)

The neighbor’s concerns included noise, crime, and traffic. In 1983 to 1984, the site was used as a punk rock music venue named “Club Minimal” and the impact of this use on the adjacent neighborhood prompted her concerns about the current request for an alcohol related use on the site. Staff responded to the email and copied the applicant in the email to start a dialogue to determine if the issues could be discussed and resolved through email or by conducting a follow up meeting. The applicant addressed the concerns in an email to the neighbor by stating that the proposal is for a family-friendly

business, the hours of operation would be limited to no later than 10 p.m., and that they would be happy to meet to discuss any issues or concerns. After receiving the follow up information from staff and the applicant, the neighbor indicated that she did not have anything to add to her previous comments.

A public hearing notice was sent to property owners within 500 feet and neighborhood associations including the College Plaza Neighborhood Association, Hollywood Park, Sierra Curtis, and the North Franklin District Business Association. The site was also posted more than 10 days in advance of the public hearing.

Staff received an email of support from the College Green Neighborhood Association: "This appears to be a good example of light industrial mixed use. It would appear to be a potentially energizing community asset. Kindly accept this note as one of support." (Attachment 6)

The applicant also submitted letters of support from the Property Manager of the subject site and a business owner. These letters have been attached as Attachment 5.

Staff believes all the issues have been addressed by conditioning the project to ensure there will not be any detrimental impacts to the surrounding residential neighborhood (refer to conditions of approval for good neighbor policies, limited hours of operation, and prohibition on live music) and the applicant has offered to meet with any neighbors to discuss the proposal.

Environmental Considerations: The Environmental Services Manager has determined the project is exempt from environmental review pursuant to the California Environmental Quality Act (CEQA) Guidelines (Section 15303). Section 15303 consists of new construction or the conversion of small structures.

Policy Considerations: The subject site is designated as Urban Center Low on the General Plan Land Use and Urban Form Diagram. The Urban Center Low designation provides for smaller urban areas throughout the city. Each center includes employment-intensive uses, a mix of housing, and a wide variety of retail uses. Urban Center Low is located around light rail stations, along local arterials, and in other key areas of the city. Building heights for Urban Center Low tend toward low- and mid-rise structures. Other characteristics will take into account adjacent neighborhoods, such as stepping down building heights from mid-rise structures to adjacent lower density neighborhoods.

2030 General Plan Development Standards

The minimum Floor Area Ratio (FAR) for the Urban Center Low designation is .40. The site is currently developed with a 21,400 square foot building on a 36,000 square foot parcel. Therefore, the FAR is .59 and meets the General Plan Development Standards. The applicant is not proposing to make any changes to the footprint of the existing building with this proposal.

2030 General Plan Policies:

Cultural and Entertainment Centers. *The City shall actively support the development of cultural, education, and entertainment facilities and events in the city's centers to attract visitors and establish a unique identity for Sacramento. (LU 5.1.3)* Staff finds that business will provide an opportunity for the community to view the workings of a small artisanal production microbrewery and offers a family-oriented venue with a facility that is suitable for various age groups and a lounge with couches and television.

Development Review. *The City shall continue to include the Police Department in the review of development projects to adequately address crime and safety, and promote the implementation of Crime Prevention through Environmental Design principles. (PHS 1.1.7)* Staff finds that the Police Department reviewed the proposal and has placed conditions of approval on the project to address safety issues.

Existing Structure Reuse. *The City shall encourage the retention of existing structures and promote their adaptive reuse and renovation with green building technologies to retain the structures' embodied energy, increase energy efficiency, make it more energy efficient, and limit the generation of waste. (LU 2.6.4)* Staff finds that the Track 7 Brewing Company is locating into an existing building, thereby providing an adaptive reuse of the tenant space. The applicant has also indicated that used grain and hops from the brewery business will be sent to local farmers as livestock feed thereby limiting the generation of waste from the brewing process.

Reduce Minimum Parking Standards. *The City shall reduce minimum parking standards over time to promote walkable neighborhoods and districts and to increase the use of transit and bicycles. (M 6.1.2)* Staff finds that the mix of uses on the site provides an opportunity for shared parking. Furthermore, there is adequate street parking available since the site is located across the street from other heavy commercial/industrial uses which typically do not generate higher parking needs.

Alcohol Beverage Control (ABC) License:

The applicant is seeking a Type 23 Small Beer Manufacturer license which authorizes the same privileges and restrictions as a Type 01 (see ABC description below). A brewpub is typically a very small brewery with a restaurant. A micro-brewery is a small-scale brewery operation that typically is dedicated solely to the production of specialty beers, although some do have a restaurant or pub on their manufacturing plant.

(Type 01 Licenses: Authorizes the sale of beer to any person holding a license authorizing the sale of beer, and to consumers for on or off the manufacturer's licensed premises. Without any additional licenses, may sell beer and wine, regardless of source, to consumers for consumption at a bona fide public eating place on the manufacturer's licensed premises or at a bona fide eating place contiguous to the manufacturer's licensed premises. May conduct beer tastings under specified conditions. Minors are allowed on the premises.)

Land Use

The applicant proposes alcoholic beverage sales and this request requires a Planning Commission Special Permit. Per Section 17.24.050(40) of the zoning code, the Planning Commission is required to consider whether the proposed brewery, tasting room, and retail sales will detrimentally affect nearby residentially zoned areas, and give consideration to the distance of the proposed use from residential buildings and from churches, schools, hospitals, public parks, playgrounds, day care centers, and social welfare institutions. The proposed project has residential uses to the north and east and there are industrial uses to the west and south. Staff is unaware of any churches, schools, hospitals, parks, playgrounds, day care centers or social welfare institutions within 500 feet of the subject site. Table 2 below provides information regarding uses in the general vicinity of the subject site.

Land Use	Location	Distance from Site
Curtis Park	Sutterville Road and Curtis Drive	606 feet
Pat Anderson Education Center	Wilmington Ave and Arlington Ave	734 feet
Sacramento Children's Home	2750 Sutterville Road	734 feet
Sacramento City College	Sutterville Road and 24 th Street	812 feet
Bret Harte Elementary	2751 9 th Avenue	2031 feet
All Saints Episcopal Church	2076 Sutterville Road	2510 feet

In evaluating special permit proposals of this type, the Planning Commission is required to make the following findings:

- a. The proposed use will not adversely affect the peace or general welfare of the surrounding neighborhood in that the proposed use will have limited hours of operation and the sale of alcohol will occur in conjunction with an onsite tasting room and brewery facility.
- b. The proposed use will not result in undue concentration of establishments dispensing alcoholic beverages in that there are no other businesses dispensing alcohol beverages within a 500 foot radius of the subject site.

- c. The proposed use will not enlarge or encourage the development of a skid row or blighted area in that the establishment a) will not have live music, b) allows admittance of minors and will be operated as a family-friendly business; and c) conducts all its manufacturing and tasting operations within an enclosed building.
- d. The proposed use will not be contrary to the General Plan which designates the site as Urban Center Low because it allows commercial, retail, and service uses.

Staff believes that the Planning Commission can make adequate findings as required to approve the project and that the proposed conditions of approval address the concerns presented by the neighbor. Staff does not have any objections to the requested entitlements.

Access, Circulation and Parking

The proposed project includes driveway access points along West Pacific Avenue. There are currently 17 onsite parking spaces and an additional 18 parking spaces that are located in the public right of way at a 90 degree angle in front of the subject site. Only onsite parking is considered when calculating the minimum parking requirements. The existing building does not currently meet the 1 parking space per 1,000 square feet ratio for the heavy commercial uses so there is a parking credit on the site of four parking spaces. This proposed brewery tenant space therefore has 2 parking spaces associated with the use since it is approximately 2,023 square feet. The parking calculation below indicates that the addition of a small tasting room, which requires 1 space per 400 square feet, triggers the need to waive one parking space. Staff supports the Special Permit request to waive one parking space because a) the site is currently developed with heavy commercial uses such as auto repair which does not typically generate a high need for onsite parking; b) there is street parking adjacent to the site; and c) the hours of operation for the brewery and the adjacent tenant spaces indicate sharing onsite parking is feasible.

Use	Required Parking	Proposed Parking	Difference
Brewery/Warehouse Area	2 parking spaces (1643 square feet at 1 space per 1,000 square feet.)	1 parking space	-1 parking space
Tasting Area and Lounge	1 space (380 square feet at 1 space per 400 square feet.)	1 parking space	No

*The scope of this project involves interior improvements to an existing building. There is no minimum bicycle parking requirement because this project does not involve new development or expansion of the building.

In evaluating special permit proposals of this type, the Planning Commission is required to make the following findings:

- a. Granting the Special Permit is based upon sound principles of land use in that the proposed brewery with onsite tasting room is allowed in the Heavy Commercial Review (C-4R) zone with the issuance of a Special Permit.
- b. Granting the Special Permit would not be detrimental to the public welfare nor result in the creation of a public nuisance in that:
 1. The existing building is occupied by heavy commercial uses that generally have low parking needs and operate during the daytime;
 2. The site has street parking available and there is an opportunity to share onsite parking spaces when the other heavy commercial uses are closed during the evening and on weekends.
- c. The proposed project is consistent with the General Plan which designates the site as Urban Center Low.

Building design and signage

No exterior modifications or site improvements are proposed as a part of this project with the exception of installing light fixtures necessary to comply with the Police condition #9. Any new exterior signage is required to meet city code requirements. The Heavy Commercial Review (C-4R) zone allows up to two attached signs with a combined maximum size of 3 square feet per front foot of building occupancy. The site plan indicates the tenant space has 29 front feet of building occupancy therefore signage may not exceed 87 square feet. No signage has been proposed at this time. Any future signage will require a sign permit.

Conclusion: Staff recommends approval of the project since the proposal: a) locates the production brewery operation in a heavy commercial zone and limits the tasting room and lounge area to only 380 square feet; b) limits the proposed hours of operation for the tasting room and lounge to no later than 10 pm; c) does not include live music; d) includes an educational opportunity for the public to request a staff guided tour of the production area to learn about brewery processes; and e) has been reviewed by the Police Department and is conditioned to ensure proper security, lighting, and good neighbor policies for the site.

Subject: Track 7 Brewing Company (P11-011)

June 9, 2011

Respectfully submitted by: 
EVAN COMPTON
Acting Senior Planner

Approved by:


LINDSEY ALAGOZIAN
Senior Planner

Recommendation Approved:


GREGORY BITTER, AICP
Principal Planner

Table of Contents:

Attachment 1	Recommended Findings and Conditions	11
Exhibit A	Site Plan	14
Exhibit B	Floor Plan	15
Attachment 2	Land Use & Zoning Map	16
Attachment 3	Subject Site and Neighborhood Photos	17
Attachment 4	Neighbor Opposition Email and Associated Responses	21
Attachment 5	Letters of Support	28
Attachment 6	Neighborhood Association Email	30

**Attachment 1
Proposed Findings of Fact and Conditions of Approval
Track 7 Brewing Company (P11-011)
3747 West Pacific Avenue**

Findings Of Fact

- 1. Environmental Determination:** Based on the determination and recommendation of the City's Environmental Planning Services Manager and the oral and documentary evidence received at the hearing on the Project, the Planning Commission finds that the Project is exempt from review under **Section 15303 New Construction or Conversion** of the California Environmental Quality Act because it involves the conversion of an existing structure with minor exterior alterations.

- B. The Special Permit** to allow alcohol sales in conjunction with a brewery and tasting room is approved subject to the following Findings of Fact:
 1. The proposed use will not adversely affect the peace or general welfare of the surrounding neighborhood in that the proposed use will have limited hours of operation and the sale of alcohol will occur in conjunction with an onsite tasting room and brewery facility.
 2. The proposed use will not result in undue concentration of establishments dispensing alcoholic beverages in that there are no other businesses dispensing alcohol beverages within a 500 foot radius of the subject site.
 3. The proposed use will not enlarge or encourage the development of a skid row or blighted area in that the establishment a) will not have live music, b) allows admittance of minors and will be operated as a family-friendly business; and c) conducts all its manufacturing and tasting operations within an enclosed building.
 4. The proposed use will not be contrary to the General Plan which designates the site as Urban Center Low because it allows commercial, retail, and service uses.

- C. The Special Permit** to reduce the required on-site parking spaces by one (1) parking space is approved subject to the following Findings of Fact:
 1. Granting the Special Permit is based upon sound principles of land use in that the proposed brewery with onsite tasting room is allowed in the Heavy Commercial Review (C-4R) zone with the issuance of a Special Permit.

2. Granting the Special Permit would not be detrimental to the public welfare nor result in the creation of a public nuisance in that:
 - a. The existing building is occupied by heavy commercial uses that generally have low parking needs and operate during the daytime;
 - b. The site has street parking available and there is an opportunity to share onsite parking spaces when the other heavy commercial uses are closed during the evening and on weekends.
3. The proposed project is consistent with the General Plan which designates the site as Urban Center Low.

Conditions Of Approval

The **Special Permits** to allow alcohol sales in conjunction with a brewery and tasting room and to waive one parking space are **approved** subject to the following conditions of approval:

Planning

1. Any modification to the attached plans shall be subject to review and approval by Planning Department staff prior to the issuance of building permits.
2. There shall be no live music on the subject site.
3. The tasting room and lounge hours of operation shall be 10 am to 10 pm. Any requests to modify these hours shall require additional planning review and approval.
4. A sign indicating a 24-hour emergency phone number and contact person shall be kept current and posted on the building storefront as a Good Neighbor Policy measure. The contact person shall be responsible for coordinating with nearby residents to ensure there is no detrimental noise, light, or other issues that would affect the peace and welfare of the residents.
5. A signed copy of the Affidavit of Zoning Code Development Standards and each of the pages of this Record of Decision shall be scanned and inserted as a general sheet(s) in the plan set for any building permit submittal associated with this project.

Building

6. The applicant shall obtain a building permit prior to construction.
7. This project shall comply with all applicable provisions of the 2010 California Code of Regulations Title 24 parts 2, 3, 4, 5, 6, 8, 9, 10, 11, and 12.

Police

8. Whenever alcohol is sold, served, or consumed, there shall be an employee on site who has completed the California Department of Alcoholic Beverage Control Licensee Education On Alcohol and Drugs training course: <http://www.abc.ca.gov/programs/lead.html> (If California ABC ceases to offer the course, this condition is null.)
9. Lighting shall be required on the front of the business that provides illumination toward the parking lot to the satisfaction of the Police Department.

Advisory Notes:

Planning

ADV1. Any future expansion of floor area for the onsite tasting room or lounge requires additional planning review and approval.

SRCD

ADV2. The project may require the payment of Sacramento Regional County Sanitation District sewer impact fees. Impact fees shall be paid prior to issuance of building permits. The applicant should contact the Fee Quote Desk at 916-876-6100 for more information.

Police

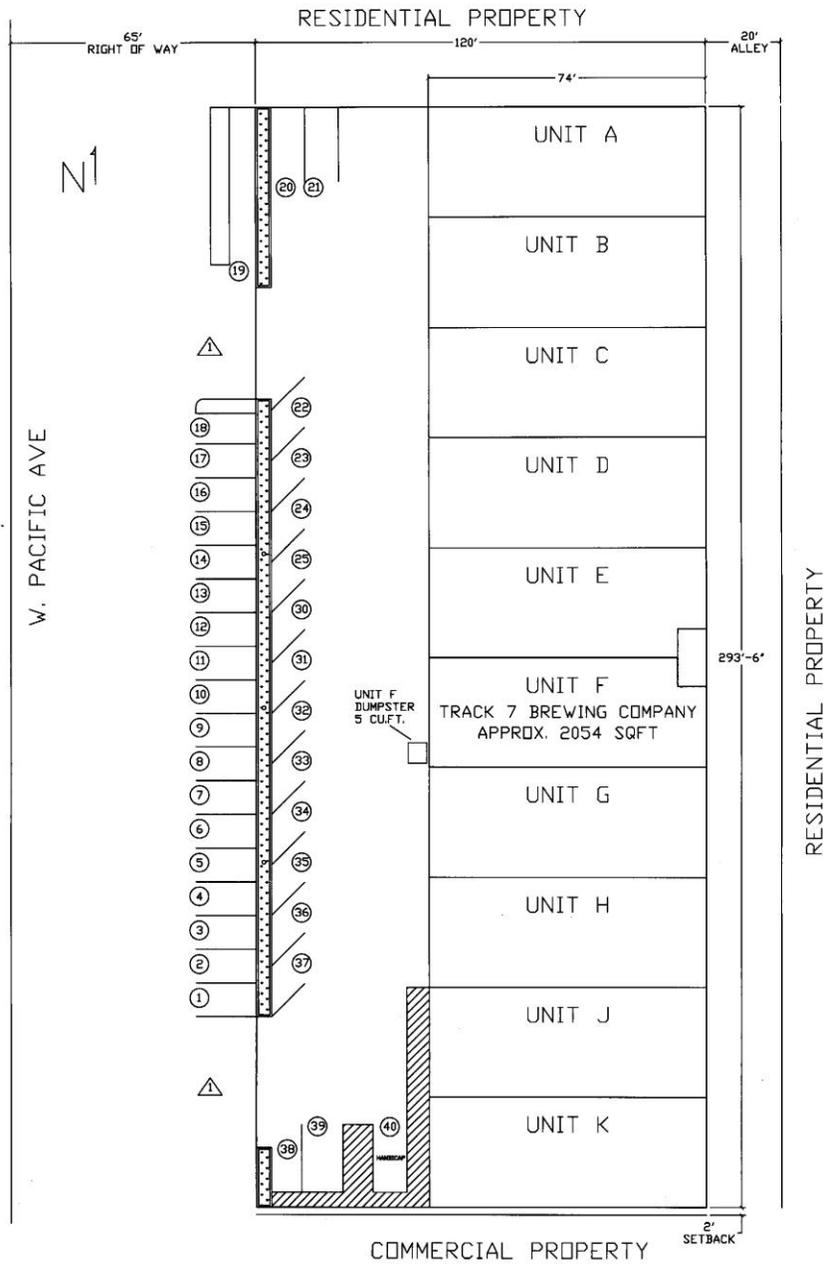
ADV3. A bicycle rack is recommended.

ADV4. A cash management policy that limits the amount of cash on hand is recommended to reduce loss in the event of a robbery.

ADV5: A video camera system that records who enters the establishment is recommended.

ADV6. Additional conditions, such as minimum container sizes, will be placed on the ABC License.

Exhibit A: Site Plan



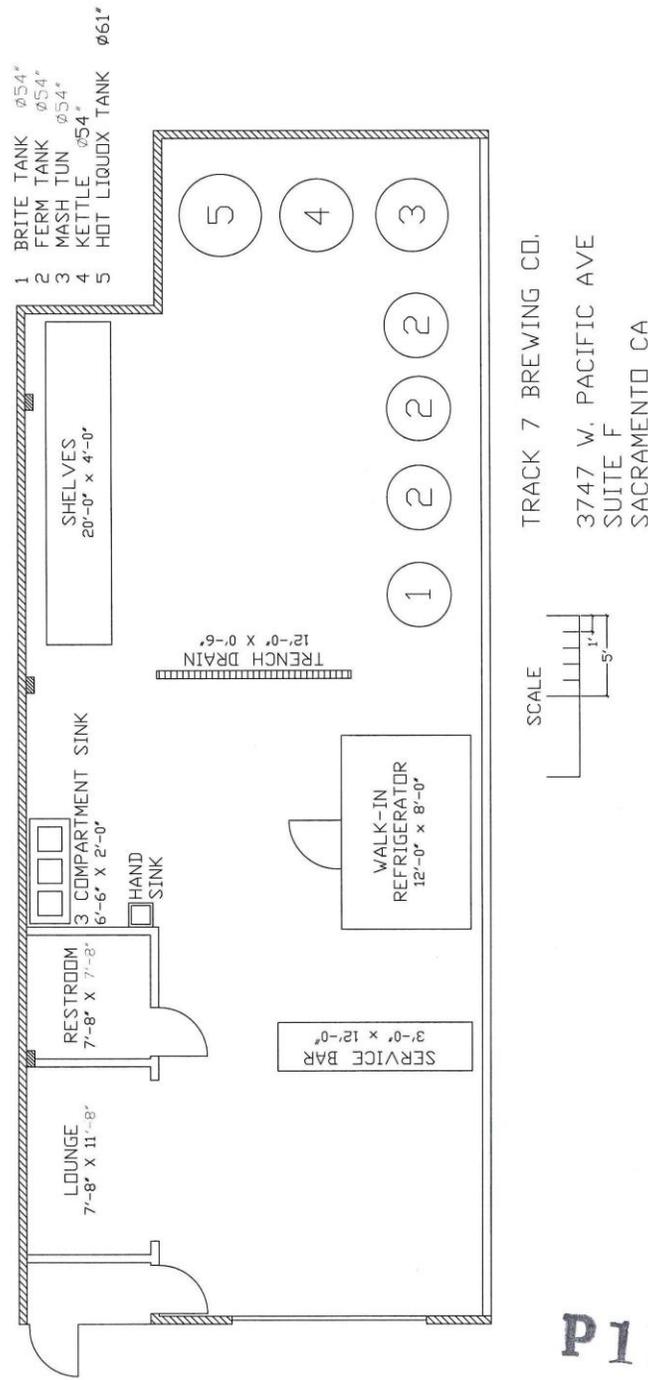
DRAWING NOTES:

1 SITE GRADE AT SAME LEVEL AS STREET. NO DRAINAGE, GUTTERS, SIDEWALK, OR CURB EXIST AT STREET/ PROPERTY LINE.

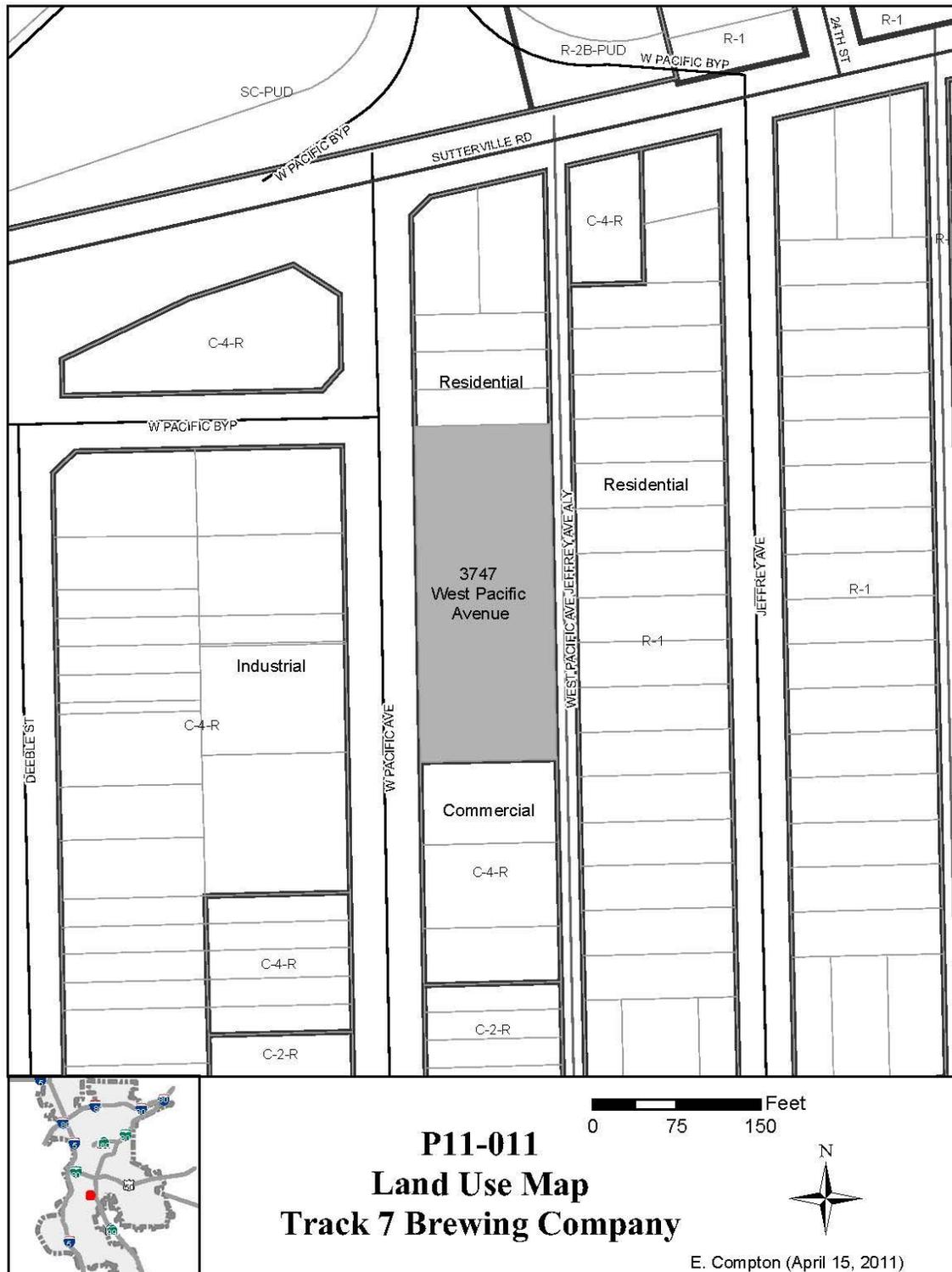


TRACK 7 BREWING CO.
3747 W. PACIFIC AVE
SACRAMENTO CA

Exhibit B: Floor Plan



Attachment 2: Land Use and Zoning Map



Attachment 3: Building Photos and Surrounding Neighborhood Photos



1. Residential properties to the north of 3747 W. Pacific Ave



2. HJ Ornamental Steel Supplies –C-4 zoned building on west side of W. Pacific Ave.

P11-011



3. View to the northwest, standing in the parking lot of 3747 W. Pacific Ave



4. View to the southwest, standing in the parking lot of 3747 W. Pacific Ave

P11-011



7. View of north section of building. The proposed brewery to be located at Unit F, shown as Aristocraft Cabinets in photograph.



8. Unit F elevation. Metal exterior security gate leading into entry way and 16' roll-up door.

P11-011



9. Picture of rear alley looking southerly.



10. Picture of rear alley looking northerly.

P11-011

Attachment 4: Neighbor Opposition Email and Associated Responses

From: Dee [mailto:dianne373767@yahoo.com]
Sent: Monday, April 25, 2011 10:43 AM
To: Evan Compton
Subject: Track 7 Brewing Co. Application for West Pacific Ave.

My name is Dianne Schaffer and I live at Jeffrey Avenue, which is in close proximity (one block over) to Track 7 Brewing Co. future plans for a microbrewery and tasting room with a lounge at 3747 West Pacific Avenue. I most **adamantly protest** this place going in. This would attract noise, crime, traffic, and much general nuisance to our neighborhood. If you check history records for this street, **it has been tried before and all the aforementioned problems occurred at this location.** **I am unable to attend any hearing due to disabilities and so therefore, please consider this my vote on this matter.** Thank you for your consideration....Dianne Schaffer

--- On Mon, 4/25/11, Evan Compton <ECompton@cityofsacramento.org> wrote:

From: Evan Compton <ECompton@cityofsacramento.org>
Subject: RE: Track 7 Brewing Co. Application for West Pacific Ave.
To: "Dee" <dianne373767@yahoo.com>
Date: Monday, April 25, 2011, 6:54 PM

Dianne Schaffer,

Thank you for your email. I will make sure the Planning Commission is aware of your objections.

In reviewing the application, we researched all the building permits for the site. I did not see any prior approvals for an alcohol-related use. Could you tell me what kind of problems occurred in the past? It would be very helpful for my staff report.

Evan Compton

From: Dee [dianne373767@yahoo.com]
Sent: Tuesday, April 26, 2011 1:54 PM
To: Evan Compton
Cc: Jay Schenirer
Subject: RE: Track 7 Brewing Co. Application for West Pacific Ave.

Re: Track Brewing Co. Microbrew (Beer) and Wine Bar Neighborhood Concerns

It was in 1983-84 (I have lived in my house since 1969). The person renting the warehouse at that time at 3747 West Pacific Avenue answered neighbors' concerns before he opened it and said there would just be things like quiet daytime wedding receptions and meetings there and there may have been those. He may have applied for a meeting permit for using one of the warehouses there or just rented it outright from the owners. What actually happened was great neighborhood disturbance with alcohol and drugs involved (maybe brought in from patrons?), lots of punk rock and other types of music blaring at all hours, day and night time noise disturbance, lots of loud traffic on surrounding neighborhood streets, groups of people walking the neighborhood at all hours to find their cars parked on our surrounding streets, urinating and throwing debris in our alleys, lawns, and streets. One of the involved venues there at the time was called "Club Minimal" and I have enclosed the Internet links to that, which shows the West Pacific Street address on them and the dates. If police calls go back that far, their records would reflect these problems. Not too many people would welcome this type of atmosphere so very close to their cherished home.

Here are the posters from some of the punk rock venues there and there may have been other music venues:

<http://everyconcertever.com/concerts/sacramento/club-minimal/1983-11-05>
(enlarge the print on the poster and you will see the West Pacific Street address.)

<http://loserlist69.blogspot.com/>

If you roll through this momento on the Internet, there are quite a few advertising posters (enlarge the print) with the 3747 West Pacific address on them for punk rock concerts at "Club Minimal" (NOT wedding receptions or meetings, although there may have been those also).

Thank you for considering the sanctity, peace, and tranquility of our neighborhood in not granting this permit to serve beer and wine so close to our homes.

Dianne Schaffer

--- On Tue, 5/3/11, Evan Compton <ECompton@cityofsacramento.org> wrote:

From: Evan Compton <ECompton@cityofsacramento.org>
Subject: Track 7 Brewery
To: "Dee" <dianne373767@yahoo.com>
Cc: "track7brewing" <track7brewing@gmail.com>
Date: Tuesday, May 3, 2011, 12:15 AM

Thank you for your previous emails with the background information.

I talked with the applicant and the Police Department about your concerns and the prior history of the site. The Sacramento Police Department is reviewing this project and will be making a recommendation to the Planning Commission. The public hearing for the project is currently scheduled for June 9. Before going to this hearing, staff would like to see if there is an opportunity to work through some of the concerns you presented. From your previous email, it appears the prior use had a lot of issues related to noise and unreasonable hours of operation.

The proposed tasting room onsite is only 380 square feet so the number of people in the building at any one time would be limited because of building and fire code. The applicant has submitted a proposal showing their business hours from 10 am to 10 pm. The tasting room would be like a restaurant which allows people under the age of 21 to enter (there is an area for them to watch tv and movies) and the applicant has stated it will be a family-friendly business. The business proposal does not include live concerts. With this information about a 10 pm closing time and no concerts, are you still opposed to the project?

If the Planning Commission should approve the Special Permit, are their specific conditions of approval you would like to be placed on the project? I have copied the applicant in this email so they could provide additional information about their proposal to see if there is any way to address all your concerns before the public hearing.

Thanks,

Evan Compton

Evan Compton

From: track7brewing [track7brewing@gmail.com]
Sent: Thursday, May 12, 2011 8:18 PM
To: Dee
Cc: Evan Compton; Geoff Scott
Subject: Re: Track 7 Brewery

Dee,

Evan Compton from the City of Sacramento included us on an email to you about our pending development project. We understand that you have some concerns about our project based on your past experience with previous tenants of the building. We are not sure if Evan's response sufficiently addressed your concerns about our project, but I wanted to personally follow-up with you. If you will allow, I thought I would give you a bit of a background on ourselves as the owners of the brewery. Then after that, I will give you with some additional information about our project.

To begin, let me more directly introduce you to us. My name is Ryan Graham. I am married and have two small children--a five year old daughter and a two year old son. I currently work for the San Bernardino Associated Governments as a Transit Analyst and I work on our agency's railroad projects (which is part of my draw to this particular location of Sacramento as the former location of the old Western Pacific Railroad shops). My wife, Jeanna, is a kindergarten teacher with the Beaumont Unified School District and has been for eight years. My partner, Geoff Scott is also married. Him and his wife, Rebecca Scott, own a house in Sacramento less than one mile from the proposed location in Hollywood Park off of Freeport and Sutterville. Geoff is employed as a mortgage underwriter and Rebecca works for a water education non-profit in downtown Sacramento. Geoff and I met while at UC Davis and our families have been friends since.

I feel that the bit of background on who we are is important for several reasons. First, our intent is to run a family-oriented brewery. Our priority is to provide an environment that is safe for families and welcoming to children. I have been to breweries that welcome children and breweries that would rather ignore them. With a family own my own we want to welcome everyone by providing a safe and inviting location. This is the primary reason for the lounge that is included as part of our application. The lounge is going to be set up with a couple couches and a TV to provide kids an outlet for entertainment.

Second, we want the brewery to be a part of the community not antagonistic to it. We are proud of Sacramento, its railroad history, its history as a center of brewing on the West Coast and its very supportive local food restaurant and brewery scene. Our goal is to celebrate the City and its history while providing a place for people to enjoy hand-crafted, artisanal beer.

Finally, I provided you with our background information because my business partner Geoff is part of the neighborhood. He has a personal and financial interest in seeing the neighborhood and its surrounding community thrive. Part of his draw to the building was the close proximity to his house which would allow him to walk or ride his bike to the location. As we establish the business over time we have a number of ideas related to monthly sponsored bike rides, group runs and other activities that will bring the community into this business park.

We understand that in the past there may have been tenants that were a nuisance to the surrounding neighborhood. Mindful of that, we have proactively limited our serving hours to 10:00pm and we will fully comply with all conditions of approval required of us by the City and its Police Department. In communication from the Police Department to us, it is clear that it intends to hold us to a very high standard and as members of the neighborhood we will gladly strive to meet those standards. As part of our development application, we are

not proposing to hold concerts or any form of live entertainment at the location or to serve a full bar. We will have security cameras and alarms equipped on the building to provide both us and our patrons with a safe environment.

One of my final comments is on the demographics of craft beer consumers. Because of the cost associated with craft beer (often averaging between \$5 and \$8 per glass), it appeals to an older (30-50 age), more affluent demographic (average household income of over \$75,000) than your typical nightclub or bar established for the purpose of selling large volumes of cheap alcohol.

We would be more than happy to personally introduce ourselves to you and to discuss our project and any lingering concerns that you may have about our project. If you would like, please contact me either via email or by telephone at 909-991-9397. Alternatively, my business partner Geoff Scott's phone number is 916-524-6595. We thank you for your time and look forward to working with you now and into the future,

Sincerely,

Ryan Graham on behalf of the
Track 7 Brewing Company

Evan Compton

From: Dee [dianne373767@yahoo.com]
Sent: Sunday, May 15, 2011 11:13 PM
To: Evan Compton
Subject: Re: Track 7 Brewery

I have nothing to add.

Attachment 5: Letters of Support

February 3, 2011

Planning Department
300 Richards Blvd, Sacramento CA 95811

To whom it may concern:

It is my pleasure to write a letter of support on behalf of Track 7 Brewing Company. Since I have meet Ryan and Geoff, we have had several talks about their plans for Track 7 and it is very apparent that they have a strong business plan, founded on hard work and supporting the community. In addition to their strong work ethic, they are considerate and respectful tenants. I believe that they will be an asset to the industrial development that we are located in as well as the neighborhood. They want to make their brewery a family friendly atmosphere with a strong emphasis on community involvement. which is what this area needs. Our clientele of over 30 individuals has also had the chance to speak with the owners and they are all extremely excited about the new brewery. We have also discussed partnering with Track7 on community events.

In summary, I know Track 7 Brewing Company will be an asset to the community and run their business with the utmost respect for the neighborhood as well as the business park.

Sincerely,



Eric Botsford
Good Times Cross Fit

P11-011



Via mail

February 3, 2011

Sacramento Planning Department & Community Development
300 Richards Blvd, 3rd Floor
Sacramento CA 95811

**RE: Letter In Support Of Track 7 Brewing Company LLC's Application
For A Special Use Permit at 3747 W Pacific Ave., Suite F**

To whom it may concern,

I am writing in support of Track 7 Brewing Company LLC to express my support of their business and application for a special use permit at the aforementioned address. After meeting the owners and reviewing their business plan, I am pleased to have Track 7 as a tenant. I think their business will add economic life to our light industrial corridor. Track 7 will provide a place for locals to engage each other and increase the sense of community in our neighborhood.

I think that a small craft brewery will be an excellent use for the building and drive other prospective tenants to our location. I am informed that other tenants of ours have expressed their interest and support of Track 7's project. Track 7 has demonstrated their ability to be respectful tenants by engaging the other tenants with open discussions about their plans and asking tenants' opinions on their business.

In conclusion, I support Track 7 Brewing Company LLC and their business plan. I look forward to having Track 7 as a tenant for years to come. Please contact me if I can be of further assistance.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Dave Carlson', is written over a horizontal line.

Dave Carlson
Property Manager

3801 West Pacific Ave., Suite A
Sacramento, CA 95820
Phone: (916) 457-9900
Fax: (916) 457-9917

Attachment 6: Neighborhood Association

Evan Compton

From: djt - [djtlock@msn.com]
Sent: Monday, March 14, 2011 4:36 PM
To: Evan Compton
Subject: RE: Project Routing for Track 7 Brewery at 3747 West Pacific Avenue

This appears to be a good example of light industrial mixed-use. It would appear to be a potentially energizing community asset. Kindly accept this note as one of support. Thank you for the opportunity to review and provide comments. Don Lockhart, CPNA, 916-448-6216

From: ECompton@cityofsacramento.org
To: ECompton@cityofsacramento.org
Subject: Project Routing for Track 7 Brewery at 3747 West Pacific Avenue
Date: Mon, 14 Mar 2011 22:59:46 +0000

Please find attached a copy of the project routing for Track 7 Brewery. This project requires a Planning Commission Special Permit.

Please contact me with questions, comments, or concerns.

Thanks,

Evan Compton
Associate Planner
Community Development Department
300 Richards Boulevard, 3rd Floor
Sacramento, CA 95811
916-808-5260 (phone)
916-808-5786 (fax)