



# REPORT TO PLANNING COMMISSION City of Sacramento

# 5

915 I Street, Sacramento, CA 95814-2671

**PUBLIC HEARING**  
**November 17, 2011**

To: Members of the Planning Commission

**Subject: New Helvetia Brewing Company (P11-061)**

A request to establish a production microbrewery with an onsite tasting room in the General Commercial (C-2) zone.

- A. Environmental Determination: Exempt (CEQA Guidelines Section 15303);
- B. Special Permit to allow alcohol sales in conjunction with a brewery and onsite tasting room;
- C. Special Permit to waive 34 parking spaces for a brewery / restaurant;
- D. Special Permit to allow a new blade sign to exceed the height of the roof to be consistent with the historic signage that has been removed.

**Location/Council District:**

1730 Broadway, Sacramento, CA

Assessor's Parcel Number 009-0267-007

Council District 4

**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-D above, and its decision is appealable to City Council.

**Contact:** Evan Compton, Associate Planner, (916) 808-5260  
Stacia Cosgrove, Senior Planner, (916) 808-7110

**Applicant:** David Gull, New Helvetia Brewing Company, (916) 501-7622, 2613 J Street, Sacramento, CA 95816

**Owner:** Jack L. Ng and Chun Ming Xie, (916) 397-7901, 9615 Hahn Way, Elk Grove, CA 95757



**Summary:** The site is currently developed with a vacant 4,772 square foot building. The applicant is requesting approvals for a two phase project which will allow for a 128 seat restaurant / brewery. **At the time of writing this report, there were no outstanding issues regarding the project although staff did receive four emails concerning the impact of the parking waiver on the residential homes to the south of the project site.**

<b>Table 1: Project Information</b>
<b>General Plan designation:</b> Urban Corridor Low (FAR: 0.3 to 3.0 and site is .86)
<b>Existing zoning of site:</b> C-2, General Commercial
<b>Existing use of site:</b> Vacant (Previously Casa Grande Tortilla Factory)
<b>Size of building:</b> 4,772 square feet
<b>Property area:</b> 5,532 square feet or .13± acres

**Background and Entitlement History:** The structure was originally built in 1925 and previously was a tortilla factory and more recently a tile and stone showroom. The New Helvetia Brewing Company project was submitted on August 16, 2011. Prior to this application, on July 1, 2010 the Zoning Administrator approved with conditions a Special Permit to waive 21 parking spaces for a yoga studio. (Z10-018) The yoga studio had started interior tenant improvements but the work was never completed.

**Project Overview and Phasing:** New Helvetia is a Buffalo Beer themed microbrewery, creating artisanal craft beer inspired by historic recipes and local ingredients. The applicant has proposed a two phase project. Phase 1 includes opening a 49 seat brewery/tasting room. In this phase, there is minimal construction which includes restroom improvements and repairs. Phase 2 includes full tenant improvements including a commercial kitchen and adding 79 seats for a total of 128 seats. Since Phase 1 is classified as a brewery/bar (and there is no restaurant), a Special Permit is required. In Phase 2, the business is considered a restaurant which is a land use that is allowed by right. The applicant is requesting to obtain entitlements for both Phase 1 and 2 which includes a parking waiver to allow up to 128 seats.

**Public/Neighborhood Outreach and Comments:** An early notice was mailed on September 19, 2011 to property owners within 500 feet of the subject site to notify members of the community of the proposed project. The project was also routed to the Land Park Community Association, Greater Broadway Partnership, and the Beverly Way Neighborhood Association. Staff received letters of support from both the Greater Broadway Partnership and the Beverly Way Neighborhood Association. Staff received 18 emails in support of the project, three emails of opposition, and one email/two phone calls inquiring about the process to setup a residential permit parking program for the residential properties to the south of the subject site. The main concerns were about the requested parking waiver. (See parking section on Page 7.)

A final public hearing notice was sent to property owners within 500 feet and neighborhood associations including the Land Park Community Association, Greater Broadway Partnership, and the Beverly Way Neighborhood Association. The site was also posted more than 10 days in advance of the public hearing.

**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 2030 General Plan Update was adopted by City Council on March 3, 2009. The 2030 General Plan's goals, policies, and implementation programs define a roadmap to achieving Sacramento's vision to be the most livable city in America. The 2030 General Plan Update designation of the subject site is Urban Corridor Low which includes street corridors that have multistory structures and more intense uses at major intersections, lower-intensity uses adjacent to neighborhoods, and access to transit service throughout. At major intersections, nodes of intense mixed-use development are bordered by lower-intensity single-use residential, retail, service, and office uses. Street-level frontage of mixed-use projects is developed with pedestrian-oriented uses. The streetscape is appointed with landscaping, lighting, public art, and other pedestrian amenities.

#### 2030 General Plan Development Standards

The minimum Floor Area Ratio (FAR) for the Urban Corridor Low designation is .30. The site is currently developed with a 4,772 square foot building on a 5,532 square foot parcel. Therefore, the FAR is .86 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.

Staff finds the proposed project meets the 2030 General Plan policies and development in the Urban Corridor Low designation. Furthermore, the proposal is consistent with the following General Plan policies:

#### 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 offer brewery tours, educate the public on the brewing process, and host occasional live music performances in the interior dining room area.

**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 New Helvetia Brewing Company is adaptively reusing a historic landmark building and is sharing their architectural, mechanical, and electrical plans with SMUD to take advantage of their Savings by Design program.

**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 project site is located adjacent to bus stops on Broadway and within 1/8 of a mile to the Broadway Light Rail Station and a reduction in the parking standards would encourage customers to also consider alternate modes.

**Residential Permit Parking.** *The City shall manage the city's Residential Permit Parking (RPP) areas in a way that protects the residential character of the neighborhoods, ensures adequate parking availability for residents, and supports the needs of small, neighborhood supporting businesses. (M 6.1.6)* Staff finds that the residential neighborhood to the south of the project site has the option of seeking a residential permit parking program.

Broadway Corridor Planning Task Force Report: This report was completed in 1998 to provide recommendations that would strengthen the Broadway Corridor such as promoting the Tower District as an active night life area and encouraging a range of restaurant and entertainment establishments. The report recommendations (M00-061) were accepted by City Council but not adopted as a policy document.

As noted in the Broadway Corridor Planning Task Force Report on page 51, customers have difficulty parking in the Tower District (Broadway between Riverside Boulevard and 21<sup>st</sup> Street) because they do not feel safe slowing down to parallel park. Most of the area's parking is located on the north of Broadway, although much of the retail and restaurant activity is on the south side of the street. The combination of an 80 foot wide street and fast traffic discourages patrons from parking on the opposite side of the street. Many customers park south of Broadway in residential areas rather than trying to find onstreet parking on the north side of Broadway. While the area has several large parking lots that offer convenient parking for customers of some businesses, there are a significant number of parcels for which no onsite parking is available. As a result, the minimum parking requirements in the Zoning Code has made it difficult to permit new land uses as recommended in the goal statements of the Task Force report on page 36:

- a) Promote the Tower District as an active night life area with a strong positive identity;
- and b) Promote and encourage a range of restaurant and entertainment establishments.

## **Surrounding Uses**

On the north side of Broadway, there is a mix of commercial and residential properties including Broadway Bait and Tackle, Scrub Boys Car Wash, and Pho Bac Vietnamese restaurant. On the west side of the property is Katmandu Kitchen and Hokkaido Noodle

House. On the east side of 18<sup>th</sup> Street is the New Station Chinese restaurant, CB Liquors, and Chevron Gas Station. On the south of the property, there is a church and single family residential. The Broadway Light Rail Station is located less than 1/8 of a mile to the east of the subject site.

### **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 at 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 is located along a commercial corridor and there are residential uses to the south of the project site. Staff is unaware of any schools, hospitals, parks, playgrounds, day care centers or social welfare institutions within 1,000 feet of the subject site. Table 2 below provides information regarding uses in the general vicinity of the subject site.

<b>Land Use</b>	<b>Location</b>	<b>Distance from Site</b>
Residential	Burnett Way and 18 <sup>th</sup> Street	Abuts residential
First Baptist-Tabernacle Church	1800 Burnett Way	168 feet
Victory Restoration Center Church	1969 Burnett Way	834 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: a) the alcohol related use is located along Broadway in the Tower District which is promoted as an entertainment and retail corridor; and b) the project has been conditioned with limited hours of operation as a brewery/tasting room.
- b. The proposed use will not result in undue concentration of establishments dispensing alcoholic beverages in that there are no other Type 23 Small Beer Manufacturing licenses within the same census tract.
- c. The proposed use will not enlarge or encourage the development of a skid row or blighted area in that the establishment a) conducts all its manufacturing/brewing operations within an enclosed building, b) has large storefront windows along Broadway to provide eyes on the street; and c) occupies a vacant building on a prominent corner in a commercial corridor.
- d. The proposed use will not be contrary to the General Plan which designates the site as Urban Corridor Low because it allows commercial, retail, and service uses.

Staff believes that the Planning Commission can make adequate findings as required to approve the alcohol sales and staff does not have any objections to the requested entitlements.

### Access, Circulation and Parking

The main entrance to the existing building is located on Broadway. There are two loading dock doors that face 18<sup>th</sup> Street. The existing building covers most of the parcel. There is no onsite parking. Since the building was originally constructed with no parking, there is a parking credit of 1 space per 500 square feet or 9 parking spaces. This parking credit is deducted from the total when determining the number of parking spaces that the applicant is required to provide offsite or waive.

<b>Use</b>	<b>Required Parking</b>	<b>Proposed Parking</b>	<b>Difference</b>
Phase 1: 49 seat Brewery	16 spaces	0 spaces	-16 spaces
Phase 2: Additional 79 seats for Restaurant	27 spaces	0 spaces	-27 spaces

Parking Credit	1/500 square feet	n/a	+9 space credit
Totals	128 seats / 43 parking spaces	0 spaces	<b>-34 spaces to be waived</b>

\*The parking calculation per seat does not include any potential sidewalk café. The applicant has stated they plan to seek sidewalk seating however these seats do not require onsite parking.

<b>Table 3a: Bicycle Parking</b>			
<b>Total parking required</b>	<b>Required bicycle parking</b>	<b>Provided bicycle parking</b>	<b>Difference</b>
43 parking spaces*	2 bicycle facilities minimum*	2+ bicycle facilities	no

\*Calculation of bicycle facilities is based on the parking required prior to consideration of any reduction measures. Calculation of bicycle parking facilities requires 1 facility for every 20 parking spaces onsite and a minimum of 50% of the facilities must be Class I. A Class I facility is an enclosed box or compartment with a locking door; or a stationary rack designed to secure the frame and both wheels of the bicycle where the bicyclist supplies only a padlock, and which is located in an area completely enclosed and covered and where entry is secured by a locking door.

### **Alternate Modes (Bus and Light Rail Station)**

The project site is accessible via multiple mass transit options. Bus route 51 provides 15 minute weekday service and 15/30 minute weekend and evening service within 100 feet of the project site. Bus route 62 provides 30 minute weekday and evening service with 60 minute Saturday service within 100 feet of the subject site. Additionally, the site is within 1/8 of a mile of the Broadway Light Rail Station.

### **Parking Surveys Completed by Staff**

Staff conducted a parking survey to determine the total inventory of street parking spaces in the area and the percentage of the spaces that are open during various days/times. Comments had been provided by a resident in the area stating they were impacted during the weekdays from 11 am to 2 pm, around dinner time between 5 pm and 8:30 pm, and on Sundays between 10 am and 2 pm. (See email in Attachment 6) Using this information, staff conducted the parking survey at the following times: Friday, October 21, 2011 between 11 am and noon; Saturday, October 22 between 6 pm and 7 pm; and Sunday, October 23 between 10:30 am and 11:30 am. The results of the surveys showed that 17<sup>th</sup> and 18<sup>th</sup> Street between Broadway and Burnett Way and also Burnett Way between 16<sup>th</sup> and 17<sup>th</sup> were the most impacted even though there were available on street parking spaces along the north side of Broadway in the commercial areas.

Staff believes that the Planning Commission can make adequate findings as required to approve the requested parking waiver because a) the project site is located in the Central City, an area with a highly walkable urban grid; b) there are multiple bus routes

and a light rail station in close proximity; c) the Central City Master Parking Plan, staff's informal parking surveys in the neighborhood, and a letter from the Greater Broadway Partnership conclude there is adequate on street parking available in the area to the north of the subject site and in nearby commercial areas; and d) a separate process may be initiated for neighborhoods to implement residential permit parking if there is a significant show of interest by the residents that residential permit parking is necessary or desirable.

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/tasting room (Phase 1) is allowed in the General Commercial (C-2) zone with the issuance of a Special Permit and the future restaurant (Phase 2) is allowed by right in the General Commercial (C-2) zone.
- 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. Adequate street parking is available to the north of the subject site and the project has been conditioned to discourage customers from parking in residential neighborhoods;
  2. Bus stops and a light rail station are within close proximity of the proposed brewery business;
  3. The proposal to upgrade the vacant, historic landmark building with a brewery/restaurant has generated many letters of support from the community; and
  3. There is an existing process to establish a Residential Permit Parking program for the residential neighborhood to the south of the subject site if there is significant support for the idea.
- c. The proposed project is consistent with the General Plan which designates the site as Urban Corridor Low and encourages pedestrian-oriented uses with access to transit service.

### **Residential Permit Parking Program**

According to the Department of Transportation Parking Services Division, residential permit parking was first implemented in May of 1979. Since that time, many permit areas have been established. Over 25,000 on-street parking spaces are regulated by residential permit parking regulations.

Residential permit parking is appropriate in those areas in which residents have difficulty parking near their own residence due to the commuter parking and where off-

street parking is not adequate. Currently residential permit parking areas range from approximately 80 residential units (6 square blocks) to 3,000 residential units (78 square blocks).

Attachment 8 explains the process on how to annex a neighborhood into a Residential Permit Area. The process requires a vote of the surrounding property owners and the implementation of this program is completed outside of the entitlement process.

### **Proposed Signage**

The applicant is proposing to recreate the historic blade sign that has been removed from the building. (See Photo in Attachment 9) Staff contacted City Archives and confirmed the former sign was not in storage. The applicant is requesting to recreate the sign and incorporate neon into the new design. Preservation staff is very supportive of the proposed sign however, the sign would extend beyond four feet from the top of the roof. The sign code (15.148.300) allows the applicant to request a Planning Commission Special Permit to allow a sign to project more than four feet above the roof.

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 blade signs projecting over the public right of way are allowed for commercial businesses in the General Commercial (C-2) zone with the issuance of an encroachment 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 the sign replicates the historic signage for the landmark building and is consistent with the entertainment goals of the Tower District along Broadway.
- c. The proposed project is consistent with the General Plan which designates the site as Urban Corridor Low and encourages pedestrian-oriented uses with access to transit service.

Staff supports the request to recreate the historic signage to exceed 4 feet above the roofline and the final details of the blade sign will require Preservation review and approval.

### **Entertainment Permits**

The applicant is requesting to host occasional live music in the interior dining area facing Broadway. The City of Sacramento has an established Entertainment Permit process to ensure the establishments are responsible for patron conduct by making provisions for security, crowd control, and minimize disturbances. Permits are required for a one-time event or may be issued for ongoing entertainment. More information may be found at: <http://www.cityofsacramento.org/dsd/code-compliance/business-compliance/entertainment-permits.cfm>

**Preservation Review for Modifications to the Landmark Building**

All exterior changes, and interior work to publically accessible areas, require Preservation review and approval. The requested changes to the building are minor in nature and include a new front door, replacing a roll up door, repairing windows, signage, and installing new awnings. The scope of work will be reviewed by Preservation staff and a Certificate of Appropriateness will be issued at a later date.

**Conclusion:** Staff recommends approval of the project since the proposal: a) positively contributes to the Tower District's identity as an entertainment area with an active nightlife; b) repurposes a vacant, historic landmark building with a more economically viable use; c) encourages transit use since the business is located near bus stops and the Broadway Light Rail Station; d) balances the needs of the nearby residents by limiting the brewery hours of operation and requiring signage to educate customers to park in commercial areas; and e) has been reviewed and conditioned by the Police Department.

Respectfully submitted by:   
EVAN COMPTON  
Associate Planner

Approved by:

  
STACIA COSGROVE  
Senior Planner

Recommendation Approved:

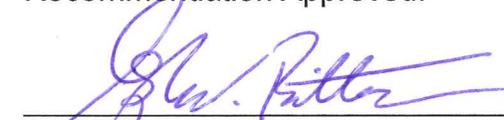
  
GREGORY BITTER, AICP  
Principal Planner

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**Attachment 1**  
**Proposed Findings of Fact and Conditions of Approval**  
**New Helvetia Brewing Company (P11-061)**  
**1730 Broadway**

**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: a) the alcohol related use is located along Broadway in the Tower District which is promoted as an entertainment and retail hub; and b) the project has been conditioned with limited hours of operation as a brewery/tasting room.
  2. The proposed use will not result in undue concentration of establishments dispensing alcoholic beverages in that there are no other Type 23 Small Beer Manufacturing licenses within the same census tract.
  3. The proposed use will not enlarge or encourage the development of a skid row or blighted area in that the establishment a) conducts all its manufacturing/brewing operations within an enclosed building, b) has large storefront windows along Broadway to provide eyes on the street; and c) occupies a vacant building on a prominent corner in a commercial corridor.
  4. The proposed use will not be contrary to the General Plan which designates the site as Urban Corridor Low because it allows commercial, retail, and service uses.
  
- C. The **Special Permit** to waive 34 parking spaces for a brewery / restaurant 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/tasting room (Phase 1) is allowed in the General Commercial (C-2) zone with the issuance of a Special Permit and the future restaurant (Phase 2) is allowed by right in the General Commercial (C-2) zone.
  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. Adequate street parking is available to the north of the subject site and the project has been conditioned to discourage customers from parking in residential neighborhoods;
  - b. Bus stops and a light rail station are within close proximity of the proposed brewery business;
  - c. The proposal to upgrade the vacant, historic landmark building with a brewery/restaurant has generated many letters of support from the community; and
  - d. There is an existing process to establish a Residential Permit Parking program for the residential neighborhood to the south of the subject site if there is significant support for the idea.
3. The proposed project is consistent with the General Plan which designates the site as Urban Corridor Low and encourages pedestrian-oriented uses with access to transit service.

**D. The Special Permit** to allow a new blade sign to exceed the height of the roof to be consistent with the historic signage that has been removed is approved subject to the following Findings of Fact:

1. Granting the Special Permit is based upon sound principles of land use in that blade signs projecting over the public right of way are allowed for commercial businesses in the General Commercial (C-2) zone with the issuance of an encroachment 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 the sign replicates the historic signage for the landmark building and is consistent with the entertainment goals of the Tower District along Broadway.
3. The proposed use will not be contrary to the General Plan which designates the site as Urban Corridor Low because it allows commercial, retail, and service uses and the associated business signage.

### **Conditions Of Approval**

**B&C. The Special Permits** to allow alcohol sales in conjunction with a brewery and tasting room and to waive 34 parking spaces 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. 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.
3. The interior seating for the brewery (Phase 1) shall be limited to a maximum of 49 seats.
4. The future restaurant (Phase 2) interior seating shall not exceed 128 seats.
5. The tasting room hours of operation for the brewery shall be 10 am to midnight from Sunday to Thursday and 10 am to 2 am on Friday and Saturday. Any requests to expand these hours shall require additional planning review and approval.
6. Signage shall be posted and information noted on the menus to direct customers to park along Broadway and in commercial areas. The business owner and restaurant employees shall encourage customers not to park in the residential neighborhood south of the building.
7. Transit information shall be displayed in prominent locations within the business for both patrons and employees. To order transit information materials, use the Request Form available at [www.sacrt.com](http://www.sacrt.com).
8. The business owner shall apply for a bicycle rack to be installed in front of the business within 30 days after the issuance of the Certificate of Occupancy.
9. 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

10. The building at 1730 Broadway is a Qualified Historical Building which is subject to the provisions of Part 8 of the California Code of Regulations known as the California Historical Building Code (CHBC).
11. Due to the change of use, exiting shall comply with the egress requirements of CHBC Chapter 8-5.
12. Due to the change of use, accessibility for disabled persons shall comply with Section 1134B of the California Building Code as required by CHBC Section 8-602.1.
13. Per CBHC Section 8-703, due to the increased occupant load a structural survey must be done to determine whether structural and seismic retrofits

are required. The structural survey is to be done by an architect or engineer knowledgeable in historical structures.

14. The restroom fixture count must comply with Table 4-1 of the California Plumbing Code for each individual phase of improvement. When the occupant load increases with the additional seating, additional fixtures shall be required.

### Fire

15. Provide the required fire hydrants in accordance with CFC 507 and Appendix C, Section C105.
16. Timing and Installation. When fire protection, including fire apparatus access roads and water supplies for fire protection is required to be installed, such protection shall be installed and made serviceable prior to and during the time of construction. CFC 501.4.
17. The applicant shall provide a water flow test. (Make arrangements at the Permit Center walk-in counter: 300 Richards Boulevard, 3<sup>rd</sup> Floor, Sacramento, CA 95811) CFC 508.4
18. Provide appropriate Knox access for site. CFC Section 506
19. An automatic fire sprinkler system shall be installed in any portion of the building when the floor area of the building exceeds 3,599 square feet. This shall be required due to the Change in Occupancy.
20. Locate and identify Fire Department Connections (FDCs) on address side of building no further than 50 feet and no closer than 15 feet from a fire hydrant.
21. An approved fire control room shall be provided for all buildings protected by an automatic fire extinguishing system. Fire control rooms shall be located within the building at a location approved by the Chief, and shall be provided with a means to access the room directly from the exterior. Durable signage shall be provided on the exterior side of the access door to identify the fire control room. CFC 903.8

### Police

22. 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. )

**D. The Special Permit** to allow a new blade sign to exceed the height of the roof to be consistent with the historic signage that has been removed is **approved** subject to the following conditions of approval:

23. A sign permit shall be required before the fabrication or installation of any new signage.
24. As part of the sign permit review, the sign shall be reviewed and approved by Preservation.
25. The sign shall not extend more than 12 foot above the highest point of the roof to be consistent with the historical signage.

Advisory Notes:

*Planning*

ADV1. The brewery should offer employees subsidized transit passes at 50% or greater discount.

ADV2. An encroachment permit will be required for any sidewalk cafés, blade signs, bike racks, and/or awnings. Any future railings for a sidewalk café will require Preservation review and approval.

ADV3. All exterior work (and interior work to publically accessible spaces) requires Preservation review and approval.

*Sacramento Regional County Sanitation District*

ADV4. Improvements to the property may require payment of SRCSD sewer impact fees. Impact fees must be paid prior to issuance of building permits. Applicant should contact the Fee Quote Desk at 916-876-6100 for sewer impact fee information.

*Police*

ADV5. Additional conditions, such as minimum container sizes, may be placed on the ABC License.

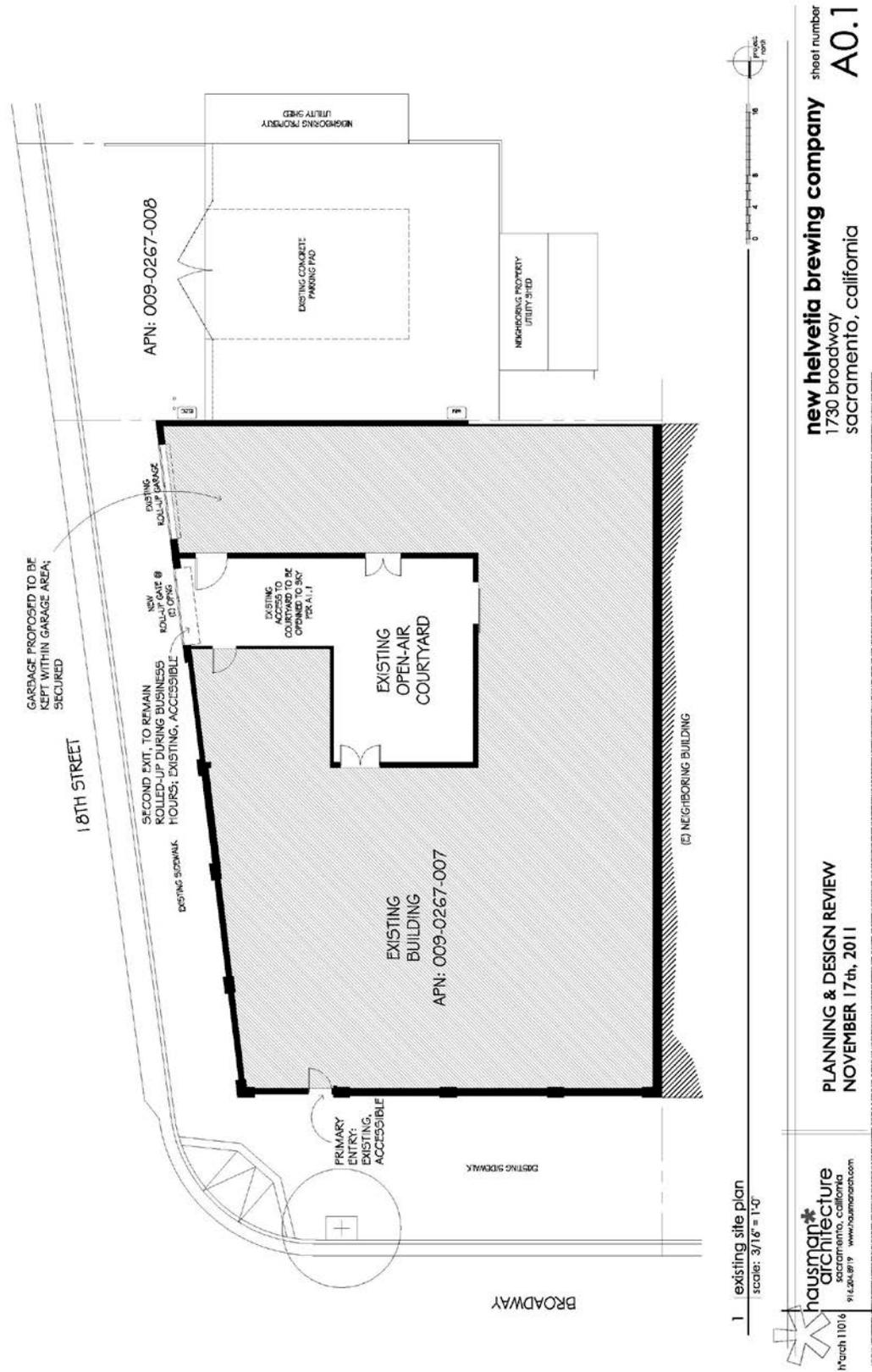
*Parks*

ADV6. As per the City Code, the applicant will be responsible to meet his/her obligations regarding Title 18, 18.44 Park Development Impact Fee, due at the time of issuance of a building permit. The Park Development Impact Fee due for this project is estimated at \$811. This is based on 4,772 square feet of commercial services at the Central City specified infill rate of \$0.17 per square foot. Any change in these factors will change the amount of the PIF due. The fee is calculated using factors at the time that the project is submitted for building permit.

*Solid Waste*

ADV7. The project must meet the requirements outlined in the Sacramento City Code Chapter 17.72. As a commercial property, this site must have solid waste services but is not required to use City of Sacramento Solid Waste Services. The property manager may have the site served by a franchised hauler instead of the City of Sacramento, if so desired.

Exhibit A: Existing Site Plan



1 existing site plan  
scale: 3/16" = 1'-0"


**hausman architecture**  
 sacramento, california  
 916.424.8719 www.hausmanarch.com

PLANNING & DESIGN REVIEW  
NOVEMBER 17th, 2011

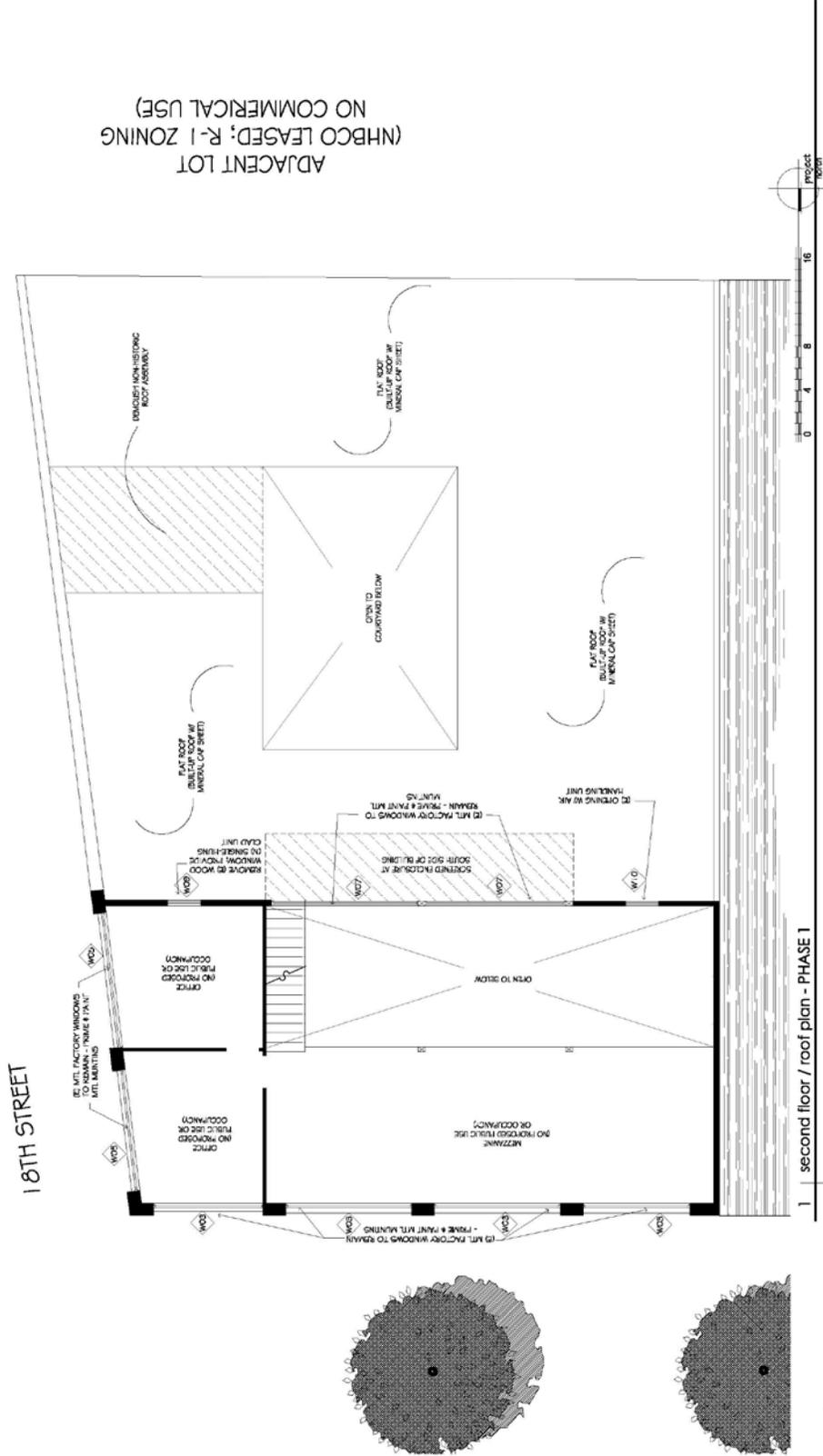
new helvetia brewing company  
1730 broadway  
sacramento, california

sheet number  
**A0.1**





Exhibit D: Second Floor Plan – Phase 1



hausman\*  
architecture  
5411 18th Street  
Sacramento, California  
95824-8719 www.hausmanarch.com  
March 11/06

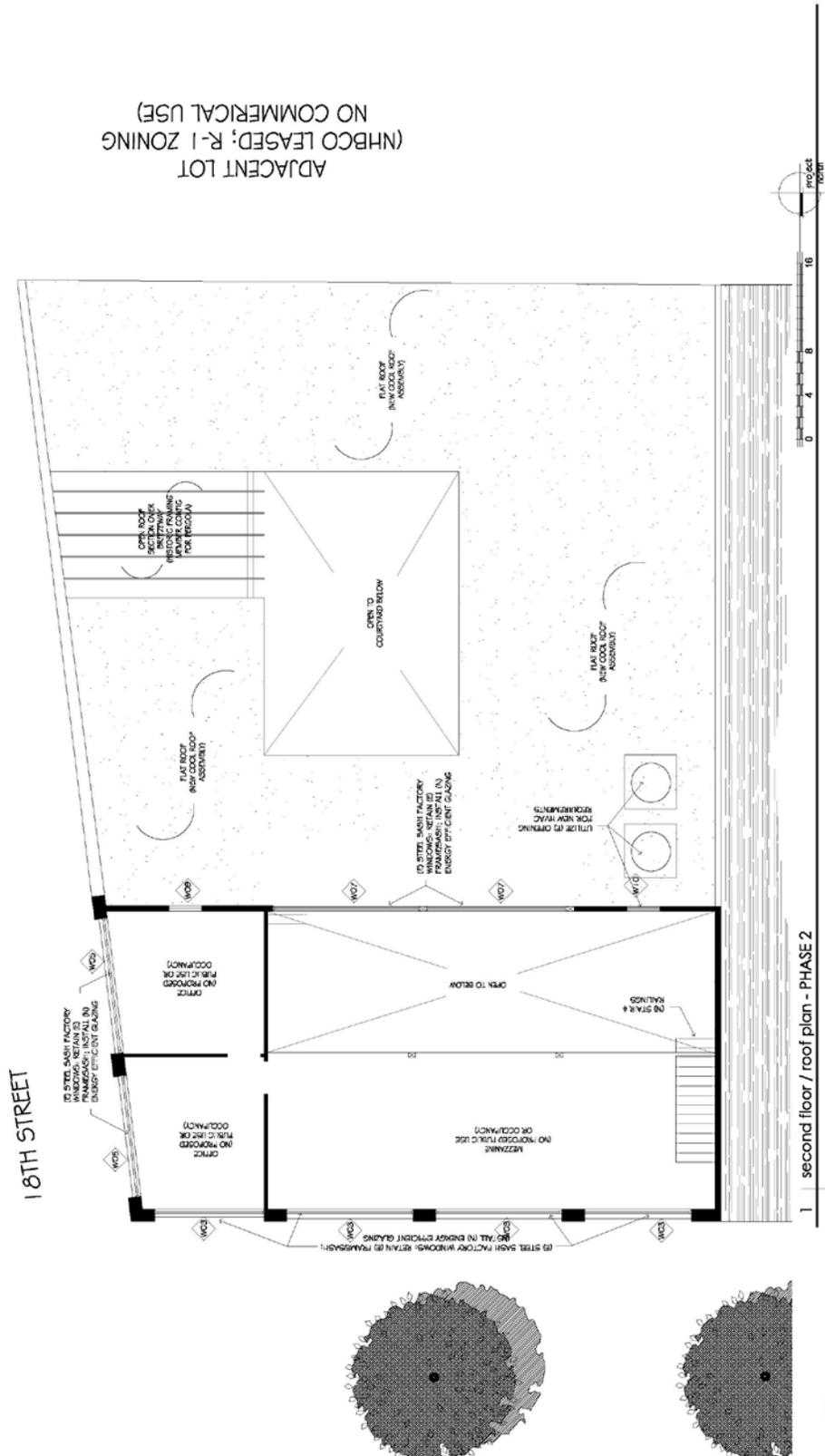
PLANNING & DESIGN REVIEW  
NOVEMBER 17th, 2011

second floor / roof plan - PHASE 1

new helvetia brewing company  
1730 Broadway  
Sacramento, California

sheet number  
**A1.3**

Exhibit E: Second Floor Plan – Phase 2



1 | second floor / roof plan - PHASE 2

new helvetia brewing company  
 1730 broadway  
 sacramento, california

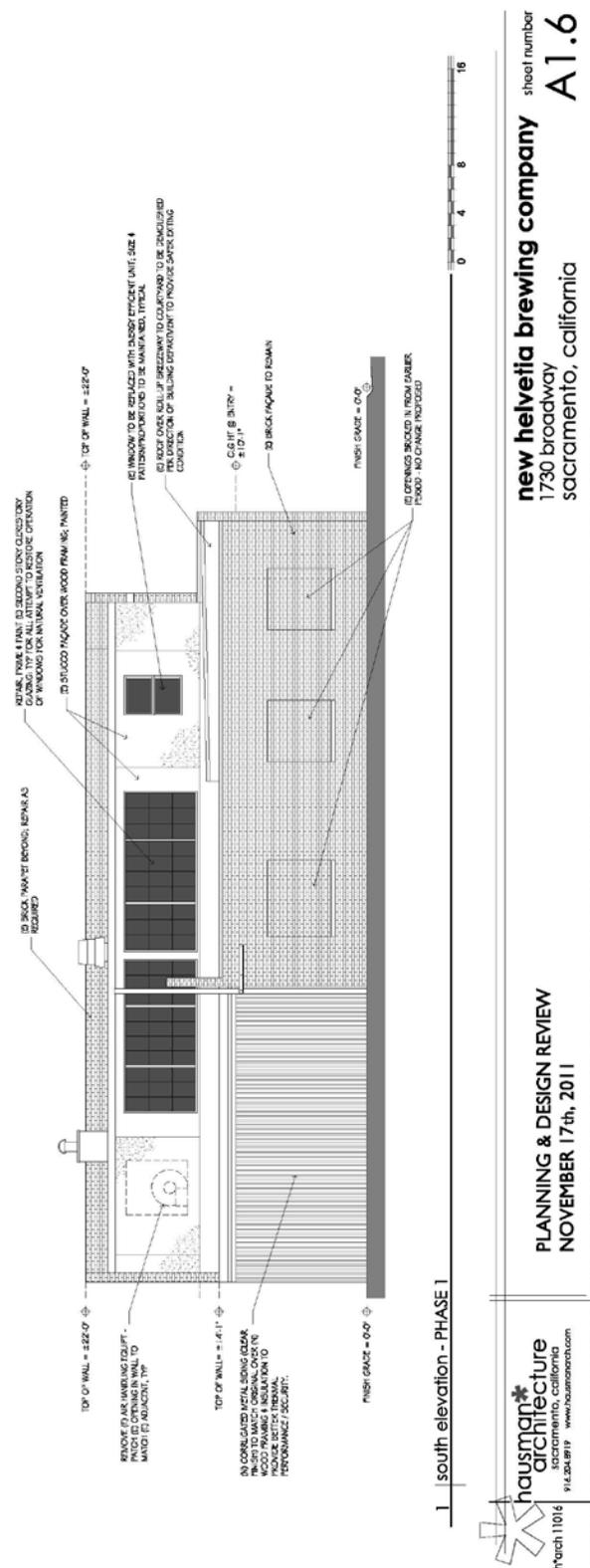
sheet number  
**A1.4**

PLANNING & DESIGN REVIEW  
 NOVEMBER 17th, 2011

hausman\*  
 architecture  
 sacramento, california  
 916.224.8119 www.hausmanarch.com



Exhibit G: Phase 1 South Elevation



1 | south elevation - PHASE 1

new helvetia brewing company  
 1730 broadway  
 sacramento, california

PLANNING & DESIGN REVIEW  
 NOVEMBER 17th, 2011

hausman\*  
 architecture  
 sacramento, california  
 916.264.8119 www.hausmanarch.com

sheet number  
**A1.6**





Attachment 2: Land Use and Zoning Map





Attachment 4: Greater Broadway Partnership Letter of Support



**GREATER BROADWAY PARTNERSHIP**

P.O. BOX 188182  
Sacramento, CA 95818  
(916) 737-1427

November 3, 2011

Evan Compton  
Associate Planner  
City of Sacramento  
Community Development Department  
300 Richards Boulevard, 3<sup>rd</sup> Floor  
Sacramento, CA 95811

Re: New Helvetia Brewing Company—P11-061

I am writing in behalf of the Greater Broadway Partnership to express our support for the New Helvetia Brewing Company. The Broadway District is characterized by independently owned business enterprises. We are particularly proud of the diversity of both our businesses and property owners. We strive to assist entrepreneurs who continue in this proud tradition. The New Helvetia Brewing Company (NWBC) is such a business.

NWBC will be located in a historic building, breathing life into a currently neglected but significant district structure. It is properly scaled to fit seamlessly into the corridor.

Our district is surrounded by vibrant neighborhoods: Southside Park, Richmond Grove, Curtis Park and Land Park. We expect that many nearby residents will take advantage of this neighborhood venue. Many of them tend to walk or bike rather than drive when patronizing nearby businesses.

As regards parking, the planning process dictates that although maximum parking demand may not be needed for years, the applicant must immediately seek a waiver for the full compliment of required parking spaces.

We believe the granting of a waiver by the Commission is warranted for the following reasons:

Broadway Partnership re New Helvetia Brewing Company

P11-061

1. The City's own Master Parking Study, which included Broadway, concluded that our area is not "impacted," therefore we believe on street capacity exists.
2. A current review is underway that will likely positively impact the management of future parking demand. Specifically, the Community Development Department has initiated a study to review the parking ratios currently required for business enterprises. This study includes a review of best practices in cities with similar parking challenges due to historic urban land use practices. In other words, cities now realize that urban infill must recalibrate parking formulae and consider alternative ways to meet demand, if economic development is to occur in districts such as the Broadway Corridor.

In this challenging economic time, we should not close the door to a promising business venture simply because these studies are not concluded. Keeping in mind that New Helvetia is a multi-phase venture, timely approval of the project is essential to keeping momentum.

3. The Broadway Partnership has long held the opinion that the resolution of parking demand in our district must be viewed comprehensively rather than business by business. In other words, to craft a reasonable plan that addresses parking needs we must analyze the type of parkers (business employees, customers, residents, out of area long-term parkers, etc) before offering a solution. Asking businesses to solve a systemic problem on the "backs" of their individual project is unfair and contributes to a negative business environment.

4. If all else fails, the city's residential parking permit program is available to analyze and remedy any unanticipated negative impacts to nearby neighborhoods.

In closing, we feel the New Helvetia Brewing Company application should be approved. It is a worthy project that would be an asset to the district while revitalizing a venerable historic building through compatible re-use. If you have any questions, please feel free to contact me at [BroadwayPartnership@gmail.com](mailto:BroadwayPartnership@gmail.com)

Sincerely,



Teresa Rocha  
Executive Director

Attachment 5: Beverly Way Neighborhood Association Letter of Support

---

**BEVERLY WAY NEIGHBORHOOD ASSOCIATION**  
1833 BEVERLY WAY  
SACRAMENTO, CA 95818

September 19, 2011

City of Sacramento  
Attn: Evan Compton  
300 Richards Blvd., 3<sup>rd</sup> Floor  
Sacramento, CA 95811

Delivered via email: [ecompton@cityofsacramento.org](mailto:ecompton@cityofsacramento.org)

RE: SUPPORT FOR NEW HELVETIA BREWERY ON BROADWAY

Dear Mr. Compton,

I am writing on behalf of the Beverly Way Neighborhood Association in support of Mr. David Gull's proposal for the New Helvetia Brewery on the corner of Broadway and 18<sup>th</sup> Street. We are a neighborhood just three blocks south of Broadway whose residents and property owners are interested in promoting community spirit and making the north end of Land Park the most vibrant and livable neighborhood in Sacramento.

We all regularly walk to the restaurants on Broadway and we'd love to patronize another successful establishment. We're excited to hear about Mr. Gull's proposal to open this brewery and future restaurant so close to our homes.

We all want Broadway to thrive. I believe that this type of establishment will have broad appeal and will help kick-start the Broadway revitalization effort by creating a gathering place for the neighborhood and promoting a pedestrian atmosphere along Broadway. This is exactly the kind of business that our neighborhood needs to promote diversity, build community and enhance walkability.

We encourage you to seriously consider Mr. Gull's proposal. Thank you.

Sincerely,



Julie Berrey  
President, Beverly Way Neighborhood Association

Attachment 6: Letters of Concern

11 October 2011

Dear Council Members,

I am writing to you about our concern for the safety of the residents on Burnett Way, Harkness Way, 18<sup>th</sup> & 17<sup>th</sup> Streets in the area know as Old Land Park in Sacramento. I believe it is time to take the concerns and parking situation that has been a problem in this area for some time.

As you know, the number of residents and businesses in the surrounding area has grown significantly over the last few years, which has resulted in a dramatic increase in traffic flow and dramatically reduced parking spaces for the residents wanting to park in front of their own home. Including those homes that have driveways, just imagine not being able to park in front of your own home when you come home from work.

It has also resulted in a number of close call accidents and it has become particularly dangerous for children in the neighborhood. Because of the lack of parking for customers of the businesses along Broadway, those customers will enter the neighborhood of the streets mentioned above to park. This decreases the view for drivers and pedestrians at each intersection because of all the parked vehicles to include corner parking. In many cases there is such a lack of consideration that many park in front of resident's driveway blocking them. When asked to please move their vehicle their response is almost always "Oh! I'm sorry, I didn't even notice it doesn't look like a driveway". Other residents who do not have the opportunity to observe those that block their driveways will have to wait for an hour or two for the vehicle owners to return before the residents are able to exit or enter their driveways.

Taking into consideration as to the business type and parking requirements for that type of business would help reduce many of the issues the neighborhood is experiencing. A number of the residents in this area are in support of programs such as permit parking or other programs alike.

We understand that businesses must succeed and is good for the city and the economy, but public safety should be our number one priority and installing a parking program for business customers and residents is long overdue. But to waive parking requirements is not the answer.

Thank you for your attention to our concerns.

Sincerely,

Jim & Veroniz Franco  
2558 -17<sup>th</sup> Street

**Evan Compton**

---

**From:** Jim Franco [francojim@aol.com]  
**Sent:** Friday, October 14, 2011 8:42 PM  
**To:** Evan Compton  
**Subject:** Re: New Helvetia Brewing Company Project

Sure....Monday thru Fridays Lunch starts about 11:00 a.m. - 2:00 p.m. and Dinner starts between 5:00 - 8:30 p.m. on Saturdays and Sundays are an all day event. Sundays are later in the morning about 10:00 a.m. to about 2:00 in the afternoon. Also on Sundays parking is at a premium because of a Church on the corner of 18th Street & Burnett Way.

This all depends on the operating hours of the different businesses on Broadway.

Not only do the costumers park in the neighborhood for two or three hours at a time, the employees of all the businesses park all day long eight to twelve hours.

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

**From:** Evan Compton <ECompton@cityofsacramento.org>  
**To:** Jim Franco <francojim@aol.com>  
**Sent:** Fri, Oct 14, 2011 4:43 pm  
**Subject:** RE: New Helvetia Brewing Company Project

Thank you for the email.

Could you tell me what days/times do you think the parking is most impacted in your area? Is it during lunch hours, every day after 5 pm, or mostly on weekends?

Have a great weekend.

Thanks,

Evan Compton  
Associate Planner  
City of Sacramento  
Community Development Department  
300 Richards Boulevard, 3rd Floor  
Sacramento, CA 95811

Note: Our offices will be closed the first Friday of every month for furloughs.

---

**From:** Jim Franco [mailto:francojim@aol.com]  
**Sent:** Tuesday, October 11, 2011 8:24 PM  
**To:** Evan Compton  
**Subject:** New Helvetia Brewing Company Project

Please see attached....

**Evan Compton**

---

**From:** Todd Budnick [toddbudnick@gmail.com]  
**Sent:** Tuesday, October 25, 2011 11:47 AM  
**To:** Evan Compton  
**Subject:** parking for broadway brew pub

----- Forwarded message -----

**From:** Mail Delivery Subsystem <mailer-daemon@googlemail.com>  
**Date:** Tue, Oct 25, 2011 at 9:10 AM  
**Subject:** Delivery Status Notification (Failure)  
**To:** [toddbudnick@gmail.com](mailto:toddbudnick@gmail.com)

Delivery to the following recipient failed permanently:

[ecompton@cityosacramento.org](mailto:ecompton@cityosacramento.org)

Hi There, just a quick note. I believe you spoke to my wife about her concerns about parking being impacted on burnett and close in streets. We live on Harkness and are often impacted by the Church, and Thai restaurant parking. I think it is great that the brew pub is coming in, but I think it only reasonable that they work out providing some parking spaces for patrons to ease the congestion to the neighborhood. I think at least 10 to 15 spaces would be a good start. Maybe they can share the Noodle house lot. Otherwise it will be our problem to get permit parking only and that will be very inconvenient for friends and for us. Thank you.

**Evan Compton**

---

**From:** ANDREA ROSEN [andrearosen@sbcglobal.net]  
**Sent:** Wednesday, September 28, 2011 10:37 AM  
**To:** Evan Compton  
**Cc:** Staci Silva  
**Subject:** Re: Residential Permit Parking Program

Staci-

Could you please send me the city code that pertains to the residential permit parking program?

My thought is that the City could require residential permit parking in the area immediately adjacent to the proposed brewery at the corner of 18th and Broadway as a mitigation for the 40 space parking waiver the developer is requesting.

Once residents who live near the corner of Burnett and 18th ( half block from the proposed brewery) leave the parking spaces in front of their house, they will likely not be able to find one nearby if visitors to the brewery arrive by car and park near the brewery ( in front of their house).

The City can impose any type of reasonable mitigation for a parking waiver request it wants and I thought permit parking would be an easy one since the program is already extant.

**Andrea Rosen**

(916) 457-6721  
[andrearosen@sbcglobal.net](mailto:andrearosen@sbcglobal.net)

--- On Wed, 9/28/11, Evan Compton <[ECompton@cityofsacramento.org](mailto:ECompton@cityofsacramento.org)> wrote:

From: Evan Compton <[ECompton@cityofsacramento.org](mailto:ECompton@cityofsacramento.org)>  
Subject: Residential Permit Parking Program  
To: "[andrearosen@sbcglobal.net](mailto:andrearosen@sbcglobal.net)" <[andrearosen@sbcglobal.net](mailto:andrearosen@sbcglobal.net)>  
Cc: "Staci Silva" <[ssilva@cityofsacramento.org](mailto:ssilva@cityofsacramento.org)>  
Date: Wednesday, September 28, 2011, 10:23 AM

Andrea,

Howard Chan sent an email to let me know that the best contact for the Residential Permit Parking program is Staci Silva. He also stated that the process to create a new permit parking area is separate from the development process and approval is contingent on support from surrounding residents and ultimately City Council.

I have copied Staci in this email for your convenience.

**Evan Compton**

---

**From:** Jane [jwtrudeau@comcast.net]  
**Sent:** Tuesday, November 08, 2011 4:54 PM  
**To:** Evan Compton  
**Subject:** New Helvetia Brewing Company

Mr. Compton:

I am sending this e-mail to express my concern about this particular business which would be located on the corner of 18th and Broadway. While I do support new businesses on the Broadway corridor, I want to know how this business will deal with parking issues since the business itself does not have a parking lot. I live only 2 blocks away in a very quiet neighborhood (I actually live on 18th St) and I envision late hours, slamming car doors, and lots of late night noise, plus cars parked in front of my home every evening. (As we all know, people who drink too much are not pleasant). I plan to attend the public hearing on the 17th and I feel strongly that this parking issue should be addressed.

Thank you for your attention to this matter.

Jane Warren-Trudeau  
2582 18th St.  
916-447-6291

Attachment 7: Letters of Support

**Chris Churchill**  
**1188 13<sup>th</sup> Ave.**  
**Sacramento, CA 95822**

City of Sacramento  
Attn: Evan Compton  
300 Richards Blvd. 3rd Floor  
Sacramento, CA 95811

Dear Mr. Compton,

August 31, 2011

This letter is to support the approval of a special use permit for Helvetia Brewery at the corner of 18<sup>th</sup> and Broadway. I am a citizen of Sacramento and run a business located in Sacramento.

Sacramento needs more high class restaurant and bar establishments to foster a sense of neighborhood and culture. The Broadway area of Sacramento is in dire need of such establishments to provide services for the neighborhoods and create a sense of community.

Please approve this permit application.

Sincerely,



Chris Churchill

**Evan Compton**

---

**From:** Mike Urkov [murkov@newfields.com]  
**Sent:** Wednesday, August 31, 2011 5:34 PM  
**To:** Evan Compton  
**Cc:** davegull@sbcglobal.net  
**Subject:** New Helvetia Brewing Co. -- Special Use Permit

Mr. Compton,

I am writing in support of the Special Use Permit application for the New Helvetia Brewing Co at 1730 Broadway, here in Sacramento. We live a few blocks away, and think a brewery would be a great addition to the mosaic of restaurants and businesses along that stretch of Broadway. We like to buy local, and the idea of a local brewer, in our local neighborhood, is very appealing to our family. Hopefully, it will add to the sense of community in the area and double as a meeting place for those of us who live and work in the area.

Thanks for your consideration. Please let me know if you have any questions.

Thanks,

Mike Urkov  
1446 7<sup>th</sup> Avenue  
Sacramento, CA 95818

City of Sacramento  
ATTN: Evan Compton  
300 Richards Boulevard, 3<sup>rd</sup> Floor  
Sacramento, CA 95811

September 27, 2011

RE: New Helvetia Brewing Company Support

Dear Mr. Compton

I am writing in support of the New Helvetia Brewing Company, a new business venture proposed for 18<sup>th</sup> and Broadway in Sacramento. The proposed brewery would add a much needed element to the Broadway corridor; providing a place to sample and purchase a locally produced product. The location of the brewery is ideal in further developing the Broadway corridor as a dining and entertainment area. As a resident of East Sacramento, I am always on the look out for new places to visit and bring out of town guests and business associates to. This brewery will be a great addition to our Sacramento Brewing Community.

Thank you for your time,



Christine Talbot  
1033 56<sup>th</sup> Street  
Sacramento, CA 95819

**Evan Compton**

---

**From:** Jesse Walker [jessewalker1@gmail.com]  
**Sent:** Thursday, September 15, 2011 5:45 PM  
**To:** Evan Compton  
**Cc:** davegull@sbcglobal.net  
**Subject:** Support for New Helvetia Microbrewery

Hello,

I am writing to express my support for the New Helvetia Brewing Company, which is proposed to occupy the vacant space at 1730 Broadway in the City of Sacramento. As a resident of the nearby Curtis Park neighborhood, I am very excited for the addition of a new addition to the local area where residents and employees of the surrounding area can easily walk or bike to meet, interact, and sample high quality goods that are produced right in our own backyard.

This portion of the Broadway corridor has many long-standing eateries and other institutions that serve the surrounding neighborhoods; however, many have closed down or relocated in recent years. The strip has become run-down in and is in need of new, fresh ideas to breathe new life into the area. I am confident that the concept of the New Helvetia Brewing Company will succeed, and will likely inspire others to locate their businesses in the area.

I sincerely hope that the City of Sacramento will expedite the processing of any required approvals, thus allowing the business to move forward with all possible ease.

Please contact me if you have any questions.

Sincerely,

Jesse W. Walker

2625 Castro Way  
Sacramento, CA 95818  
[jessewalker1@gmail.com](mailto:jessewalker1@gmail.com)

**Evan Compton**

---

**From:** Micah Baginski [baginski.micah@gmail.com]  
**Sent:** Wednesday, September 14, 2011 8:46 PM  
**To:** Evan Compton  
**Cc:** David Gull  
**Subject:** Re: New Helvetia Brewing Co.

Dear Mr. Compton,  
I am writing to pledge my whole-hearted support for a really great addition to the Sacramento food and drink scene; New Helvetia Brewing Co. I am a long time resident of Oak Park and have bemoaned the lack of a great brewery in our area for quite some time. In my past I have spent quite a bit of time pursuing development approvals and have been pleased to see the City's parking requirements reduced and flexible. I would ask that the proposed project be given every advantage in obtaining it's approval's to ensure turning a great old vacant building into one with life. Please feel free to contact me if you have any questions.

--

Micah Baginski  
C. 916.600.4040  
Lic.#957507



September 08, 2011

City of Sacramento  
Attn: Evan Compton  
300 Richards Boulevard, 3<sup>rd</sup> Floor  
Sacramento, CA 95811

Re: New Helvetia Brewery Proposal, 1730 Broadway, Sacramento

Dear Mr. Compton:

I am writing to express my interest and enthusiasm for the opening and operation of the New Helvetia Brewery at 1730 Broadway. As a Sacramento native currently residing in Oak Park, I am fully aware of the past and present challenges facing Broadway in supporting and sustaining businesses that positively contribute to our quality of life. The addition of a business that will attract people from all areas of town and beyond, create jobs and improve Sacramento's image as a city that believes in the visions of its citizens cannot but help an area that has been long misused and neglected.

Over the last several years developers have initiated projects that many of us find incongruous with our own vision of Sacramento and it is rather clear that these developers have profit rather than our best interest in mind. Mr. Gull, also a native Sacramentan, has demonstrated a keen interest in contributing to Sacramento's proud commercial and brewing legacies and preservation of its resources while responsibly addressing the issues of our current social environment. As the majority of developers relentlessly fill the town with chain restaurants, ultra lounges, parking garages and other blights, Mr. Gull's humble proposal makes all the more sense. Rather than dictating public taste, Mr. Gull has designed a business model that integrates the essence of countless cities worldwide while respecting the scale and tastes of our own.

As a preservationist, historian and author of the history of the Sacramento brewing industry, I feel that the addition of a new brewery in our city is a fitting homage to an industry that at one time was one of Sacramento's most vibrant, thriving trades. Sacramento hosted over a dozen breweries in the 19th century and beer manufacturing thrived alongside myriad other traditional occupations. Then as now, beer was a staple of social interaction in all countries and practically all cultures. Why should the present be any different?

The recent additions of tap houses, beer-centric establishments and the explosive success of both annual Beer Weeks only reinforces the fact that people here want more than what has been traditionally available. There is no reason to think that opening a new brewery would do anything other than strengthen this sentiment. Sacramentans deserve to be the judge of what businesses and services they desire rather than having such things decided for them or lose them to bureaucratic entanglements. It would be outstanding to have the variety of beer enjoyed by so many other cities who understand the importance and value of facilitating these endeavors rather than stifling them. The benefits to those cities who have embraced artisanal food and beer cannot be ignored and above all, Sacramento has the population, potential and willingness to move in the same direction. For example, if you have visited places such as Portland, Oregon in recent years you are already aware of brewing's heightened complexity and popularity and above all, the benefits of encouraging and supporting small businesses- not the least of which being

breweries. Having a reputation as a preservation, brewery and small business friendly city can only expand the possibilities of tourism, growth and civic improvement while providing incentive to others who may wish to uniquely contribute to local commerce.

Should this enterprise be denied, it would be an embarrassment to show critics that their assumption about Sacramento being a backwater burg is accurate and a grievous affront to those of us who live and work in the city that routinely defend our lovely city against such accusations. Brewing is a craft, an art form and a centuries old aspect of civilization. Mr. Gull's decision to reuse a historic building in an area in dire need for a change should be reason enough for this proposal to succeed and I implore you to look beyond whatever preconceived ideas you may entertain about beer and brewing to the positive contribution the New Helvetia Brewery could make to Sacramento. After so many years of having others dictate what is best for our city, it is time to let the people of Sacramento actively and effectively participate in the decision making process.

Sincerely,



Ed Carroll

3151 Y Street

Sacramento

456-4928

**Evan Compton**

---

**From:** peter saucerman [psaucerman@gmail.com]  
**Sent:** Monday, September 05, 2011 3:49 PM  
**To:** Evan Compton  
**Cc:** davegull@sbcglobal.net  
**Subject:** New Helvetia Brewing Co. - support

Hello Evan Compton -

I am writing in support of the current proposal to establish New Helvetia Brewing Company at 1730 Broadway. I am a resident of Land Park and long time supporter of the Broadway corridor (I sat as a planning consultant to the Broadway Corridor Planning Task Force in the 1990's). This project has much to recommend it.

The subject property has sat vacant for many years, most of the time since the tortilla factory closed. A lively, destination food and beverage venue would be a welcome addition to this stretch of Broadway. While alcohol vending has sometimes been a problem on this street, the high quality and absence of off-sale service at this location would pose no problem. Increasing destination food service establishments on Broadway will serve to increase foot traffic and on street activity, and that is a good thing.

We are in agreement that the New Helvetia Brewing Co. is an idea that is timely and beneficial to the neighborhood. We welcome this project.

Sincerely,

Peter M. Saucerman  
Susan J. Twining  
2911 Riverside Blvd.  
Sacramento, CA 95818

**Evan Compton**

---

**From:** Kelly Ulrickson-Fugina [k2nsac@sbcglobal.net]  
**Sent:** Sunday, September 04, 2011 1:50 PM  
**To:** Evan Compton  
**Cc:** David Gull  
**Subject:** New Helvetia Brewing Co. 1730 Broadway, Sacramento

September 4, 2011

City of Sacramento  
Attn: Evan Compton  
300 Richards Blvd. 3rd Floor  
Sacramento, CA 95811

Dear Mr. Compton,

We write this letter in support of David Gull and New Helvetia Brewing Company to be located at 1730 Broadway. We strongly feel that the Brewery will be an asset to Broadway and the surrounding neighborhoods. We are excited to see Broadway flourish with superior businesses and restaurants that bring the neighborhoods together in an inviting atmosphere. Broadway is not quite there yet but, with the addition of New Helvetia Brewing Company to our eclectic dining boulevard will only enhance Broadway.

Our Sacramento Beer scene is thriving! With the success of the inaugural Sacramento Beer Week last February, and the phenomenal success of Capital Beerfest where local and nationwide brewers, home-brewers and many others on the Sacramento Beer Week and Capital Beerfest committee came together to spread the word on the art and possibilities of craft brewing. Beer was talked about in terms of moods, meals and seasons. This is all a positive for Sacramento, not to mention revenue!

New Helvetia will only add to that success by bringing great craft brew to the neighborhood in a classy, professional, and friendly atmosphere. And not to mention, a piece of Sacramento history!

We are Land Park residents and business owners. We live just blocks from Broadway and support it's business growth. Our hope is to see Broadway thrive as a pedestrian friendly street with great shops, restaurants, and of course New Helvetia Brewing Company!

Sincerely,

Kelly Ulrickson-Fugina  
Half Full Productions

Kevin Fugina

Fugina Construction

Land Park Residents  
2621 Harkness Street  
Sacramento, CA. 95818

**Evan Compton**

---

**From:** Avery Livengood [averylivengood@gmail.com]  
**Sent:** Thursday, September 01, 2011 1:29 PM  
**To:** Evan Compton  
**Cc:** David Gull  
**Subject:** New Helvetia Brewing Co. Application  
**Attachments:** City of Sacramento Letter\_AL.jpg

Hello Evan,

I am writing in support of the New Helvetia Brewing Co. at 1730 Broadway, and to respectfully request the Planning Commission to approve this project.

As an independent planning consultant, I have worked for with the Greater Broadway Partnership – a property-based business improvement district management agency for the Broadway Corridor in Sacramento – since 2009. I have seen the devastating impacts of the economic recession on businesses in the district, and have watched many turn-over, close and sit vacant. The faster these vacant buildings return to occupied uses, the better for nearby businesses, property owners and the community that this neighborhood commercial area serves.

Mr. David Gull's proposal to locate his New Helvetia Brewing Company at the site of a long-vacant historic building on Broadway is one that can only be celebrated. Siting this business at 17th and Broadway will revitalize a dreary corner of this business community and attract more people and more new customers to the corridor. Moreover, the boost in value gained by converting this building to commercial use would be a boon to the City's revenue stream.

Please find attached my signed and dated letter of support to be shared with the Planning Commission.

Thank you,  
Avery Livengood

--

510 499 7799 | [averylivengood@gmail.com](mailto:averylivengood@gmail.com)

City of Sacramento  
Attn: Evan Compton  
300 Richards Blvd. 3rd Floor  
Sacramento, CA 95811  
ecompton@cityofsacramento.org

Dear Mr. Compton:

I am writing you this letter to express my support of Mr. David Gull's application for a special use permit to open and operate a brewing facility (and eventually bar and restaurant) on the corner of 18th and Broadway. As you may not know, Sacramento was an epicenter for brewing world class beer over 100 years ago (before prohibition). Although I do not expect to see this occur again, supporting small local businesses is good for the local economy and government as the businesses and it's customers provide jobs and support the local tax base.

Although I am neither a resident of the City nor a business owner, I see the value and positive impact the approval of the permit will have to the local economy and governments.

Mr. Gull is very conscientious about ensuring he has support from the local community, as apparent by the open house he recently held at the site to allow neighbors to learn about the brewery and ask questions. Although I did not attend, I understand he had a great turnout and seemed to have widespread support for the brewery.

In conclusion, I wanted to express my support for this project and hope that you will see fit to approve the application.

Sincerely,

*Is Craig A. Rader*

Craig Rader  
3401 Becerra Way  
Sacramento, CA 95821

Copy: Mr. David Gull. davegull@sbcglobal.net

**Evan Compton**

---

**From:** Rawi Nanakul [rawisan@gmail.com]  
**Sent:** Wednesday, August 31, 2011 10:05 AM  
**To:** Evan Compton  
**Cc:** davegull@sbcglobal.net  
**Subject:** New Helvetia Brewing - Letter of Support

Dear Mr. Compton

I am writing this letter to support the building of New Helvetia Brewing. As Oak Park resident, employee of the UCD Med Center and small business owner in the neighborhood, I think the brewery can only help better the area. Adding the brewing company would enhance the cultural appeal of the area already established by the tower theater. It would also create a safe place for a night life on Broadway that would stimulate the surrounding businesses.

I wholeheartedly support this project.

Sincerely,

Rawi Nanakul

--

Rawi Nanakul, BA  
Staff Research Associate II  
Neurology  
UCD MIND Institute  
UCD Center for Mind and Brain

Bokeh Box Media  
Artist  
Bokehbox.com  
616-681-1004

**Evan Compton**

---

**From:** Meg Heede [meg@megheede.com]  
**Sent:** Tuesday, August 30, 2011 7:13 PM  
**To:** Evan Compton  
**Subject:** support of New Helvetia Coffee

**Yes, I support this New Helvetia Coffee opening on 18th and Broadway!!**  
Meg Heede

**Evan Compton**

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**From:** Amy Howard [amyelizabethhoward@gmail.com]  
**Sent:** Tuesday, August 30, 2011 10:03 AM  
**To:** [jyee@anovaarchitects.com](mailto:jyee@anovaarchitects.com)  
**Cc:** Evan Compton  
**Subject:** SUPPORT/New Helvetia Brewing Co. at 18th & Broadway

**August 30, 2011**

The Honorable Joseph Yee, Chair  
Sacramento City Planning Commission  
VIA EMAIL: [jyee@anovaarchitects.com](mailto:jyee@anovaarchitects.com)  
300 Richards Boulevard, 3rd Floor  
Sacramento, CA 95811

**RE: New Helvetia Brewing Co. at 18<sup>th</sup> & Broadway (SUPPORT)**

Dear Commissioner Yee:

As a resident of the South Land Park neighborhood of Sacramento, I am pleased to write in strong support of a proposal that is currently before the Commission for consideration. Specifically, I respectfully urge the Commission to approve the opening of New Helvetia Brewery at the corner of 18th Street and Broadway and strongly believe that doing so, will be a step in the right direction for our community.

As the state and our local governments continue to grapple with unprecedented economic pressures, the opening of a small business in our community is indeed a welcome addition - one that will generate additional tax revenue, which will ultimately help fund core public services at a time when our community needs it most. Beyond the economic benefits, the opening of such a brewery will enhance residents' entertainment options along this particular corridor.

For these reasons, I am pleased to support this proposal and urge the Commission to approve it. Should you have any questions regarding my support, please feel free to contact me directly. I appreciate your consideration of my comments in this regard.

Sincerely,

**AMY HOWARD**

1225 El Encanto Way

Sacramento, CA 95831

916.804.6549

**Evan Compton**

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**From:** Timothy Gibbs [timgibbs@yahoo.com]  
**Sent:** Tuesday, August 30, 2011 12:35 PM  
**To:** Evan Compton  
**Cc:** davegull@sbcglobal.net  
**Subject:** New Helvetia Brewing Co

Dear Mr. Compton:

I write in strong support of New Helvetia Brewing Company's application for a special permit. I live in Land Park and often walk to this section of Broadway for its great selection of restaurants. Adding a brewery will only further Broadway's revitalization and bring more consumers to this part of town. Please don't hesitate to contact me with any questions.

Sincerely,

Tim Gibbs  
2265 9th Ave  
Sacramento, CA 95818  
916-444-7013

**Evan Compton**

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**From:** William Taylor [williamtaylor@ironsteaks.com]  
**Sent:** Monday, August 29, 2011 5:06 PM  
**To:** Evan Compton; davegull@sbcglobal.net  
**Subject:** New Helvetia Brewing Co.

Evan

I am in full support of the New Helvetia Brewing Co. pub at 17th and Broadway. As you know I own Willie's Burgers at 16th and Broadway as well as IRON at 13th and Broadway.

I believe the addition of the New Helvetia facility will take the street in the right direction. The improvement of the street began 20 years ago with Tower Cafe and Willie's. New Helvetia will be a significant addition to the vitality of the Broadway commercial corridor.

A craft brewer on Broadway has the potential to grow, prosper and improve the street scene around the most iconic intersection in Sacramento. In addition, I think they will have the ability, eventually, to improve the architectural ambiance of the Broadway corridor without losing the individuality of the single store occupancy mode that has made private redevelopment of the J to L Street corridor so successful.

William Taylor

Re: New Helvetia Brewing Co.  
1730 Broadway, Sacramento

29 AUG 2011

Hello,

I'd like to express my fullest support for the New Helvetia brewery proposed on Broadway by David Gull. I know that David has the best chance at success because of his concern with every detail to make this a win-win situation for patrons and neighbors. It would be great to see the proposed location become a fixture along Broadway. I'm an avid cyclist and look forward to stopping by. Great to hear that bike parking has been discussed as well! With the loss of several midtown bars recently, the challenge to open a new brewery in this economy takes a new and long term plan and the New Helvetia concept has done that. I see this brewery opening as a revival of Sacramento's history the same way R Street is now being improved. Sacramento has a lot offer and this is the beginning.

Cheers,

Charlie Neuman  
reside in Woodland/Davis area  
work downtown Sacramento

**Evan Compton**

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**From:** Freeport [freeportbakery@aol.com]  
**Sent:** Monday, August 29, 2011 2:23 PM  
**To:** Evan Compton  
**Cc:** davegull@sbcglobal.net  
**Subject:** Brewery on Broadway

Greetings

I would like to send my support for Mr Gull's brewery project on Broadway. I know Mr Gull from previous projects and I find him to be extremely professional and very community oriented. I would love to see some positive changes on Broadway and I feel this project is a perfect fit. The Broadway area buildings are just waiting for this type of urban renewal. As a local business owner and Land Park resident, I totally support this project. (And can't wait for the opening!)

Marlene Goetzler  
Freeport Bakery  
Sacramento Ca

Jim Vicari  
2677 Harkness Street  
Sacramento, CA 95818

**City of Sacramento**  
300 Richards Blvd., 3<sup>rd</sup> Floor  
Sacramento, CA 95811  
Attn: Mr. Evan Compton  
(sending via email: [ecompton@citvofsacramento.org](mailto:ecompton@citvofsacramento.org))

**Re: New Helvetia Brewing Co.**  
**1730 Broadway, Sacramento**

Dear Mr. Compton,

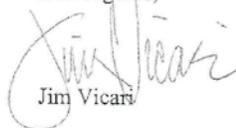
It is my understanding that the above captioned is currently at the Planning Commission Level and in need of a Special Use Permit.

I was born and raised in Sacramento and have lived at the Harkness Street address (see header) since 1996. My wife and I love living in Land Park and when faced with an expanding family and a decision to either move to the suburbs or remodel, we chose the latter just to stay in our neighborhood. We enjoy the ability to walk or ride our bikes to nearby businesses. With our home being so close to Broadway, I have a vested interest in the businesses on that street and would love to see this project move forward.

Please accept this letter as proof of support for this project from a resident of the City of Sacramento, but more importantly, a neighbor.

If you should have any questions, please feel free to contact me.

Best regards,

  
Jim Vicari

Attachment 8: How to Annex a Neighborhood into a Residential Permit Area

The process required for establishing a Residential Permit Parking Program (RPPP), including the application and renewal process is as follows:

- Residents or neighborhood groups submit a letter to the Parking Services Division Traffic Investigator indicating interest in residential permit parking.
- Neighborhood representatives confer with the Parking Manager and tentative boundaries are established.
- Traffic Investigator conducts parking occupancy surveys are performed to determine the appropriate parking regulations for the area.
- Public hearing(s) is (are) held. Area residents are welcome to provide additional input during these hearings.
- Consensus Notices are mailed to area residents which include information on the proposed boundaries and parking regulations. Residents are given a time period to respond with an approval or rejection of the proposed annexation.
- Based on resident feedback, if the majority of the consensus within the proposed Residential Permit Parking area is in favor of a program, the Parking Manager will submit a written recommendation to the City Council.
- If the City Council concurs with the recommendation of the Parking Manager, the area may be designated for annexation into the Residential Permit Parking Program. The new Residential Permit Parking area will then be assigned a specific area name.
- Notices informing affected residents and business owners about the annexation will be mailed out prior to actual implementation (enforcement) of the program. Notices will indicate the grace period before enforcement will begin and include a Residential Permit Parking application. Residents may also apply for a Visitor Parking Permit using the same application.
- **Residents and business owners are then responsible for obtaining their Residential Parking Permits within the grace period** in order to exempt their vehicles from parking time limits and/or parking meter regulations in posted areas.
- Enforcement of on-street parking will begin immediately after the grace period. Any vehicles parked on-street without the proper permit after the grace period may be subject to a citation if parked in violation of the posted regulations.

Residential and Visitor Parking Permit(s) are valid for 2 years. Expiration depends on the year the neighborhood was annexed. **It is the responsibility of residents and business owners to ensure that they obtain their renewed permit(s) prior to the expiration of their current permit(s) to avoid a citation.**

**PARKING SERVICES DIVISION**  
TRAFFIC INVESTIGATOR  
300 RICHARDS BLVD.  
2nd FLOOR  
SACRAMENTO, CA 95811

Any additional inquiries may be directed to the Parking Services Traffic Investigator at 916-808-5874

Attachment 9: Photo of Sign

