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To: [Gillian Fennessy](mailto:Gillian.Fennessy)
Subject: FW: New Zoning Ordinance concerns
Date: Monday, October 28, 2019 3:26:09 PM

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Date: October 28, 2019 at 11:31:20 AM PDT
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Subject: New Zoning Ordinance concerns

Council Members, Chamber Representatives and Stakeholders;

With the council being presented next week with a new zoning ordinance (NZO) I wanted to reach out to you to discuss some potentially damaging effects to our business and other stakeholders that the current version of the NZO could have.

Premise: The NZO is intended to implement the City's General Plan (GP).

Issue 1: The NZO proposes making our use in our zone a "Non-Conforming" use for business parks even though the GP clearly states that Eating and Drinking Establishments are a "Conforming" use. In doing so (even if unintentionally) it effectively changes the GP.

The NZO does this by bifurcating "Eating" and "Drinking" establishments, and it really has a negative impact to 3 specific businesses (as far as I can tell) of which we are the largest.

Making these businesses "Non-Conforming" would make growth for us in our current locations extremely difficult, and likely would relegate any future growth of our companies to other more friendly municipalities. Furthermore, "Non-Conforming" designations can negatively impact property values. We all relied on the idea that our businesses were "Conforming" uses when we selected these locations and invested our money in The Goodland.

Issue 2: The music ordinance threatens M Special's ability to have live music by requiring pulling a permit each and every time, an endeavor that will make the process too difficult and costly for M Special to continue doing it. We don't charge covers and always pay our bands. We don't make money off of this endeavor. We simply provide music because that's what our

residents have come to love about our spot.

Issue 3: The food truck ordinance is very restrictive and will effectively limit food trucks at M Special to a couple of occasions annually, with restrictive hours and limits on numbers of vendors even on those occasions.

****Food trucks and live music are hallmarks of our business and were cited as important factors that contributed to the Goleta Chamber of Commerce honoring us in 2016 as the Small Business of the Year.****

Issue 4: It appears the NZO has sought to decrease parking requirements in general, but for some reason it has increased parking requirements in Business Parks. This issue also affects property values and other development opportunities for stakeholders.

Thank you all so much for your time, diligence and consideration for the continued successes of our businesses, our residents and our City! Please do not hesitate to contact me by phone (number below) or email (or even in person!) if I can help clarify any of the concerns above.

Respectfully,

Joshua Ellis
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