

## Dionne Bearden

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**From:** Sterling Steffen <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 4:59 PM  
**To:** PlanningCommissioners  
**Cc:** Ilana Steffen; Scott Wenger; Mayor; Diana Tang; Council District 1; Grayston Leonard; Kyle Hawk Bar  
**Subject:** 200 E 14th Street Public Commentary  
**Attachments:** 200 E 14th Street Trademark Brewing.pdf

**-EXTERNAL-**

I am the Co-Founder and one of the owners of Trademark Brewing, located at 233 E Anaheim St. Our business is directly neighboring the Habitat for Humanity site.

Trademark Brewing would like to go on record to express sincere concern and opposition to the plans as they are currently proposed. The plans do not consider the real word needs of the neighborhood, and will have a negative impact on surrounding small businesses. The plans will reduce parking in an already parking-impacted area.

We strongly encourage Habitat to revise their plans to make better use of this one-in-a-lifetime opportunity to add more housing stock to the Washington neighborhood. We fully support development and housing, and we applaud Habitat's mission, however the current plans are ill conceived. More units should be built. More parking should be included, and a greater buffer should be created between the present light industrial / manufacturing, entertainment and retail spaces that currently exist.

**Please vote no on this project tonight** and allow the Washington neighborhood to have their voice heard, and give Habitat the opportunity to create harmony and a better quality of life for their future residents.

Please see the attached letter for the public record.

Sterling Steffen

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Sterling Steffen  
Co-Founder + Brewer  
Trademark Brewing®

233 E Anaheim Street  
Long Beach, California  
brewery: 562-308-7722  
direct: [REDACTED]  
[sterling@trademarkbrewing.com](mailto:sterling@trademarkbrewing.com)

# TRADEMARK - BREWING - *Long Beach*

March 4, 2021

To the Long Beach Planning Commission, and stakeholders in the Washington Neighborhood, Anaheim Corridor and Downtown Long Beach districts:

We write this letter out of concern for the sustainable development and prosperity of the Washington Neighborhood and the threat that the new development on the 200 E 14th Street parcel poses to surrounding businesses and neighborhood residents.

As early investors in the area, we have seen important positive changes happening in the neighborhood. Change has been gradual, and perhaps delayed by the pandemic, but we believe that Washington is moving in the right direction. Once vacant lots have been developed with mixed-income housing; new shops and businesses have moved into and renovated long neglected properties; and, most importantly, community members have enjoyed the benefits of a safer, livelier, and more walkable neighborhood.

We at Trademark Brewing have long been interested in the positive change and development of our surroundings and partnerships with community stakeholders. We have a history of involvement with Habitat for Humanity and the City to understand the plans for 200 E 14th Street-- not only because it lies directly adjacent to our business, but also because it has the potential to really reshape the neighborhood. For these reasons, on numerous occasions over the last two years, we made inquiries, both to the city and to our contacts at Habitat to be included on ideas or proposals related to the development. Unfortunately, our requests for information went unanswered, and we were only made aware of the proposed plans a few days before the public hearing. It goes without saying that neighboring businesses were not consulted, considered or involved in any way in the drafting of these plans. Furthermore, we question the conclusions of Environmental Compliance (CEQA) report, which appear to have rubber-stamped this project without critical review.

It has come to our attention, per the renderings, that the project will remove existing street parking on Locust Ave and 14th Street. This area is already severely parking impacted. The renderings depict an unrealistic and inconsiderate usage of the alleyways (Palmer Court and behind Trademark Brewing) which will create loading issues for neighboring businesses, including Mother's Market, Domino's, Subway, and Trademark Brewing. Additionally, the renderings demonstrate questionable design choices, including the placement of balconies that encroach on our outdoor patios, machinery areas and loading docks, plus the inclusion of a picnic area that directly faces our primary loading door and the dumpsters behind Mother's Market, Subway and Domino's. It's apparent that the Ventura County-based designer is neither familiar with the area nor overly interested in the quality of life of the future residents of the buildings.

**TRADEMARK**  
**- BREWING -**  
*Long Beach*

**Our concerns are many, and we feel that is imperative that the project be put on hold until the issues are properly addressed.**

This is a very important opportunity to ensure that new housing is built in a smart way that is harmonious with the neighborhood. We are in complete support of more affordable, sustainable, healthy housing and we wholeheartedly support Habitat's mission. The current plans, however, left unaltered will create conflict between residential families and small businesses. With smart planning, we can all thrive and lift the Washington neighborhood to new heights. We fear that the current proposal will do quite the opposite, pitting families against small businesses - which is a detriment to all involved.

We implore you to press the pause button on the 200 E 14th Street development until the concerns can be addressed by all stakeholders.

Respectfully yours,



Sterling Steffen  
Co-Founder  
Trademark Brewing

## Dionne Bearden

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**From:** Ryan Callahan <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 5:03 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street.

**-EXTERNAL-**

Hello,

As someone who frequents the businesses near the proposed housing development, I can speak to the already difficult parking situation. I often find myself needing to park multiple blocks away to visit Trademark Brewing and Long Beach Rising. I live in an area that is impacted by overflow from multi-unit buildings with insufficient parking. Even adding a dozen extra vehicles to the neighborhood, can cause multiple blocks that typically have one or two open spots, to be permanently filled 24/7.

Any new construction should be required to plan for the number of vehicles they expect to add to an area, otherwise the developer is doing damage to all of the surrounding residents and businesses.

Regards,  
Ryan Callahan

## Dionne Bearden

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**From:** Cheyne Scoby <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 5:04 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E. 14th St.

**-EXTERNAL-**

Dear Commissioners,

I am a four-year resident of the City of Long Beach, and have high esteem for the city government and its managers. I am proud to be a Long Beach resident.

I have reviewed the Midtown Specific Plan, and in the interest of supporting the goal of establishing and growing Strong Businesses in the corridor, I have to respectfully ask the committee to review the impact of planned development for 200 E. 14th St.

The alleyway where the proposed large volume parking inlet/outlet is common to several businesses that rely on loading and unloading of heavy equipment, production materials, and goods for sale/distribution. There would likely be an immediate and detrimental impact on both on Long Beach Rising (a climbing gym business) and on Trademark Brewing (est 2018) (a tasting room, wholesaler and distributor business, independently and locally owned by Sterling Steffen) at 233 E Anaheim St.

I will be attending the Planning Commission meeting tonight to add my voice to that of the business owner, who has worked very hard under grueling conditions (including partial consumer shutdowns during the recent pandemic) to try to establish Trademark as one of Long Beach's strong businesses. I hope you will listen to the owner's grievance and weigh the likely significant negative impact to his business if the alley cannot be used for loading/unloading of heavy equipment, production materials, or goods for sale/distribution. I respectfully request you hear his argument, and allow for him to appeal.

Sincerely,

Cheyne Scoby  
resident, Long Beach, CA

## Dionne Bearden

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**From:** Jennifer Edwards <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 5:04 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street

**-EXTERNAL-**

Good afternoon,

I am a frequent customer to both Trademark Brewing and Long Beach Rising - both locally owned small businesses. Parking has been an issue since the Habitat for Humanity property behind them was no longer available and instead allowed to be vacant for well over a year.

Now, there is a low income housing project on the books that is somehow bypassing the usual checks and balances that the City of Long Beach stands by to ensure any projected construction projects benefit the community at large. How will this low income housing affect the local businesses around when appropriate parking has not been addressed in an area where parking is already an issue?

We are currently in a housing crisis, and being a Long Beach local I'm completely in support of low income housing - the issue that has not been appropriately discussed and accounted for is the parking.

Please review.

Thank you,  
Jennifer Witten

## Dionne Bearden

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**From:** Susan Wenger <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 5:07 PM  
**To:** PlanningCommissioners  
**Subject:** 20 E 14 th street

**-EXTERNAL-**

To whom it may concern,

I am writing this letter to express my concerns about the local businesses and neighborhood at large that this projected project will impact.

Although a project of this kind will potentially be desirable at some point for the neighborhood, and improve the area, the immediate ramifications of the impending design look to contribute negatively to the immediate surrounding businesses.

I understand that the businesses were not asked to participate nor were they taken into consideration concerning parking, alley usage and general well being of the area.

I urge you to revisit this project plan and work with the community to improve and provide an equitable solution.

Thank you,

Susan Wenger

"Fan of the area"

## Dionne Bearden

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**From:** Frances Cannon <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 5:10 PM  
**To:** PlanningCommissioners  
**Subject:** Public comment: 200 E 14th Street.

**-EXTERNAL-**

Dear Long Beach Planning Commissioners,

I am the Executive Director of the Los Angeles County Brewers Guild and am writing to you regarding the planned development on 200 E 14th Street. It's been brought to my attention by our members at Trademark Brewing that there was no period of public commentary or timely public notifications on this project and that there are several red flags that could severely impact the area's businesses and future tenants. To be clear, while we support the development of new housing at this property, we are greatly concerned that the lack of adequate parking could very negatively affect local businesses.

It's to our understanding that not only is there no new parking (beyond spaces for housing tenants) in the current plans, but there are plans to remove existing parking spaces utilized by the businesses and residents of this neighborhood. Surely, we can all agree that new developments should plan for adding parking and adding value to an area over restricting peoples' access to what has been an up-and-coming part of Long Beach. The fact this is not the case in the current plans is unacceptable.

I'm sure that you're aware that small businesses have been severely affected by the pandemic. Our local craft breweries (of which Long Beach has over a dozen) have just begun to get back into the swing of things with the most recent reopening and we have a long way to go before we can recover from extreme losses in 2020. Unlike other large companies and manufacturers, small craft breweries depend on their tasting room operations to sell and market their brands. Not putting a consideration on how this project will affect existing businesses such as Trademark will create a bigger long-term hardship than necessary. We urge you to reconsider these plans so that the incoming development can truly be a well-integrated and thoughtful addition to the neighborhood.

Thank you for your consideration.

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Cheers,  
Frances Michelle Cannon  
(née Frances Michelle Lopez)  
**Executive Director**  
[L.A County Brewers Guild](#)  
t+ig: @labrewers

## Dionne Bearden

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**From:** Grayston Leonard <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 5:17 PM  
**To:** Sterling Steffen  
**Cc:** PlanningCommissioners; Ilana Steffen; Scott Wenger; Mayor; Diana Tang; Council  
**Subject:** Re: 200 E 14th Street Public Commentary

**-EXTERNAL-**

This is Grayston Leonard, I am the owner of Long Beach Rising 205 E. Anaheim St. 90813, my business is next door to Trademark Brewing. I must reiterate Sterling's email and letter above. These plans do not take our businesses or our previous investment in this neighborhood into proper consideration. Please vote no.

On Thu, Mar 4, 2021 at 4:59 PM Sterling Steffen <[sterling@trademarkbrewing.com](mailto:sterling@trademarkbrewing.com)> wrote:

I am the Co-Founder and one of the owners of Trademark Brewing, located at 233 E Anaheim St. Our business is directly neighboring the Habitat for Humanity site.

Trademark Brewing would like to go on record to express sincere concern and opposition to the plans as they are currently proposed. The plans do not consider the real word needs of the neighborhood, and will have a negative impact on surrounding small businesses. The plans will reduce parking in an already parking-impacted area.

We strongly encourage Habitat to revise their plans to make better use of this one-in-a-lifetime opportunity to add more housing stock to the Washington neighborhood. We fully support development and housing, and we applaud Habitat's mission, however the current plans are ill conceived. More units should be built. More parking should be included, and a greater buffer should be created between the present light industrial / manufacturing, entertainment and retail spaces that currently exist.

**Please vote no on this project tonight** and allow the Washington neighborhood to have their voice heard, and give Habitat the opportunity to create harmony and a better quality of life for their future residents.

Please see the attached letter for the public record.

Sterling Steffen

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Sterling Steffen  
Co-Founder + Brewer  
Trademark Brewing®

233 E Anaheim Street  
Long Beach, California  
brewery: 562-308-7722  
direct: [REDACTED]  
[sterling@trademarkbrewing.com](mailto:sterling@trademarkbrewing.com)

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**Grayston Leonard**



Founder | Long Beach Rising

Cell: 310-383-7070

[www.longbeachrising.com](http://www.longbeachrising.com)

**Dionne Bearden**

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**From:** Marshall Howland <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 5:19 PM  
**To:** PlanningCommissioners  
**Subject:** 2102-21 (mod20-009)

**-EXTERNAL-**

Hello all,

I'd like to protest the outdoor speaker additions proposed for the compound as there are residential houses (including mine) within close proximity. While testing the indoor sound system the noise was already very prominent. I imagine the noise would be even worse without the walls enclosing it.

Thanks

Marshall Howland  
[REDACTED]



## Dionne Bearden

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**From:** maria vasquez [REDACTED] >  
**Sent:** Thursday, March 04, 2021 5:22 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street

**-EXTERNAL-**

To whom it may concern, I write only to express my concern for the environmental impact of the housing project. This will strongly impact the surrounding small businesses who already struggle with limited parking. This project would be great if parking was provided to the tenants and did not affect the limited street parking already in the area. Thank you for your time.

**Dionne Bearden**

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**From:** Jim Leonard [REDACTED]  
**Sent:** Thursday, March 04, 2021 5:24 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E. 14th Street

**-EXTERNAL-**

Dear Long Beach Planning Commissioners,

I'm writing to you to object to Habitat for Humanity's plans for a new housing development at 200 E. 14th Street in Long Beach.

I am a patron of both Long Beach Rising climbing gym and Trademark Brewing Company. Habitat's new development will adversely affect the businesses in the area.

There is already a SERIOUS LACK OF PARKING for that block. If you approve Habitat's new development, it means REMOVING EXISTING PARKING! This will have a terrible impact on local businesses. It also raises serious safety concerns, especially at night. Children and young people frequent both of these businesses; I hate the idea of my wife and kids walking for blocks in that neighborhood due to lack of safe and convenient parking.

I support Habitat for Humanity's goal of affordable housing, but I sincerely hope you will not approve their request, and instead direct Habitat to develop low cost housing elsewhere.

Long Beach Rising and Trademark Brewing are both new businesses and they have been through a harrowing year dealing with Covid-19. They are barely hanging on. This loss of parking for their patrons could very well deal a serious blow to their chances of surviving and thriving.

Sincerely,

Jim Leonard  
[REDACTED]

## Dionne Bearden

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**From:** Anastasia Haynie <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 5:27 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street.

**-EXTERNAL-**

To whom it may concern,

I want to start by saying that I am hugely supportive of affordable public housing in the city of Long Beach and am glad this is being addressed. Lack of affordable housing is a huge and growing problem in Long Beach and the greater LA area that needs collective attention.

That being said, I am concerned that this particular project is being rushed in such a way that will be detrimental to local businesses such as Trademark Brewing Co, among others. The lack of notification or period of public commentary makes it seem as if the Habitat planning team is hoping to avoid addressing these specific concerns about both the environmental impacts of this project and the impacts on the surrounding neighborhood.

The lack of parking in the plans means that existing public parking utilized by local business patrons will be overtaken by building residents, which may severely impact the surrounding businesses. It seems as though truly affordable housing would include space for residents to park easily to avoid the stress and costs associated with finding parking elsewhere. Current plans for the building also do not take other aspects of local businesses into account, such as those that may need to utilize the alleyway that would be blocked off by building exterior balconies.

While I fully agree that affordable housing is an issue that should be at the forefront of our collective communities' minds right now, I do not want to see it being done at the detriment of local small businesses.

Best,  
Anna Haynie

## Dionne Bearden

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**From:** Valerie Hicks [REDACTED]  
**Sent:** Thursday, March 04, 2021 5:34 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street

**-EXTERNAL-**

To whom it may concern,

I would like to express my strong objection to the Habitat for Humanity proposed development plan for the parcel of land at 200 E 14th Street. Firstly, I'm wondering why there were no notifications about this plan, and secondly, why there was no period of public commentary. I would like to be clear that I am strongly in favor of new development and new housing, however I am strongly opposed to the current proposal primarily due to its gross lack of consideration of the surrounding neighborhood and businesses.

I am the head brewer at Trademark Brewing and can attest to the fact that it is already extremely difficult to find parking in the area. Our business has a very small parking lot that is currently being used as our Biergarten so that we can be open in compliance with Covid-19 health and safety requirements, which has made parking an even greater challenge for our staff and customers. This project would result in the removal of a significant number of parking spaces, which will most definitely have a negative impact on my business as well as the businesses that surround us. Furthermore, if the project moves forward as currently designed, it would prohibit us at Trademark, as well as our neighbors across Palmer at Mother's Nutritional Center, from receiving deliveries. Mother's receives 2 large truck deliveries daily, and we receive raw materials weekly through our back bay that cannot be brought in via a different route, so this project would be massively detrimental to our ability to operate.

I would like to reiterate that I am in favor of new development, however it is extremely frustrating and disappointing that the Planning Department did not do a more thorough environmental review before approving a project, and that they did so without consulting or considering those of us who will be the most severely and negatively impacted by this project. Thank you for your time and consideration.

Sincerely,

Valerie Hicks

## Dionne Bearden

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**From:** James Farmer [REDACTED]  
**Sent:** Thursday, March 04, 2021 5:48 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street.

**-EXTERNAL-**

Hello Commissioners,

I am a Long Beach resident and frequent the local businesses in the area of this proposed project. While *I strongly support the construction of new affordable housing*, I am concerned that **this project is not doing enough to ensure the existing businesses in the area are treated fairly**. My primary concern is **parking**. It is already difficult to find parking in the area, and I think all new construction should include adequate parking for its tenants. *Affordable housing should absolutely be a priority, but this project should be adjusted to provide parking and ensure that the alleyways between buildings are still accessible for required business deliveries.*

Long Beach Rising and Trademark Brewing are excellent businesses for Long Beach. Each has done some great work to support the local community. I encourage you to check out Long Beach Rising's programs for disadvantaged youths and how Trademark Brewing quickly converted operations to produce hand sanitizer during the shortage at the beginning of the pandemic. Please help keep these businesses strong by ensuring that the proposed project provides parking for tenants and minimizes impact on local business.

Thank you for your time and consideration.

Best,  
James Farmer

## Dionne Bearden

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**From:** Patrick Edwards <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 5:57 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street.

**-EXTERNAL-**

Dear Long Beach Planning Commissioners,

As a resident of Long Beach and a regular patron of the local businesses (Trademark Brewing, Long Beach Rising, and countless surrounding restaurants) surrounding this development, I would like to state some concerns I have.

Firstly is the lack of public commentary period for this project. There is no doubt that Long Beach is in need of more affordable housing in general, but considerations must be made of the local neighborhood and it's residents before large developments take place. Not including the residents and local businesses of the area greatly diminishes the opportunity for collaboration on the project as to addressing the needs of the community as a whole. It also raises concerns regarding the oversight of the project, given that very little is being made public to those who would be most greatly affected.

Of particular concern is the impact of local infrastructure, namely parking and access. The area surrounding E 14th St is home to apartments, a church, and many small businesses and restaurants. Parking in this area is already severely limited, if not inadequate. I have been made aware that this development would not only fail to add any additional parking for its own use, but would also eliminate some of the already scarce parking available to the area. This would have a **severe** negative impact on the church and surrounding local business who rely on this parking for day-to-day use. Any development for this area must at least present a net neutral impact on parking for local regular users and residents of the area.

There are also concerns about access to local businesses both during and post construction. The last year has already been extremely difficult for small businesses in Long Beach and around the country. Special care must be taken to ensure that construction on such a development does not restrict access to local business in such a fragile time as re-opening to the public. It is also crucial that the addition of this development not permanently limit access to small businesses by either potential patrons, or equipment/goods deliveries that they require to maintain operation.

I would like to reiterate that I feel the addition of low income housing to the area is well needed. That being said, what we have here is a great opportunity for a cooperative process that assures the needs of all involved are met.

Thank you very much for your time,  
Patrick Edwards

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**Patrick Edwards**

Graduate Research Assistant  
University of Southern California  
Nanocluster Physics Laboratory

## Dionne Bearden

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**From:** Darian Hartsell [REDACTED]  
**Sent:** Thursday, March 04, 2021 6:03 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street

-EXTERNAL-

Good evening,

I live in Long Beach and am a regular at both Trademark Brewing Co. (TMB) and Long Beach Rising (LBR). I am concerned with the project at 200 E 14th Street, adjacent to TMB and LBR, for a few reasons. Most importantly, I worry about the lack of parking available in the area, and that this project has no plan to provide parking for the new residents. I think this should be reviewed more seriously, as the street parking is already heavily used by existing residents in this area as well as by regulars to small businesses like TMB and LBR.

In addition to the major issue of parking, I am concerned about environmental impacts of the project, and the fact that no public notifications were made about the project. I visit this area for TMB and LBR regularly and see no signs posted notifying those in the neighborhood about the upcoming project. **I support new affordable housing, but believe this project is being rushed through with very little oversight and little regard for the existing neighborhood and local small businesses.** I think further review is necessary.

Thank you for your consideration.

Best,

Darian Hartsell  
[REDACTED]



## Dionne Bearden

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**From:** Ilana Steffen <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 6:03 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street

**-EXTERNAL-**

Good Evening Planning Commissioners,

I am the Co-Founder and one of the owners of Trademark Brewing. Our small family run business is located next to the Habitat for Humanity site. (233 E Anaheim Street).

I am writing to go on record to oppose this project as the current plans stand. I have huge concerns as the plans do not consider the impact on neighboring businesses or the needs of the neighborhood. Below are my list of concerns:

**Parking:** The project will remove existing street parking in an already parking impacted area - now more than ever the Washington neighborhood is starving for parking. The project does not even show guest parking which only adds additional strain on the limited amount of public parking.

**Loading:** Trademark along with Mother's Grocery store both have 80ft 18-wheeler trucks that utilize the alley on a daily basis. (Even check the google satellite image!) This is in strong conflict with the 20 individual driveways on the Alley and Palmer ct. There is a park on the corner that is located 10ft away from our loading dock and the dumpsters from the neighboring building (Mother's, Dominos, Subway). On the plans, this all looks lovely but in a real life situation this does not work. How can our business accept deliveries at 7am while owners of these homes have to leave to drive to work? Who is going to want to sit at a picnic table next to a dumpster and an active loading dock?

**Balconies:** The plans show balconies that directly overlook and encroach on our outdoor courtyard (outdoor dining), dumpsters. and loading dock. It's the same issue, that the plans look lovely but in real life does not work to have balconies 20ft away from our customers.

This is a very important opportunity to ensure that new housing is built in a smart way that is harmonious with the neighborhood. The current plans will create conflict between residential families and small businesses. With smart planning, we can all thrive and lift the Washington neighborhood to new heights, however the current proposal is quite the opposite - pitting families against small business - which is a very bad situation for everyone.

**Please vote no on this project tonight** and allow the Washington neighborhood to have their voice heard, and give Habitat the opportunity to create harmony and a better quality of life for their future residents.

Thank you,  
Ilana

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Ilana Steffen  
Co-Founder | Operations  
Trademark Brewing®

233 E Anaheim Street

## Dionne Bearden

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**From:** Ilana Steffen <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 7:31 PM  
**To:** PlanningCommissioners  
**Subject:** Re: 200 E 14th Street

**-EXTERNAL-**

I would like to add to the public record:

Habitat **NEVER** contacted us regarding this project. We inquired numerous times with both Dlnesa and Erin and were always dismissed.

Thank you,  
Ilana Steffen

On Thu, Mar 4, 2021 at 6:02 PM Ilana Steffen <[ilana@trademarkbrewing.com](mailto:ilana@trademarkbrewing.com)> wrote:

Good Evening Planning Commissioners,

I am the Co-Founder and one of the owners of Trademark Brewing. Our small family run business is located next to the Habitat for Humanity site. (233 E Anaheim Street).

I am writing to go on record to oppose this project as the current plans stand. I have huge concerns as the plans do not consider the impact on neighboring businesses or the needs of the neighborhood. Below are my list of concerns:

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This is a very important opportunity to ensure that new housing is built in a smart way that is harmonious with the neighborhood. The current plans will create conflict between residential families and small businesses. With smart planning, we can all thrive and lift the Washington neighborhood to new heights, however the current proposal is quite the opposite - pitting families against small business - which is a very bad situation for everyone.

**Please vote no on this project tonight** and allow the Washington neighborhood to have their voice heard, and give Habitat the opportunity to create harmony and a better quality of life for their future residents.

## Dionne Bearden

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**From:** Austin Shafer <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 7:42 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th St

**-EXTERNAL-**

To whom it may concern,

I am writing to express my concerns about the proposed project at 200 e 14th st. There are several small businesses in the area who already suffer from limited parking. While I readily support additional housing projects, I request that the commission require sufficient parking provisions to avoid impacting the existing local businesses. Further, I object to any removal of existing parking, and ask that sufficient public comment period be established to hear and respond to concerns similar to mine.

I am a Long Beach resident and frequent patron of Long Beach Rising and Trademark Brewing.

Sincerely,  
Austin Shafer

## Dionne Bearden

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**From:** Katheryn La Morte <[REDACTED]>  
**Sent:** Thursday, March 04, 2021 8:49 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street

**-EXTERNAL-**

Hello,

I am a customer of Trademark Brewery and I have concerns about this project's impact on my and others experience and ability to continue as patrons to local businesses. Parking is already a challenge when my friends and I want to visit Trademark. I am concerned that because this project does not account for the additional parking requirements a housing project like this needs it will have substantial and unavoidable impacts to the local businesses by reducing their already limited parking.

Thank you for your consideration,

Katie La Morte

## Dionne Bearden

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**From:** Jeremy Aric [REDACTED] >  
**Sent:** Friday, March 05, 2021 8:47 AM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street

-EXTERNAL-

Hello and To Whom It May Concern,

I am a long time Long Beach resident (15+ years). Recently I learned about a new building project that has been proposed to the city of LB for the vacant lot behind the Long Beach Rising and Trademark businesses. As I understand it, the program would create new housing, which is undeniably needed, but there are no provisions for parking. This will severely impact these businesses and every other business in this area THAT ALREADY HAS LIMITED ACCESS TO PARKING.

What are the environmental impacts of this project? Also, why were no notifications made about the project? Lastly, why was there no period of public commentary?

This proposal raises serious concerns about impacts to local businesses and the lack of parking included in the plans is incredibly short sighted and ignorant. I have even seen that *the project removes existing parking from the area!!!* Are you serious?! This fact is ridiculous!

I of course support development and new housing, however, I strenuously object to this project's lack of consideration for the existing neighborhood, local small business and prior use.

I really wish the Planning Department had made a more thorough environmental review before approving a project without consulting the neighbors who are most directly impacted.

Thank you for your time, and I seriously urge you to reconsider approval of this project without adequate additional parking being present and accounted for.

Sincerely,

-Jeremy Weinberg

## Dionne Bearden

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**From:** John Godin <[REDACTED]>  
**Sent:** Friday, March 05, 2021 11:23 AM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street Project

-EXTERNAL-

Planning Commissioner,

Thank you so much for reading my email. My name is John Godin, I am a second generation Long Beach native, and one of the owners of the The Grasshopper at 136 East Anaheim Street. I am so pleased with the monetary investment and progress that Long Beach city is providing for the downtown, midtown and uptown areas. These areas have been grossly neglected for generations and are in desperate need of major upgrades if Long Beach is going to survive and thrive. We at the Grasshopper chose our location in the midtown district as we saw the potential to invest in this area.

The Hawk/Darlings, Long Beach Rising, Trademark and ourselves have, at great risk, collectively invested millions of dollars in this area to make a safe place for the neighborhood and surrounding communities to come and have a social life. Collectively, we are concerned about the future of our investments. As you know, getting rid of blight and bad actors is essential for the spark of major investment in a troubled community. Since we were the first to invest in this area, we believe that our input is essential and vital and could be most helpful to the future of the midtown and Washington neighborhoods.

Our concerns are:

1. Small businesses and community need to be included in all major development decisions in the area.
2. Consider placement and environment impact and mixed use structures (commercial/residential) to better fit the block south of 14th street
3. Providing two parking spaces for residents ONLY and plenty of guest parking ONLY slots as parking is limited in this area and will severely impact the neighborhood small business.

Thank you so much for your time.  
Best Regards.

John Godin  
owner Grasshopper



## Dionne Bearden

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**From:** Sean O'Connell <[REDACTED]>  
**Sent:** Friday, March 05, 2021 2:34 PM  
**To:** PlanningCommissioners  
**Subject:** Housing Project Proposal

**-EXTERNAL-**

Greetings,

I am writing to you to air some grievances about the current state of the housing proposal near Long Beach Blvd. and Anaheim St. I am wondering why this project is being considered if no notifications were made about the project and there was no period of public commentary.

While I support the idea of low-income housing, I understand that several similar sites are available, but underused in Long Beach. It is a waste of resources to construct another site that may again be underutilized instead of developing existing locations.

I also strongly object to the impact this site will have on local, small businesses. These businesses, of which I am a patron, have already been struggling with the past year, and this project will strip away further resources from them. The biggest impact is the removing of parking and limiting of alley access for deliveries, which will greatly hamper these businesses.

Low income housing is important, but it should not come at the cost of local, established businesses. Please do not allow this project to go ahead without first addressing my concerns and the concerns of others.

Best wishes,  
Sean O'Connell

PhD Candidate  
Department of Chemistry  
University of Southern California

**Dionne Bearden**

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**From:** Tom Linker [REDACTED]  
**Sent:** Friday, March 05, 2021 4:09 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street

-EXTERNAL-

Dear Long-Beach Planning Commission,

I am concerned about the planned development on 14th street and its impact on local businesses in the area. As a regular supporter of businesses in the area such as Trade Mark Brewery, I am concerned about how this project will remove a large amount of existing parking which will be extremely detrimental to the local businesses like Trade Mark that operate there. While I understand the need for developing low-income housing, I strenuously object to this project's lack of consideration for the existing neighborhood, local small business and prior use. In addition little to no notifications were made about the project to the public and no period for public commentary was given.

Best,  
Tom

## Dionne Bearden

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**From:** Lee Ha [REDACTED] >  
**Sent:** Saturday, March 06, 2021 11:10 PM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street.

**-EXTERNAL-**

Hi,

I'm a member of the long beach rising climbing gym. It already has very problematic parking and I have **strong objections to the lack of parking included in the new building's plans and even stronger objections to the project removing existing parking from the area.**

I live in LA and travel to LB for long beach rising and lack of parking will force me to take my business elsewhere. Please reconsider and require EXTRA parking, not less. Thank you.

Sincerely,  
Lee

## Dionne Bearden

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**From:** Leslie haggerty <[REDACTED]>  
**Sent:** Monday, March 08, 2021 10:37 AM  
**To:** PlanningCommissioners  
**Subject:** 200 E 14th Street

-EXTERNAL-

To the Planning Commissioners of Long Beach,

This email is to request that you permit a period of public commentary and complete a report considering the parking needs of the area as well as the parking impact of the Habitat for Humanity housing project. Parking in the area with the current businesses is limited. New housing is needed, however, parking for the housing must not hinder the local businesses in the area. A strong community has both housing and business. Please require the project to provide adequate parking for itself and please consider ways to improve the parking for local businesses.

Thank you,  
Leslie Haggerty  
Kip Haggerty  
John Haggerty  
Kevin Haggerty  
Climbing family of Long Beach Rising and patrons of the area 3-5 times a week  
612 E. Maple Ave.,  
El Segundo, CA 90245  
310-607-9908

## Dionne Bearden

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**From:** Marshall Howland <[REDACTED]>  
**Sent:** Monday, March 08, 2021 10:43 AM  
**To:** services@compoundlb.com; PlanningCommissioners  
**Cc:** longbeachmanagement@gmail.com  
**Subject:** Garage blocked on 14th st - could not leave for work

-EXTERNAL-

To whom it may concern:

I live at [REDACTED] and when I went to leave for work this morning I found a red Toyota truck parked in front of my garage (approximately 845a). I called to have the city tow it, but when parking enforcement arrived someone from inside the Compound came out to move the truck.

I am now almost 2 hours late for work. The gentlemen that moved the truck explained to me that I can "just knock on the door" and they'll move the truck. However, it's not my job to hunt down the owner of the truck, nor do I know what trucks belong to the Compound. Furthermore, blocking my garage is not acceptable (or legal?). I pay rent which includes the use of my garage, and unless the owner of the house has a deal I don't know about, the street in front of my garage is not the Compound's space to use.

My wife is in the last month of her pregnancy, so we need immediate access to our garage at a moment's notice. I would hate to go door to door through the neighborhood to find the owner of a car while she goes into labor.

Also, the gentlemen (2 of them) that moved the truck and spoke to me were not wearing masks. It was disconcerting to not see masks used on a worksite in these difficult times.

I've cc'd my landlord on this email as well.

The situation is very problematic.

--

Marshall E. Howland  
[REDACTED]