



City of Sierra Madre

Office of the City Clerk

232 W. Sierra Madre Blvd.,

Sierra Madre, CA

(626) 355-7135

THE BROWN ACT PROVIDES THE PUBLIC WITH
AN OPPORTUNITY TO MAKE PUBLIC COMMENTS
AT ANY PUBLIC MEETING.

THE FOLLOWING ARE COMMENTS RECEIVED
FOR THIS MEETING

Joseph Nosrat

Subject: FW: Support for Lavender Marketplace: Planning Commission Meeting to be held on March 21, 2024

From: Joy [mailto:]

Sent: Tuesday, March 19, 2024 6:39 PM

To: PlanningCommission <PlanningCommission@cityofsierramadre.com>; Kelly Kriebs <kkriebs@cityofsierramadre.com>; Robert Parkhurst <rparkhurst@cityofsierramadre.com>; Gene Goss <ggoss@cityofsierramadre.com>; Edward Garcia <egarcia@cityofsierramadre.com>; Kristine Lowe <klowe@cityofsierramadre.com>

Subject: Support for Lavender Marketplace: Planning Commission Meeting to be held on March 21, 2024

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

March 19, 2024

Sierra Madre Planning Commission
232 W. Sierra Madre Blvd.
Sierra Madre, CA 91024

Dear Sierra Madre Planning Commission:

My name is Joy Alvarez, and I'm a family member (relative of Kim Brandstater), and also live part time at 89 Olive Ave.

I've had the pleasure assisting the Brandstater's with several small events held at Lavender Marketplace, e.g, small workshops and under 24 guest weddings (usual attendance between 5-15 guests). Most of these gatherings are held during the day for only 1-3 hours and have been organized, respectful, and mindfully orchestrated. In addition, many visitors have brought their own flowers and food, thus only occasional deliveries are made.

Lavender Marketplace visitors mind all the Brandstater's rules with grace, bearing in mind that their small gatherings are located in a residential neighborhood.

It has been an honor to witness some of these joyful, peaceful gatherings whereby people come together to celebrate significant life events surrounded by the beauty of Sierra Madre.

Sadly, I've also witnessed some neighbors' displeasure with my cousin's small business. The Brandstater's have made many efforts to address their neighbor's concerns and made revisions to their rules to respectfully accommodate and more importantly, acknowledge their concerns.

It is my understanding that 89 Olive Ave is listed as an historical landmark of Sierra Madre, California, and is also situated within an R-6 zone, which allows the operation of small home-based businesses.

Finally, I'd like to implore the City of Sierra Madre's Planning Commission members to kindly recognize that Lavender Marketplace events also positively contributes to its local economy by utilizing neighborhood merchants as vendors, in addition to the influx of additional patronage to our local restaurants and shops.

Thank you for your time and consideration.

March 20, 2024

Dear Sierra Madre Planning Commission Members:

We are here to discuss our historic landmark home and small business at [REDACTED].

We have reviewed the documentation submitted to the city by Anthony Sweeney and Steve Roesker, which contained data that subjectively falsified and mislead the council regarding the *current* operation of Lavender Marketplace. Therefore, we strongly urge the council to make their decisions based upon our **current circumstances** and not on the previously submitted, **outdated** evidence. Sweeney and Roesker submitted a “log of events,” photos of street traffic, and information from social media regarding how we conduct our business. PLEASE OPEN THE ATTACHED PDFS AND REVIEW

It was mentioned at the last city council meeting by a neighbor’s son that we are ‘destroying’ Sierra Madre. Another comment was that we are a ‘detriment to the city’. False accusations like these have led us to review everything and give a detailed rebuttal for all that has been sent to the city. Those concerns are unwarranted and misrepresent the small family and religious gatherings we host.

We are not a traditional commercial business – we do not have signage, we do not operate a “store front” or tours for the general public and do not have pedestrian traffic. We are appointment only and have infrequent gatherings for 24 or less. Some are paid events, and many are non-paid.

Mr. Sweeney and Mr. Roesker claimed we have “large extravagant frequent events” - However, we only host 3-24 people, with parking kept to a minimum via carpooling and parking in the public lots (usually 2 to 4 cars, maximum for these events). Events are **infrequent** and none are held roughly 5-6 months annually (PLEASE SEE CALANDER OF EVENTS.)

They claimed there is noise - We contend that our events are very small with the majority of them devoid of any music. Thus, any and all **noise** is kept to ambient levels of 50-60 decibels.

They claimed there is disruptive lighting - What this argument overlooks is that we have low voltage outdoor lighting reminiscent of “twinkle” or garden lights.

They claimed we have tons of vendors –

Our present events (since 2022 onward) DO NOT include party rentals, bartenders, and/or event planners.

Important Items to note/consider:

- Food is brought by clients or dropped off by caterers.
- Flowers are brought by clients and sometimes dropped off by an outside florist.
- Most events do not have a photographer, but if there is one, they are counted in the guest count.

Mr. Sweeney claimed we have “port o potties” - We have never had them here.

Mr. Sweeney claimed kids aren't safe to play in the streets on Olive because of us - We do not fill Olive Ave with cars for events here. Furthermore, our street has traffic and car lines twice a day from ST RITAS school's daily drop off and pick-up. We've lived here 27 years and NEVER let our kids play in the street due to the school traffic.

They claimed we have excessive filming - We have had **ONE** major filming project here in the past 27 years and it was last year on Nov. 15th 2023 - **all permitted and approved by the city.**

When we post on social media or elsewhere about weddings, please bear in mind at least 70% are under 10 people and the rest are weddings that we had in the past before the new policies were made in 2022. Some posts are not even from our location, they are inspirational, pretty, social media photos. All of our business now includes very small gatherings, which are infrequent. Five to six months out of the year we don't have events.

No signage or foot traffic. Contrary to the biased article in Mountain Views News March 16 – we are not “open” for tours and there is no foot traffic if the majority of the parking is on our own property. For the record, the reporter that wrote that article did not call us for comment and his reporting was not accurate.

We have decided NOT to use the four Temporary Use Permits allotted annually. We would like to be able to use them, but the stress of the continued appeal process is not beneficial to anyone. We need to be confident that the couples getting married here will be able to proceed with their event and to not be left in limbo. The TUP's policy is that all parking is to be done in the public lot and guests shuttled (no street parking problems) and also that there is no amplified music allowed at TUP events.

We continue to examine and improve our small business for the betterment of our community and neighborhood. In 2022, we reached out to about 40 of our closest neighbors to initiate a discussion, answer questions, seek feedback, and apologize for any inconvenience that might have been caused. It was a positive experience as most neighbors were unaware of our business and expressed no concerns. Others appreciated our effort to reach out, and we developed a more neighborly relationship with them. As a result of these discussions and our own business decisions, we have drastically changed and downsized our business, now focusing on more intimate micro-events (typically 3 - 24 people). These changes, made in 2022, have addressed and eliminated any impact within the neighborhood. *Despite our sincere attempts to take everyone's considerations into account and create something that helps others, a few refuse to accept our regard and insist on 'shutting us down' with slanderous and false data. We can see that they are having an emotional response from events in the past.*

Tonight, we are seeking support for our home-based business, which has been a vital source of income for our family and also the maintenance and continued restoration of this historic property. By continuing to support our business, we can keep the property in top condition and ensure its longevity for generations to come.

We are honored to share our historic home and gardens with the residents of Sierra Madre while collaborating and partnering with nonprofit charities and other local small businesses. (We have listed them all for you in a packet presented to you tonight.) Even if our business is limited or “cancelled” we will continue to open our home to the community in every way possible. ***Just last night I received an email from a woman that asked if she could bring two friends and come by and have food served to them. I informed her that we are not a tea house or restaurant. I decided to do something that I don't usually do - I told her that at no cost she is more than welcome by. I said just let me know a day and time and they can bring their lunch and sit and enjoy our gardens. She was so appreciative and excited.***

We have also included some other pertinent information in the packet. We hope you find a moment to review it.

If you have any further questions, we are here to answer them.

Thank you

Kim and Justin Brandstater

List of Non Profits and Local Businesses we have worked with

Justin is a member of the Chamber of Commerce

Tours:

Methodist Hospital Holiday Home Tour

Creative Arts Group Garden Tour

Sierra Madre Historical Preservation Society - gatherings/tours

Open Days National Garden Tours

Charities supported by our Lavender Marketplace Events:

Door of Hope

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Only Place In Town

Lemon Zest

M & C Collection

Poppycakes

The Bottle Shop

When we had the LM Charity marketplace event every November, we had **over 30** local artists that we supported

ATTACHMENTS

ATTACHED CODE AND SECTIONS OF THE GENERAL PLAN THAT SUPPORTED
STAFF FINDINGS THAT THE TWO LAVENDER MARKETPLACE TUPs WERE
CONSISTENT WITH THE CODES AND GENERAL PLAN:

Excerpt from the 3-12-24 City Council Agenda:

7.82.065 - Adaptive reuse of historic landmarks.

Notwithstanding any other provision of this code to the contrary, any historic landmark in a residential zone may be converted into a bed and breakfast inn, small entrepreneurial business, or service or professional office if a conditional use permit is issued in accordance with Chapter 17.60 and if all of the following additional findings are made:

- A. The proposed use will be consistent with the historic preservation objectives of the general plan;
- B. The proposed use will not be detrimental to the historic or architectural character of the historic landmark; and
- C. The proposed use is compatible with the neighborhood in which it is located.

(Ord. No. 1329, § 3, 5-22-12; Ord. No. 1396, § 3, 3-27-18)

Editor's note— Ord. No. 1396, § 3, adopted March 27, 2018, changed the title of § 17.82.065 from "Conversion of single family residences to bed and breakfast inns" to read as herein set out.

Excerpt from the 1-18-24 Planning Commission, TUPs Appeal hearing:
Staffs findings that the two TUP applications for the Lavender Marketplace were
consistent with the General Plan.

3. The temporary use is a reasonable use of land given the purposes of the general plan, the land use designation and the zone in which the temporary use would be located; in that the use is limited to four times per year and will not change the underlying land use of the site. Additionally, the conditions of approval require compliance with all other provisions of the Municipal Code.

The proposed wedding event is a temporary use, as that term is defined within §17.88.020(B) of the Sierra Madre Municipal Code. The event is to be held on the property located at 89 Olive Avenue, a designated historic landmark known as the "Fletcher House". With respect to the Historic Preservation section of the Sierra Madre General Plan, the following objectives are consistent to support the temporary use:

Objective L47: Preserving in the long-term significant architectural and historical landmarks and districts.

Policy L47.3: Remove constraints on the use of historic structures by allowing for adaptive reuse of historic properties, waiving development standards, and through other appropriate means.

2. The temporary use will not conflict with the general plan; in that the use is limited to four times per twelve-month period and will not change the underlying land use of the site. Within the twelve month prior to the date of the event, the location has been approved for 4 temporary use permits non-inclusive of approved applications withdrawn and/or cancelled voluntarily.

With respect to the Economic Development section of the Sierra Madre General Plan, the following objectives are consistent to support the temporary use:

Objective L48: Providing a business friendly environment in Sierra Madre.

Policy L48.3: Continue to allow home based businesses which do not negatively impact the residential neighborhoods in which they are located.

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CORRECTED CALENDAR

89 Olive Ave / Lavender Marketplace Events 2023

NO EVENT

~~February 02/07/2023~~

~~March 03/04/2023~~

PERSONAL

~~April 04/10/2023~~

May 05/07/2023

05/13/2023

05/27/2023

June 06/09/2023

July 07/08/2023

Sept 09/16/2023

NO EVENT

~~09/12/2023~~

~~09/23/2023~~

NO EVENT

TUP wedding -

09/30/2023

October 10/13/2023

10/14/2023

10/22/2023

10/27/2023

10/28/2023

November 11/04/2023

11/11/2023

PERMITTED FILM
by city

~~11/15/2023~~

~~Outdoor event~~

Small Wedding 4:00 PM Start

15 people

Commercial Activity 10:00 AM

Event 10 people Noon

Event 2 people 9:00 AM Start

Event 10 people 4:00 PM Start

Small Wedding 10:00 AM Start

15 people 3 hour

Small Event 9 people 3 hour

Small Event 5 one hour

Small Wedding

15 people

Small Wedding one hour 10 people

Set Up for Large Wedding NO EVENT

Large Wedding TUP (50)

Small Event 2 hour (6) 4:00 PM

TUP-Wedding 24 people

Small Event 3 hour (10)

Small Event (6)

Small wedding 10 people

Small Wedding one hour (16)

Small Wedding 24 people

Film Crew? Photoshoot? Event? permitted filming

Traffic. Parking on Olive. Guests carrying their own seating

Increased vehicle traffic. Commercial vehicles. Outdoor activity. Live music, noise. Guests advised to park on adjacent streets (Auburn & Mira Monte)

Possibly filming

Increased vehicle traffic. Outdoor activity, Noise. Guests parking on neighboring streets

Increased vehicle traffic. Outdoor activity, Noise. Guests parking on streets. No parking available for neighbors guests attending birthday party

Increased vehicle traffic. Outdoor activity, Noise. Guests parking on streets. No parking available for neighbors guests attending graduation party

Increased vehicle traffic. Outdoor activity, Noise. Guests parking on streets. Attendees loitering

Increased vehicle traffic. Outdoor activity, Noise. Attendees parking on streets

Increased vehicle traffic. Outdoor activity, Noise. Attendees parking on streets

Increased vehicle traffic. Outdoor activity, Noise. Attendees parking on streets

Increased vehicle traffic. Outdoor activity, Noise. Attendees parking on streets. Loitering on neighbors lawns

Set up for wedding on Saturday. Commercial vehicles, workers loitering on neighbors property

Increased vehicle traffic. Outdoor activity, Noise. Attendees parking on streets. SHUTTLE - NO traffic

Increased vehicle traffic. Outdoor activity, Noise. Attendees parking on streets

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Increased vehicle traffic. Outdoor activity, Noise. Attendees parking on streets

Coincided with the St Rita's annual Harvest Festival. Streets were almost impassable all day

Increased vehicle traffic. Outdoor activity, Noise. Attendees parking on streets. Reported to Police

Increased vehicle traffic. Outdoor activity, Noise. Attendees parking on streets. Reported to Code Enforcement

2023

- 15 events (average 15 guests)
- one TUP wedding

CORRECTED CALENDER

	DATE	LAVENDER MARKETPLACE EVENT/ACTIVITY DESCRIPTION
	2022	
•	1	2022-06-21 Small Wedding; No security , cars parked on Olive <i>one hour/15 people</i>
•	2	2022-06-18 Wedding; No security , Shuttle Traffic, Cars parked on Olive <i>10 people</i>
•	3	2022-06-05 Wedding; No security , Guests parked on Olive Ave <i>10 people</i>
•	4	2022-05-28 Small event. Cars parked on Olive Ave <i>under 25</i>
•	5	2022-05-27 Small event. Cars parked on Olive Ave <i>NO EVENT HERE!</i>
•	6	2022-05-07 Wedding; Guests advised to park on Alegria ; Commercial Vehicles
•	7	2022-04-22 Wedding; Security and Valet Parking Increased traffic on Olive Ave <i>NO EVENT 4/22</i>
•	8	2022-04-16 Wedding; No Security ; Valet Parking. Increased traffic on Olive Ave
•	9	2022-02-26 Bridal Shower; Signage telling guest to park on street; No security ; Traffic <i>under 24</i>
•	10	2022-03-19 Workshop; Parking on Olive Ave <i>6 people</i>
•	11	2022-01-23 Wedding with live band <i>FAMILY EVENT</i>
•	12	2022-01-22 Wedding setup. Commercial vehicles. <i>9 people/one hour</i>
	2021	
•	1	2021-11-30 Filming (no permits. Confirmed by the city)
•	2	2021-11-29 Filming
•	3	2021-11-18 Small wedding or birthday party <i>FAMILY</i>
•	4	2021-11-13 Lavender Market Place Marketing Event <i>TU Approved</i>
•	5	2021-10-24 Wedding <i>under 25</i>
•	6	2021-10-23 Wedding
•	7	2021-10-09 Wedding <i>NON PAID EVENT FOR OUR PASTOR</i>
•	8	2021-10-02 Wedding
•	9	2021-09-18 Wedding <i>under 25</i>
•	10	2021-07-24 Wedding
•	11	2021-07-10 Wedding <i>SHOWER</i>
•	12	2021-07-03 Wedding
•	13	2021-06-26 Wedding; Commercial vehicles unloading at 10:00pm on night prior <i>FREE for MELHAN</i>
•	14	2021-06-19 Wedding <i>SHOWER</i>
•	15	2021-05-16 Wedding
•	16	2021-03-26 Wedding
•	17	2021-03-10 Wedding <i>NOTHING AT OUR HOME TODAY!!</i>
•	18	2021-02-16 Wedding <i>NOTHING AT OUR HOME TODAY!!</i>
	2020	
•	1	2020-11-15 Wedding <i>NOT A WEDDING - FRIENDS OVER</i>
•	2	2020-10-11 Wedding <i>NO EVENT HERE!</i>
•	3	2020-10-10 Wedding
•	4	2020-09-25 Wedding <i>NOT A WEDDING - PERSONAL FRIEND VISIT</i>
•	5	2020-08-29 Wedding <i>BABY SHOWER UNDER 25</i>
•	6	2020-08-03 Wedding <i>2 HOUR - UNDER 10 PEOPLE</i>
•	7	2020-07-21 Wedding <i>NOTHING AT OUR HOME TODAY!!</i>
•	8	2020-07-11 Wedding <i>NOT A WEDDING - PERSONAL</i>
•	9	2020-06-28 Wedding <i>NOT A WEDDING - FAMILY OVER</i>
•	10	2020-05-16 Wedding; During pandemic lock down <i>ONE HOUR</i>

2022
9 total

2021
13 total

2020
3 NOT 10 total

*14 "events" inaccurate reporting

Photographer who has worked weddings at Lavender Marketplace:

ite Wedding in Sierra Madre x +

lauredixonphotos.com/2023/03/01/intimate-wedding-in-sierra-madre-at-the-lavender-marketplace/

THE LAUREN DIXON EXPERIENCE ABOUT LAUREN DIXON WEDDING PHOTOGRAPHER



*YES we have small weddings
*average wedding size is 3-12 people

very small

INTIMATE WEDDING IN SIERRA MADRE AT THE LAVENDER MARKETPLACE

If you are looking for a unique location for your intimate wedding day, the Lavender Marketplace

romantic, perfect for your special intimate day with close friends and family. The Lavender Marketplace is nestled in a beautiful area in the foothills of the San Gabriel Mountains and provides for a gorgeous surrounding and a breathtaking backdrop for your wedding ceremony or reception. Below is a sweet intimate wedding our studio captured. This intimate wedding in Sierra Madre at the Lavender Marketplace is a beautiful inspiration for your special day.

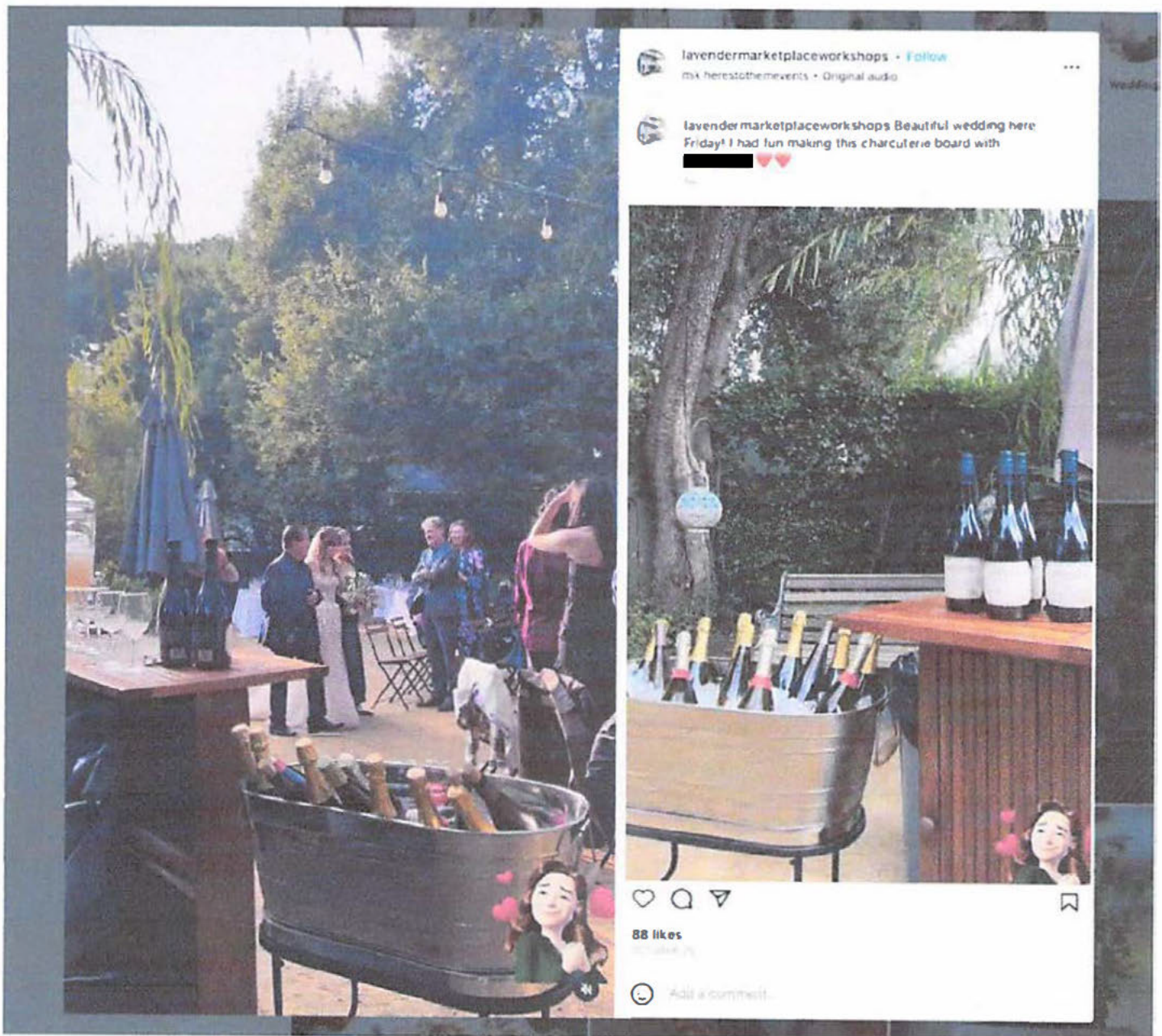
We started this couple's day out at the Pasadena City Hall for some gorgeous bride and groom photos. This is such an awesome spot to add onto your day in Sierra Madre because it is located conveniently close by to Pasadena.

Liquor license for serving alcohol?

Is an event venue required to have a liquor license or service permit?

- * very few events have alcohol
- * guest provide and serve themselves
- * photos taken below at a small 20 guest event

Lavender Marketplace Instagram / Posted October 29, 2023



Instagram



lavendermarketplacewor...

Message

Follow



1,382 posts 3,245 followers 2,713 following

Kim Brandstater

Product/Service

Event Venue ♥ 1890 Historical Home Sierra Madre Romantic Homes, Victorian Homes, She Sheds Style, Style Me Pretty and HGTV ♥
www.lavenderworkshops.com ♥



Marketplace



She Shed 👉



Our home



Weddings



Tat



POSTS



We have never advertised. Only form of getting business is from Instagram account and word of mouth.

Instagram



This Parisian Themed Affair in California

By Blythe Copeland August 27, 2021



Martha Stewart!!



* yes, our wedding for 24 guests a couple of years ago was featured in martha Stewart.

This was a non-paid personal event.
Nothing more to say...
I'm allowed to make a charcuterie board...



lavendermarketplaceworkshops · Follow
m% herestothemeevents · Original audio

lavendermarketplaceworkshops Beautiful wedding here Friday! I had fun making this charcuterie board with [redacted] ❤️❤️

A large, detailed charcuterie board. It features a variety of meats, including salami and prosciutto, along with several types of cheeses, fresh fruits like kiwi, grapes, and oranges, and breads. The board is artfully arranged with greenery and flowers. A small inset photo of a woman is visible in the bottom right corner of the board image.

88 likes
26,726 views
Add a comment...

LAUREN DIXON



The lavender... (text partially obscured by red box)

* we don't grow lavender but if we did is it bad??



... (text partially obscured by red box)

* have NEVER had over 80 guests - so this information is not correct.

* This WAS not an event... no guests
* All the listed vendors were not even here!

Lavender Marketplace Instagram / Posted October 2, 2023



ROOM SHOTS

lavendermarketplaceworkshops · Follow
HAUSER · River Flows in You

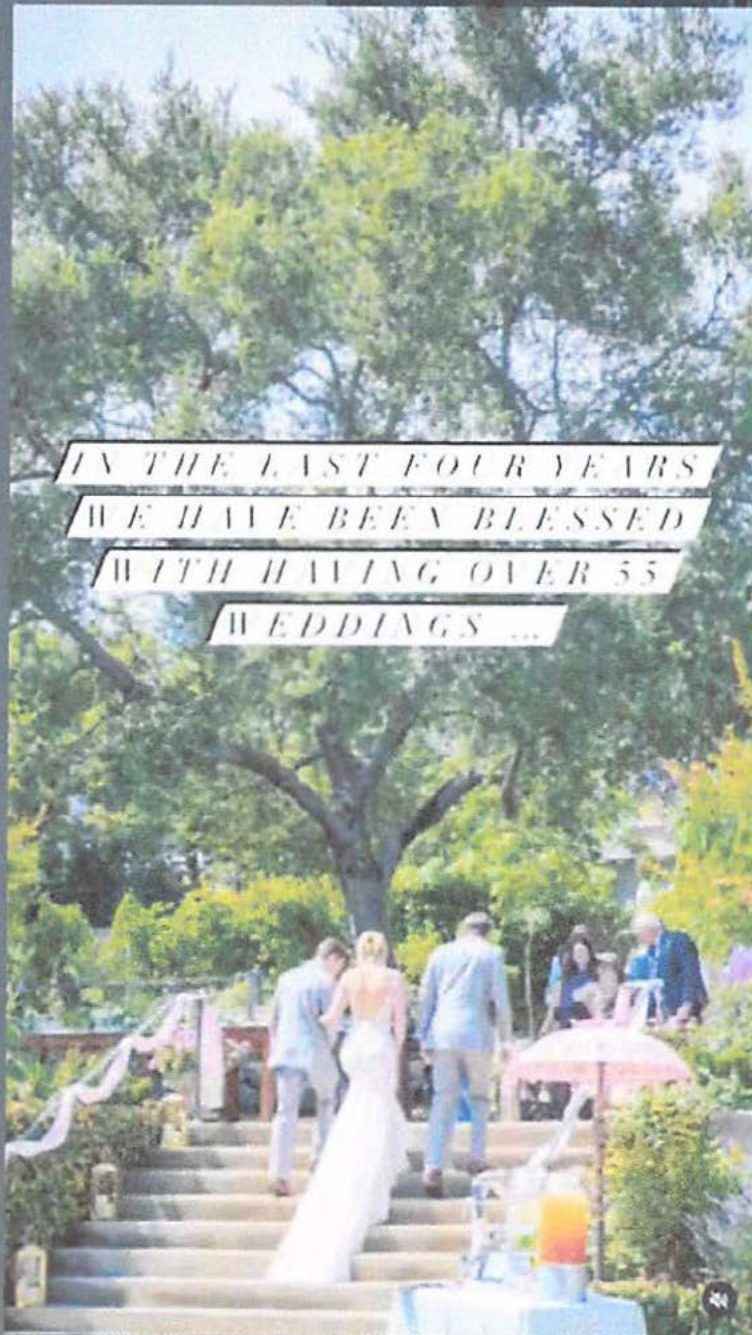
lavendermarketplaceworkshops Stunning wedding photography captured here at Lavender Marketplace

Photography: @carolinetran
Design: @somnievents
Floral: @dogwood.florals
Rentals: @greystonetable
Linens: @luxelinen
Rentals: @mtb_event_rentals
Cake: @mmcreamery
Makeup and Hair: @tingmakeup
Bridal Concierge: @alishahendricks
Venue: @lavendermarketplaceworkshops
Dress: @styledbytc

24 likes

OCTOBER 2

Add a comment



IN THE LAST FOUR YEARS
WE HAVE BEEN BLESSED
WITH HAVING OVER 55
WEDDINGS ...

lavendermarketplaceworkshops · Follow
eddiktom · Original audio

lavendermarketplaceworkshops I was just counting up the weddings and other events that we have been a part of here at Lavender Marketplace. Over 55 brides and grooms have shared their special day with us and over 45 baby and bridal showers have taken place here. Not to mention all the birthday parties, dinner parties, engagement shoots, fashion shoots and more! 🥰 we appreciate the business but honestly it is so rewarding just to be a part of all the festivities. I am so blessed to be able to witness the all the brides walking "up" the aisle to get married - all so beautiful. Such a sacred moment. It's so fun to get to know all the florists, photographers, musicians, caterers and more. We just stumbled into this business and have learned so much over the past four years and hope to continue to learn more. God Bless you all and again thank you 🙏🥰💕

SINCE 2017 WE HAVE
HAD NON PAID & PAID
EVENTS HERE.

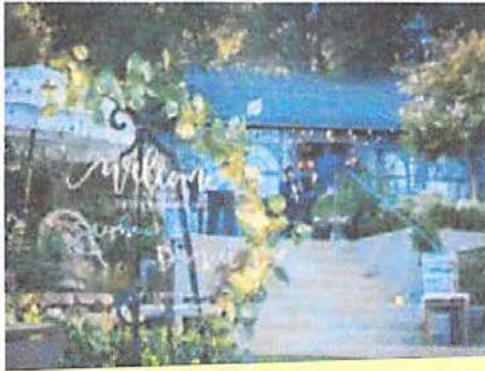
MOST ARE VERY SMALL
AVERAGE 7 A YEAR
=

alysstazarragaphoto The best spot!!!!
106 likes

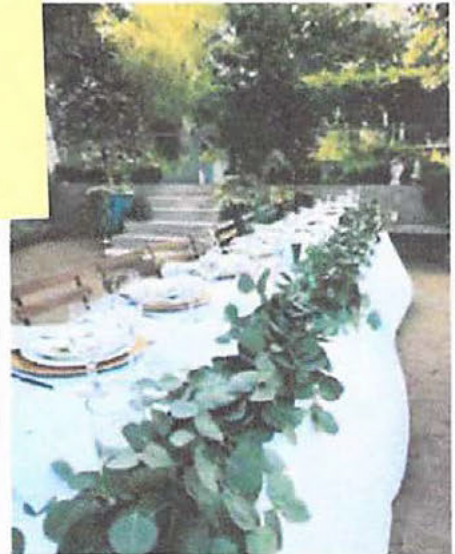
Add a comment

17.85.040 - Home Occupations—Permitted.

F. ALL aspects of the home occupation shall be conducted entirely within an enclosed structure.



THESE ARE TYP EVENTS FROM THE PAST. WE HAVE NOT HAD ANY SINCE 2022 EXCEPT FOR ONE IN SEPT. 2023.
NOW WE ONLY DO UNDER 25 GUESTS.





WE HAD 2 TUP EVENTS WITH VALET & CHANGED QUICKLY TO SHUTTLE WHICH WAS VERY SUCCESSFUL AND THERE WAS NO STREET PARKING!

WE ALSO FOLLOWED THE TUP REGULATIONS REGARDING NOISE.



↑ SHUTTLE

*truck not ours, other car is mine



*OUR FAMILY'S CARS!



DON'T KNOW WHEN THESE WERE TAKEN



* JUST CARS ON OUR STREET
* ST RITAS CAR LINE & PARKING ON OUR STREET



* my car



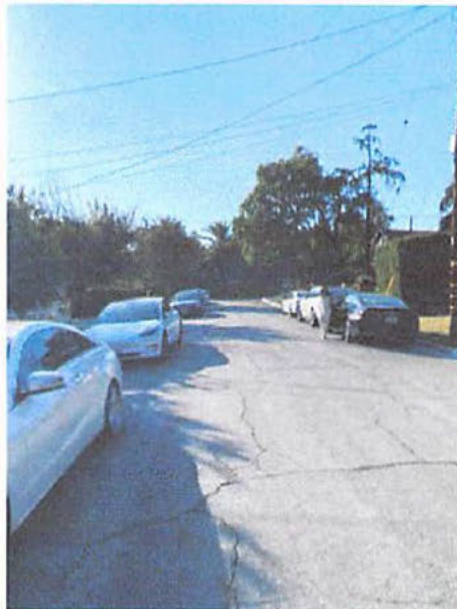
* nothing to do with our business

What is this? ?

* drop off delivery... ?



our own cars parked in front of our house



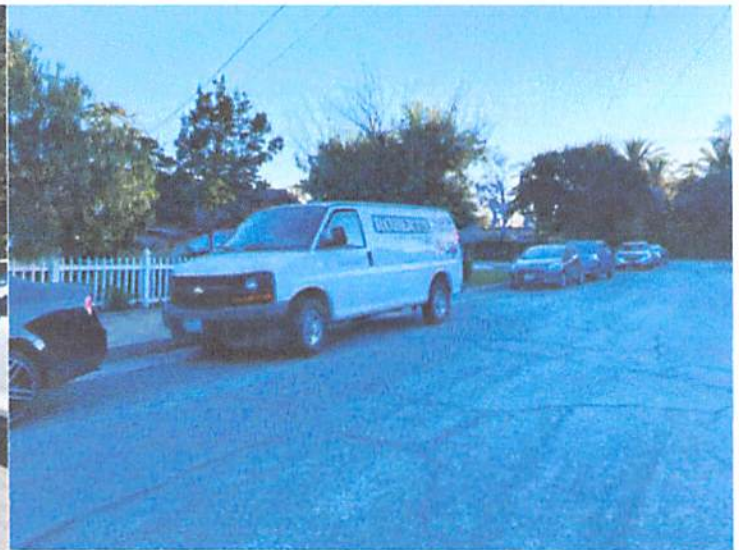
* these are random photos of cars parked on our street...

* again we have St. Rita car line & parking every day on our street...

* possible photo of shuttle so there would be no parking!



photos of cars on street... when was this taken?



* not with our business

??



Auburn Avenue



Alegria Avenue



Random photos of cars on a public street, many are not related to our events. We did have yearly TUP charity events that let people park in the neighborhood before the TUP rules were changed.

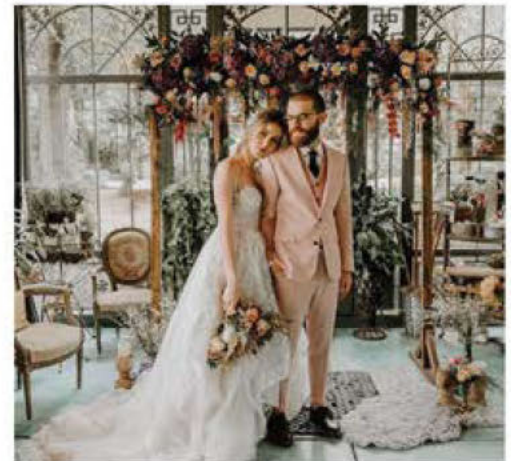


THESE 2 PHOTOS SHOW THE WORKSHOPS IN THE CONSERVATORY



THESE PHOTOS SHOW TEA PARTY, WEDDING AND DINNER PARTY EVENTS IN THE CONSERVATORY (MAX THAT CAN FIT IS 24)

ON AVERAGE MOST OF OUR WEDDINGS/ELOPEMENTS ARE 3-12 PEOPLE
IN 2023 WE HAD A TOTAL OF 16 GATHERINGS • ALL UNDER 25 PEOPLE



Joseph Nosrat

Subject: FW: Temporary Use Permit Ordinance and Commercial Use in Residential Zones

From: Maria Decker [mailto: [REDACTED]]
Sent: Wednesday, March 20, 2024 8:24 PM
To: PlanningCommission <PlanningCommission@cityofsierramadre.com>
Subject: Temporary Use Permit Ordinance and Commercial Use in Residential Zones

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Dear Planning Commission,

I am writing as a Sierra Madre resident and property owner. I urge the Planning Commission to close any loopholes that allow commercial businesses in an R-1 zone. I own [REDACTED], which runs along the eastern border of the Brandstater's property aka Lavender Marketplace, [REDACTED]. The commercial activity that takes place on their property has a negative impact on the peaceful enjoyment of my property. For reference, I have attached a video of a wedding on their property. It was taken at 9:20 pm. The view is from the master bedroom of the back house on my property, which looks directly onto their property.

My husband and I have owned the property since 1994. We remember how peaceful the neighborhood was before Lavender Marketplace held art classes, events, weddings, photo shoots and commercial filming on their property. Even when they are not hosting an event, different people can be heard touring the property. Please refer to their instagram @lavendermarketplaceworkshops to see how strongly they market their home business on social media. With the Olive Avenue residents' complaints, the Brandstater's have decided to have their events enter via gates between 80 and 86 West Mira Monte instead of via Olive. The consequences of such an action are congested, narrow streets with parking taking up both sides. We see rental trucks, studio trucks, equipment, people setting up and then the event attendees. This negatively impacts the residents on West Mira Monte and Auburn .

They also used a loophole in the TUP ordinance to hold events with less than 25 people without the need to obtain a TUP. That loophole needs to be closed. They are running a commercial business in an R-1 single family zone. The neighbors do not want this to continue. I do not want another property owner in Sierra Madre to see a "green" light and decide that they can leverage TUPs to start a Lavender Marketplace-style business on their residential property.

Thank you very much for your consideration.



LavenderMarketplace.mp4



Regards,
Maria Decker
Property owner of [REDACTED]

Joseph Nosrat

Subject: FW: Public Comment Meeting Mar.21

From: Stefani Greenwood [mailto:████████████████████]
Sent: Thursday, March 21, 2024 2:58 PM
To: Public Comment <publiccomment@cityofsierramadre.com>
Subject: Public Comment Meeting Mar.21

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

It was very frustrating to attend/listen to the meeting last week which seemed like it was going around and around in what is a clear cut issue. Land is zoned primarily to regulate land use and ensure orderly and sustainable development. By designating specific zones for residential, commercial, industrial, recreational, or agricultural purposes, zoning ensures that land use is organized in a way that supports the overall development goals of the community. The Lavender Marketplace and events is a commercial business that is in an R-1 zone. Generally, commercial activities are not permitted in R-1 zones in Sierra Madre. The community surrounding this situation have spoken by signing petitions, calling law enforcement and engaging with the city.

Please take action to preserve the character of this beautiful community.

Please take action to preserve public health and safety.

Please take action to preserve property values.

Please take action to keep your zoning regulations in alignment with the overall vision and infrastructure capacity of the area.

Best Regards,

Serge Monkewitz and Stefani Greenwood

Joseph Nosrat

Subject: FW: Letter in support of Brandstater small business at 89 Olive Ave.

From: Erika Kotite [mailto:]

Sent: Wednesday, March 20, 2024 5:48 PM

To: PlanningCommission <PlanningCommission@cityofsierramadre.com>

Subject: Letter in support of Brandstater small business at 89 Olive Ave.

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Dear planning commissioners,

I understand you have a meeting tomorrow to discuss whether Kim and Justin Brandstater can continue offering small gatherings on a limited basis at their property.

My letter is one of support for this family and homebased business, which has a tiny carbon footprint yet a large positive impact.

I've participated in some of the events, such as a workshop and a holiday marketplace. Anyone who participated in the marketplace gave a portion of their sales to a local charity; Kim was adamant about that and very careful about telling us what rules we needed to follow out of respect for the neighbors.

Kim responded quickly to the city when they told her to reduce the size and frequency of her events. Her events are beautifully and meticulously orchestrated. She watches over every detail and is always giving back to her neighbors and community. Her property is extraordinary both in size and in its historic status. It was made to handle a larger gathering without strain.

In our crowded, high-density neighborhoods, we seldom get to experience such a place as Kim's. The micro weddings bring much joy to families; it's an old-fashioned and gracious space and we strongly encourage you to let her continue her wonderful work.

Many thanks for your consideration,
Erika Kotite

**Stop the Disruptive Commercial Business That Continues to
Operate in Our R-1 Residential Neighborhood**

	PRINT NAME	DATE	ADDRESS	PHONE NUMBER	SIGNATURE
16	Brian Sweeney	12/4	[REDACTED]	[REDACTED]	Brian J. Sweeney
17	Micah Walsh	12/5			Micah Walsh
18	Steve Prostka	12/5			[Signature]
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					

**Stop the Disruptive Commercial Business That Continues to
Operate in Our R-1 Residential Neighborhood**

	PRINT NAME	DATE	ADDRESS	PHONE NUMBER	SIGNATURE
01	KATHLEEN COYNE	12/2/23			Kathleen A Coyne
02	William Sullivan	12-8-23			William Sullivan
03	Patricia Sullivan	12/3/23			Patricia Sullivan
04	Richard E. Eubank	12/6/23			Richard Eubank
05	Nancy L. Beckham	12/6/23			Nancy L. Beckham
06	NANCY L. FOX	12/8/23			Nancy L. Fox
07	RON COLEMAN	12/6/23			Ron Coleman
08	MARCIA B BENT	2/4/25			Marcia Bent
09	Jean Coleman	12/6/23			Jean K. Coleman
10	ALICE CLARK	12/6/23			Alice Clark
11	Judith H. Cimino	12/6/23			Judith H. Cimino
12	Maria M. Decker	12/6/23			Maria M. Decker
13	Brian S. Decker	12/6/23			Brian S. Decker
14	Trini Martin	12/6/23			Trini Martin
15					

**Stop the Disruptive Commercial Business That Continues to
Operate in Our R-1 Residential Neighborhood**

	PRINT NAME	DATE	ADDRESS	PHONE NUMBER	SIGNATURE
01	ANTHONY SWEENEY	12/2/23			
02	BERTRAND WILCOX	12/4/23			
03	Joseph Armstrong	12/2/23			
04	Lei Jiang	12/2/23			
05	Sharon Elia	12/2/23			
06	Stefani Greenwood	12/2/23			
07	ALVIN LOPEZ	12/2/23			
08	Kritar Kedwian	12/2/23			
09	Upsi Pedumian	12.2.23			
10	Paul Fodell	12/2/23			PAUL FODWELL
11	Irene Nakagawa	12/3/23			Irene Nakagawa
12	SHINJI NAKAGAWA	12/3/23			Shinji Nakagawa
13	STEPHANIE NAKAGAWA	12/03/2023			
14	Roxanna Manuel	12/3/23			
15	Suzanne Smrekar	12/6/23			

Joseph Nosrat

To: Steven Rostker
Subject: RE: 3-21-24 planning ccommission meeting

From: Steven Rostker [REDACTED]
Sent: Wednesday, March 20, 2024 12:25 PM
To: Public Comments <publiccomments@cityofsierramadre.com>
Subject: 3-21-24 planning ccommission meeting

CAUTION: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Planning Commission...

i plan to speak at this upcoming meeting, but would like to make sure you have a chance to preview documentation that i have already provided to the city in response to lavender marketplace and their illegal commercial activities at the owners residence [REDACTED]. But in fact, they conduct their weddings and special events at their other properties [REDACTED] which border olive on the north instead... They do not host any activities inside their "historical" house at [REDACTED]. Instead they use a structure on their [REDACTED] property to host the wedding events. Further, this structure was permitted to be built in 2016 as an accessory greenhouse... But, the permit expired before final sign off; and it has been built as elegant conservatorium that acts as a habitable structure. Planning department is aware of this, but what actions by building and safety and code enforcement have been done?

The planning commission 1st brought up this discussion of tups being used for commercial events at 3-17-22 meeting, which i attended. Here we are 2 years later and lavender is still conducting business as usual. Lavender was granted 2 tups on October 16, 2022 by the soon to be ex planning commissioner Gonzales (2 weeks before he retired). Upon receiving mailed notices of these TUPS, I filed appeals against both tups on November 16, 2023. I am attaching my appeals packet for your review. I am also attaching a signature list of multiple residents who oppose the lavender business activities. I am attaching drop box link to video clip from city council meeting 6-28-22 addressing the 25 or less exemption by mayor Goss and city attorney Girogosian... On 12-19-23, planning notified me by email of the appeals hearing scheduled for 1-18-24 along with the staff report and agenda. Then on the following day, 12-20-23, the planner notified me that lavender had cancelled their tups, but were likely to still host the events under the 25 or less exemption.. They did have a small wedding on 3-9-24 as planned per tup 23-09; which the city was notified of. Will they do the same for tup 23-10 on 4-20-24 ?

To the neighbors of [REDACTED] and to other citizens of Sierra Madre, the bottom line is "No Commercial In R-1" . Not thru issuance of tups , not by exemptions, not under the disguise of so called non-profit declarations and certainly not by having an home occupancy business license to host " workshops". Further they should not be allowed to rent out their properties at [REDACTED] as Air BnBs with the idea that the renters host their weddings there. Lavender would claim they do not charge to host the weddings, which they expressed to planning for the 3-9-24 event, but lavender instead would bury the wedding fee into the Air BnB rental price. Clever... but not legal.

Our recommendations for the amended 1458 tup ordinance would be to disallow any commercial use of tups in R1 zones as stated above & limit any size gatherings to non-commercial use in R1 zones & to keep the mandatory mailing of tup notifications to the neighborhood in question with waiver of such city costs.

The Brandstater of Lavender Marketplace are the ONLY residents in town using their properties in R1 zones to run such ongoing business activities. They need to be stopped and precluded from having any business licensing or permitting permanently.

Thank you for your prompt attention and resolution of this matter.

Steve Rostker
[REDACTED]

[June 28-2023 City Council Meeting Clip.mp4](#)

Dear Planning Commission,

March 20, 2024

I have lived on Olive Ave for over 30 years. Over the last several years, the high quality of life I've enjoyed has been severely impacted. I never know if there will cars and people lining the street, delivery trucks coming and going, or people in the adjacent yard loudly celebrating with music, amplified speeches, cheering etc.

The City took a valuable step in limiting TUPs. Previously the Brandstaders appeared to have a virtual rubber stamp from the planning commission's former employee for TUPs to support their commercial wedding and party business. Unfortunately, this move was a partial success. The Brandstaders quickly changed their business model to have a string of gatherings that they state are 25 people or less. I have been told that code enforcement is unable to go onto their property to verify this # of guests or anything else.

The City owes the neighborhood more, and needs to enforce their own laws. We have been left to police the situation ourselves for years. Code enforcement and the police department were apparently instructed to look the other way. Despite the constant cry of foul from residents, the city has yet to take on the central issue. Any function that is not a *personal gathering* or an approved TUP must take place indoors in an R1 zone, all parking must be on site, etc. The city must put a stop to Lavender Marketplace outdoor functions of any kind. At a minimum, they need to inspect the Brandstaders' current business license and ensure that any activity complies with R1 zoning. I might wonder if they should they be allowed to keep their license at all given the multitude of violations? Perhaps the city needs to impose back fees and taxes that they would have owed for conducting commercial activities had the activities been legitimate.

The Brandstaders have demonstrated their willingness to push the boundaries of compliance. They held large gatherings during COVID lockdown. More recently they requested a filming authorization that neighbors within the required radius opposed. First the filming company began asking neighbors how much money it would take for them to agree to the shoot. When that didn't work, someone at city planning decided to expand that radius for signatures to include extended parking for the film crew. That clearly violated city rules, but sailed through anyway.

The city needs to stop the Brandstaders from being allowed (encouraged?) to bend the rules. The idea that they could be allowed to hold events as "philanthropy" is only the latest end run. St. Rita's has an annual fundraiser on Olive Ave. They are a certified philanthropy that could be audited should there be cause. How would the city enforce this philanthropy move? What will be next? The city needs to get ahead for once and make it clear that violations to the R1 zone will not be allowed. Must residents propose an approach or will the planning commission step up?

Thank you taking action to preserve our neighborhood.
Sue Smrekar

The lavender Brandstater's home.

3/20/24 3:37 PM

From: [REDACTED]

To the City of Sierra Madre

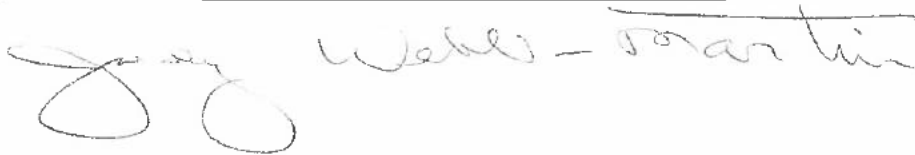
We have lived directly north of this home since 1986 on Mira Monte Avenue. We have never had any problems with music, noise, people or cars from this house or any guests they may have had. We both have historic homes which we love and are proud of as we are of Sierra Madre.

The only noise we have experienced came from St. Ritas's field when they have events or games and use a loud speaker or music. There are just neighborhood sounds that are normal in most neighborhoods.

We live across the street from the two VRBO's which have never created any problems for us as well. The tenants have always been respectful and have never had parties or noise coming from them. When there are children there they tend to be gone sightseeing with their parents.

The Brandstater's and the VRBO's are an attractive addition to our pleasant neighborhood and would like more people to be as attentive and caring of their property and neighbors as they are.

Sincerely
Judy Webb-Martin, [REDACTED]

A handwritten signature in black ink that reads "Judy Webb-Martin". The signature is written in a cursive style with a horizontal line above the name.