

Firestone Walker Brewing Co Taproom Restaurant Frequently Asked Questions (FAQ's):

Q: Who is Firestone Walker Brewing Co?

A: We are brothers in law. We started brewing in the mid-1990's and have been going strong since. Our beers are made at the main brewery in Paso Robles. Our brew house started in an old milk pasteurizing tank and has slowly grown over the years. We have no corporate parent, investors, financial partner, or other entity. Just the two of us.

Q. Did you lease this property?

A: No, we have purchased it outright. We looked for nearly 3 years for a site closer to our customer base. We went in and out of two other escrows and looked at literally dozens of sites. We wanted something that was not going to have to be modified. We also wanted something that had enough space and, most particularly, enough parking. Throughout West LA, lack of parking is a nightmare that we didn't want to foist on our customers or the surrounding neighbors.

Q: What is a neighborhood brewery?

A: We follow the European tradition (David is English) where the local brewery serves as a gathering spot. In a way it is like a local coffee shop but used later in the day. That means we are not a night club. We are not an entertainment facility. We don't have live music. We don't have bouncers, late hours or run specials. We do have space available for local groups to use for all sorts of gatherings. Our Buellton restaurant has space that is used for meetings by the local Rotary, various school groups, home brew clubs and similar types. Success happens if we can connect with the local community and they see us as a resource. Every restaurant is busy on Mother's Day and holiday weekends. But we will be judged if locals seek us out on a rainy Tuesday night in February. For that reason we are trying to reach out to become that local resource.

Q: What happens in the two story office/retail building?

A: We will occupy the offices with our sales and marketing team. Some will be relocating from up north and we hope to hire some creative and talented folks locally as well. We will also have a retail space on part of the lower floor. That

serves essentially as a factory (or brewery) showroom. It will sell our various logo wear and beer related items as well as our beers, particularly the high end or hard to find items.

Q: What are you going to be building?

A: We are keeping the same footprint for both buildings and not adding to their size. We will be re-positioning the kitchen in the restaurant to the west side. We are totally redoing the interior but will preserve the existing open ceiling look. The exterior roof line to the restaurant will remain but we are going to change the materials and colors. All the windows remain in both buildings. The office building will be re-skinned on the outside with a combination of metals. The entire property will be re-landscaped.

Q: Will you brew on site?

A: Yes, we are planning on adding a pilot brew house. While tiny, it is designed to completely replicate our process at the main brewery. It'll occupy a portion of the front room, around 4% of the total area. We plan on brewing once per week and hope to have one or two of those beers on tap. We don't have a kegging machine or bottling line as this isn't designed for commercial production. That means the vast majority of beers are made up north. But the pilot system does allow customers to learn a little of the process and adds some authenticity to the experience.

Q: Where are you in the process?

A: While we are not modifying the footprint of the buildings, or changing the zoning or adding major construction, it's still a long process. We announced the plans and started the permitting process in late June, 2013. We have held several neighbor meetings and appeared before the Venice Neighborhood Planning Committee last December. We will appear there again on January 15. From there, hopefully sometime in February, we will appear before the Venice Neighborhood Council. Thereafter, we route to the City of LA for a hearing at the Zoning Administrator as well as being heard by the ABC. We're really not sure when we might be able to open. This is a very long process. We are hoping to open as soon as possible as the mortgage payments are burying us.

Q: What issues have been discussed so far?

A: There has been a lot of interchange between various groups, the planning entities and us. The primary concern for most is crime and neighborhood blight (trash, graffiti etc.) We are 100% committed to investing into landscaping, down lighting, security fencing and the like to help displace that element from this area. The secondary concern is parking and traffic. While we are able to address parking, we cannot change regional traffic, though we have had discussions about traffic solutions that would reduce commuters taking short cuts through the neighborhood alleys. Other concerns have been about helping neighbors understand what we are proposing and how we hope to operate the restaurant. There is a very lengthy list of conditions at the LUPC website that address these concerns and will help shape the future direction.

Q: How can we find out more about this plan?

A: Everything is posted on line at the Venice Neighborhood Land Use Committee page. You can also reach Adam at 805.331.4030 or at Adam@FirestoneBeer.com. We're happy to chat informally, or host a larger group if interested. We will be having another open meeting to share the landscape plans when those are ready. There's no corporate higher up involved so, if you call, you will get me (or David)

regards,

Adam Firestone and
David Walker