



NOTICE OF APPLICATION SUBMITTAL CITY OF MENLO PARK PLANNING DIVISION

NOTICE IS HEREBY GIVEN that the Planning Division of the City of Menlo Park, California has received a formal application for the following proposal:

Use Permit/David Weissglass/720 Menlo Avenue:

Request for a use permit for the sale of alcohol to include the consumption of beer or wine on the premises within a restricted area of an existing grocery store (Trader Joe's) in the SP-ECR/D (El Camino Real/Downtown Specific Plan) zoning district. The applicant is simultaneously applying for a Type 42 ABC License.

The application will require review and action by the Planning Commission at a scheduled public meeting. The date of the public meeting has not yet been determined. Once the proposal is scheduled for a specific meeting date, a second notice will be mailed with specific information on the meeting date, time and place. The second notice will be mailed 15 days prior to the meeting date.

The project file may be viewed by the public on weekdays between the hours of 7:30 a.m. and 5:30 p.m. Monday through Thursday and 8:00 a.m. to 5:00 p.m. on Friday, with alternate Fridays closed, at the Community Development Department, 701 Laurel Street, Menlo Park, California.

Please find attached to this notice, copies of the project plans and site information as submitted by the applicant. City staff has not completed review of the plans and site information as of the date of this notice. As a result of City staff review and public comment, the preliminary plans may be revised prior to any public meeting on this proposal. If you are interested in viewing revised project plans, they will be available for review at the City offices one week prior to the Planning Commission meeting, which will be advertised in the public hearing notice, and attached to the hard copy of the staff report which will be available on the Thursday prior to the meeting.

If you have any comments or questions on this proposal, please call Kaitie Meador, Associate Planner, at (650) 330-6731 or email her at kmmeador@menlopark.org. The Planning Division encourages submittal of comments and questions by November 16, 2016 in order for staff and the applicant to fully consider all comments and questions prior to the preparation of the staff report.

Si usted necesita más información sobre este proyecto, por favor llame al 650-330-6702, y pregunte por un asistente que hable español.



RECEIVED

SEP 29 2016

PROJECT DESCRIPTION LETTER

APPLICANT: **TRADER JOE'S 69**

CITY OF MENLO PARK
BUILDING

PROPERTY: **720 MENLO AVE., MENLO PARK, CA 94025**

REFERENCE: **REQUESTING DETERMINATION TO ALLOW THE SALE OF BEER AND WINE FOR ON-SITE CONSUMPTION PER TYPE-42 ABC LICENSE IN CONJUNCTION WITH THE CONTINUED OPERATION OF A SUPERMARKET**

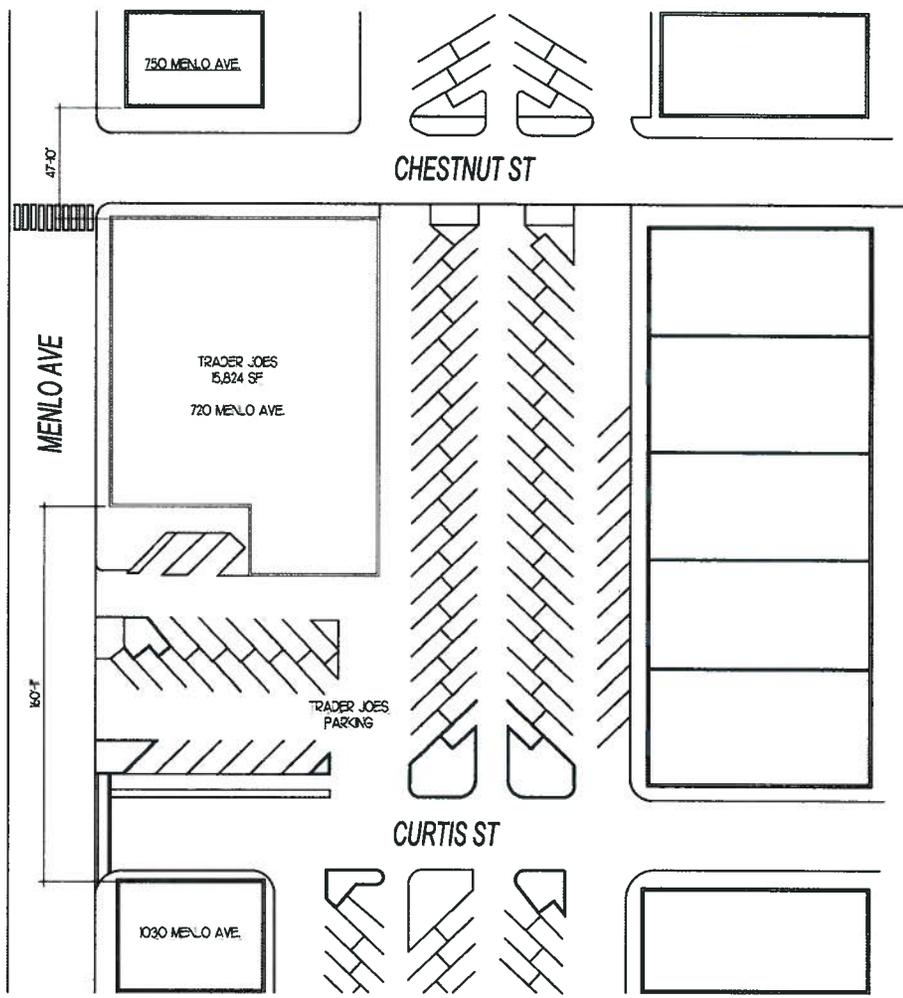
Trader Joe's seeks to open a wine tasting area in conjunction with a store remodel at the 720 Menlo Ave. Trader Joe's location. Trader Joe's seeks to operate this section under a Type-42 ABC license.

The hours of operation for the store will continue to be 8:00am-9:00pm daily. The tasting area will only be open during these hours, and tastings will be offered free of charge.

A number of Trader Joe's stores, including the Temecula and Del Mar Heights locations, have permanent wine tasting areas that operate under a Type-42 ABC license, and both locations are very well-run and safe, with no detrimental effects on the rest of the store. Trader Joe's is intended to expand tastings to the Menlo Park store in an effort to respond to consumer preferences and offer services for which customers have voiced support. Offering on-site tastings in conjunction with a Type-42 license allows customers to sample small amounts of beer or wine that are sold in the store in a controlled and safe environment.

As shown in the plans, Trader Joe's has decided to locate this tasting area at the Southeast corner of the store, as this location is near the alcoholic beverage section while also being within view of the check-out areas at the front of the store. The location in this corner allows the tasting area to be visible to those shopping for alcoholic beverages while increasing security by allowing surveillance by Trader Joe's managers and cashiers at the front of the store. While those administering the tastings will be trained in effective practices of alcoholic beverage tasting distribution, Trader Joe's plans to further discourage excessive alcohol consumption and promote the area as only an area for tasting by refusing to provide seating for those tasting alcohol.

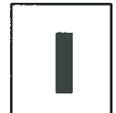
This operation will be different from the operation of Type-86 ABC license in that this tasting area will be permanent, not temporary. This organization makes it safer as it is more difficult for minors to enter the permanent tasting area than a temporary area. Further, in contrast to a Type-86 license in which beer/wine distributors administer the tastings, Trader Joe's will be administering the tastings in this area of the store. All distributors will be well-trained in standard practices of safe distribution of beer and wine tastings, and all customers entering the wine tasting area will have their IDs checked.



BUILDING AND SITE CHARACTERISTICS	
EXISTING STORE	
RETAIL SQ FT	10,960
STORAGE SQ FT	4,864
TOTAL SQ FT	5,824
PROPOSED STORE	
RETAIL SQ FT	2,586
STORAGE SQ FT	477
TOTAL SQ FT	6,763
PARKING COUNT	
TOTAL PARKING LOT SPACES	80+
HANDICAP SPACES	4+

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 SEP 29 2016
 CITY OF MENLO PARK
 BUILDING

SITE PLAN



09.09.16

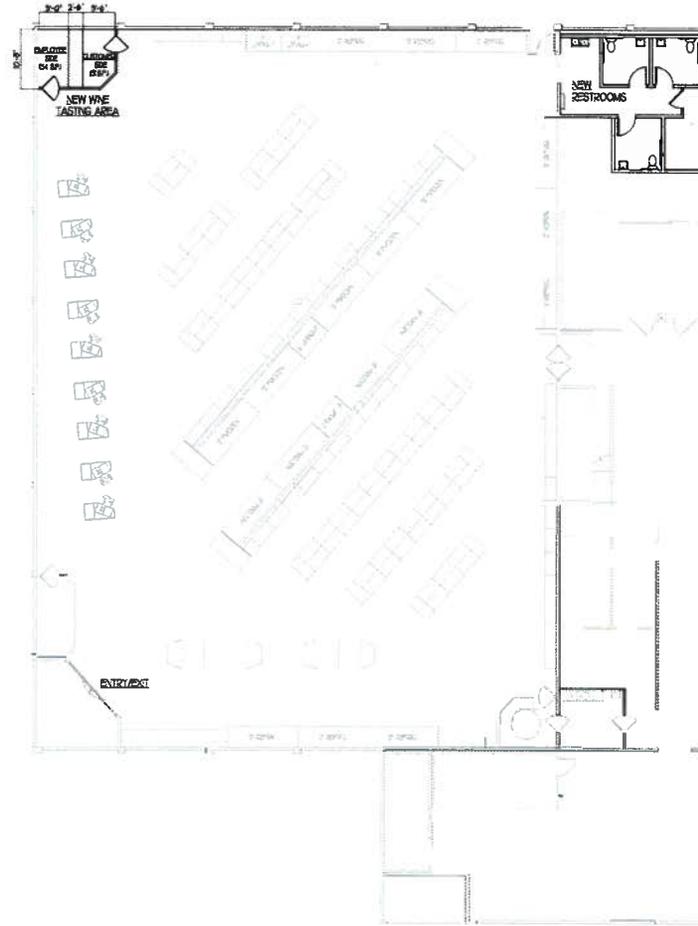


ABC DRAWING PACKAGE

SCALE 1"=20'-0"

TRADER JOES - 720 MENLO AVE
 MENLO PARK, CA 94025





BUILDING AND SITE CHARACTERISTICS	
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PARKING COUNT	
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HANDICAP SPACES	4+

PROPOSED PLAN



09.09.16



KIP KLAYTON
ARCHITECTS
854 West Chiquito Avenue
Menlo Park, California 94025
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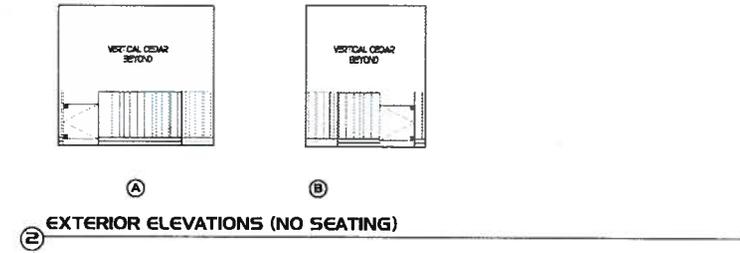
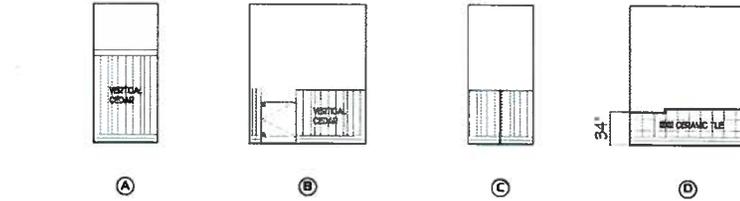
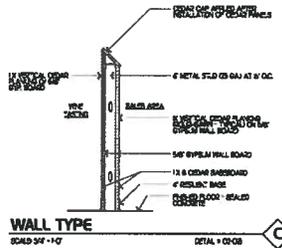
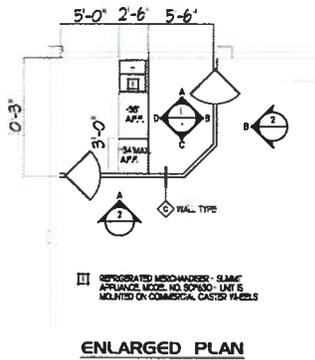


ABC DRAWING PACKAGE

SCALE 1/8"=1'-0"



TRADER JOES - 720 MENLO AVE
MENLO PARK, CA 94025



BUILDING AND SITE CHARACTERISTICS	
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TOTAL SQ FT	6,763
PARKING COUNTS	
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HANDICAP SPACES	4+



INTERIOR EXAMPLE #1



INTERIOR EXAMPLE #2



EXTERIOR EXAMPLE #1



EXTERIOR EXAMPLE #2



ENLARGED PLAN & ELEVATIONS

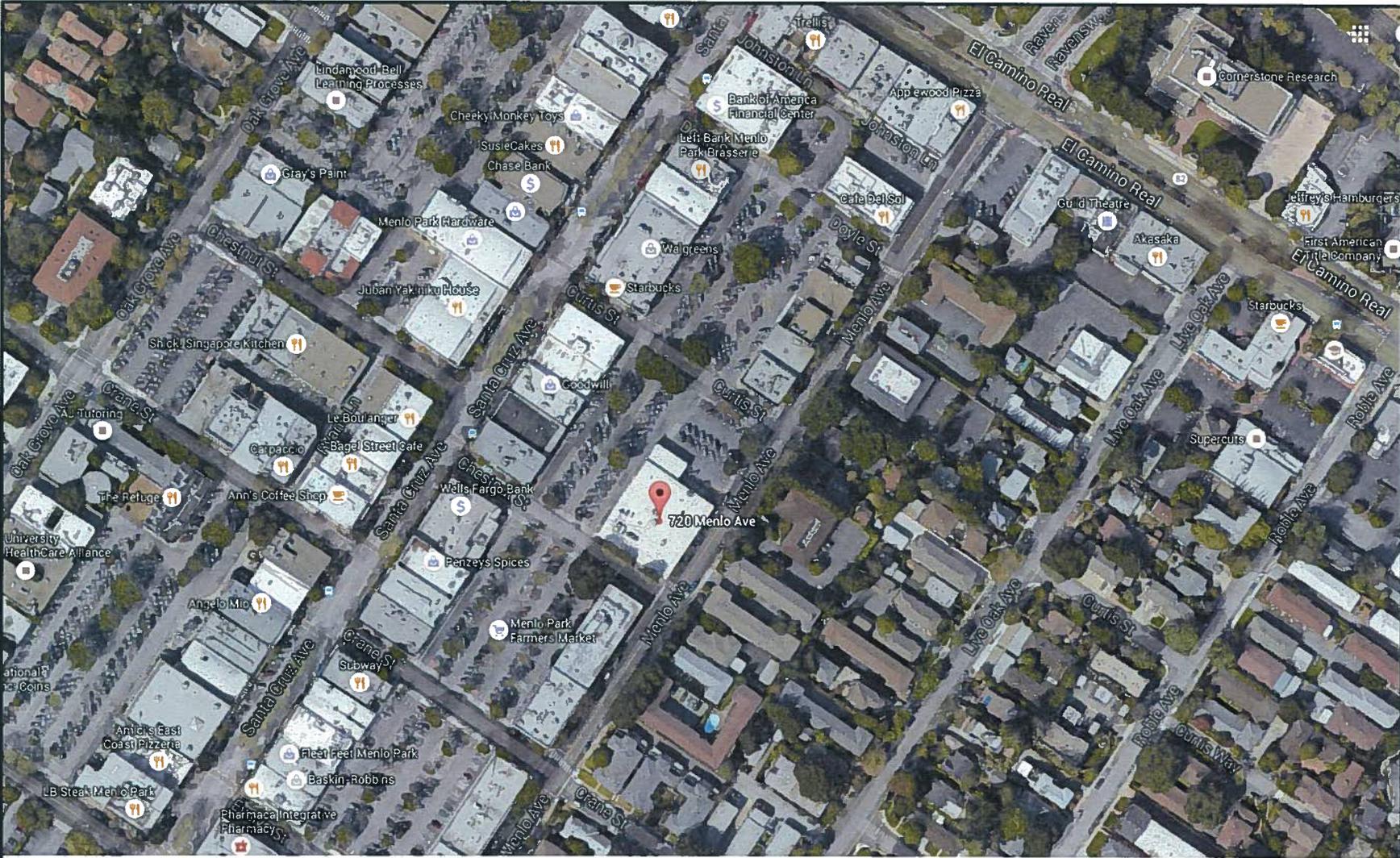
ABC DRAWING PACKAGE

SCALE 1/4"=1'-0"



09.09.16

TRADER JOES - 720 MENLO AVE
MENLO PARK, CA 94025



Trader Joe's #69
720 Menlo Ave.
Menlo Park, CA 94025

Area Plan