

MEETING OF DECEMBER 18, 2012

AGENDA ITEM NO. 6A



Application I.D.: PA2012-0050

Application Type: Conditional Use Permit

Location: Caltrain Parking Lot – 1300 Block of El Camino Real

Applicant: Off The Grid, Benjamin Himlan

Owners: Peninsula Corridor Joint Powers Board (Caltrain)

Zoning: C-3 (Highway Commercial)

General Plan Designation: C/H, Commercial/Highway District

Environmental Determination: Categorically Exempt, Section 15304, Class 4(e)

PROJECT DESCRIPTION

The applicant requests approval of a Conditional Use Permit to allow for the operation of a mobile food trucks market on Mondays between the hours of 5:00 PM and 9:00 PM within an existing Caltrain parking lot. The request would allow live music between the hours of 6:00 PM and 8:00 PM. The weekly event would be alcohol free and would operate rain or shine, and is expected to run for eleven months of the year.

RECOMMENDATION

Staff recommends that the Planning Commission **approve** the Conditional Use Permit application subject to the conditions of approval contained on the attached resolution¹.

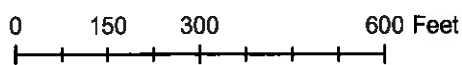
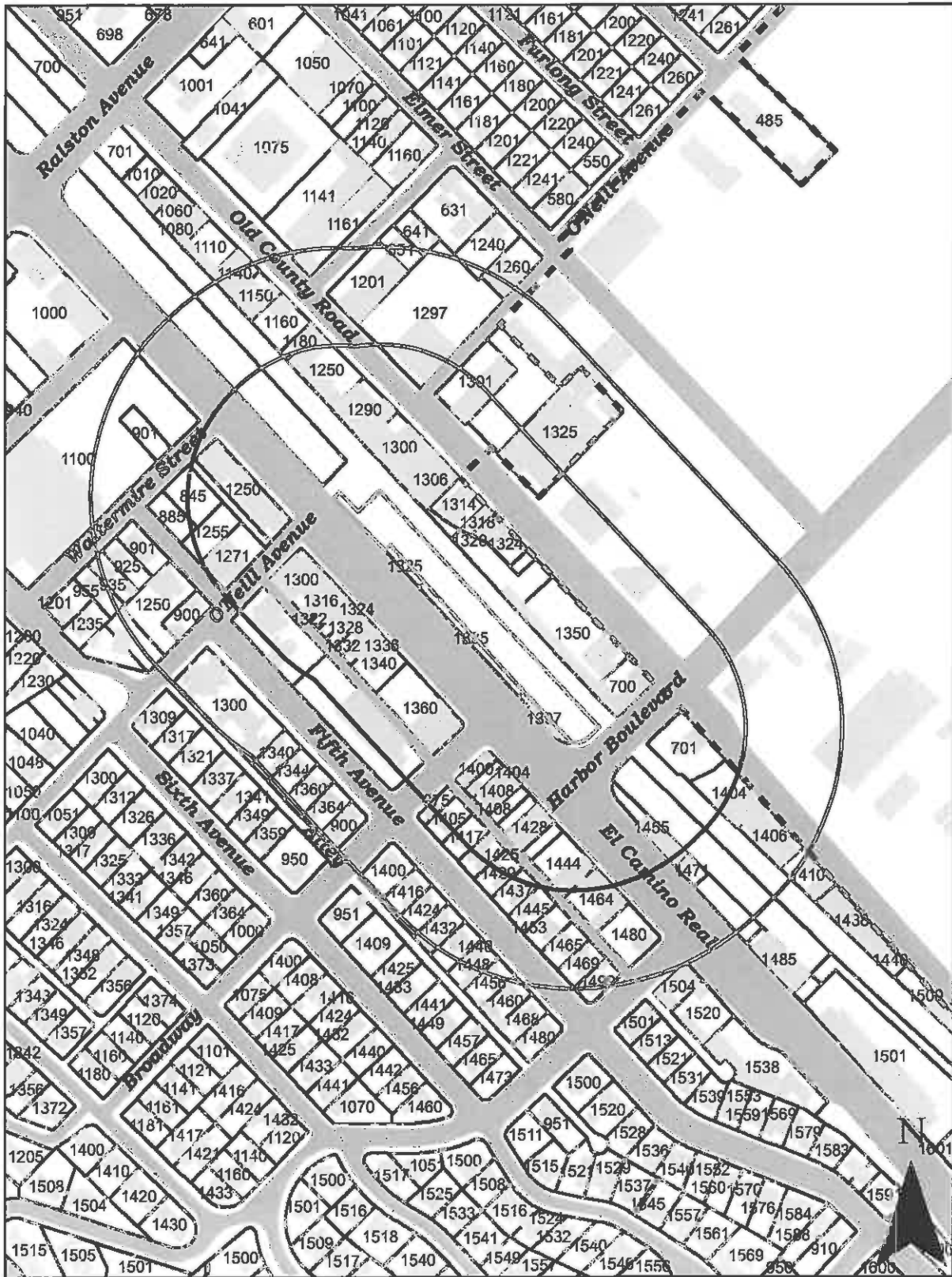
ZONING/GENERAL PLAN DESIGNATION

The subject site is located within the C-3 (Highway Commercial) zone. A Conditional Use Permit is required pursuant to Section 5.4.2.a of the Zoning Ordinance for any use conducted outside of a completely enclosed building.²

The Belmont General Plan currently designates the project site as “Commercial/Highway”. Under this designation, outdoor uses (i.e., tree lots, outdoor sales, temporary events) are compatible.

¹ Please note: This recommendation is made in advance of public testimony or Commission discussion of the project. At the public hearing, these two factors, in conjunction with the staff analysis, will be considered by the Commission in rendering a decision on the project.

² Section 5.4.2.a indicates that conditionally permitted uses in the C-2 and C-1 zone are conditionally permitted in the C-3 zone; Outside Uses are conditionally permitted in the C-1 zone pursuant to BZO Section 5.2.2.(j).



BACKGROUND

The Belmont Caltrain station presently hosts special events for which authorization from the City of Belmont was granted:

- In 2007 the Belmont Planning Commission approved a Conditional Use Permit to allow the Belmont Farmers Market to operate year round on Sunday's from 9:00 AM to 1:00 PM.
- Temporary Use Permits (administrative) have been granted in the past for use of the parking lot as a holiday pumpkin patch and a Christmas tree lot. These use permits were not requested in 2012.

SITE CONDITIONS

The southern Caltrain parking lot is located on the east side of El Camino Real and extends approximately from Ralston Avenue to Harbor Boulevard. The surrounding uses are:

North – North Caltrain parking lot area and station

South – Vacant property, restaurant and commercial uses

East – Railroad tracks and commercial buildings

West – Commercial buildings (mixed-use (restaurant with residential) and

The site is served by El Camino Real (a main arterial) which runs parallel to the project site to the west. The site (Caltrain parking lot) is accessed via three driveways from El Camino Real. There are approximately 108 parking spaces available for the mobile food trucks market and Caltrain riders within the south Caltrain parking lot.

PROJECT ANALYSIS

As noted earlier, the applicant proposes to operate a mobile food trucks market on Mondays within the Caltrain southern parking lot near the terminus of O'Neill Avenue. The market would operate rain or shine, and is expected to run for eleven months of the year. No alcohol would be permitted as part of this event.

The project would not add any permanent physical improvements; there would be no electricity, water or sewer connections to the market area.

Days/Hours of Operation

The market would operate every Monday throughout most of the year (eleven months). Off The Grid staff would arrive and begin setting up the market as early as 4:00 PM. The market would open for customers at 5:00 PM and close at 9:00 PM. Market breakdown would occur immediately after closure and the site would be vacated by 10:00 PM. Live music with limited amplification would be permitted from 6:00 PM to 8:00 PM and would be required to comply with the Belmont Noise Ordinance.

Vendors/Management

The proposed market could accommodate eight mobile food vendors onsite, plus an additional truck for Off The Grid staff. There would be at least two Off The Grid staff members on site during all aspects of market operation (i.e., vendor arrival, set up, operation and break down). While each vendor is generally self-contained within the trucks, some ancillary awnings and/or condiment tables may be setup adjacent to the trucks. A general seating area would be set up with tables and chairs adjacent to a space designated for the provision of live music. The market would rotate vendors on a regular basis in order to provide food variety for patrons and to maximize truck participation.

Parking/Circulation

As noted earlier, the southern Caltrain parking lot is located on the east side of El Camino Real and extends approximately from Ralston Avenue to Harbor Boulevard. The site (Caltrain parking lot) is accessed via three driveways from El Camino Real. The mobile food market would be located within a portion of the Caltrain parking lot, just south of the driveway at O'Neill Avenue. One way circulation is permitted within the parking lot north of the market area, with vehicles entering the parking lot via the northernmost driveway (near Ralston Avenue) and exiting via the driveway at O'Neill Avenue; barricades and signage are proposed to alert patrons that the O'Neill Avenue driveway is "exit only" and to keep vehicles from entering the market area. The southernmost driveway would be used as an entry and an exit for the smaller parking area located south of the market.

There are approximately 108 parking spaces that would remain available for the market patrons in the adjacent parking lots; there would be two designated disabled access parking spaces within the parking lot, adjacent to the main market entrance at O'Neill Avenue.

Health Permits/Restrooms

Participating Off The Grid vendors are required to have valid San Mateo County health permits as well as a Belmont business license. The vendors are also required to carry appropriate liability and automobile insurance.

The applicant has secured a letter of agreement with Peet's Coffee (located directly across Ralston Avenue) that would allow market vendors and customers with a proof of purchase to use their restrooms during market operation. Additionally, the applicant has indicated that they are researching additional bathroom options, such as providing an ADA accessible portable restroom on-site.

Trash Removal/Recycling

Off The Grid requires vendors to utilize only compostable or recyclable materials as part of their service operations. Each vendor is required to provide a three-part (trash, recycling, and compost) waste disposal system in front of their vehicles. Two trash stations are provided at each of the points of exit, as well as in the center of the seating area.

Off The Grid staff is responsible for clean-up of the market, as well as the area immediately surrounding the market. While vendors would be responsible for removal of their own waste collection, Off The Grid is responsible for removal of the common receptacles.

Entertainment

The applicant is proposing to host live music with limited amplification (small, battery-powered amplifiers) during the market, between 6:00 PM and 8:00 PM, and is required to comply with the City's Noise Ordinance.

NEIGHBORHOOD OUTREACH STRATEGY

The applicant reports performing neighborhood outreach as detailed in Attachment IV. The applicant notified in writing all property owners within 300 feet of the subject site and has received no negative comments. The applicant also met with the Belmont Chamber of Commerce who expressed support for the proposed market. As of the writing of this report, the City has not received any feedback on this project. The applicant appears to have achieved the goals of the outreach strategy tasks.

ENVIRONMENTAL CLEARANCE (CEQA)

The proposed project is categorically exempt from the provisions of the California Environmental Quality Act as it qualifies under Section 15304(e):

“Minor temporary use of land having negligible or no permanent effects on the environment, including carnivals, sales of Christmas trees, etc.”

The proposal to allow a mobile food truck market on Mondays does not permanently alter the existing parking lot area, or permanently change the use of the property, and is thus exempt from CEQA.

GENERAL PLAN CONFORMANCE

The Belmont General Plan currently designates the project site as “Commercial/Highway”. General Plan Policy 2029 describes the Commercial/Highway designation as appropriate for commercial businesses that depend on automobile traffic for customers, such as service stations, motels, retail uses and restaurants, etc. General Plan Policy 2025 promotes the establishment of commercial uses, which meet the needs for local residents, and Policy 2026 encourages locating commercial uses on or near major thoroughfares and providing sufficient on-site parking for the use, in order to discourage traffic in residential neighborhoods and prevent disruption of traffic flow on major streets. The proposed mobile food trucks market would occur in an existing Caltrain parking lot located on a major thoroughfare (El Camino Real), and would include on-site parking consistent with the proposed use. The proposed project is consistent with the General Plan policies discussed above.

DOWNTOWN SPECIFIC PLAN

The project site is located within the Downtown Specific Plan (CH) *Commercial Highway* area. The major focus of the Downtown Specific Plan (DTSP) is to create a new image for the Downtown, to revitalize the Downtown, to improve its appearance, and to create a lively "sense of place" which the community desires. In terms of this focus, the DTSP indicates the following:

"The concept for the revitalization of Downtown is to create that familiar, comfortable feeling of a self-contained neighborhood community. This feeling is most closely exemplified by communities which are often referred to as 'Urban Villages' such as North Beach in San Francisco, College Avenue in Berkeley, and Downtown Mill Valley in Marin County. Each of these communities rely on providing for not only the day-to-day needs of the surrounding community but also provides opportunities for people to eat, be entertained, and spend leisure and relaxed time browsing, strolling and enjoying the urban outdoors".

Mobile food truck markets attract a diverse group of customers of all ages. The location of this type of market event in downtown Belmont is likely to generate activity for nearby businesses (Peeet's Coffee, Starbucks, Safeway, etc.). This type of use is also expected to encourage more pedestrian oriented activity/movement. Staff believes that the market would be a successful contributor to the vitality of the Downtown in that it would attract people to the area who then become aware of local businesses, spend time, shop, and eat. The project would be consistent with the Main Focus of the Downtown Specific Plan in that it would contribute to a lively mix of retail, office, cultural and entertainment uses within the Downtown Specific Plan area.

ZONING CONFORMANCE

The mobile food truck market is considered an outdoor use pursuant to Belmont Zoning Ordinance (BZO) Section 5.2.2 (j) which defines outdoor uses as follows: "Any use conducted outside of a completely enclosed building and any use involving storage of materials or merchandise outside of a completely enclosed building." Pursuant to BZO Section 5.4.2.a, a Conditional Use Permit is required to conduct an outdoor use in the subject C-3 District.

Parking

There is no identified parking standard for outdoor uses within the Belmont Zoning Ordinance. However, BZO Section 8.4.9 (*Combined and Other Uses*) indicates that: "For uses not listed heretofore in this schedule of parking requirements, parking spaces shall be provided on the same basis as required for the most similar listed use, or as determined by the Zoning Administrator." Staff suggests that the mobile food trucks market is most similar to a restaurant with on-site food consumption:

BZO Section 8.4.2 (e) – Establishments Dispensing Food or Beverages for Consumption on the Premises – One space for each 60 sq. ft. of customer area plus one space for each 600 sq. ft. of kitchen and storage area.

In reviewing the proposed market layout, staff estimates that the proposed public seating area measures approximately 20 ft. by 110 ft., or 2,200 square feet. Using the parking ratio of one space for every 60 square feet of customer accessible area, the mobile food truck market would be required to supply 37 off-street parking spaces. The market would have 108 parking spaces available for its use in the balance of the southern Caltrain parking lot, including two ADA accessible spaces. Therefore, no additional parking is required and the proposed project would be compliant with the Zoning Ordinance parking requirements.

Noise

Section 15-102 of the Belmont Noise Ordinance establishes maximum noise levels for non-residential properties. The maximum permitted during nighttime hours is 55 dBA, and the maximum noise level permitted during daytime hours is 65 dBA. The mobile food truck market and live music are required to comply with the noise ordinance regulations.

The project site is predominately surrounded by commercial uses, an active railway and a main arterial (El Camino Real). As a result, the existing ambient noise level is such that it would be difficult to hear the noise (aggregate sound of the many conversations) of the market from across the street (where existing mixed-use development occurs). The Belmont Farmer's Market, which occurs on Sunday mornings, received as part of its Conditional Use Permit the authority to provide live music. Staff has attended the farmer's market while live amplified music was playing and found that the music could not be heard from one side of the market to the other, and that it was barely audible from across the street. Live music for the mobile food truck vendor event is anticipated to have the same negligible impacts. A standard condition of approval is recommended that would require conformance with the Noise Ordinance to ensure no significant impacts occur to residential properties.

Health/Safety

As noted above, each vendor is required to obtain appropriate permits from the San Mateo County Health Department; the County Health Department conducts periodic health inspections on a routine basis (at least annually). Health inspectors review and approve food handling, storage of food, hand washing procedures, etc.

The City's Building Official, the Fire Department and the Police Department have reviewed the application. The Building Official and Fire Department have no conditions of project approval. The Police Department has not communicated any noise complaints for the site, and recommends a condition that all signs are posted and barricades are in place, prior to the opening of the market. Staff would note that barrier and signage details are provided on the site plan.

CONDITIONAL USE PERMIT ANALYSIS

In order to grant a Conditional Use Permit, the Planning Commission must make the following findings pursuant to Section 11.5.1 (a-d) of the City of Belmont Zoning:

- a) The location of the proposed use is compatible to other land uses in the general neighborhood area and does not place an undue burden on existing transportation, utilities and service facilities in the vicinity.*

As noted earlier, the applicant is requesting to operate a mobile food truck market (every Monday between the hours of 5:00 PM and 9:00 PM) within an existing Caltrain parking lot. The market expects to operate for eleven months of the year. The market works in concert with surrounding commercial businesses and does not substantially raise ambient noise levels. The project would not add any permanent physical improvements; there would be no electricity, water or sewer connections to the market area. The market would provide more than double the number of off-street parking spaces required for the type of use. The space is currently served by a main arterial (El Camino Real), adjacent to public transportation (Caltrain and a SamTrans bus line). The operation of the mobile food trucks market would not place an undue burden on parking, traffic circulation, or utilities serving the neighborhood. This finding can be made in the affirmative.

- b) The site is of sufficient size to accommodate the proposed use together with all yards, open spaces, walls and fences, parking and loading facilities, landscaping and such other provisions required by this ordinance.*

The mobile food truck market would be located within a portion of the south Caltrain parking lot between the driveway at O'Neill Avenue and the southernmost driveway, which is located north of Harbor Boulevard. The use requires no landscaping, and provides nearly twice the required parking for its use, including two disabled access parking spaces at the north (main) entrance to the market. This finding can be made in the affirmative.

- c) The site will be served by streets of a capacity sufficient to carry the traffic generated by the proposed use.*

The subject site is currently served by El Camino Real (a main arterial). The subject segment of El Camino Real is of sufficient capacity to serve this project site. No significant traffic interruption is anticipated from the project. This finding can be made in the affirmative.

- d) The proposed use, if it complies with all conditions upon which approval is made contingent, will not adversely affect other property in the vicinity or the general welfare of the City.*

All City departments have reviewed the proposal and provided conditions of approval that should ensure that the mobile food trucks market will not adversely affect the general welfare of the City. Each food vendor must obtain all required health permits from San Mateo County, as well as a Belmont business license. The Police Department has included a condition that all signs are posted and barricades are in place, prior to the opening of the market. Lastly, Planning Division staff is recommending conditions requiring conformance with the Belmont Noise Ordinance. With incorporation of and adherence to the above stated conditions of approval, this finding can be made in the affirmative.

CONCLUSION

The proposed Conditional Use Permit to allow for operation of a mobile food truck market (every Monday between the hours of 5:00 PM and 9:00 PM) would meet the objectives of the General Plan, the Downtown Specific Plan and, as proposed and conditioned, would be consistent with the Zoning Ordinance. Based on the foregoing analysis of the required findings, staff recommends **approval** of the Conditional Use Permit application subject to the conditions of approval in attachment III.

ACTION ALTERNATIVES

1. Continue the matter to a date certain to allow subsequent review of an alternative proposal.
2. Deny the Conditional Use Permit application. The Commission will identify specific facts to support a denial, and a resolution would be returned to the Commission for final action.

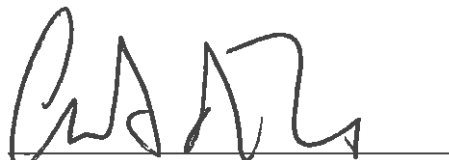
ATTACHMENTS

- I. 500 foot radius map of project site (Page 2 of report)
- II. Resolution approving the Conditional Use Permit
- III. Conditions of Approval
- IV. Neighborhood Outreach Materials
- V. Project plans and submittal materials (Commission only)

Respectfully submitted,



Jennifer Walker
Management Analyst



Carlos de Melo
Community Development Director

RESOLUTION NO. 2012-___

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF BELMONT
APPROVING A CONDITIONAL USE PERMIT TO ALLOW FOR THE OPERATION OF A
MOBILE FOOD TRUCK MARKET ON MONDAYS BETWEEN THE HOURS OF
5:00 PM AND 9:00 PM WITHIN AN EXISTING CALTRAIN PARKING LOT
1300 BLOCK OF EL CAMINO REAL (PA2012-0050)

WHEREAS, Off The Grid, applicant, on behalf of Peninsula Corridor Joint Powers Board (Caltrain), owner, request a Conditional Use Permit to allow for the operation of a mobile food trucks market on Mondays between the hours of 5:00 PM and 9:00 PM within an existing Caltrain parking lot located within the 1300 block of El Camino Real; and,

WHEREAS, a public hearing was duly noticed, held, and closed on December 18, 2012; and,

WHEREAS, the Planning Commission hereby adopts the staff report dated December 18, 2012, and the facts contained therein as its own findings of facts; and,

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission approves the Conditional Use Permit, subject to the conditions in Exhibit "A", upon finding that an:

Environmental Review

The proposed project is categorically exempt from the provisions of the California Environmental Quality Act as it qualifies under Section 15304(e):

"Minor temporary use of land having negligible or no permanent effects on the environment, including carnivals, sales of Christmas trees, etc."

Conditional Use Permit

The Commission may grant the Conditional Use Permit subject to the following findings of BZO Section 11:

- a) *The location of the proposed use is compatible to other land uses in the general neighborhood area and does not place an undue burden on existing transportation, utilities and service facilities in the vicinity.*

As noted earlier, the applicant is requesting to operate a mobile food truck market (every Monday between the hours of 5:00 PM and 9:00 PM) within an existing Caltrain parking lot. The market expects to operate for eleven months of the year. The market works in concert with surrounding commercial businesses and does not substantially raise ambient noise levels. The project would not add any permanent physical improvements; there would be no electricity, water or sewer connections to the market area. The market would provide more than double the number of off-street parking spaces required for the type of use. The space is currently served by a main arterial (El Camino Real), adjacent to public transportation (Caltrain and a SamTrans bus line). The operation of the mobile food trucks market would not place an undue burden on parking, traffic circulation, or utilities serving the neighborhood. This finding is affirmed.

b) The site is of sufficient size to accommodate the proposed use together with all yards, open spaces, walls and fences, parking and loading facilities, landscaping and such other provisions required by this ordinance.

The mobile food truck market would be located within a portion of the south Caltrain parking lot between the driveway at O'Neill Avenue and the southernmost driveway, which is located north of Harbor Boulevard. The use requires no landscaping, and provides nearly twice the required parking for its use, including two disabled access parking spaces at the north (main) entrance to the market. This finding is affirmed.

c) The site will be served by streets of a capacity sufficient to carry the traffic generated by the proposed use.

The subject site is currently served by El Camino Real (a main arterial). The subject segment of El Camino Real is of sufficient capacity to serve this project site. No significant traffic interruption is anticipated from the project. This finding is affirmed.

d) The proposed use, if it complies with all conditions upon which approval is made contingent, will not adversely affect other property in the vicinity or the general welfare of the City.

All City departments have reviewed the proposal and provided conditions of approval that should ensure that the mobile food trucks market will not adversely affect the general welfare of the City. Each food vendor must obtain all required health permits from San Mateo County, as well as a Belmont business license. The Police Department has included a condition that all signs are posted and barricades are in place, prior to the opening of the market. Planning Division staff is also recommending conditions requiring conformance with the Belmont Noise Ordinance. With incorporation of and adherence to the above stated conditions of approval, this finding is affirmed.

Resolution
Off The Grid Market
Caltrain Parking Lot – 1300 Block of El Camino Real
December 18, 2012
Page 3

* * * * *

Passed and adopted at a regular meeting of the Planning Commission of the City of Belmont held on December 18, 2012 by the following vote:

AYES,
COMMISSIONERS: _____
NOES,
COMMISSIONERS: _____
ABSENT,
COMMISSIONERS: _____
ABSTAIN,
COMMISSIONERS: _____
RECUSED,
COMMISSIONERS: _____

Carlos de Melo
Planning Commission Secretary

EXHIBIT "A"

CONDITIONS OF PROJECT APPROVAL FOR A
CONDITIONAL USE PERMIT TO ALLOW FOR THE OPERATION OF A
MOBILE FOOD TRUCK MARKET WITHIN AN EXISTING CALTRAIN PARKING LOT -
1300 BLOCK OF EL CAMINO REAL (APPL. NO. 2012-0050)

I. COMPLY WITH THE FOLLOWING CONDITIONS OF THE COMMUNITY
DEVELOPMENT DEPARTMENT:

Planning Division

1. In accordance with the Belmont Zoning Ordinance, the permit(s) granted by this approval shall expire one (1) year from the date of approval, with said approval date indicated on the accompanying Planning Commission resolution. Any request for extension of the expiration date shall be made in accordance with the applicable provisions of the Belmont Zoning Ordinance.
2. Within 30 days of this approval, the property owner shall file with the Director of Community Development, on forms provided by the City, an acknowledgment that he/ she has read, understands and agrees to these conditions of approval.
3. In the event that this approval is challenged by a third party, the property owner and all assignees will be responsible for defending against this challenge, and agrees to accept responsibility for defense at the request of the City. The property owner and all assignees agree to defend, indemnify and hold harmless the City of Belmont and all officials, staff, consultants and agents from any costs, claims or liabilities arising from the approval, including without limitation, any award of attorneys fees that might result from the third party challenge.
4. The Belmont mobile food truck market operation shall be permitted year round, every Monday between the hours of 5:00 PM and 9:00 PM, at the approved location within a portion the Caltrain parking lot, just south of the O'Neill Avenue entrance. Any live entertainment or music of any kind shall occur between the hours of 6:00 PM and 8:00 PM only, and not during setup or breakdown of the market. Set up shall occur no earlier than 4:00 PM, and the project site shall be vacated, and clear of all trash and debris by 10:00 PM. There shall be no permanent electricity, water or sewer connections to the market area. The market supervisor (Off the Grid) shall remain on site during all aspects of market operation (i.e., vendor arrival, set up, operation and break down). The market supervisor shall be responsible to monitor site circulation, ensure that all trash is removed from the site and that all noise complaints are addressed.
5. The Belmont mobile food truck market shall operate in compliance with the standards established in Section 15-102(c) of the Belmont Noise Ordinance (Maximum 65 dBA for daytime hours [8:00 AM to dusk], Maximum 55 dBA for nighttime hours [dusk to 8:00 AM]).
6. The applicant shall maintain a copy of these Conditions of Approval governing the operation of the Conditional Use Permit at the information booth, such that they available to all market personnel, vendors and the public.

7. The market supervisor (Off the Grid) shall designate two parking spaces located closest to the market entrance at O'Neill Avenue for ADA accessible parking only.
8. The market supervisor (Off the Grid) shall be responsible for ensuring that all participating market vendors obtain the appropriate County Health Department permits as well as the appropriate insurance for participation in the Belmont mobile food trucks market.

Police

10. All signs shall be posted and barricades shall be in place, prior to the opening of the market.

Certification of Approved Final Conditions:	
_____	_____
Jennifer Walker, Management Analyst	Date

Attachment IV



Dear Neighbors,

Off the Grid Services is excited to announce that we are currently in the process of working with the City of Belmont to introduce a gourmet mobile food truck market in the parking lot of the Belmont Caltrain Station. This letter is to better inform you of our plans.

Off the Grid proposes to launch this market in February of 2013. This market will occur once a week, on Monday evenings from approximately 5-9pm. In order to facilitate Off the Grid: Belmont, we will occupy a portion of the parking lot from 4:00 PM to 10 PM at O'Neill Avenue and El Camino Real. We will actively advertise that there is parking available in the Caltrain parking lot between Ralston Ave and O'Neill Ave. We will also actively advertise traffic flow directions to avoid confusion and traffic.

Please note that any vehicles usually left in the parking spaces after 4:00 PM between O'Neill Ave and Broadway should be relocated to the parking spaces at Caltrain between Ralston Ave. and O'Neill Ave in order to avoid being towed.

We intend for our markets to become vital parts of any community we enter, and as a result we are committed to creating spaces that encourage neighborhood interaction, activation of outdoor eating spaces, and provide value priced high quality food items in a family friendly environment. We believe that our once-per-week market will help attract more foot traffic to the City of Belmont.

Off the Grid seeks to do everything possible to minimize the impact of our market on your neighborhood including cleanup and onsite management by trained market staff. Thank you very much for your support, and we very much look forward to working with the Belmont community.

Do you have any comments, questions or concerns? You can reach us via contact information here:

Off the Grid
415 339 5888
Fort Mason Center San Francisco CA. 94123
Fax: 415 230 5278
belmont@offthegridsf.com

From: himlanb@gmail.com [mailto:himlanb@gmail.com] **On Behalf Of** benjamin Himlan
Sent: Wednesday, December 12, 2012 9:34 AM
To: Jennifer Walker
Subject: Re: Belmont OTG Neighborhood Outreach

Hi Jennifer,

Attached you will find a copy of the notification letter. I received a list of addresses from Carlos De Malo of residents and businesses that needed to be notified. There was 50 addresses which were mostly throughout the state. For those addresses I sent as certified mail. For the remaining addresses in Belmont I went and hand delivered. I spoke with 9 people who were either at home or in their place of business. I did not receive any negative response. People were either uninterested or excited about OtG coming to Belmont. The remaining letters I left in individual mailboxes. There were around 5 addresses I could not find or had notices on their property of "no trespassing". For those addresses I dropped in the mailbox near City Hall.

Thanks,
Ben

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Benjamin Himlan

Business Development

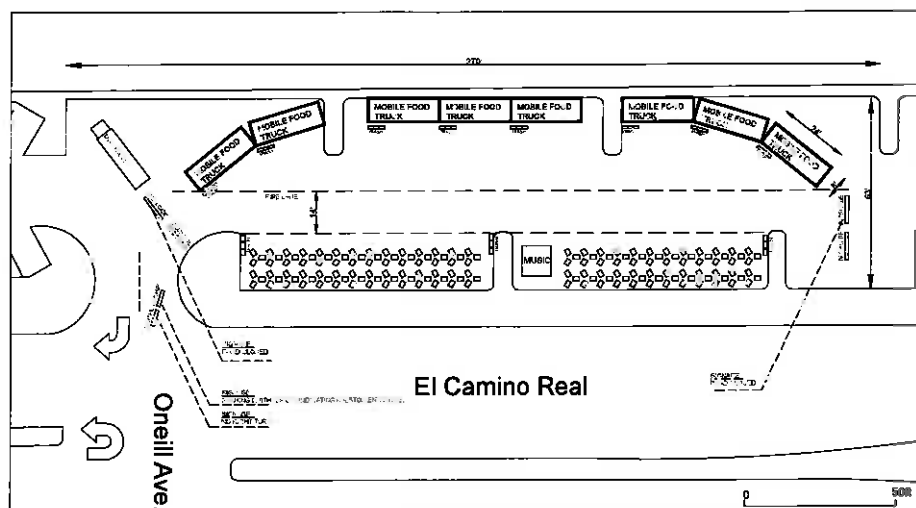
(p) 805.637.7135

(f) 415.230.5278

(e) ben@offthegridsf.com



Off the Grid: Belmont



Event Summary:

Off the Grid is excited to create a gourmet mobile food market consisting of 9 mobile food vehicles **once per week on Monday evenings from 5:00pm to 9:00pm**. This event will be located at the parking lot located at the intersection of El Camino Real and O'Neill Ave. in Belmont, CA. Off the Grid: Belmont would be an alcohol free market operating rain or shine for 11 months a year and is expected to start in February 2013. The market would rotate vendors on a consistent basis in order to keep things interesting, as well as offer an opportunity to maximize truck participation.

All Off the Grid markets have at least two staff on site at all times (one market manager, and one event staff). These staff members function to maintain the space, problem solve if issues occur, handle setup, breakdown, and cleanup of the space at the event conclusion.

We intend for our markets to become vital parts of any community we enter, and as a result we are committed to creating spaces that encourage neighborhood interaction, activation of outdoor eating spaces, and provide value priced high quality food items in a family friendly environment. We believe that our once-per-week market will help attract more foot traffic to the business district.

Patron Parking:

We intend to actively advertise that there is parking available in the parking lot of the Belmont Caltrain Station between Ralston Avenue and O'Neill Ave and the unused parking spaces to the right of the market. There are approximately 108 parking spaces total that will not be occupied by OtG (refer to fig. 2).

Hours:

Off the Grid: Belmont would run from 5:00pm to 9:00pm in the spring and summer. In the winter we would operate from 5:00pm to 8:00pm. Live music with limited amplification will be from 6:00pm to 8:00pm. We require one hour before and after the opening and closing of markets for set up and break. Our total time in the space would be roughly five hours.

Location and Traffic:

We have a lease with Caltrain and we have been working during the past six months in the efficient use for their parking lot. Off the Grid will provide barricades and signage to ensure the proper flow of traffic (refer to fig. 1).

Sustainability:

Off the Grid encourages all participating vendors to use only organic sustainably produced products. We believe that this is the right thing to do. The vendors who we select to participate in our markets would be those who most appropriately reflect this philosophy in a family friendly way. All vendors would be required to use only compostable/recyclable service materials.

Trash:

Off the Grid staff would clean the area immediately surrounding the market and ensure that we leave the market space cleaner than we found it. All vendors would use only compostable and recyclable materials, and Off the Grid would provide two trash stations at the two exit points of the event. In addition, each of the food vendors is required to provide a 3-part waste disposal system in front of their vehicle.



About Off the Grid:

Off the Grid Markets began with the simple idea that grouping Street Food vendors together would create an experience that would allow neighbors to connect with friends, and families to reconnect with each other. Since then Off the Grid has worked hard to develop markets that are both located in urban cores of cities, and that utilize spaces that are not easily activated effectively throughout the day. Off the Grid is proud of its role organizing, promoting, and managing all of its markets and the small mobile food businesses that we work with. Currently Off the Grid operates 19 weekly markets in the greater bay area, and works with 100+ vendors weekly. At its core, Off the Grid believes in the power of a shared food experience to connect communities, and we work hard to create lively shared spaces wherever we serve.

Vendor Facts:

- 38% woman owned
- 55% minority owned
- 61% first time business owners
- Use of local & sustainable food when possible

Community Benefits:

- Increased foot traffic per event
- Increased property value
- Broad attendee demographic
- Food diversity
- Community connections

Off the Grid planned events:

- Complete vendor document accountability including:
 - Local County Health San Mateo Permit (Weekly feedback, if necessary)
 - \$1,000,000 Liability/ Auto Insurance
 - Compostable/Biodegradable Service Materials
 - Belmont Business License (For Sales Tax Payment)
 - Seller's Permit
 - Commissary Documentation
- Marketing exposure to Off the Grid's network of street food customers
- Market booking and logistics planning
- Onsite event personnel from event setup to breakdown
- Complete area cleanup to ensure market area cleanliness

Recognition/Publicity/Public Outreach:

- Social Media Outreach (36,000+ Facebook followers and 18,000+ Twitter followers)
- PR company managing weekly advertisement
- Participation in events like the *SF Street Food Festival*, *The Creators Project*, etc.
- Featured in the *NY Times*, *The Travel Channel*, *7x7 Magazine*
- 19 weekly mobile food markets

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