



CITY OF CAMPBELL
Community Development Department

June 26, 2015

**NOTICE OF ADMINISTRATIVE PLANNED DEVELOPMENT PERMIT and
PARKING MODIFICATION PERMIT**

Notice is hereby given that the Planning Division of the Community Development Department of the City of Campbell has received applications for an Administrative Planned Development Permit and a Parking Modification Permit for the following project proposal:

File No.: PLN2014-309/310

Applicant: Cowlick, Inc. dba Steak N' Shake

Project Address: 501 E. Campbell Ave. (Lloyd Square)

Property Owner: Lloyd Square LLC

Zoning District: P-D (Planned Development) / East Campbell Avenue Master Plan

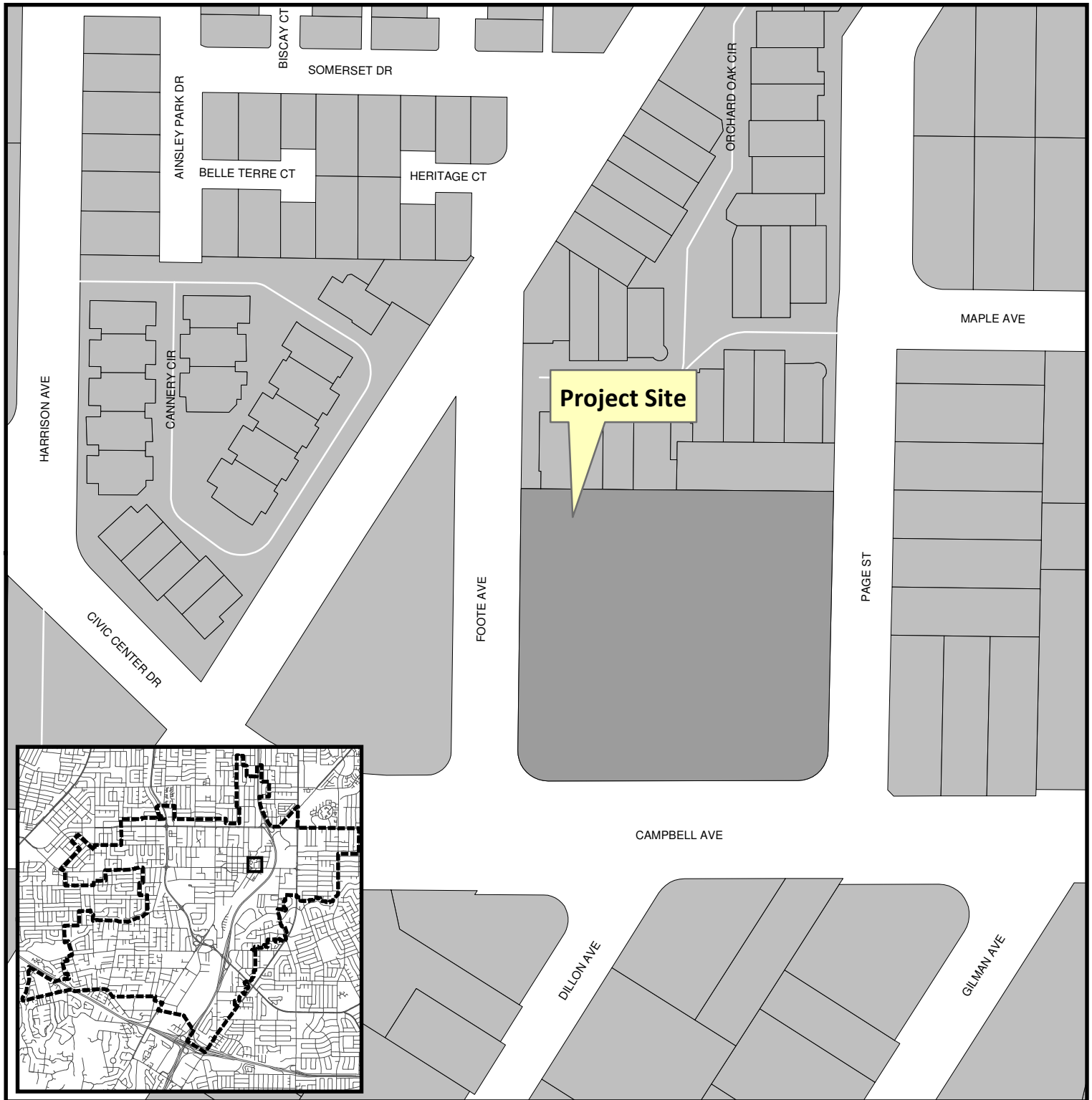
General Plan: Central Commercial

Project Description: *Administrative Planned Development Permit (PLN2014-309) to allow establishment of a 'standard restaurant' (Shake N' Steak) with early morning operational hours ('late-night activity') and outdoor seating within an existing retail tenant space formally occupied by Tread; and a **Parking Modification Permit (PLN2014-310)** to allow a reduction in the number of parking spaces required for the restaurant, as supported by a parking demand study commissioned by the City. Alcohol service is not proposed in association with the restaurant.*

This project will be decided by the Community Development Director and you have the opportunity to provide comment prior to the Director's decision. The ten-day comment period for this application begins on June 26, 2015 and ends on July 6, 2015. Any comments regarding this application must be submitted in writing (including email) to the Planning Division before 5:00 p.m. on **July 6, 2015**. The Director will then consider all comments submitted within this time period prior to a decision. No additional notice will be provided. Please contact the project planner in a timely manner to determine what decision was reached.

Decisions by the Community Development Director are final in 10 calendar days following the date of approval, unless an appeal is received in writing at the City of Campbell Community Development Department, 70 N. First Street, Campbell, prior to the end of the appeal period. A written appeal must be accompanied with the required \$200 appeal filing fee. Plan and other project materials, may be viewed at the Planning Division office during normal business hours (8:00 AM – 5:00 PM) and on the City's 'Public Notices' web page (<http://www.cityofcampbell.com/501/Public-Notices>) under 'Administrative Decisions'. Questions or comments regarding this application may be addressed to the Planning Division, at (408) 866-2140 or by email planning@cityofcampbell.com.

Project Location Map



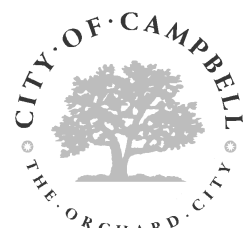
Project Location: 501 E. Campbell Ave.

Application Type: Admin. Planned Development Permit /
Parking Modification Permit

Planning File No.: PLN2014-309/310

Description: Establishment of a new restaurant

0 245 490 Feet



Community Development Department
Planning Division

RECEIVED

NOV 07 2014

CITY OF CAMPBELL
PLANNING DEPT.

Regarding: Cowlick, Inc dba Steak N Shake.
Dan Leder 415-203-7911

Written Statement:

We propose to convert the existing space at 501 E. Campbell Ave. from what was a bicycle shop to a Steak N Shake restaurant. Steak N Shake is a family style, table service, restaurant serving breakfast, lunch, and dinner.

Breakfast: Eggs, pancakes, "skillets", coffee and juice - made to order.

Lunch: Burgers & fries, salads, hot-dogs, soft drinks & shakes (Zagat Rated), soups, sandwiches.

Dinner: Same as lunch.

We will not serve alcoholic beverages at Steak N Shake.

We don't anticipate any major impact on noise or traffic. There will be a "walk-up" window for to-go orders.

We will have roughly eight tables for outdoor seating on E. Campbell Ave. 86 indoor seats and 32 outdoor seats.

We plan to employ in the neighborhood of 80 workers. We will need cooks, servers, and dish washers.

We plan to be open between the hours of 6 am and 10 pm.

1 **SITE PLAN**
SCALE: 1/16" = 1'-0"

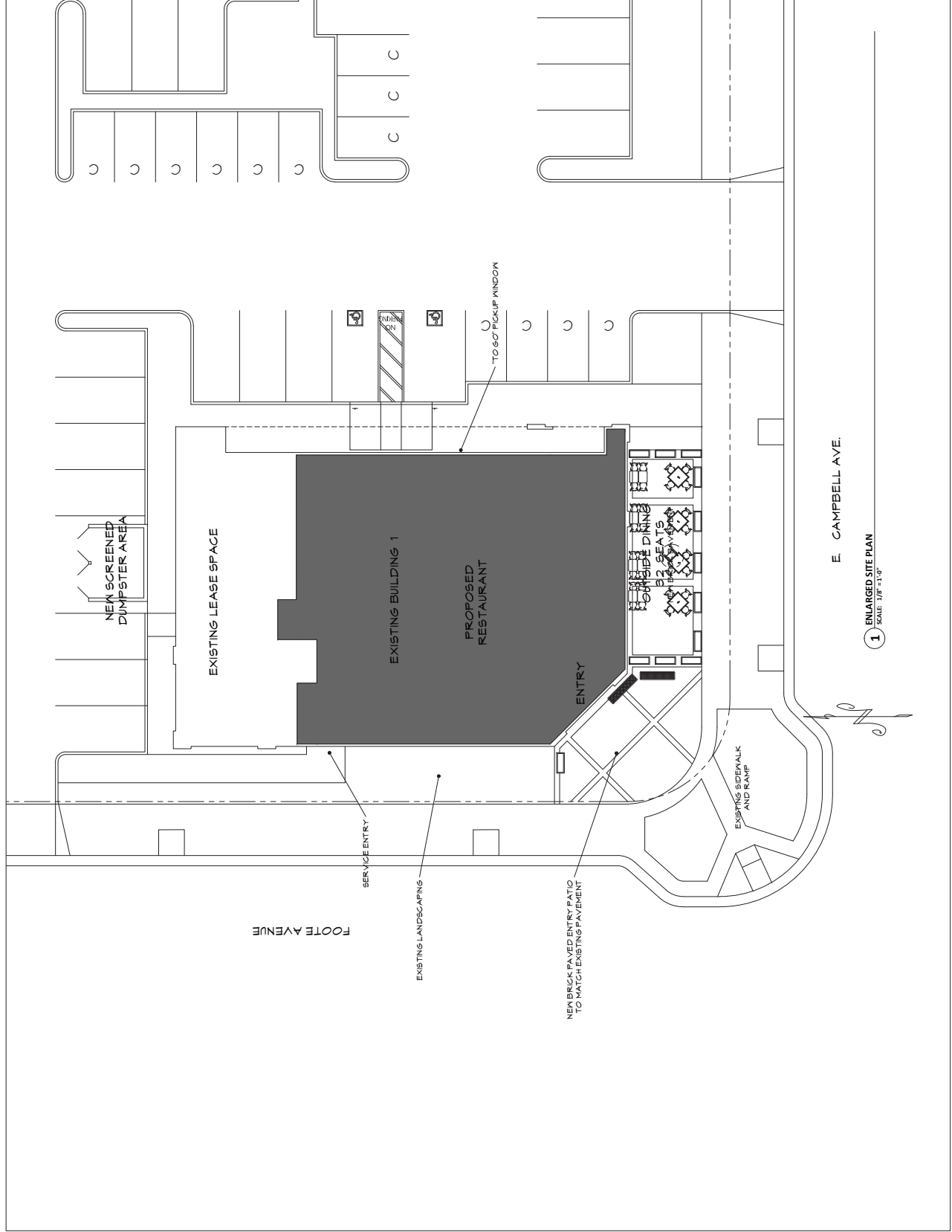
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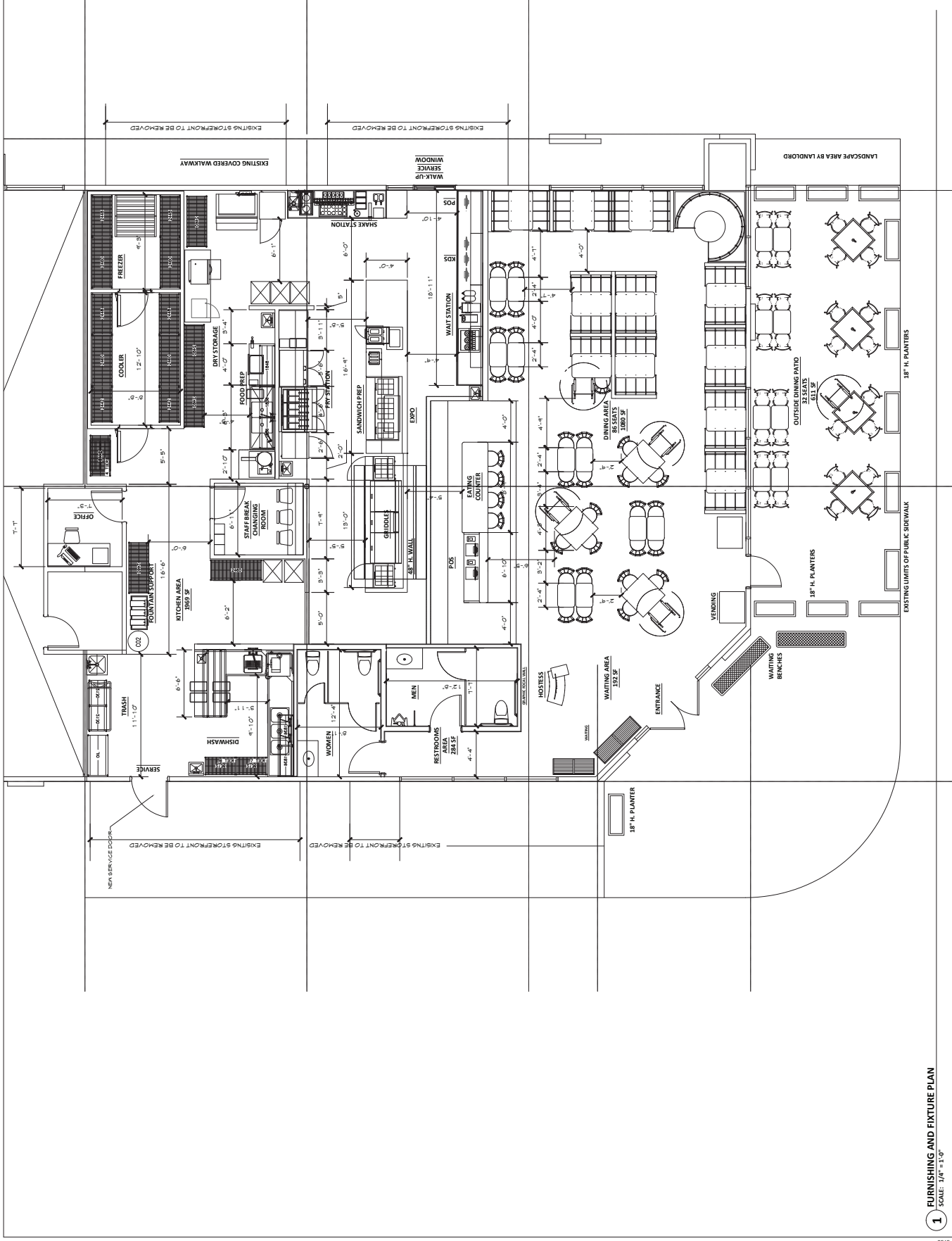
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SITE PLAN

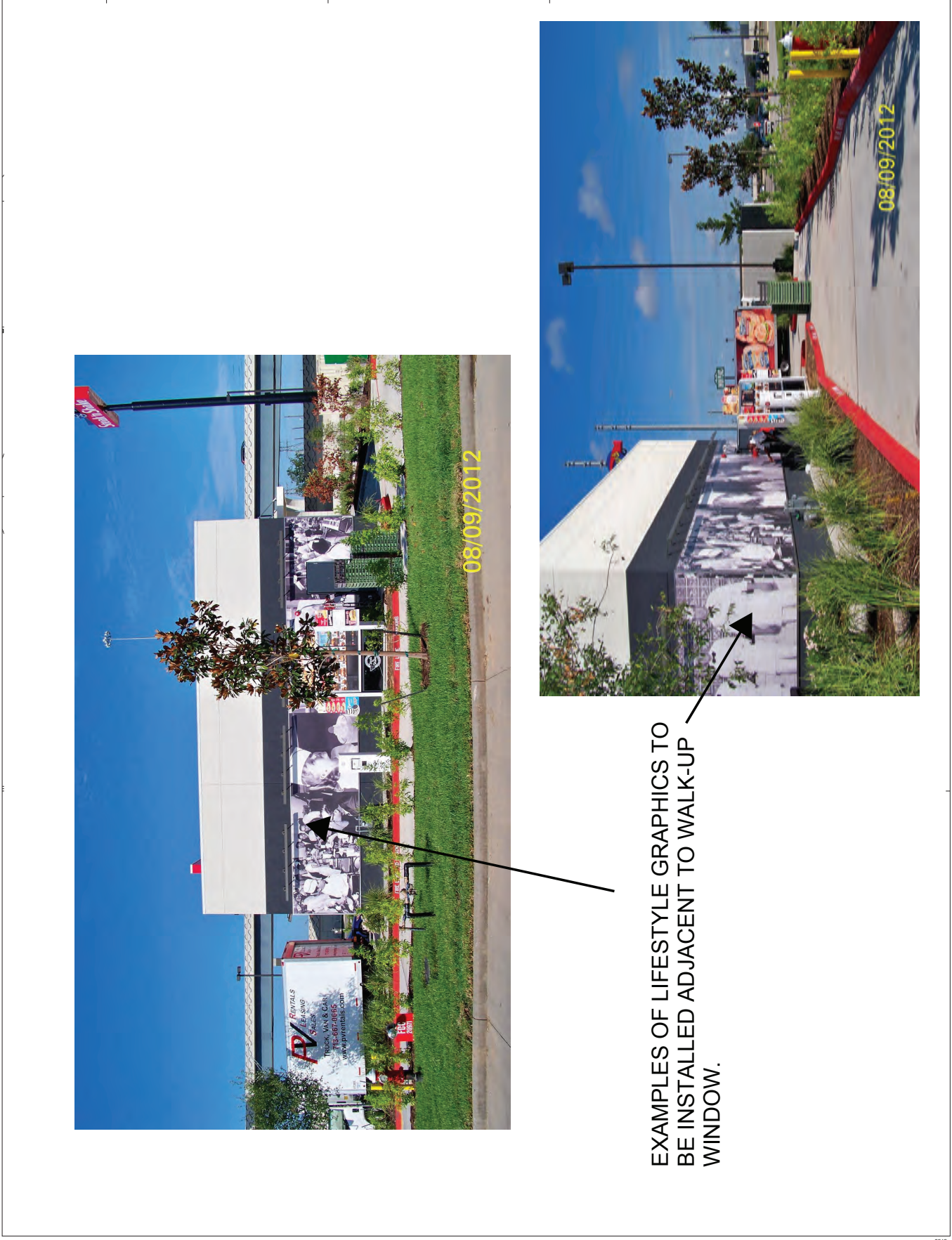
SHEET:

SP-02





1 WEST ELEVATION - FOOTESTREET
Scale: 1/8" = 1'-0"



EXAMPLES OF LIFESTYLE GRAPHICS TO BE INSTALLED ADJACENT TO WALK-UP WINDOW.



COPYRIGHT: Drawings and Specifications are Instruments of Service and the Property of the Designer. They shall not be used, transferred, or sold for any except by an agreement in writing from the designer. Copies of all drawings shall be made available upon request.

SEAL: _____





May 15, 2015

Mr. Matthew Jue
City of Campbell
70 North First Street
Campbell, CA 95008

Whitlock & Weinberger
Transportation, Inc.
490 Mendocino Avenue
Suite 201
Santa Rosa, CA 95401
voice 707.542.9500
fax 707.542.9590
web: www.w-trans.com

Focused Transportation Impact Analysis for the Steak 'n Shake Restaurant

Dear Mr. Jue;

As requested, W-Trans has prepared a focused transportation impact analysis relative to the proposed Steak 'n Shake restaurant to be located at 501 East Campbell Avenue in the City of Campbell. The restaurant would replace existing an existing vacant retail store.

The purpose of this letter is to document the expected trip generation of the project and to address any site access and parking concerns associated with the proposed project.

Project Description

The proposed project consists of the development of a 3,579 square foot Steak 'n Shake restaurant. The proposed Steak 'n Shake restaurant would be a high-turnover sit-down restaurant part of a chain of casual dining restaurants. The proposed restaurant would be located within the Lloyd Square Shopping Center, which is currently fully occupied with retail, commercial services, and restaurant land uses, with the exception of the unit that would be occupied by the proposed project. A copy of the site plan is enclosed.

Trip Generation

The anticipated trip generation for the proposed project was estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 9th Edition, 2012 for "High-Turnover (Sit-Down) Restaurant" (ITE LU #932).

Pass-by Trips

Some portion of traffic associated with restaurant uses is drawn from existing traffic on nearby streets. These vehicle trips are not considered "new," but are instead comprised of drivers who are already driving on the adjacent street system and choose to make an interim stop, and are referred to as "pass-by." The percentage of these pass-by trips is typically developed based on information provided in the *Trip Generation Manual*. This reference includes pass-by data collected at numerous locations for many land uses, such as the restaurant uses reviewed in this trip generation estimate.

Pass-by trip rates for the p.m. peak hour for the High-Turnover (Sit-Down) Restaurant land use is 43 percent of total trips. However, the Santa Clara County Valley Transportation Authority (VTA) Traffic Impact Study Guidelines does not allow trip reductions for pass-by trips for sit-down restaurant uses. In order to provide a conservative estimate and maintain consistency with the VTA guidelines, no pass-by trip reductions were used.

Internal Capture Trips

The VTA's *Traffic Impact Analysis Guidelines* includes standard trip reductions for mixed-use developments. However, there are no standard trip reductions provided for the combination of restaurants and retail uses. Therefore, the *Trip Generation Manual*, which also includes data and methodologies that can be applied to determine the proportion of internal trips, was used. Internal trips can occur at mixed-use developments, and in the case of the proposed project would consist of retail patrons and employees in the Lloyd Square Shopping Center eating at adjacent restaurants such as the proposed Steak 'n Shake. The majority of these trips would be made by walking, so would not affect the adjacent street network. Copies of the spreadsheets indicating the derivation of the internal capture rates are enclosed.

Total Project Trip Generation

The proposed project is expected to generate an average of 455 trips per day, including 39 trips during the a.m. peak hour and 35 during the p.m. peak hour. After reductions are taken into account for internal capture during the evening peak hour, the project would be expected to generate 24 trips during the evening peak hour. It is also important to note that no credit was applied to account for the prior use of the building, which would further reduce the number of net new trips to the surrounding street network. The expected trip generation potential for the proposed project is indicated in Table I, with reductions taken for internal capture.

Table I
Trip Generation Summary

Land Use	Units	Daily		AM Peak Hour				PM Peak Hour			
		Rate	Trips	Rate	Trips	In	Out	Rate	Trips	In	Out
High-Turnover (Sit-Down) Restaurant	3.579 ksf	127.15	455	10.81	39	21	18	9.85	35	21	14
Internal Capture					-	-	-		-11	-5	-6
Total			455		39	21	18		24	16	8

Note: ksf = 1,000 square feet

Site Access

Vehicular access to the project site would be via one existing driveway to Lloyd Shopping Center each on Foote Avenue, East Campbell Avenue, and Page Street.

Left-Turn Access at Side-street Approaches to East Campbell Avenue

Foote Avenue and Page Street intersect East Campbell Avenue at side-street stop-controlled intersections. Drivers entering the project site from the west would be required to turn left into the driveway or onto Foote Avenue or Page Street. Drivers headed east from the project site would be required to turn left from a side-street stop-controlled location, either at East Campbell Avenue/Foote Avenue, East Campbell Avenue/Page Street, or the project driveway on East Campbell Avenue. Trips added to these left-turn movements would contribute traffic to the movements with the most delay at these locations.

It should be noted that the *East Campbell Avenue Master Plan*, prepared by Bottomley Associates Urban Design & City for the City of Campbell and approved in May 2007, includes recommendations to signalize East Campbell Avenue/Page Street to improve vehicular access into and out of Page Street, as well as closing Foote Avenue due to the complicated turning movements and related delays to the adjacent East Campbell Avenue/Railway Avenue-Civic Center Drive intersection. These recommendations, if implemented, would improve access to the project site.

On-Site Circulation

The proposed project would not result in any changes to the layout within Lloyd Square Shopping Center, and therefore on-site circulation would not change with the proposed project. Based on a review of the existing parking lot layout, the on-site circulation for all modes of transportation appears to be adequate, and would be expected to remain acceptable with the additional traffic associated with the proposed project.

Parking

Off-street parking for the proposed restaurant would be provided within the existing Lloyd Square Shopping Center parking lot, which has 88 parking spaces and currently serves 10,532 square feet of commercial service and retail uses, as well as 3,489 square feet of restaurant space seating up to 68 people.

Parking Demand

The existing parking demand of the shopping center was estimated based on parking occupancy survey data collected in April 2015, while Lloyd Square Shopping Center was fully occupied with tenants except for the unit that would be developed by the proposed project. On-street parking directly adjacent to Lloyd Square Shopping Center is also used as parking for the shopping center, and was therefore included in the survey. Data was collected for the weekday midday lunch peak (11:30 a.m. to 1:30 p.m.), weekday p.m. dinner peak (5 p.m. to 7 p.m.), weekend midday lunch peak, and weekend p.m. dinner peak. All peak periods were surveyed twice and averaged over two days.

The results from the parking occupancy survey are summarized in Table 2. Based on the results, the peak parking demand occurs during the weekday dinner peak, during which time 55 percent of parking spaces, or 70 spaces, near Lloyd Square Shopping Center were occupied. The peak demand of the parking lot alone occurs during the weekend lunch peak, during which time 53 percent of parking spaces, or 47 spaces in the parking lot, were occupied.

Table 2
Parking Occupancy Survey Results

Area	Number of Spaces	Maximum Number of Occupied Spaces			
		Weekday Lunch Peak	Weekday Dinner Peak	Weekend Lunch Peak	Weekend Dinner Peak
Lloyd Square Parking Lot	88	37 (42%)	44 (50%)	47 (53%)	28 (32%)
Adjacent On-Street Parking	40	24 (60%)	26 (65%)	22 (55%)	16 (40%)
Combined On-Street/Off-Street Parking*	128	60 (47%)	70 (55%)	67 (52%)	41 (32%)

Note: Lunch Peak = 11:30 a.m. to 1:30 p.m.; Dinner Peak = 5:00 p.m. to 7:00 p.m.; * Combined peak parking demand does not equal the sum of peak parking demand for off-street and on-street parking as peak parking demand does not occur at the same time for each location

Parking demand for the proposed project was estimated using standard rates published by ITE in *Parking Generation*, 4th Edition, 2010 for High-Turnover (Sit-Down) Restaurant (ITE LU#932). The land use code subset "Family Restaurant" was used. In addition, for comparison purposes with parking occupancy survey data, parking demand for the existing uses in Lloyd Square Shopping Center were determined. High-Turnover Sit-Down Restaurant (ITE LU#932) rates and Shopping Center (ITE LU#820) rates were used to estimate existing demand.

Table 3
Estimated Parking Demand

Land Use	Units	ITE Parking Generation	
		Rate	Est. Parking Demand
Proposed Project:			
High-Turnover (Sit-Down) Restaurant	3.579 ksf	5.55 veh/ksf	19 spaces
Total (based on parking occupancy survey data for shopping center parking lot only)*			66 spaces*

Note: ksf = 1,000 square feet, veh = vehicle; * = data from Table 2

Based on the results from the parking occupancy survey data and the projected parking demand for the proposed project, the existing supply of 88 spaces in Lloyd Square Shopping Center would be expected to accommodate the projected parking demand with the addition of the proposed restaurant.

City of Campbell Parking Requirements

The City of Campbell's Municipal Code stipulates the City's parking requirements for new developments. For a development resulting in a change in use to one that requires more off-street parking than the existing or previous use, the number of parking spaces required is this net increase for the new use. A summary of the City's parking requirements for the proposed project is shown in Table 4.

Table 4
City of Campbell Off-Street Parking Requirements

Land Use	Units	City Requirements	
		Rate	Spaces Required
Existing			
Specialty Retail Center	3,579 sf	1 space/200 sf	18
Proposed			
Restaurant	118 seats 2,326 sf * (non-dining space)	1 space/3 seats + 1 space/200 sf non-dining space	51
Total Required Off-Street Parking			33

Note: sf = square feet; * estimated based on review of site plan

Based on the City of Campbell's off-street parking requirements, the proposed project would be required to provide 33 additional parking spaces. Because the project does not propose the required addition of at least 33 off-street parking spaces it is recommended that the project applicant work with the City on approving a parking modification permit.

Conclusions and Recommendations

- The proposed Steak 'n Shake restaurant would be expected to generate an average of 455 net new trips per day, including 39 trips during the a.m. peak hour and 24 trips during the p.m. peak hour.
- Access to the project site would be via the unsignalized intersections of East Campbell Avenue/Foote Avenue and East Campbell Avenue/Page Street.
- Site access could be improved with the implementation of several recommendations from the *East Campbell Master Plan*.
- On-site circulation of Lloyd Square Shopping Center would not change with the proposed project, and would remain acceptable both with the project and without.
- Based on parking occupancy survey data, the peak parking demand for the existing Lloyd Square Shopping Center occurs during the weekday p.m. peak with an average of 70 parking spaces occupied near the shopping center.
- The available parking in the Lloyd Square Shopping Center would be sufficient parking to meet the projected parking demand of the shopping center with the proposed restaurant.
- The project as currently proposed would not add enough parking spaces to satisfy the City's requirements for off-street parking.
- It is recommended that the project applicant work with the City on the approval of a parking modification permit.

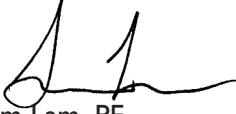
Mr. Matthew Jue

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May 15, 2015

Thank you for giving W-Trans the opportunity to provide these services. Please call if you have any questions.

Sincerely,



Sam Lam, PE
Associate Engineer



Mark Spencer, PE
Principal



MES/stl/CMP015.L1

Enclosure: Site Plan
 Internal Trip Capture Estimation Spreadsheets

NCHRP 684 Internal Trip Capture Estimation Tool					
Project Name:	Steak 'n Shake			Organization:	W-Trans
Project Location:	501 E. Campbell Ave, Campbell, CA			Performed By:	SL
Scenario Description:	Existing + Project (Retail is Existing)			Date:	4/23/2015
Analysis Year:				Checked By:	
Analysis Period:	PM Street Peak Hour			Date:	

Table 1-P: Base Vehicle-Trip Generation Estimates (Single-Use Site Estimate)						
Land Use	Development Data (For Information Only)			Estimated Vehicle-Trips ³		
	ITE LUCs ¹	Quantity	Units	Total	Entering	Exiting
Office				0		
Retail				29	13	16
Restaurant				35	21	14
Cinema/Entertainment				0		
Residential				0		
Hotel				0		
All Other Land Uses ²				0		
				64	34	30

Table 2-P: Mode Split and Vehicle Occupancy Estimates						
Land Use	Entering Trips			Exiting Trips		
	Veh. Occ. ⁴	% Transit	% Non-Motorized	Veh. Occ. ⁴	% Transit	% Non-Motorized
Office						
Retail						
Restaurant						
Cinema/Entertainment						
Residential						
Hotel						
All Other Land Uses ²						

Table 3-P: Average Land Use Interchange Distances (Feet Walking Distance)						
Origin (From)	Destination (To)					
	Office	Retail	Restaurant	Cinema/Entertainment	Residential	Hotel
Office						
Retail						
Restaurant						
Cinema/Entertainment						
Residential						
Hotel						

Table 4-P: Internal Person-Trip Origin-Destination Matrix*						
Origin (From)	Destination (To)					
	Office	Retail	Restaurant	Cinema/Entertainment	Residential	Hotel
Office		0	0	0	0	0
Retail	0		5	0	0	0
Restaurant	0	6		0	0	0
Cinema/Entertainment	0	0	0		0	0
Residential	0	0	0	0		0
Hotel	0	0	0	0	0	

Table 5-P: Computations Summary			
	Total	Entering	Exiting
All Person-Trips	64	34	30
Internal Capture Percentage	34%	32%	37%
External Vehicle-Trips ⁵	42	23	19
External Transit-Trips ⁶	0	0	0
External Non-Motorized Trips ⁶	0	0	0

Table 6-P: Internal Trip Capture Percentages by Land Use		
Land Use	Entering Trips	Exiting Trips
Office	N/A	N/A
Retail	46%	31%
Restaurant	24%	43%
Cinema/Entertainment	N/A	N/A
Residential	N/A	N/A
Hotel	N/A	N/A

¹ Land Use Codes (LUCs) from <i>Trip Generation Manual</i> , published by the Institute of Transportation Engineers.
² Total estimate for all other land uses at mixed-use development site is not subject to internal trip capture computations in this estimator.
³ Enter trips assuming no transit or non-motorized trips (as assumed in ITE <i>Trip Generation Manual</i>).
⁴ Enter vehicle occupancy assumed in Table 1-P vehicle trips. If vehicle occupancy changes for proposed mixed-use project, manual adjustments must be made.
⁵ Vehicle-trips computed using the mode split and vehicle occupancy values provided in Table 2-P.
⁶ Person-Trips
*Indicates computation that has been rounded to the nearest whole number.
Estimation Tool Developed by the Texas A&M Transportation Institute - Version 2013.1