

August 13, 2019

City of Santa Clara Planning Department  
1500 Warburton Avenue  
Santa Clara, CA 95050

Re: Conditional Use Permit and Design Review Request  
Eureka! Restaurant  
2762 Augustine Dr, Suite 120  
Santa Clara, CA 95054

Santa Clara Planning Department,

We are proposing the development of a Eureka! Restaurant tenant improvement with outdoor patio. The sale of a full line of alcoholic beverages for onsite consumption, beer and wine for offsite consumption, live entertainment and late hours are proposed in conjunction with the operation of a full-service sit-down restaurant.

Santa Clara will be the 27<sup>th</sup> Eureka! Restaurant location. Each location is not built as “Cookie Cutter” restaurant...each has its own identity based on the uniqueness of the local area in which we are building. We like to open up the front of our restaurants to bring the energy from inside to outside and vice-versa. We call our concept “Eater-tainment”. Our guests come for the food but end up staying and coming back often because it is a fun place to hang out with great food, great music, a fun vibe and just enough TV’s to entice the sports enthusiasts but not enough to deter those who aren’t interested! We are 100% family friendly but also get college students and professionals alike. Eureka is an upscale yet affordable concept with our average ticket around \$20 per guest. 65% of our sales are food with 35% in beer, wine and liquor. The food is locally sourced, fresh made and excellent. The bar program is progressive with 20 All American Craft Beers on Tap and 50 All American Craft Whiskeys and Bourbons.

The proposed Eureka! Restaurant at 2762 Augustine Dr, Suite 120 will occupy a 3,882 sq. ft. tenant space with adjacent 653 sq. ft. outdoor patio area. Eureka is proposed operate from 11:00AM to 12:00 Midnight Monday through Thursday, 11:00AM to 1:00AM on Friday, 10:00 AM to 1:00AM on Saturday and 10:00AM to 12:00 Midnight on Sunday. Eureka proposes to employ 25 to 30 employees per shift, and a total of 90 employees. Eureka proposes the sale of sandwiches, burgers, meats, fish, salads, and drinks. A full line of alcoholic beverages will be stored behind the service counter and in the storage area in the back of the restaurant, locations which are not publicly assessable. The proposed live entertainment will include small local bands (usually rock and roll) playing amplified music for dining ambiance. No DJ’s, dance floor or stage are proposed. The full kitchen and the sale of all menu items will be available for purchase at all times the restaurant is open. A natural gas fire pit/table is proposed on the patio. Refuse will be stored in refuse area to the East of the tenant suite and rolled to the centers main refuse area for refuse collection.

Eureka Restaurant has existing restaurant locations with similar and successful operations located in the following Cities; Bakersfield, CA, Berkley, CA, Claremont, CA, Dallas, TX, Fresno, CA, Hawthorne, CA, Huntington Beach, CA, Indian Wells, CA, Irvine, CA, Redlands, CA, San Diego, CA, San Luis Obispo, CA, Santa Barbara, CA, Seattle, WA.

A. The use would be consistent with the intent and purpose stated in the sections of this title which establish the applicable zoning classification.

**The subject site is an existing commercial tenant space within the Commercial Park & Planned Development CP(PD) zoning area. The proposed Eureka! restaurant use with outdoor patio and the sale of beer, wine and liquor for onsite consumption and beer/wine for offsite consumption will be harmonious with surrounding uses. The proposed Eureka! use will continue to uphold the intent and purpose of the existing Planned Development Zoning.**

B. The use would be consistent with the general plan.

**The existing commercial restaurant tenant space is located within an existing fully developed shopping center which provides for neighborhood shopping needs. The proposed Eureka! restaurant will serve public convenience and necessity by providing high quality and reasonably priced meals within an inviting indoor and outdoor patio atmosphere together with the sale of beer, wine and liquor as an accessory to the restaurant use. Many local residents and customers have come to expect the availability of beer, wine and liquor for onsite consumption to be served in conjunction with such a quality restaurant environment.**

C. The use will not be detrimental to the health, safety, morals, comfort, convenience or general welfare of persons residing or working in the neighborhood of such proposed use, nor be injurious to property or improvements in the neighborhood.

**The approval of Eureka! restaurant with outdoor patio and the sale of beer, wine and liquor for onsite consumption will not detrimentally affect general welfare of persons residing or working in the neighborhood. The proposed restaurant location has been master planned and design to be harmonious with surrounding uses. The site is part of the commercial complex that is currently being upgraded by the property owner. Eureka! will serve the public convenience can necessity by providing high quality and reasonably priced meals within an inviting indoor and outdoor patio atmosphere together with the sale of beer, wine and liquor as an accessory to the restaurant use. Many local residents and guests have come to expect the availability of beer, wine and liquor for onsite consumption to be served in conjunction with such a quality restaurant environment. As a tenant improvement of an existing shell tenant space the Eureka! restaurant will not injure property or improvements in the neighborhood. In fact, Eureka! restaurant tenant improvement will add to the property improvements in the neighborhood by providing a**


**high-quality restaurant operation surrounded by an attractive new restaurant tenant improvement design.**

D. The use will not be detrimental to the general welfare.

**The approval of Eureka! restaurant with outdoor patio and the on-site consumption of beer, wine and liquor will not detrimental to the general welfare of the pertinent community. Rather the Project will positively benefit the economic welfare of the community and Community of Santa Clara. Eureka! will establish a first-class eating and drinking establishment within an existing tenant space and provide 90 new jobs. Such an establishment will support visitors and patrons to the surrounding area, and help create additional economic opportunity for the adjacent neighboring retail facilities.**

Also, please check out the latest issue of "National Restaurant News", the largest restaurant publication in the country, which just named Eureka! as one of the United States' "Top 10 Emerging Restaurant Brands". This is very exciting for Eureka and is testament to everything we've done to grow this brand organically providing a unique restaurant experience that is not found everywhere. We look forward to bringing this concept to Santa Clara in early 2020 and hope to work closely with you and your team to create a restaurant we will all be proud of. I look forward to hearing back from you on the above and let me know when you would like to meet.

Sincerely,

  
Mark Fernandez  
Golden Property Development