



December 17, 2019

Yen Chen
City of Santa Clara
1500 Warburton Ave
Santa Clara, CA 95050

RE: Statement of Justification for the Expansion of the existing Fleming's Prime Steakhouse
Located at: 2762 Augustine Drive, Suite 120, Santa Clara, CA 91101

Dear Mr. Chen,

Thank you for your consideration of our application for amending our existing CUP to allow for the on-site sale and consumption of alcoholic beverages (beer, wine, and spirits) in conjunction with the operation of our fine dining restaurant to the expansion area proposed for the existing Fleming's Prime Steakhouse restaurant. Fleming's Prime Steakhouse is a full-service fine dining restaurant. We offer full dining service in our main dining room, private dining rooms, bar, and patio area. We have 66 locations nationwide as well as one location in Brazil. We are owned and operated by Bloomin' Brands, Inc., based in Tampa, FL, which also operates Outback Steakhouse, Carrabba's Italian Grill, and Bonefish Grill. Fleming's has been in operation since 1999, starting with our first location in Newport Beach, CA. Our goal was to create an attractive fine dining establishment serving the best quality steaks and top wines to our patrons. Fleming's has built a well-known reputation for providing the same prestigious dining experience to our patrons throughout the U.S. We strive to provide a consistent, high-end dining experience for our guest every night, no matter which of our locations they visit.

The existing Fleming's in Santa Clara has been open for a little over 2 years and is continuing to grow each year. In effort to keep up with our patrons' demand and to continue to provide exceptional service, Fleming's is proposing to take over the vacant adjacent space to expand the existing restaurant to accommodate our guests. We are proposing to add new seating areas, private dining room, a server station, and additional restrooms. In the spirit of consistency in maintaining this superior level of service, we would like to make a formal request to amend the existing CUP to allow the same level of service in our existing restaurant to expand into this new area for serving alcoholic beverages for onsite consumption to our dining patrons until food service has ended as part of our dinner service.

Hours of Operation:

Mon-Sat: 11am to 11pm

Sun: 10am to 11pm (Sunday Brunch)





We thank you for your time and consideration and look forward working with you on our newly proposed expansion. Feel free to contact me directly at (813) 830-4171 if you have any questions or concerns.

Sincerely,

Stacy Miller
Sr. Site Development Manager

