



## 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 in **October 2013** for the following proposal:

**Use Permit/Benjamin T. Himlan, Off the Grid/1090 Merrill Street:** Request for a use permit for a recurring special event (weekly food truck market) on a portion of the Caltrain parking lot, at the corner of Merrill Street and Ravenswood Avenue in the SP-ECR/D (El Camino Real/Downtown Specific Plan) zoning district. The event would occur on Wednesday evenings between 5:00 p.m. and 9:00 p.m. (setup starting at 3:30 p.m. and cleanup concluding at 10:00 p.m.) and would include amplified live music that may exceed the Noise Ordinance limits.

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 Thomas Rogers, Senior Planner, at (650) 330-6722 or email him at [throgers@menlopark.org](mailto:throgers@menlopark.org). The Planning Division encourages submittal of comments and questions by **November 8, 2013** 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.*



## Off the Grid: Menlo Park @ Caltrain

Off the Grid is excited about the potential to create a pop-up gourmet mobile food market that highlights the concept of Street Food and open space. Our concept is based around the idea of using open space to create a place for people to meet while focusing on chef-driving small business. Our market would be consisting of 8-12 mobile food vehicles once-per-week. Off the Grid: Menlo Park @ Caltrain will be an alcohol free market operating rain or shine, year round and is anticipated to launch in mid-week during January of 2014. The market will rotate vendors on a consistent bi-weekly basis in order to keep things fresh and interesting, as well as offer an opportunity to maximize truck participation.

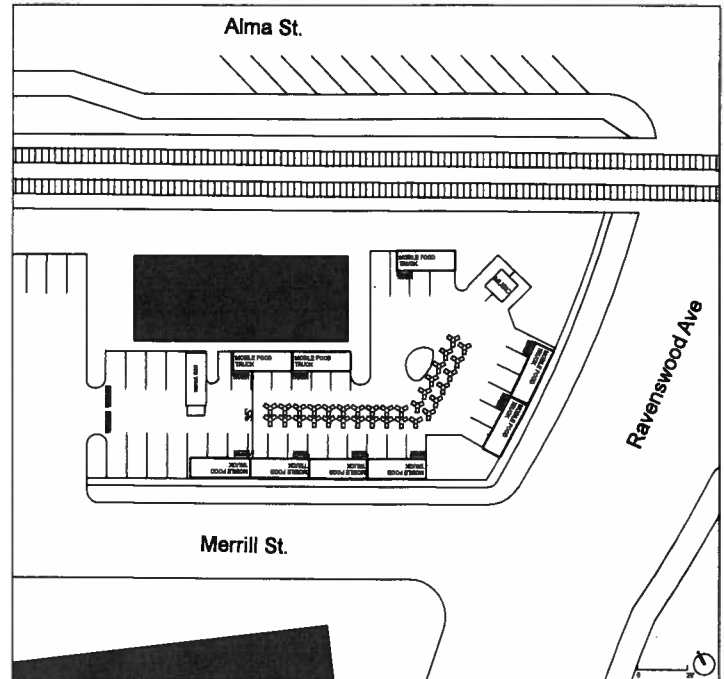
All Off the Grid markets have at least two staff on site at all times (one market manager and one event staff). These staff members function to maintain the space, problem solve if issues occur, handle set up, breakdown and cleanup of the event conclusion. Off the Grid currently demonstrates the capability to successfully manage and run 25 markets and 13 pods per week, throughout five counties.

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 businesses nearby.

**Liability and Documentation:** Off the Grid maintains copies of all vendor documentation accountability. For all events we will require all our vendors to have local health permits, \$1,000,000.00 liability insurance, proper auto insurance, a business license, a CA seller's permit and proper commissary documentation. Off the Grid will manage all documentation and paperwork requirements to ensure that all vendors fulfill all necessary regulations. We communicate weekly with Bay Area region health departments in order to ensure the good standing of the vendors we work with.

### Vendor Relationships:

Off the Grid works with a fleet of 150+ trucks in the Bay Area and has long-standing relationships with many business owners. Off the Grid is committed to coordinating, booking, and managing our relationships with these owners. We guarantee fulfilling all shifts that are booked



### Location & Hours:

Off the Grid will pursue all proper Menlo Park permits to run a safe and successful reoccurring market. We propose the Caltrain station as a possible option that we believe will contribute to downtown Menlo Park and will also provide all the characteristics when looking at locations. We currently have a relationship with and are operating in the Caltrain parking lot in Belmont and Burlingame.

Off the Grid: Menlo Park @ Caltrain will run on Wednesday nights from 5:00pm – 9:00pm. During the winter we will shorten or hours of operation. We require one hour before and after the opening and closing of markets for set up and breakdown.

### Sustainability and Trash:

Off the Grid staff will clean the area immediately surrounding the market and ensure that we leave the market space cleaner than we found it. Off the Grid will provide two trash stations at the two exit points of the event. In addition, food vendors are required to provide a 3-part waste disposal system in front of their vehicles.

### Amenities and Noise Directives:

Off the Grid will provide and set-up lightening to create a comfortable an enjoyable ambiance. We will also provide and set-up 200 chairs for customers to use while attending our market. In addition to our amenities, we will provide live-tented music.

Live music will perform from 6:00pm – 8:00 with limited amplification by facing the speakers to the center of our market. Noise levels created from the truck generators will be a minimum.



**About Off the Grid:**

Off the Grid Markets began in 2010 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 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 25 weekly markets in the greater Bay Area and works with 150+ vendors weekly. At its core, Off the Grid believes in the power of shared food experience to connect communities and we worked 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
- Creating culture in a food driving open space

**Off the Grid Planned Events:**

- Local San Mateo Health Permits (weekly feedback if necessary)
- \$1,000,000.00 liability/auto insurance
- Compostable/biodegradable materials
- Menlo Park Business License
- CA Seller's Permit
- Commissary Documentation

**Recognition/Publicity/Public Outreach:**

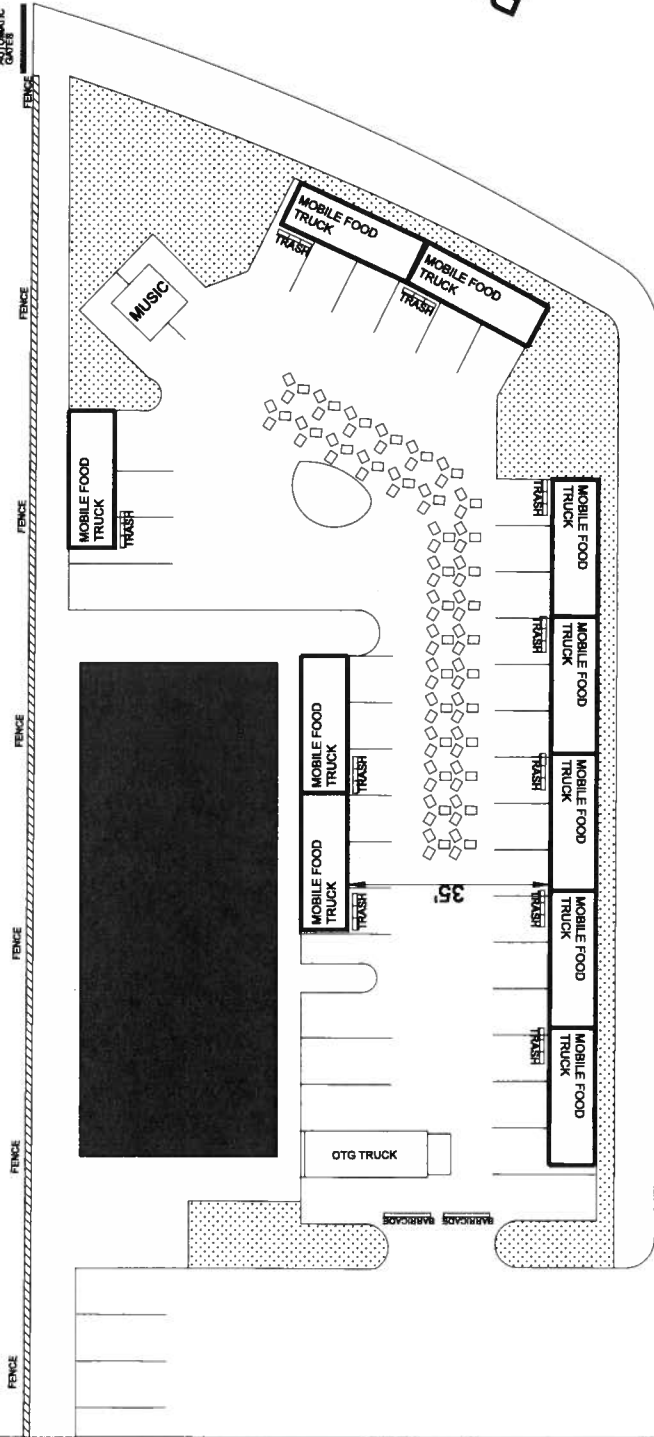
Social Media Outreach (50,000+ Facebook followers and 35,000+ Twitter followers). Off the Grid has been featured in hundreds of publications including: *The NY times*, *The Guardian*, *The Travel Channel* and *7X7 Magazine* for our expertise in Street Food management and urban place making. We currently manage and facilitate 25 weekly mobile food markets, numerous mobile food pods and 6-12 private large-scale Street Food events per week.

Alma St.

PERESTRAN  
AUTOMATIC  
GATES

PERESTRAN  
AUTOMATIC  
GATES

Ravenswood Ave



Merrill St.