



CITY OF CAMPBELL
Community Development Department

August 3, 2018

NOTICE OF PUBLIC HEARING

Notice is hereby given that the Planning Commission of the City of Campbell has set the time of 7:30 p.m., or shortly thereafter, on Tuesday, August 14, 2018, in the City Hall Council Chambers, 70 North First Street, Campbell, California, for a Public Hearing to consider the application of Manresa Bread for a Conditional Use Permit and Administrative Planned Development Permit (PLN2018-229) to allow general on-sale alcohol service ("liquor establishment") in conjunction with an existing café/restaurant and bakery on property located at **195 E. Campbell Avenue**. Staff is recommending that this item be deemed Categorically Exempt under CEQA.

Interested persons may appear and be heard at this hearing. Please be advised that if you challenge the nature of the above project in court, you may be limited to raising only those issues you or someone else raised at the Public Hearing described in this Notice, or in written correspondence delivered to the City of Campbell Planning Commission at, or prior to, the Public Hearing. Questions may be addressed to the Community Development Department at (408) 866-2140.

Plans and architectural drawings may be viewed at the Planning Division office during normal business hours (8:00 a.m. – 5:00 p.m.) and on the City's 'Public Notices' web page (<http://www.cityofcampbell.com/501/Public-Notices>) under 'Planning Commission'.

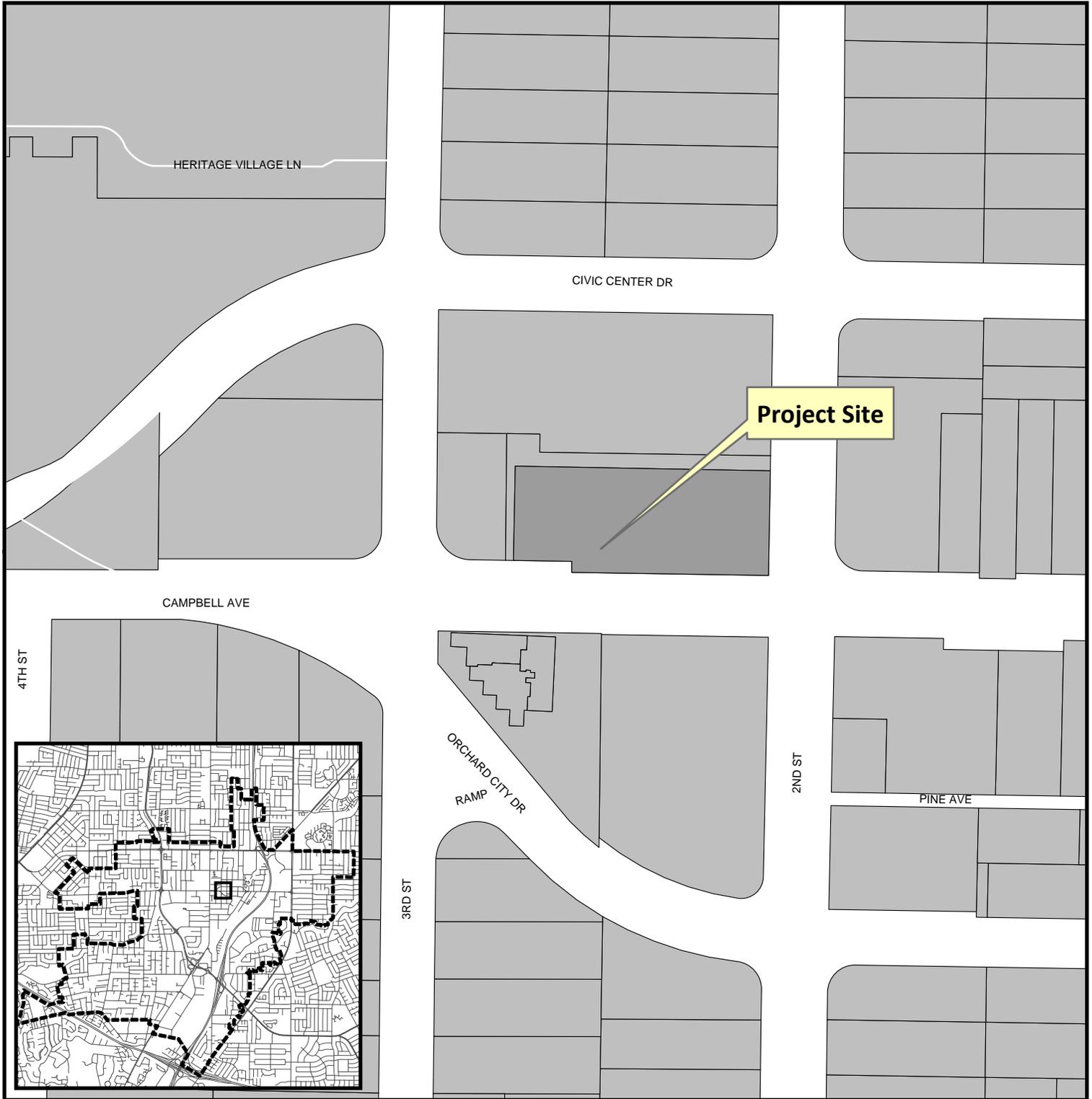
Decisions of the Planning Commission may be appealed to the City Council. Appeals must be submitted to the City Clerk in writing within 10 calendar days of an action by the Commission.

In compliance with the Americans with Disabilities Act, listening assistive devices are available for all meetings held in the Council Chambers. If you require accommodation, please contact the Community Development Department at (408) 866-2140, at least one week in advance of the meeting.

PLANNING COMMISSION
CITY OF CAMPBELL
PAUL KERMOYAN
SECRETARY

PLEASE NOTE: When calling about this Notice,
please refer to: **195 E. Campbell Avenue**

Project Location Map

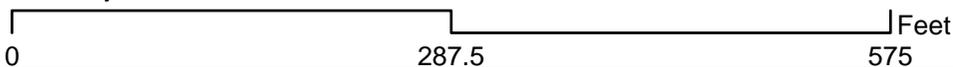


Project Location: 195 E. Campbell Ave.

Application Type: Conditional Use Permit

Planning File No.: PLN2018-229

Description: General on-sale alcohol service in conjunction with an existing cafe/restaurant and bakery



Community Development Department
Planning Division



Manresa Bread
605 University Ave
Los Gatos, CA 95032
Regarding: Application for full liquor at 195 E. Campbell Ave.
7/27/2018

RECEIVED

JUL 27 2018

CITY OF CAMPBELL
PLANNING DEPT.

To Whom it May Concern:

We plan to create a new, vibrant concept that we hope will be additive to the already thriving culinary scene in downtown Campbell. As part of our business plan we have applied for a full liquor license. We would like to explain further why we think beer, wine and the occasional spirit-based drink will be valuable to us and the Campbell community.

Although we have operated Manresa for over 16 years this will be our first café under the Manresa Bread brand, after first starting the business at the Campbell farmers' market over 4 years ago. People already know us for our artisanal breads, pastries and coffee and beverage programs. Our new storefront gives us the opportunity to introduce a new, fresh concept, by adding to our core competencies.

In Campbell, we will expand the menu to offer more substantial fare and we will offer longer hours. The café will operate more like a restaurant (relative to our shops in Los Gatos and Los Altos) and, for us coming from a fine-dining background, food and drink go hand in hand. While we don't intend to operate a bar or serve liquor "neat," for example, we think a small menu of "healthy" options to imbibe a little could offer a new, attractive option for patrons. Where we have fresh-pressed juice in the morning offered with your croissant maybe a green juice with an ounce of Mezcal after work is a desirable treat.

We try to create what we would like to enjoy – and we feel a "juice +" menu or list of low ABV cocktails that are fruit or vegetable forward is both different and new - and we are confident we can make it delicious. We don't intend to serve or cultivate a "bar regular" client but rather offer a little extra to our core base of (typically) healthy, "whole food" natural-leaning clientele.

Coming from a fine-dining background we believe well cultivated and created beverages belong with food, at the table. This is our first opportunity under the Manresa Bread brand to do this. We also feel the new location, in downtown Campbell, naturally fosters a more fun and convivial atmosphere. We don't want to create a watering hole, but to create an offering in-line with our company ethos that we also think will make us relevant in a younger more vibrant downtown. We think a small menu of beer, wine and spirits-based drinks will create a more hospitable and energetic environment.

It's probably worth noting that in the 16 years of operating restaurants in Los Gatos we have not had a single alcohol related incident that required attention from the authorities.

Thank you for your consideration.

Andrew Burnham

Manresa Bread
605 University Ave / Los Gatos
7/12/2018
Re: 195 Campbell Ave

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PLANNING DEPT.

Written Statement

Manresa Bread was borne out of the Michelin 3-star kitchen of Manresa restaurant in Los Gatos. We first started with bread service at the restaurant and have developed into a retail and wholesale bakery that produces house-milled, naturally-leavened breads, classic pastries, full espresso and tea service, catering, and merchandise through two retail stores and our website (from which we sell and ship our wares).

While we enjoy providing mainly to-go service at both our retail locations in Los Gatos and Los Altos, we are ready to progress the brand into an all-day, café model that leverages our core competencies. We have operated a full-service, fine-dining restaurant for 15 years at a fairly high level. We don't plan to create another Manresa, but we intend to create a café with the same militant focus on quality of ingredient, process and care for customer experience.

We expect to implement a menu of smaller plates with smaller price tags – dishes meant for snacking, sharing or traveling. The food will borrow influence from all over the world, employ classic / Western (mostly French) techniques and highlight seasonal, local ingredients. We expect to offer retail / to-go bread and pastry all day as well as prepared dishes for breakfast and lunch (that could also carry to evening service). We intend to transition the lunch day-part into evening through providing a curated selection of craft beers and mostly natural, fresh wines.

We intend to organize loosely the menu into the following categories – ready to eat pastry, tartines & toast, panini, salad, dessert. Our aim is to build a place with comforting flavors, global inspiration, and exceptional quality of product and technique, served in a fresh, clean California café environment that reflects a confidence in menu execution, wine selection, and service.

We intend to seat less than 40 people and employee at any given time less than 8 people. We will be open from 7am to 8pm and will have deliveries as early as 6am. We do not wish to host live entertainment. We would like for beer, wine and coffee to be served alongside our menu of pastries, toasts, sandwiches and small plates. We have purchased a Type 47 full liquor license through the ABC's annual lottery. Although we do not plan on opening with any liquor on our menu it is our medium to long-term goal to incorporate liquor into our menu of cold-pressed, juice-based drinks, for example. For this reason, we do not have liquor featured on our opening menu – it is a work in process and an idea for the future if we can find a way to incorporate higher abv spirits into our menu that is on-brand and consistent with our ethos of fresh, artisanal and health conscious food and drink.

We would like a limited amount of outdoor seating. We will not install speakers outside and will maintain reasonable levels of noise outdoors. We will not cook outdoors.

We operate no smoking establishments and will follow all trash disposal and clean up regulations, generally not before 600am and not after 1000pm.

Sample Menu

Juice. Seasonal rotation with 3 choices – green, fresh, spicy (cold pressed daily)

Pastry. Selection of world-class, classic viennoiserie and MB originals

Breakfast.

Yogurt and MB granola

“Everything” tartine with smoked salmon

Daily quiche

Daily Bostock

Tartines & Toast.

Rillettes

The David (raspberry or seasonal jam on brillat savarin)

Our avocado toast

Panini & Sandwiches.

Grilled focaccia and four cheeses

Jambon beurre

NY Style BEC on a soft roll

Classico – prosciutto, mozzarella, wild arugula

Chorizo and manchego

Cemita (milanesa)

Salads.

Seasonal heirloom grain salad

Little gem with fancy croutons

Crudite Caesar

California Greek

Desserts.

Pie or tart of the week, with or without ice cream

Beer, Wine, Etc.

A selection of mostly CA-based, hand-made, small production beers

A selection of California and French wines that lean towards the natural and fresh end of the spectrum