



**CITY OF CAMPBELL**  
Community Development Department

February 20, 2016

**NOTICE OF ADMINISTRATIVE PLANNED DEVELOPMENT PERMIT**

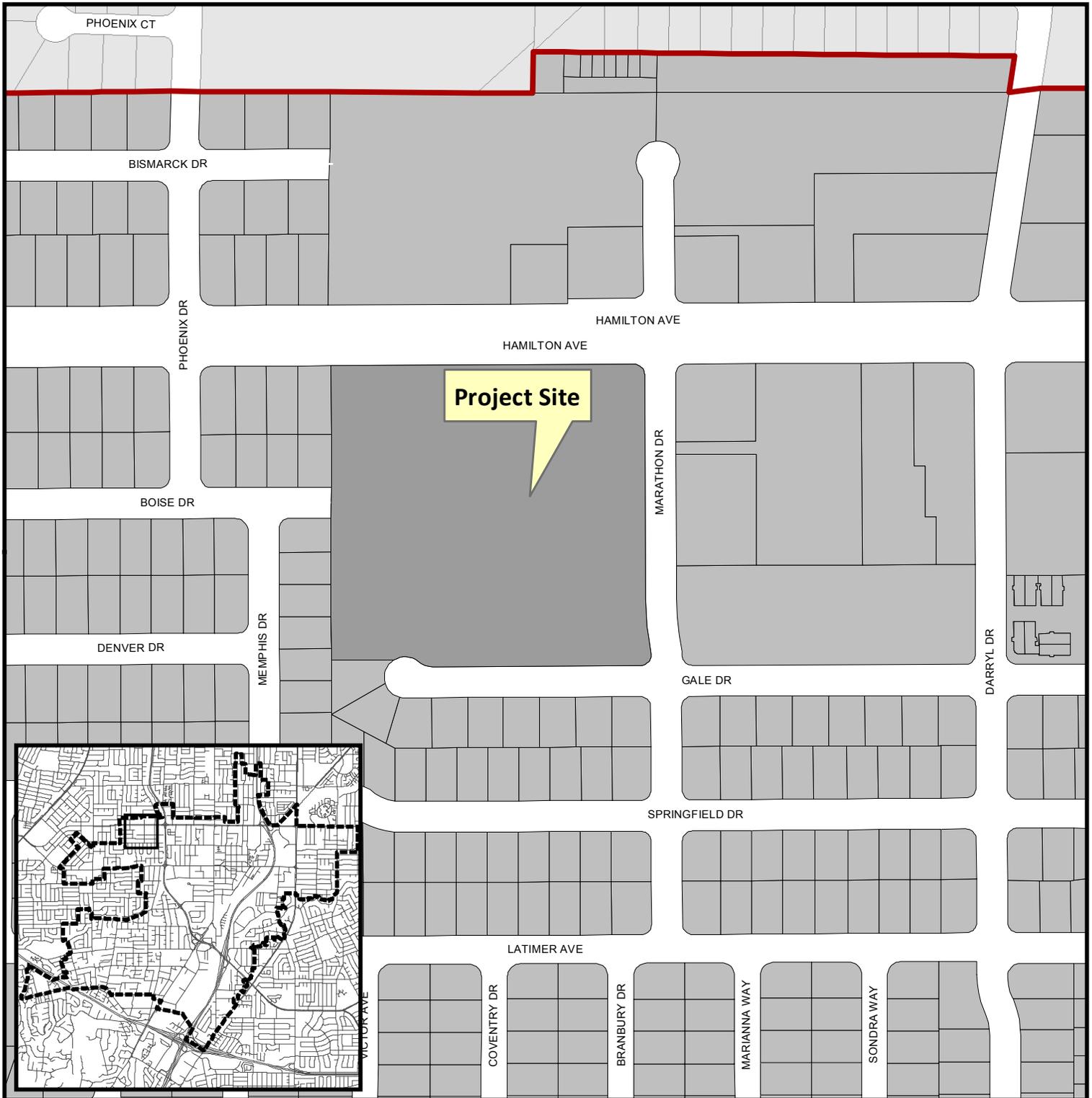
Notice is hereby given that the Planning Division of the Community Development Department of the City of Campbell has received an application for an Administrative Planned Development Permit for the following project proposal:

**File No.:** PLN2016-53  
**Applicant:** Bluebell Nail Spa, Inc.  
**Project Address:** 970 W. Hamilton Ave., #B (Safeway Center)  
**Property Owner:** Terramar Retail Centers  
**Zoning District:** P-D (Planned Development)  
**General Plan:** General Commercial  
**Project Description:** Establishment of a nail salon within an existing commercial building.

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 February 20, 2016 and ends on March 1, 2016. Any comments regarding this application must be submitted in writing (including email) to the Planning Division before 5:00 p.m. on **March 1, 2016**. 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. Plans and architectural drawings 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 Daniel Fama, Associate Planner, in the Community Development Department, at (408) 866-2193 or by email [danielf@cityofcampbell.com](mailto:danielf@cityofcampbell.com).

# Project Location Map

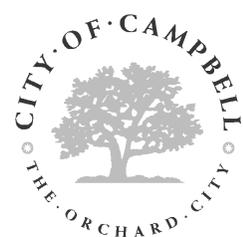
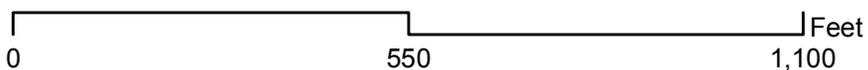


**Project Location:** 970 W. Hamilton Ave.

**Application Type:** Admin. P-D Permit

**Planning File No.:** PLN2016-53

**Description:** Establishment of a nail salon



Community Development Department  
Planning Division





Administrative Planned Development Application  
“Change of Use”

RECEIVED

FEB 11 2016

BlueBell Nail Spa – Written Statement

CITY OF CAMPBELL  
PLANNING DEPT.

The following briefly introduces BlueBell Nail Spa, our vision and the mission that we wish to accomplish with BlueBell over time in the community. Certainly there are an abundance of nail spas already. However, there are two areas of differentiations that we at BlueBell feel very strongly about and those are:

1. To provide the right kind of environments for our clients. One that they trust and that they fully enjoy their time with us. We are determined to do our best to serve our clients with our brightest smiles and the most positive attitudes.
2. We use in our practice and offer our clients the natural products without the excessive harmful chemicals.

**PROFILE:**

BlueBell Nail Spa is a high-end, professional salon service proposed to be located at 970 West Hamilton Avenue Suite B, Campbell California 95008. The products that will be sold within BlueBell Nail Spa runs the gamut of the typical products that nail and beauty salons, but with a leaning toward the organic and natural ones. The services and the service quality at BlueBell Nail Spa will be exemplary. The types of services that we will offer include the following: manicure, pedicure and a host of skincare services directed at the hands and feet as well as other body areas. The service quality includes providing a pleasant, relaxing and comfortable environment and atmosphere. In dealing with every client, our mission is to service all their needs with smiles while making eye contact and expressing thanks by name for their patronage.

BlueBell will be equipped with four (4) fully vetted manicure stations. These include manicure tables complete with vents, electrical outlets, and polish racks. Additionally, six (6) pedicure spas to provide services to a wider variety of clientele. Bluebell Nail Spa is forecasted to support up to 20 clients per day in the first year of operation. In the second year of operation, up to 56 clients per day forecasted to be supported. In the third year of operation, we forecast to support up to 64 clients per day. These number of clients per day represent a significant stream of income for the spa, but in the overall perspective, do not change the traffic pattern in the area. Typically, there are in the area anyway, going to the bank or going to shop for groceries at Safeway. The forecasts shown in the Table 1 below shows the number of clients, the number of nail techs expected for BlueBell daily over the next three years of operation.

The hours of operation being planned are: Tuesday through Sunday from 9:00Am until 9:00PM and closed on Mondays. By nature, our business is expected to be very quiet, calm and relaxing because clients come to BlueBell to be pampered and to relax. As the matter of fact, we will take an active role in maintaining a quiet and relaxing atmosphere for our clients as well as for the community.

**Table 1 - Client & Technician Forecasts**

Month	Year 1		Year 2		Year 3	
	Clients/Day	Tech	Clients/Day	Tech	Clients/Day	Tech
Jan	9	3	20	4	33	6
Feb	9	3	20	4	33	6
Mar	9	3	20	4	33	6
Apr	9	3	42	6	70	8
May	9	3	42	6	70	8
Jun	9	3	42	6	70	8
Jul	20	4	42	6	70	8
Aug	20	4	42	6	70	8
Sep	20	4	42	6	70	8
Oct	20	4	30	6	44	8
Nov	20	4	30	6	44	8
Dec	20	4	30	6	44	8

**VISION & COMPETITIVE ADVANTAGE:**

The city, the community and the area is over saturated with nail salons; however, BlueBell will not be like all the others for the reason that the BlueBell’s vision statement centers on the belief that the **customer is always first**. Our nail professionals will always treat our guests the way that they themselves would like to be treated. Our mission at BlueBell Nail Spa is to create for our guests a delightful retreat from the pressing worries of the modern world. We strive to provide our guests a sanctuary for the senses. We make every effort to use all natural and organic products. To us, each guest is a different individual, and each treatment is a highly personal affair. Our technicians are constantly attuned, sensitive and responsive to the needs of every guest. Under their intuitive touch, simple sensory pleasures are reawakened, completing the experience that defines Bluebell Nail Salon.

Some research indicates that there are health concerns regarding some of the chemicals found in nail salon supplies and both consumers as well as salon owners should be concerned about the quality and safety of the supplies that are being used on clients. We will ensure that all products and supplies come from reputable suppliers and vendors who have screened their products for all of these dangers. We are passionate and particular about the lotions, the polishes, the gels and the

chemicals that we use for our clients. We researched every product we use extensively to make sure that they all had been though roughly tested so that our clients are not exposed to any unnecessary risks. We make every attempt to stock our shelves with all organic and natural products.

Often it is the small things that make a difference, sometimes even taken for granted. That is, the small touches to show that we care about our clients, the quality of the time they spend with us and their health safety. Although not required any regulatory agencies because the tubs are cleansed between clients for the purpose of cross contamination prevention. At BlueBell, in addition to meticulously cleaning the tubs between clients, we also plan to use a new and sterile plastic tub liner between clients.

### **TARGET MARKET:**

Bluebell Nail Salon's target markets are the salon customers from every age and gender. However, the company's target market segment will be from the age of 25, with individual and household incomes greater than \$25,000 all the way to the elderly client at 65 years of age with a median income of \$40 thousand to in excess of \$120 thousand annually. Yet, many teens are increasingly attracted to nail salon services and this segment will also be targeted. In terms of BlueBell Nail Spa local market particularly for the city of Campbell, a city in the South San Francisco Bay Area of California. According to census data for 2013 for the area centered around Hamilton Avenue and San Tomas Express Way has a population of approximately 29,000 within a one (1) mile radius, 226,000 within a three (3) miles radius and 542,000 within a five (5) miles radius. The average house-hold incomes were between \$88 thousand annually to \$122 thousand annually.

The Alvin's Corner Development, is selling town home units for \$900,000 to \$1.1 million for 3 bedrooms. This is a substantial local population that lives in the area and the city of Campbell, on the whole, has an excellent transportation infrastructure friendly to commuter traffic.

The overall marketing plan for BlueBell Nail Spa is based on the following fundamentals:

- Customer service
- Natural and Organic brands
- New and innovative nail sculpting techniques

### **COMPETITIVE ANALYSIS**

The City of Campbell area has numerous nail salon competitors. Some of the nearest ones are listed below:

1. **Fantasy Nails:** This competitor is located at 878 W Hamilton Avenue and has been in continuous operation for many years. It had an ownership change about 2 years ago. According to reviews on [www.yelp.com](http://www.yelp.com) the previous owners provided better services than the current owners.
  
2. **Healthier Skin & Nails:** This competitor is located at 480 W Hamilton Avenue has also been established in the local market since 2007. This business according to [www.yelp.com](http://www.yelp.com) is not very well liked by their clients.

The following Competitor Profile Matrix in Table 2 illustrates how Bluebell Nail Spa might rate against these established competitors in relation to the critical success factors relevant to the nail salon industry.

**Table 2. Competitive Analysis**

Competitor Profile Matrix (CPM)	Bluebell Nail SPA			Fantasy Nails		Healthier Skin & Nails	
	WEIGHT	RATING	SCORE	RATING	SCORE	RATING	SCORE
Advertising	0.2	2	0.4	3	0.6	1	0.2
Product Quality	0.1	4	0.4	4	0.4	3	0.3
Price Competitiveness	0.1	1	0.1	3	0.3	2	0.2
Management	0.1	3	0.4	4	0.4	2	0.2
Financial Position	0.15	3	0.6	2	0.3	4	0.6
Customer Loyalty	0.1	4	0.4	2	0.2	3	0.3
Brand Identity	0.2	2	0.4	2	0.4	4	0.8
Market Share	0.05	2	0.1	1	0.05	4	0.2
TOTAL	1		2.8		2.65		2.8