



August 26, 2015

Roger Bernstein  
Oppidan Investment Company  
6450 Via Del Oro  
San Jose, CA. 95119

**Subject:** Proposed Short-term Parking Configuration for Customer Pick-ups at 777 Sunnyvale-Saratoga Road Grocery Store

Dear Roger:

This letter summarizes the operational characteristics of the planned access to short-term parking spaces for customer pick-ups of pre-ordered groceries at the proposed 11,600-square foot Grocery Store ("Proposed Project") at 777 Sunnyvale-Saratoga Road in Sunnyvale. In particular, this letter provides a comparison of the proposed operation with that of a fast food "drive-through window". This comparison was prepared in response to the appellant's letter dated July 29, 2015 that asserts that the project is a "grocery drive-through establishment" that "relies upon the queuing of vehicles". (Letter from Michael Howland to Community Development Director, July 29, 2015).

#### **Proposed Access to Short-term Parking**

Under the Proposed Project, the parking lot drive aisle that runs north/south within the parking area at the northeast corner of the site will be reconfigured as a one-way loop to provide both inbound & outbound access to nine (9) short-term parking spaces. Based on the operational description provided by the project applicant:

- The nine (9) short-term parking spaces will be utilized by customers picking up grocery items that have been pre-ordered prior to arrival at the site. Customers will select time slots for pickup when they place their order on the website. In order to prevent customer delays and/or queuing at the facility, the applicant will regulate the slots – once each slot has reached the maximum order volume that can be serve without queuing, the applicant will close the time slot and no more customers can pick up at that time slot. The applicant indicates that if customers arrive outside of the assigned time slot, they will have the option of parking in the general parking lot and walking into the retail walkup area of the building to collect their groceries.
- Customers' grocery orders will be prepared before customers arrive at the site. The applicant has indicated that speed and convenience of pick up experience are key goals for attracting customers. The applicant's goal is that customers will be at the facility for less than 5 minutes.
- Customers will be directed to turn off their engines upon parking.

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- Unlike a fast food drive-through, customers will not queue within the drive aisle while placing or receiving an order, and will not queue within a drive-aisle while waiting for other customers to be served. Upon arrival for their scheduled pick-up time, customers will park their vehicle in any open parking spot. On-site staff will deliver each grocery order to the parked vehicles.

Table 1 provides a comparison of the proposed operation with that of a typical drive-through window.

**Table 1 – Comparison of Proposed Short-term Parking Access with Drive-through Operation**

<b>Typical Fast-food Drive-through Window Operation</b>	<b>Proposed Short-term Parking Access at 777 Sunnyvale-Saratoga Road Grocery Store</b>
Customers view a menu and place their order from their motor vehicle with the engine running, while queueing within a single traffic lane.	Customers will place their order on a website prior to arrival at the site.
Customers arrive without appointments, often resulting in longer vehicle queues during peak periods such as lunchtime.	Customers will be allocated a specific time to pick-up their orders.
Customers’ orders are prepared while customers wait within their motor vehicle, with the engine running, while queueing within a single traffic lane.	Customers’ orders will be prepared in advance of customers’ arrival of the site.
Customers receive their order within their motor vehicle, with the engine running, while queueing within a single traffic lane.	Customers will park in a short-term parking space and turn off their engines prior to receiving their order. Each order will be delivered to parked customer vehicles by on-site staff.

**Conclusion**

Based on anticipated operations as described above, the proposed operation will differ substantially from that of a “drive-through” window since the one-way drive-aisle will not be used for purposes of placing or receiving an order. Instead, the one-way drive-aisle will provide access to short-term parking spaces for customers that have placed orders in advance and been assigned designated time-slots to pick-up each order. Groceries will be delivered by on-site staff to parked vehicles. If a customer arrives outside of the assigned time slot and short-term parking spaces are occupied, they will park in the general parking lot and walk into the retail walkup area of the building to collect their groceries.

As envisioned by the project applicant, the planned operation would allow customers to park more quickly than is often the case at a typical grocery store with a large parking lot. The anticipated short-term parking operation may be most similar, in some respects, to the typical operation of a bank parking lot (in which customers often park for a short period to use an ATM machine) or a dry cleaners’ parking lot (in which customers often park for a short period while picking up a dry-cleaning order).



Please feel free to call me at 925-264-5034 or email me at [cburgett@tjkm.com](mailto:cburgett@tjkm.com) if you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Colin Burgett". The signature is written in a cursive style and is positioned above the printed name.

Colin Burgett  
Senior Project Manager

