

**From:** [REDACTED]  
**To:** [Cindy Hom](#)  
**Cc:** [Momoko Ishijima](#); [George Schroeder](#); [Peter Dang](#)  
**Subject:** Re: File #2022-7038, Hidden Mode/Eternal Education Development LLC  
**Date:** Tuesday, September 26, 2023 3:38:01 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image002.png](#)

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Hi Cindy,

Thanks very much for your prompt response.

If the applicant was operating without a permit (as evidenced by the Google reviews), he still benefited from running a business even while out of the country. Plus some events may have taken place during Covid lockdown.

What penalty will the City impose for this while he is trying to obtain the correct permit?

In addition, we think the business hours should be kept to no later than 10pm 7 days a week. Imagine the full amount of 66 people exiting the building, not lingering, getting in their cars, probably talking/laughing along the way, starting engines, turning on headlights, and driving out after 10:30 pm. That's a bit much for our neighborhood across the street.

I appreciate you and your colleagues at the City addressing our concerns.

Sincerely,  
Elisa and Mario

On Tue, Sep 26, 2023 at 8:24 AM Cindy Hom <[CHom@sunnyvale.ca.gov](mailto:CHom@sunnyvale.ca.gov)> wrote:

Hi Sergio,

The applicant had another business in Sunnyvale but it is now closed.

Thanks,

Cindy

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**From:** Cindy Hom  
**Sent:** Monday, September 25, 2023 10:53 PM  
**To:** [REDACTED]  
**Cc:** Momoko Ishijima <[mlshijima@sunnyvale.ca.gov](mailto:mlshijima@sunnyvale.ca.gov)>; George Schroeder <[GSchroeder@sunnyvale.ca.gov](mailto:GSchroeder@sunnyvale.ca.gov)>; Peter Dang <[PDang@sunnyvale.ca.gov](mailto:PDang@sunnyvale.ca.gov)>  
**Subject:** RE: File #2022-7038, Hidden Mode/Eternal Education Development LLC

Hi Mario,

Thank you for the email and your comments regarding the above project. Please see answers to your questions below in blue:

1. Hidden Mode has been operating for at least the last two years as evidenced by a public search. The business appears on Google maps with hours of operation until 12 am each day. People attending the venue have left reviews dating back two years.

The facility was operating without the benefit of permits and was cited by Neighborhood Preservation in November 2021. Due to the pandemic and the applicant being out of the country, the processing of the application lagged. The applicant is complying with the City's Zoning requirements and obtaining a Special Development to allow for the operation of a recreational role-playing game facility. The applicant submitted a project description and indicated the following hours of operation: Monday to Friday between the hours of 6:30 PM to 10:30 PM and Saturday and Sunday from 10:00 AM to 10:00 PM.

2. The business already has a permit granted by the City on 1/6/20. Why is the owner applying for a new use permit? Will the activities now take place in the parking lot?

The permit that was granted on 1/6/20 is a business license. Anyone engaging in or carrying on any business in Sunnyvale is required to obtain a business license from the City. The business license is not a zoning permit that allows for the operation of the proposed use. The recreational facility is a conditionally permitted use in the Industrial and Services Zoning with the Places of Assembly and Planned Development combining district and requires a Special Development Permit that is reviewed and approved by the Zoning Administrator with a public hearing. The applicant is in the

**process of securing the required permits to legalize the recreational role-playing gaming facility. The operations of the facility will be conducted within the building. No activity is occurring in the parking lot.**

3. Is Hidden Mode operating as a nightclub and serving food and alcohol?

**Hidden Mode is not a nightclub and will not be serving alcohol. The applicant proposes to sell prepackaged foods and non-alcoholic beverages like bottled water and sodas.**

4. Are gambling activities occurring under the guise of role playing games?

**Based on the applicant's project description, each Hidden Mode game will be played as a tabletop role-playing board game with no digital currency for betting or cash winnings.**

5. Does the owner operate other such venues in Santa Clara County and have there been any complaints or concerns affecting the neighborhood?

**Staff requesting clarification from the applicant. I will forward you the information once the applicant responds.**

6. What are the intended hours of operation?

**Monday to Friday between the hours of 6:30 PM to 10:30 PM and Saturday and Sunday from 10:00 AM to 10:00 PM.**

7. There will be increased activity in the parking lot with cars entering and exiting onto Stewart to the intersection. This is already a very busy area with little control over the noise and reckless driving. Since the business operates at very late hours, any increased parking lot activity is not conducive to a peaceful, residential neighborhood.

**Based on the applicant's project description there will be two employees. The maximum number of players in each room is eight people. There are a total of eight**

game rooms. The maximum number of people anticipated is 66 people. The parking lot provides a total of 125 parking spaces. The parking ordinance requires a parking ratio of 4 spaces per 1000 square feet. As such, a total of 21 parking spaces for the proposed facility which can be satisfied by the on-site parking spaces. The facility closes at 10:30 PM during the weekdays and 10:00 PM on weekends. Staff does not anticipate negative impacts to the peace and quiet enjoyment of the residential neighborhoods. The applicant will be implementing a security plan that includes installing “no loitering” signs to remind patrons not to linger in the parking lot.

Please let me know if you like to further discuss or have any additional questions.

Thank you for your participation in the planning process.

Thanks

Cindy



**Cindy Hom** (pronouns: she/her/hers)

**Associate Planner**

Community Development Department

Follow us on:

Phone: 408-730-7411



Email: [chom@sunnyvale.ca.gov](mailto:chom@sunnyvale.ca.gov)

[Sunnyvale.ca.gov](http://Sunnyvale.ca.gov)

\* The Sunnyvale Planning Division continues to provide virtual services, such as [electronic permit submittals](#) and virtual meetings. In-person services are also available at the [One Stop Permit Center](#), located on the second floor of the new City Hall building at 456 W. Olive Avenue. Underground parking is available and can be accessed on W. Olive Avenue. Masks and appointments ([pcappointment@sunnyvale.ca.gov](mailto:pcappointment@sunnyvale.ca.gov)) are strongly encouraged.

General zoning information is also available on the [Planning Division webpage](#). Due to high call/email volumes, a Planner will respond to you within 4 business days, please be patient with us during this time.

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**From:** [REDACTED]  
**Sent:** Monday, September 25, 2023 8:28 AM  
**To:** Cindy Hom <[CHom@sunnyvale.ca.gov](mailto:CHom@sunnyvale.ca.gov)>  
**Subject:** File #2022-7038, Hidden Mode/Eternal Education Development LLC

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September 25, 2023

Ms. Cindy Hom  
City of Sunnyvale  
456 W.Olive Ave.  
Sunnyvale, CA 4086

RE: File #2022-7038, Hidden Mode/Eternal Education Development LLC

Dear Ms. Hom,

We received your notice for the proposed Use Permit to allow a recreational and athletic facility (role playing games) within an existing 5253 square foot tenant space at 595 Lawrence Expwy. We live directly across the street from the building on E. Duane Ave.

There are several concerns that need to be addressed before granting such permit:

1. Hidden Mode has been operating for at least the last two years as evidenced by a public search. The business appears on Google maps with hours of operation until 12 am each day. People attending the venue have left reviews dating back two years.

2. The business already has a permit granted by the City on 1/6/20. Why is the owner applying for a new use permit? Will the activities now take place in the parking lot?
3. Is Hidden Mode operating as a nightclub and serving food and alcohol?
4. Are gambling activities occurring under the guise of role playing games?
5. Does the owner operate other such venues in Santa Clara County and have there been any complaints or concerns affecting the neighborhood?
6. What are the intended hours of operation?
7. There will be increased activity in the parking lot with cars entering and exiting onto Stewart to the intersection. This is already a very busy area with little control over the noise and reckless driving. Since the business operates at very late hours, any increased parking lot activity is not conducive to a peaceful, residential neighborhood.

Thank you for your attention to this serious matter that affects the quality of life in the adjacent residential neighborhoods.

Sincerely,

Elisa and Mario Silva