



CITY of SAN PABLO
City of New Directions

PLANNING DIVISION
1000 Gateway Avenue
San Pablo, CA 94806
Tel: (510) 215-3030
Fax: (510) 215-3014

Permit No: _____
Application Fee: _____
Application Date: _____
Hearing Date: _____

PLANNING APPLICATION FORM

<input type="checkbox"/> ADU/SB9	<input type="checkbox"/> Subdivision/Parcel Map
<input type="checkbox"/> Design Review (Minor/Major)	<input type="checkbox"/> Temporary Use Permit
<input type="checkbox"/> General Plan/Specific Plan Amendment	<input checked="" type="checkbox"/> Use Permit (Conditional/Administrative)
<input type="checkbox"/> Home Occupation Permit	<input type="checkbox"/> Variance/Minor Adjustment
<input type="checkbox"/> Lot Line Adjustment/Parcel Map	<input type="checkbox"/> Zoning Amendment (map/text)
<input type="checkbox"/> Sign Review	<input type="checkbox"/> Not sure/Other: _____

PROPERTY INFORMATION

Street Address: 1305 23rd St. San Pablo CA. 94806
Assessor's Parcel No(s): 410-103-001-5 Zoning: _____
Present Use of Property: Empty lot & parking lot
Lot Size: _____ General Plan Designation: _____ X
Reason for filling this application: _____

APPLICANT INFORMATION

Applicant/Authorized Agent: Alexandro Gongora
Mailing Address: 317 45th Street, Richmond, CA. 94805
Daytime Telephone: 415-424-2514
Email Address: CleaningServices24.7@outlook.com

Property Owner (s): James Edwards for Joshua Church of God in Christ
Mailing Address: 1305 23rd Street San Pablo, CA 94806 X
Daytime Telephone: 510-233-0500
Email Address: joshuacopic@gmail.com

I HEREBY CERTIFY THE TRUTH OF THIS APPLICATION AND ACKNOWLEDGE THAT ANY INACCURACIES IN IT SHALL, AT THE CITY'S OPTION, RESULT IN AUTOMATIC INVALIDATION OF THE ACTION BASED THEREON AND THAT FINAL APPROVAL IS DEPENDENT UPON COMPLIANCE WITH CITY REQUIREMENTS.

Signature of Applicant

Signature of Property Owner

04/22/24
Date
04/22/24
Date



The Joshua Church of God in Christ is organized by community members and lead by Pastor James Edwards. Sunday school is offered from 11 a.m.- 12 p.m. and service times are offered on Sundays from 12 pm to 1 p.m. There are a total of 40 seats available for service.

Joshua Church of God welcomes the new food truck business, this business will bring life to an underutilized lawn space on the property to offer church and community members a space to enjoy their food and ambiance. The food truck is allowed to be parked on the adjacent parking lot also owned by Joshua Church.

Bathroom use will be provided to the employees of the food truck only, and no restroom use will be available to customers. A key to the restroom (access from the front) will be given to Alejandro Gongora for restroom use when the Church is not in Service, and no other indoor amenities will be allowed or provided.

The intent is to create a patio area with improved landscaping and picnic tables available to both the food truck customers and church members in a joint effort to improve the current conditions of the space and area. We are pleased to collaborate with Mr. Gongora and Grandma's Kitchen to improve the underutilized lawn space and to offer the community a safe space to dine while providing a serene ambiance and delicious foods.

Grandmas Kitchen Inc
Att: Alejandro Gongora
317 45th Street
Richmond, California. 94805
415-424-2514
Thursday, May 16, 2024

Dear City of San Pablo,

I am writing to provide an explanation regarding our upcoming project involving the operation of a lunch truck at 1305 23rd St, San Pablo, CA 94806. Grandma's Kitchen Inc is excited to announce that we will be launching our lunch truck at this location. The lunch truck will operate from 11:30AM to 9:00PM Monday through Sunday.

Our lunch truck is a fully equipped vehicle that will offer a variety of delicious and homemade meals to the local community. The truck will be serviced daily at a county approved kitchen commissary. We are proud to introduce Alejandro Gongora and his wife as the operators of the truck. Alejandro and his wife are experienced in the culinary industry and are passionate about providing high-quality food and exceptional service.

It is important to note that our lunch truck is relatively new, having been obtained just over six months ago. We have taken great care to ensure that the truck meets all necessary health and safety standards, and we have obtained or are in the process of obtaining all required permits and licenses to operate in compliance with all local regulations.

We believe that the location at 1305 23rd St in San Pablo is an ideal spot for our lunch truck, offering a convenient and accessible location for residents and visitors alike. We are confident that our lunch truck will be well-received in the community and will provide a valuable service to those looking for delicious and affordable meals on the go. Our goal is to provide a cozy outdoor dining garden accessible to all of our guests that compliments the comforting foods we will offer. We plan to bring new landscaping by adding small potted sago palm tree, planter boxes and cozy picnic tables. Ultimately we want to set a comforting tone, and create an inviting space to the area. We are certain that this lunch truck will be a great addition to growing and vibrant San Pablo community.

Thank you for considering our project, and please feel free to reach out if you have any further questions or require additional information.

Sincerely,

Alejandro Gongora
Chief Executive Officer
Grandma's Kitchen Inc

Grandmas Kitchen Inc
Att: Alejandro Gongora
317 45th Street
Richmond, California. 94805
415-424-2514

RE: Letter of explanation

My name is Alejandro Gongora

This is my description of the area where I am going to rent a space for my food truck.

The truck would be situated in the empty lot of 1305 23rd Street. San Pablo, California.
94806.

There is no other business occupying the empty lot.

Our food essence is inspired by our grandparents, bringing a fresh touch of cuisine to the city of San Pablo.

All our products will be made in house like sauces and all the ingredients. We offer a Mexican and American menu.

We do not sale alcohol.

Regarding the staff, we will not have employees. My wife and I will work on the truck on a daily basis.

The truck measures about 22 feet in length

Hours of operation would be:

From 11:00AM to 8:00PM

Monday through Sunday

Business Plan for Grandma's Kitchen Food Truck

Executive Summary

Business Name: Grandma's Kitchen

Location: 1305 23rd St, San Pablo, California, 94806

Grandma's Kitchen aims to serve comforting and wholesome meals on wheels at the heart of San Pablo, California. Our focus is on bringing the nostalgia and warmth of home-cooked dishes to the bustling streets, delivering convenience without compromising on the homely touch.

Mission Statement

To provide delicious, homemade meals that bring back the essence of grandma's cooking, packed with love, care, and a touch of modern twist to the diverse community of San Pablo.

Vision

To be the premier food lunch truck in San Pablo, known for an unmatched culinary experience reminiscent of cozy family gatherings at grandma's house.

Business Description

Grandma's Kitchen will operate as a mobile food service offering a variety of traditional American and multi-cultural comfort food. The menu will include homemade pies, freshly made sandwiches, hearty soups, and special family recipes that have been passed down for generations.

Market Analysis

Industry Overview

The food truck industry has gained significant popularity in recent years as consumers look for quick, unique, and affordable dining options. San Pablo's bustling streets and diverse community offer an ample market for a food truck business.

Target Market

Our target market includes:

- Local residents and families seeking quality, homemade meals.
- Busy professionals who desire a quick, convenient lunch option.
- Students from nearby colleges looking for affordable, hearty food.
- Late-night crowds in need of a satisfying after-hour meal.

SWOT Analysis

Strengths:

- Unique concept of 'grandma's cooking' on wheels.
- Flexibility and low overhead costs compared to traditional restaurants.
- Ability to quickly adapt to different locations and consumer tastes.

Weaknesses:

- Initial brand recognition against established local eateries.
- Sensitive to weather conditions and seasonal changes.

Opportunities:

- Growing popularity of food trucks in urban areas.
- Potential to cater local events and street fairs.
- Social media marketing to reach a wider audience.

Threats:

- Competition from other food trucks and quick-service restaurants.
- Regulatory challenges within city limits.
- Fluctuating food prices affecting cost management.

Marketing and Sales Strategy

Marketing Plan

- **Brand Development:** We will create a strong brand identity that will evoke warmth and nostalgia. The design of the truck, the packaging, and the logo will reflect this theme.
- **Social Media:** Active engagement on platforms like Instagram, Facebook, and Twitter, showcasing daily specials and location updates to foster a community feel.
- **Local Partnerships:** Collaborating with local businesses and event organizers to tap into the existing customer base and community events.
- **Loyalty Programs:** Implementing a loyalty card system for repeat customers to encourage frequent visits.
- **Promotions and Giveaways:** Regular promotions, such as 'Taste of the Week' or 'Bring a Friend' discounts.

Sales Strategy

- **Multiple Sales Channels:** In addition to street sales, we will explore catering opportunities, online ordering, and local delivery partnerships.
- **Dynamic Pricing:** Offering lunch specials for students and happy hour prices can attract price-sensitive consumers.
- **Location Strategy:** Strategic placement in high-footfall areas during peak hours and establishing regular spots that customers can rely on.

Operations Plan

Operating Hours

- Monday to Sunday: 11 am - 8 pm

Logistics

- Food procurement from local suppliers and farmers' markets to ensure freshness and support the local economy.
- Daily operations involve prepping food at a licensed commercial kitchen, on-site cooking, and serving from the truck.
- Regular maintenance and cleaning of the food truck to meet health and safety standards.

Equipment

- Fully equipped kitchen with an oven, stove, grill, refrigeration units, and storage.
- POS system for efficient ordering and sales tracking.
- Marketing materials, including a signage board, menu flyers, and business cards.

Financial Plan

Start-up Costs

- Food Truck Purchase and Customization: \$50,000
- Initial Ingredients and Packaging: \$5,000
- Permits and Licenses: \$2,000
- Marketing and Branding: \$3,000
- Commercial Kitchen Rent (First 3 months): \$4,500
- Contingency Fund: \$5,500
- Total Estimated Start-up Costs: \$70,000

Funding Requirements

Grandma's Kitchen requires \$70,000 in capital to start the food truck business. Funding is sought through the following means:

- Owner's Investment: \$35,000
- Small Business Loan: \$35,000

The funds will be allocated towards the purchase and outfitting of the food truck, initial operating capital, and marketing to launch the business.

Break-even Analysis

Our break-even analysis will project when Grandma's Kitchen will be able to cover all its expenses from sales revenue. We estimate the break-even point to be reached within the first year of operation, assuming a consistent growth in sales.

Sales Forecast

The first year is projected to be focused on brand establishment and client base growth, with sales expected to increase as the brand gains recognition:

- Year 1: \$100,000
- Year 2: \$150,000
- Year 3: \$200,000

Profit and Loss Projection

Projections indicate that, after covering operational costs such as food supplies, staff wages, fuel for the food truck, and other miscellaneous expenses, Grandma's Kitchen should see a profit margin of approximately 10-15% by the end of year one with potential growth in subsequent years.

Conclusion

Grandma's Kitchen is poised to become a favorite in San Pablo, offering a taste of home with the convenience of fast service. With a careful marketing strategy and a focus on quality, we aim to create a profitable and sustainable business that contributes to the local community and economy.