



To: Point Richmond Neighborhood Council

From: Timothy Manhart

RE: Letter of Recommendation

The Point Richmond Social Club is a 1,331 square commercial retail in a new housing development located at 401 South Garrard Blvd / Richmond, CA 94801 (Parcel Number: 558-450-001)

The commercial retail space is 1,131 square foot restaurant / café with a small 200 square foot front patio. This property is located on the ground floor of the new "The Point" apartment complex.

Point Richmond Social Club

I am requesting a Letter of Recommendation from PRNC to achieve this goal.

BUSINESS CONCEPT:

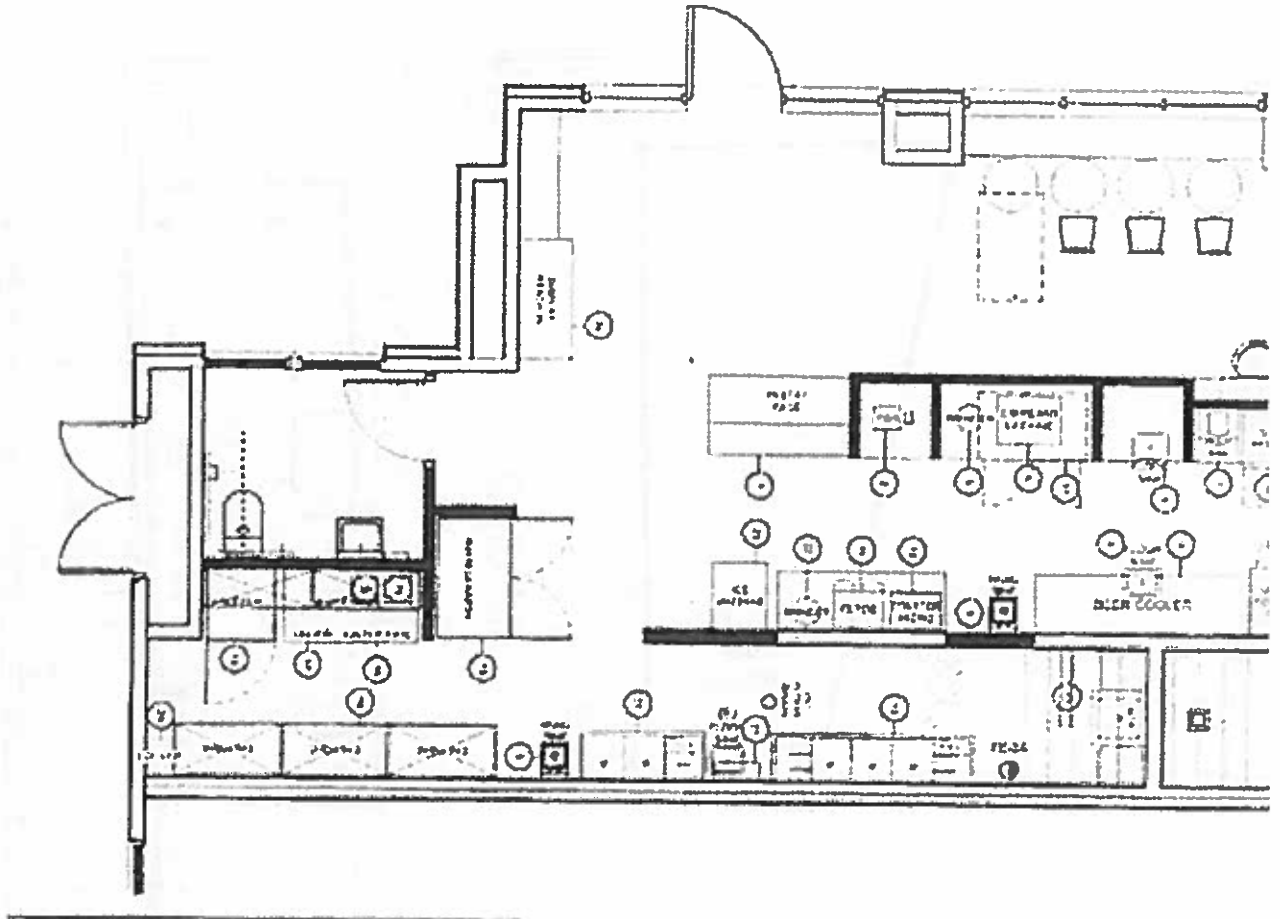
“Coffee in the Morning / Quick Serve Lunch / Local Craft Beers in the Afternoon”

The development of a warm and intimate high end “Social Club” which will cater to the Point Richmond, North & East, Richmond View and San Pablo Neighborhoods. This unique concept will not only create a wonderful synergy with the success of Catahoula Coffee but will also provide a wonderful option of local craft beers. A family first centric establishment.

RESTURANT LAYOUT:

The Point Richmond Social Club (PRSC) will consist of less than 25 seats including a small 10 foot front bar counter. Tables will primarily consist of 2-tops with one large farm style table.

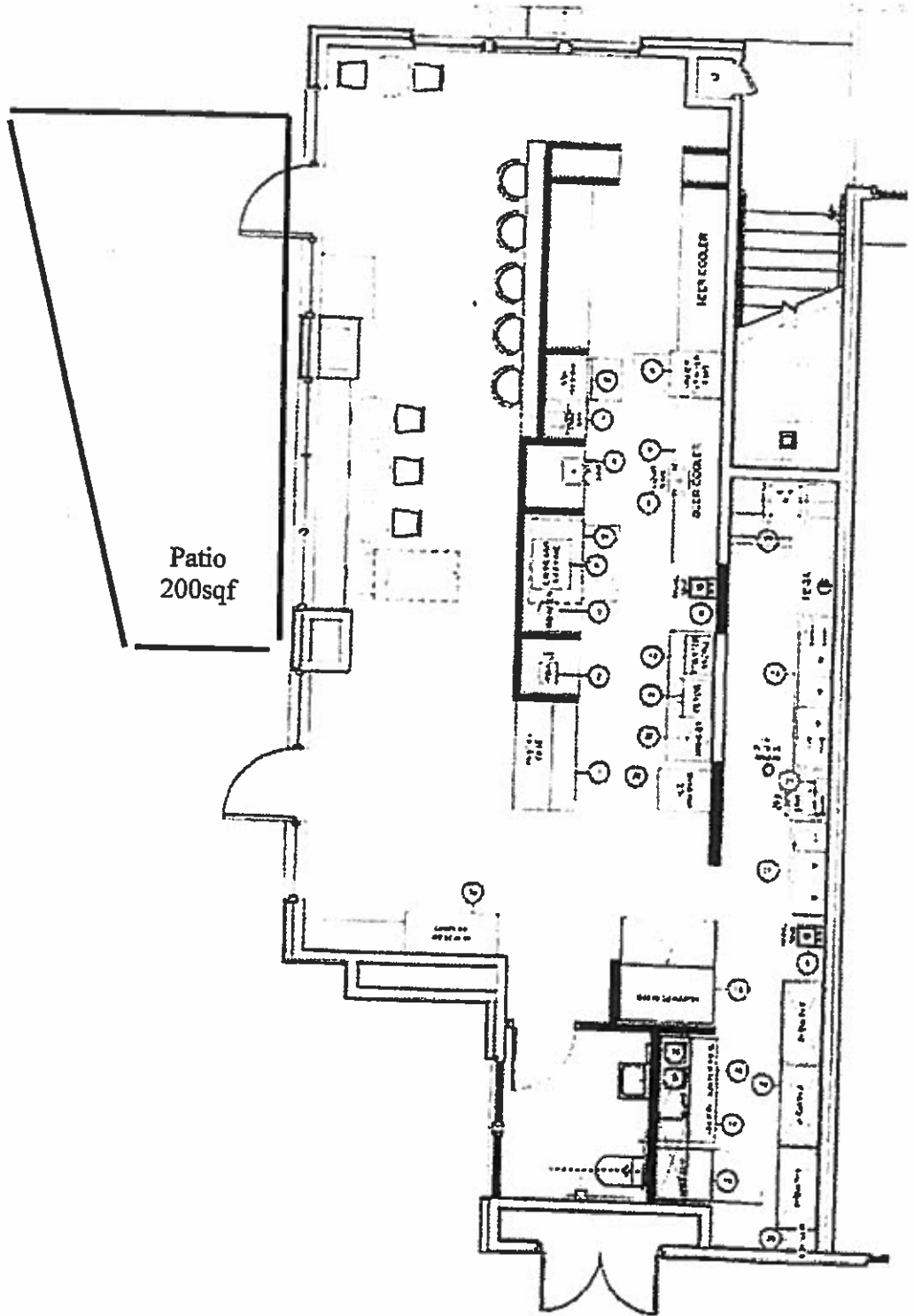
As seen of diagram shows below, the majority of clients will enter through one door (by the pastry case) and exit through the other door. This is a relatively small space that caters to transient guests who are looking for a “Grab and Go” coffee/lunch items.



PREP KITCHEN:

PRSC will have a prep kitchen to serve soups, sandwiches, comfort snacks along with a full espresso bar accompanied with breakfast items and pastries.

ADDENDUM A: PRSC's Layout



Local craft beers/ciders will be available after 11am. However, the full espresso bar with desserts will continue to be available until close.

MENU/HOURS:

Simple, Fresh and Local. This unique café concept incorporates two businesses into one: Catahoula Coffee / Ridgeback Brewery

Coffee/Lunch/Tap Room

MORNING: 7am to Close (9PM)

Typical coffee shop. Menu features a full menu of coffee, espresso, breakfast items, coco, pastries and juices.

Espresso Bar/Coffee will continue to serve until closing

LUNCH: 11am to Close

Selection of sandwiches, soup, paninis, salads, sodas with an eye on catering to clientele who are looking for a quick “Grab-n-Go” during their lunch break.

AFTERNOON: 11am to Close

As the lunch crowd dissipates, the focus of serving local artisan craft beers (and ciders) paired with a nice selection of Comfort Snacks: Pretzels, Salads, Charcuterie Plate, Loaded Tots and Desserts.

Full Espresso Bar and other food items will continue to be available to purchase until close.

Ridgeback Brewing Company (dba Point Richmond Social Club) has applied for ABC L-41 to serve beer and wine within the restaurant. PRSC will have rotating Artisan Craft Beers as well as establishing a new brand of craft beer; **Ridgeback Brewing Company**, through contract brewing from a local (Benoit Casper) brewery.

SIGNAGE:

There are three outside hanging wall signs (Under Master CUP) to be used for the Point Richmond Social Club. Basically they are 24"x24" wall mounted signs. Each one will have a different logo to promote the different brands (options) PRSC offers.



Though I need to rework this logo



Please Note: Patio barrier will consist of wooden clad metal flower box roughly 36" h x 18" d x 264" w. Return the building on the right hand side of flower box to designate 200sqf patio.

Thank you for your consideration. I look forward in developing a small, intimate neighborhood gathering space serving Catahoula Coffee, pastries, sandwiches, soups, desserts along with artisan local craft beers to those who live in the surrounding area.....and beyond.

Most sincerely,

Timothy Manhart, Owner
Point Richmond Social Club
401 South Garrard Boulevard
Point Richmond, CA 94801
