## **Conditional Use Permit Project Narrative**

for:



## 530 Main Street Pleasanton, CA 94566

December 4, 2015



DEC 04 2015

CITY OF PLEASANTON
PLANNING DIVISION
PIS-0577

FYHIRIT P





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Inklings will be a vintage, library/pub-style coffee house that includes adjoining areas for hosting various community events. We envision a unique type of business in the heart of the city, staffed by people with a heart for the city. The coffee and tea shop is named after the famed literary discussion group associated with the University of Oxford (which included members such as C.S. Lewis and J.R.R. Tolkien). Its elegant old-world ambiance and layout will be designed for conversations, with sufficient space between seating areas that will lend itself to privacy that is not offered in other coffee shops. Because of its extended hours, Inklings will provide a place for friends to gather late into the evening, without resorting to going to a bar. The types of community events we plan to host include lectures, forums, art displays, small concerts, business and personal meetings, and small wedding ceremonies/receptions. Inklings will not be just a coffee house, but instead a community experience that is geared to appeal to a broad range of demographics, including Millennials.

Inklings will be open seven days a week from 7am to 1am. In addition to serving high-quality third wave coffee and specialty tea, Inklings will serve various pastries and snacks. Our sources of coffee and tea have not yet been firmly established (one vendor will be Compassion Tea), but they will not include chain brands, as we desire to use vendors with whom we can develop closer relationships. Inklings may also sell merchandise that is related to the nature of its business. In addition to the coffee house, the meeting hall will seat about 120 people, Inklings Coffee & Tea would hold 40 people at maximum seating, and the conference rooms 30 people maximum; the Common Room and conference rooms will not be open simultaneously. Therefore, the maximum people attending the faculty at 530 Main St. would be 160.

The meeting hall is where such events as concerts, lectures, art displays and various types of meetings would be held, primarily on Friday and Saturday, though smaller events may be held during the week. Run time for each event is expected to be between two and three hours. We are not anticipating having more than one special event in a day. Small church gatherings will be held on Sunday nights. We are expecting to have a small church gathering held regularly on Sunday mornings as well at some point in the future. The meeting rooms would be available to rent to others for supplemental income, although in some cases we might waive the rent because of the nature of the group, e.g. an AA meeting. The meeting rooms would be open to many different types of community groups, e.g. sports league meetings, singles' groups, public readings, offsite business meetings, recovery groups, religious groups. There will be three downstairs meeting rooms, two in the meeting hall and one in the coffee house, which can be booked by small parties. The meeting rooms in the meeting hall will not be available during special events. Upstairs meeting rooms will be used for overflow, as needed, when the downstairs meeting rooms are full. When no special events or church gatherings are booked the meeting hall will be available to be booked by larger parties for private events. When no parties, special events, or church gatherings are booked the meeting hall will be open to the public as a study hall and community gathering place. The coffee house will be fully operational during all special events and church gatherings booked in the meeting hall. Hours of operation will be the same for both the meeting hall and the coffee house. Inklings will be run by Inco, a private C-Corporation, which seeks to establish a place that will be characterized by an ethic of love that fosters meaningful dialogue and engagement. Musical concerts will include a range of genres (indie, folk, acoustic, rock, jazz, country, etc.), but will not include groups that violate our ethic of love.

Inklings will employ sixteen to eighteen employees, six to eight employees will be on-site at any given time. Our business model assumes approximately 400 customers/day for the coffee and tea shop. The associated parking lot with 71 spaces for this facility is unique on Main Street and will accommodate vehicles during events anticipated to have more attendees. Currently, the parking lot is shared with one adjacent downtown business owned by the building's landlord. Inklings has exclusive use of 46 of the 71 spaces, more than enough to support the coffee house portion of the project, during normal business

hours. Inklings also has reciprocal access to the remainder of the spaces during non-business hours when the majority of the special events will be held. The total number of provided parking exceeds Inkling's required number by 17 spaces and will be sufficient for the types of special events anticipated, we do not anticipate that and special arrangements for event parking will be required. We envision occasionally, (+/- 6 times a year) using a portion of the parking area for serving food outside, e.g. outdoor grills, to complement special events hosted by Inklings, as well as to partner with the city for special events like First Wednesdays. During these events the area nearest to the side entrance to Inklings will be used with seating available in the meeting hall. All events will be concluded at a reasonable time so as to not violate noise regulations. All Vendors for these special events will be responsible for obtaining the necessary permits, as required, for each individual event. The events will not monopolize the entire parking lot, we anticipate that 3-5 of parking stalls will be utilized for outdoor cooking equipment, etc.

We believe that Inklings will be a good complement to other downtown businesses (partnering with restaurants and various other shops to help cross-pollinate patronage), and furthermore, that it will create the kind of "buzz" that will make it a destination spot for people across the Tri-Valley. We are ready and we believe the people of the community are also ready for this type of combination coffee house and community venue.

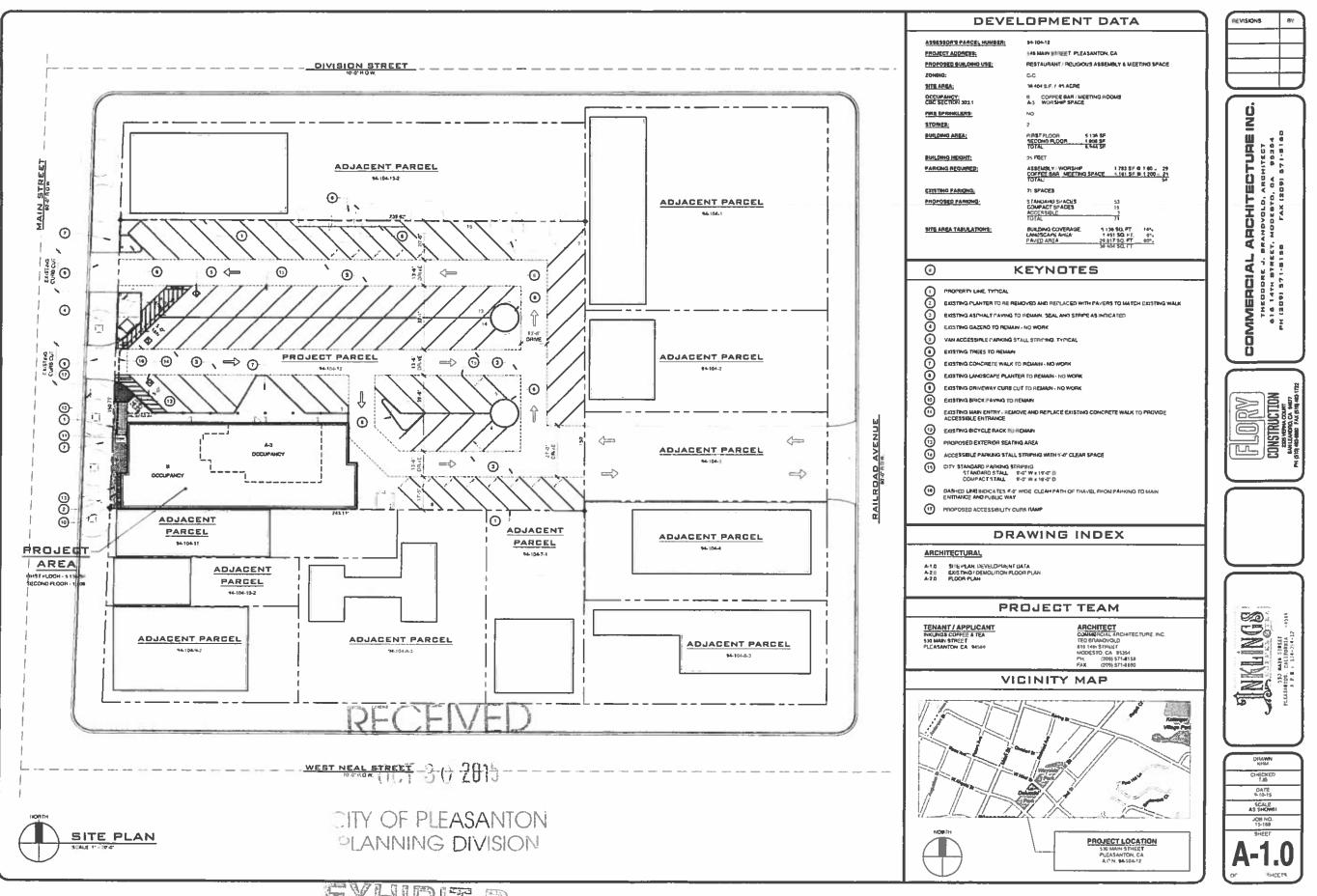
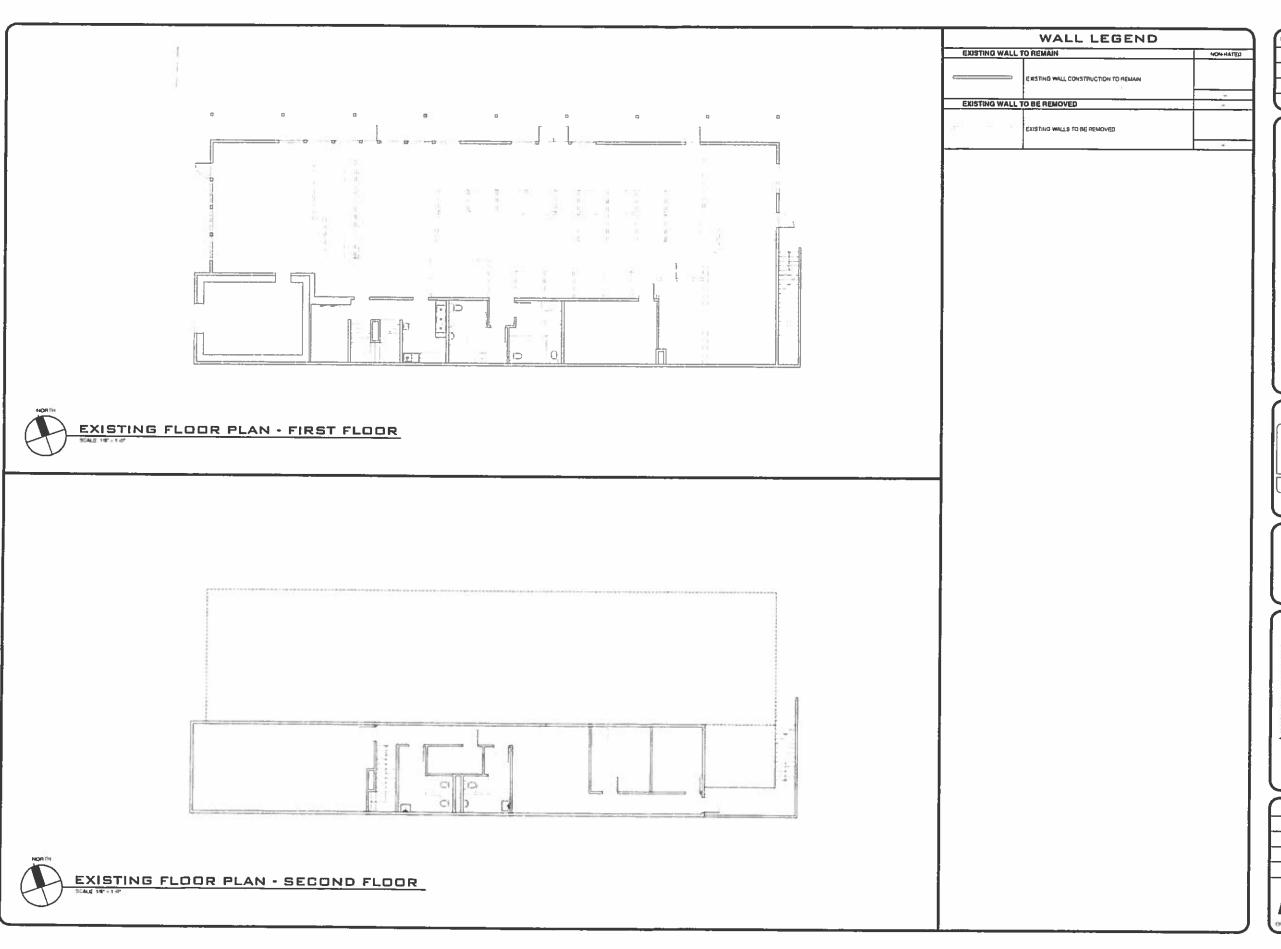


EXHIBIT B



REVISIONS

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CONSTRUCTION
CONST



DFLAWN KHM CHECKED 9-10-15 SCALE AS SHOWN AS SHOWN

JOS NO.
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