



The Livery on Main – Mission and Vision and Letter from Owner

Project Description / Written Statement
September 14, 2020

Our mission and vision of this property and for our community:

The Project:

The Livery is the proposed name of the building.

Exterior shell and infrastructure - Stair and elevator tower for convenience, requirements and aesthetic appeal. Finishes will be updated to a more simplified, modern, and durable flavor. Utilize and expand upon the existing garbage and utility courtyard. Architecture to have a more coastal flavor with a combination of brick cladding at the first level and entries, warmer wood, smooth stucco, and metal windows and doors.

The Use:

The building will have a single tenant, Farm to Coast Collective (F2CC). F2CC is a restaurant, food and beverage service and marketplace that will include many licensing participants. This business model will allow for many new and/or small businesses to utilize the entire building, share operating costs resulting in greater profit margins. We also believe it will provide a more authentic and complete representation of what Sebastopol and our west county has to offer.

- First level- Food hall and marketplace with indoor/outdoor seating including a new covered porch. Majority common area for all customers to use and enjoy, including shared scullery and unisex bathrooms. Smaller than standard kitchens with a balance of food options for every craving and budget.
- Second level- This will be primarily used for back of house, shared offices, storage, along with a potential shared prep/presentation kitchen. There will also be beverage services that will provide access to the full menus of the kitchens below. Customers will also have access to three existing balconies with partial covering and seasonal protection.
- Third level- This will be partially covered, open air, outdoor spaces. Beverage Services with access to all the kitchens below. Live entertainment and special events. Family friendly. Social hub for community of all ages. Fresh air, food and drink and attitude. Thoughtful and durable design, while maintaining a relaxed and comfortable atmosphere.

Letter from Owner/Applicant
January 22, 2020

By our community for our community-

As a homeowner, father, multiple business owner, and volunteer in our small town of Sebastopol, I have a personal interest and desire to actively help maintain and improve our community. This is our forever home, and we are all-in.

How this project came to be:

We, Builders' Studio of Sebastopol and THRIVE Construction Group, were hired by the previous owner to design, permit, and construct potential tenant improvements. After several meetings and some progress, we felt that the direction of the tenant improvements and the overall building were not long term or in the best interest of our town.

The building was once the beacon of a very successful business. The previous owners constructed the building approximately forty years ago, and it was once an active corner in downtown. In more recent years, the management and attention to the building waned, resulting in its current state and lack of direction.

This property is unique. Existing roof decks, divided utilities for approximately half a dozen separate tenants, fire sprinklers, public parking lot across the street, flexible interior layout due to large spanning beam and column construction made this ripe for reimagination. That's where my mind went and quickly became a mission. The building was not for sale but after approximately six months of negotiation we purchased the building from the original owners. It felt more like a passing of a baton than it did a real estate transaction.

Our motivation and interest:

Do it once and do it right. Our vision for this building and property extends beyond its property lines. Being an active member of our community and a frequenter of downtown businesses, I felt the need for a local and authentic take on our community's future, direction, and needs. In other words, what would benefit our community? There has been a lot of "outside" investment in our community's commercial real estate, and in my opinion, resulting in underwhelming connection, care, and cohesiveness with our community and the tenants.

The ethos of all of our businesses is strongly centered around small scale, with an emphasis on the power and uniqueness of the individual (the individual employee, client, etc.). This building is large. It could support one or two large business spaces, but that is not our passion and also not what we believe our town needs. Many of the commercial tenant spaces, both occupied and unoccupied, in our downtown are larger than what many small businesses need and can afford. Many are disproportionately large in comparison to their frontage and presence to their potential customers. This makes starting a new restaurant or retail store unattainable for many, or overly burdensome for those that can make the upfront and ongoing financial commitment, leaving very little room for profitability and sustainability. This business model provides access and more financial balance for small business owners and entrepreneurs. By sharing the costs of design, permitting, construction, and operations, we believe that the small business has a better chance to thrive and focus more on their craft than business survival.

