

RECEIVED

FEB 19 2013

Company Name: **MONARCH TRADING CO.** (The name of the bear on the California State Flag is Monarch)

LAND USE PLANNING

Concept: a neighborhood "crafthouse" emphasizing high quality ingredients (organic when available) sourced from local family-owned farms, and supplemented by my family's own 40 acre organic "off-the-grid" farm in the Sonoma foothills. Our goal is to create a communal space that offers something for all ages, demographics and socio-economic levels. Our purveyors will be California focused, but not exclusive to the Golden State. We will also make our space available for private events, charity fundraisers, educational seminars, AA meetings, etc on a regular/monthly basis. We are also planning on featuring a local "Charity of the Month" with a portion of sales going to support these groups.

Food Menu: our menu is simple; fresh ingredient driven pizza and the Bay Area's best organic salad selection. We will also have an in-house butcher for charcuterie and house-made sausages, meatballs, and pizza add-ons. Much of these items, along with some house-made beverages (organic, low sugar/calorie sodas & syrups), will also be available for take-out at our retail counter (pre-made salads, sandwiches, half-baked pizzas, cold sausages, etc). Vegan and gluten-free options will be available as well.

Beverage Menu: our bar will provide some of the most innovative craft beers, wines and cocktails available, anywhere. Our goal is to provide a fun environment for families as well as millenials, among others, while also providing attractive selections for sober drivers, non-drinkers and health enthusiasts. We also intend to serve food as long as alcohol is available to promote more responsible consumption.

Arcade/Vintage Game Room: we will be converting our private dinner room space into a unique vintage game room featuring several Skee Ball lanes as well as a few retro pinball and video games (10 total games, maximum). The goal of this section is to offer tactful amusement for all ages and backgrounds. This area is not intended to be an area for loud obnoxious noises (from the games or patrons), gambling, etc. Instead, our intent is to offer a truly unique experience that promotes responsible consumption and revelry.

Commitment to the Community:

Charities

Post game functions (little league, intramural sports leagues, team banquets, etc)

Local Craftsmen Trunk Shows (monthly)

AA meetings (our property is available for morning meetings)

Thank you for your time & consideration.

GO BEARS!

JOEL DiGIORGIO

UC Berkeley Class of 2005

510-774-1657

From: Joel DiGiorgio [joel.digiorgio@gmail.com]
Sent: Thursday, April 11, 2013 1:58 AM
To: Greene, Elizabeth
Cc: John Solomon; drollfs@sbcglobal.net; rogerfeuer@sbcglobal.net; Maio, Linda
Subject: Re: Monarch Trading Co, parking requirement from previous approval

Hello Beth,

Thanks for the time yesterday. I'm excited that the parking issue has been resolved and we're now ready to move forward with getting a hearing date set with ZAB. Here's the the additional wording I'd love to include in regards to the Arcade Permit:

"This is a permit request for a *vintage game room* that will contribute to the overall customer experience of this restaurant & bar concept. The intent of these machines is to offer a unique experience that isn't redundant, while also raising money for the Berkeley Public School System (specifically the *Cooking & Gardening Program*). This permit is explicitly for 4 skee ball machines, 2 classic pin ball games, a classic retro video game (ex: table PacMan), and a small foosball table. This permit is not valid for pool tables or violent games that have a *Mature* rating, or that feature controllers in the shapes of weapons. In the event that this business is sold, these parameters will continue to be enforced in perpetuity."

Thanks again, Beth. Please let me know if you have any additional questions or concerns. I look forward to hearing from you in regards to our confirmed ZAB hearing date.

Many thanks,
JOEL DiGIORGIO
Monarch Trading Co.
510-774-1657 cell