

TIDELINE PUBLIC HOUSE

Presented to the Durham Planning Board

Prepared by Scott and Karen Letourneau

TIDELINE PUBLIC HOUSE



These pictures are of an existing Virginia brewery with outdoor patio seating and food trucks on-site. We include this representation because of the similar look to the Old Town Hall

TIDELINE PUBLIC HOUSE

Business Concept

Taproom, restaurant, bakery, retail shop, and food trucks, offering a family-friendly, community, indoor/outdoor gathering space

Mission Statement

To bring to the NH seacoast the first year round, all-weather, community-friendly gathering space featuring indoor and outdoor dining, eclectic food trucks, and public house

RECENT TRENDS: BEFORE AND SINCE THE PANDEMIC(I)

Mobile food options were on the rise even before the pandemic and have only escalated further with the need for and trend towards more socially distant outdoor dining. Our Business Model is to organize the trucks/carts at one professionally run site, both for cuisine variety and for the convenience and ease of operations for the food vendor.

RECENT TRENDS: BEFORE AND SINCE THE PANDEMIC(II)

We would like to incorporate a brick-and-mortar taproom, family entertainment options, and complimentary building tenants, such as a bakery and/or gourmet food/wine shop. 6-8 food trucks on-site create the cuisine variety and become an additional 'draw'.

*The old model of a sporadic lone food cart by the curb or on an empty lot now becomes a **community gathering place**.*

A PROVEN MODEL IN OTHER MARKETS

We have returned full time to New England after nearly 24 years in Bend, Oregon.



A PROVEN MODEL IN OTHER MARKETS

The Bend market is roughly 150,000 people. Strafford county plus Portsmouth is 150,000. Bend has seen 10 taproom/food truck courts featuring more than 50 food trucks emerge and prosper in the last 10 years. Not a single one has failed.



RIVER'S PLACE
BEND, OR
6 FOOD TRUCKS, 1/3 ACRE



ON TAP
BEND, OR
6 FOOD TRUCKS, 1/2 ACRE

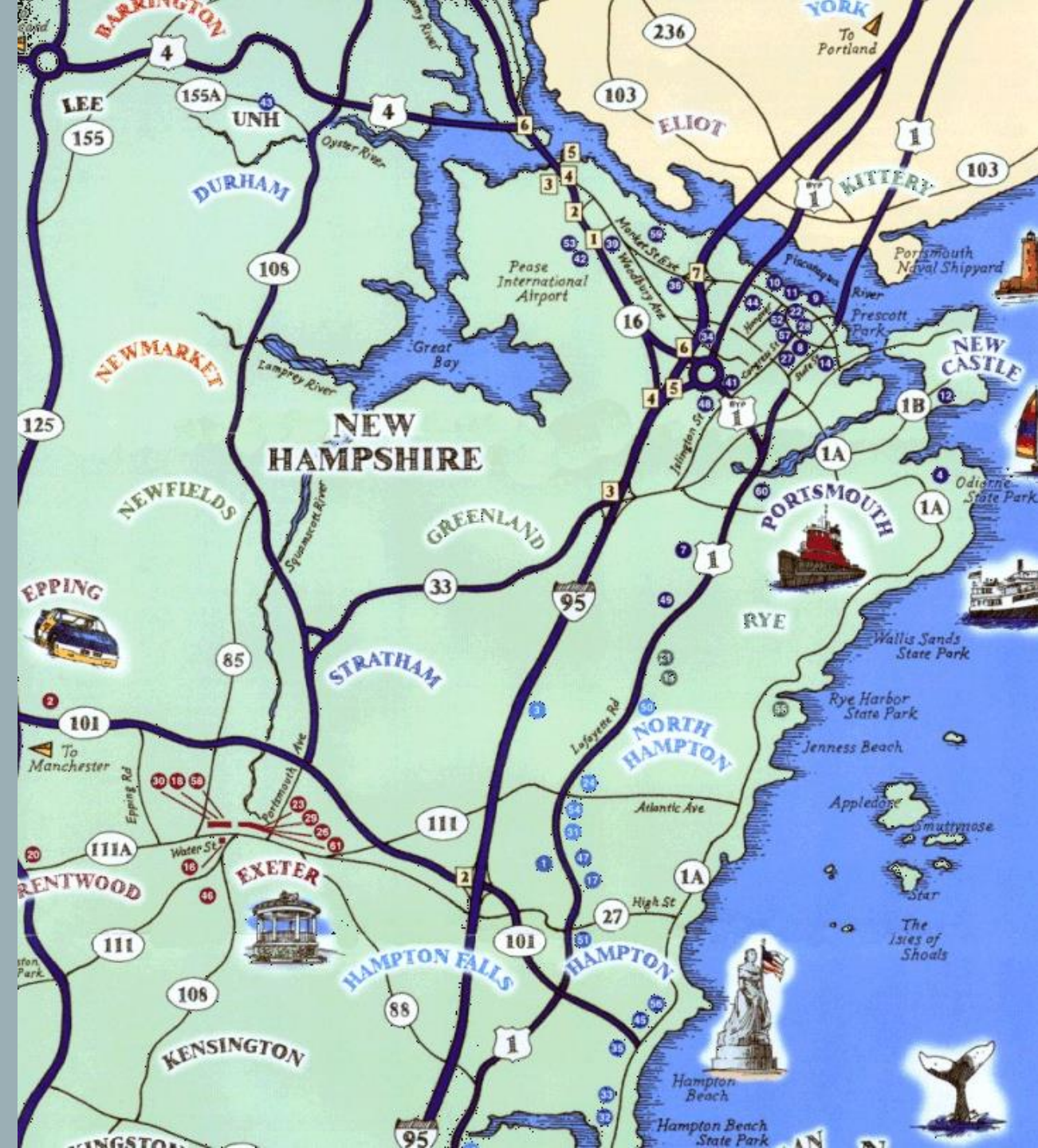


ON TAP
BEND, OR



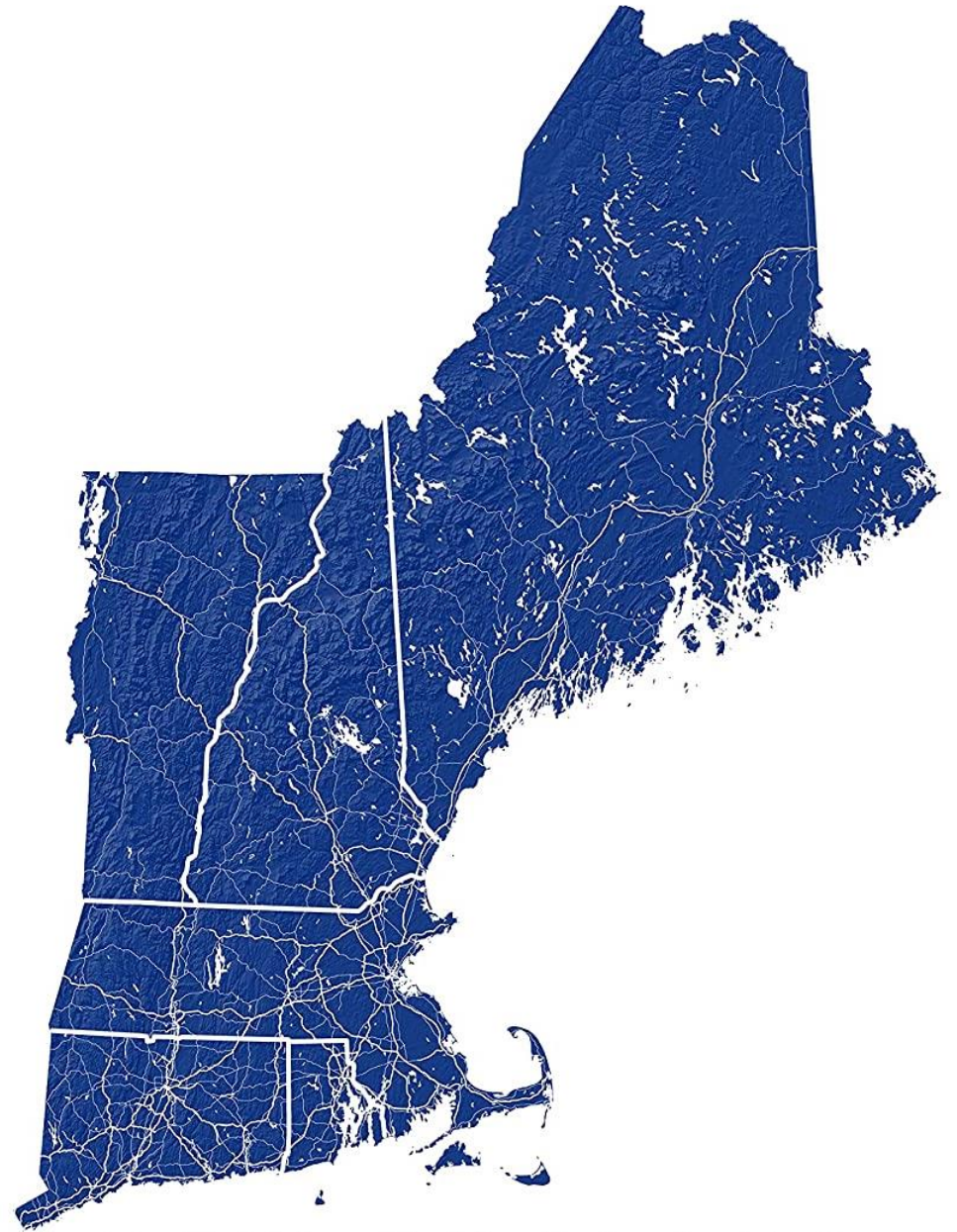
NH SEACOAST IS A PRIMED AND READY MARKET

The current New England food truck scene is in very early development, highly seasonal, and intensely weather dependent even in summer



NH SEACOAST IS A PRIMED AND READY MARKET

No location in New England exists combining food trucks with a 4 season indoor seating taproom. We plan to add a well organized food truck layout around both garden and patio seating areas, fire pits, kids play area, etc.



NEW ENGLAND

ADDED AMENITIES

INDOOR GATHERING SPACE

- Over 7,000 square feet of indoor space
- Taproom with bar and seating
- Comfortable couches/chairs for lounging or reading
- Pool table/foosball/ping pong
- Cribbage/backgammon/board games
- Big screen TVs for sports
- Separate room for movies
- Space for private events



ADDED AMENITIES

OUTDOOR GATHERING SPACE

- Outdoor picnic tables/umbrellas
- Hardscaped/landscaped patio areas w/firepits
- Kids play area
- Cornhole bean bag toss
- Grassy areas on street sides of building
- Building entirely surrounded by pedestrian friendly patio/garden areas



EMPHASIS ON A FAMILY-FRIENDLY GATHERING PLACE

- While we will certainly welcome and likely depend on UNH student patronage, this will not be a late night hang-out
- Projected business hours are 11am-9pm, open possibly to 10pm in summer
- Added morning hours for
 - bakery/coffee shop tenant
 - Food truck w/breakfast fare

EMPHASIS ON A FAMILY-FRIENDLY GATHERING PLACE

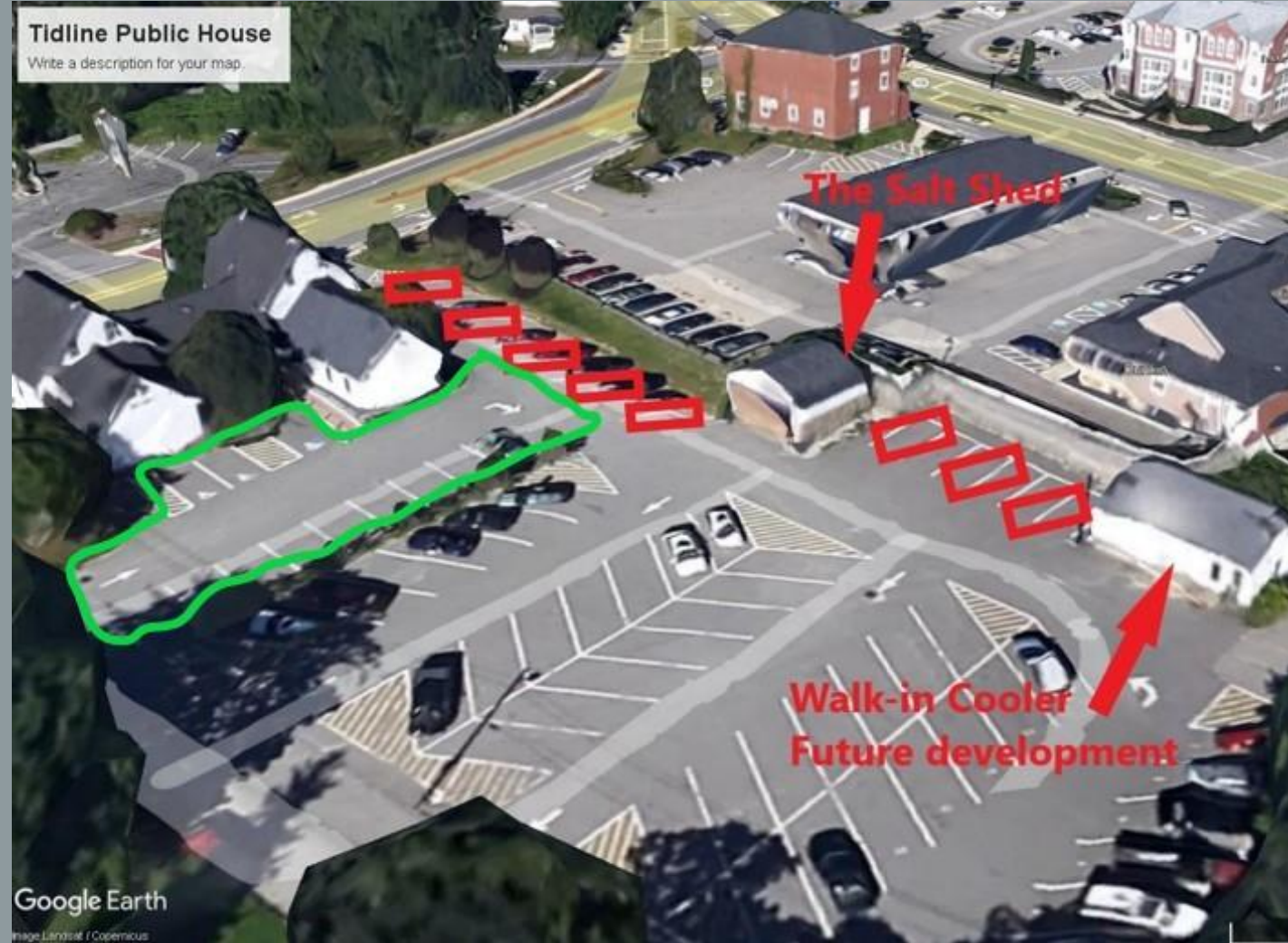
OUR TARGET DEMOGRAPHIC: EVERYONE

- *Local families, retirees*
- *Non-local workers who commute through Durham*
- *Local business professionals for lunch*
- *Local tradespeople for lunch*
- *UNH students on foot*
- *Craft Beer lovers, local and non-local*
- *Food truck fans from in and out of the area*
- *People hosting a birthday party, other events*
- *People wishing to view Red Sox, Patriots, Bruins, Celtics or UNH sports on TV*

ADDED AMENITIES

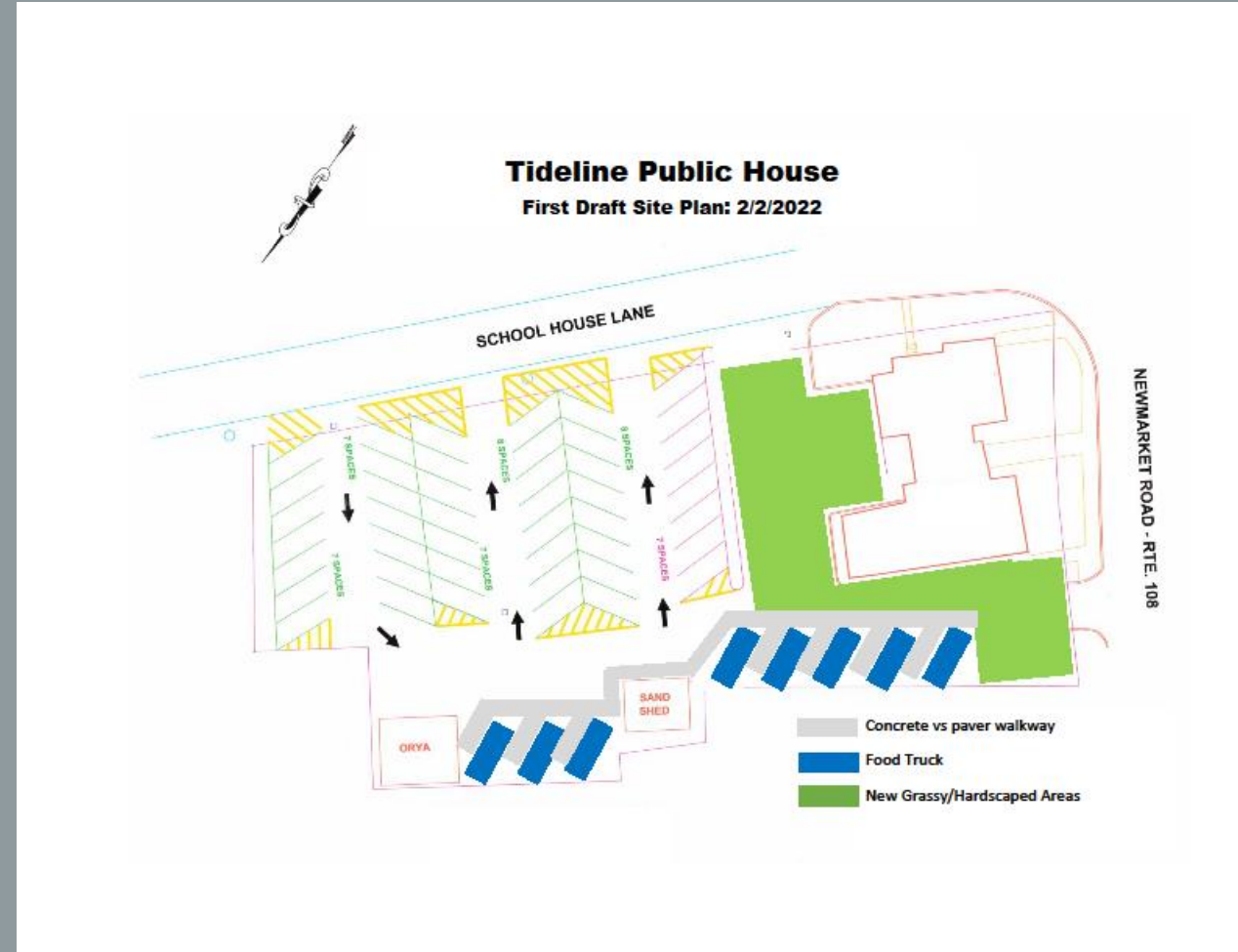
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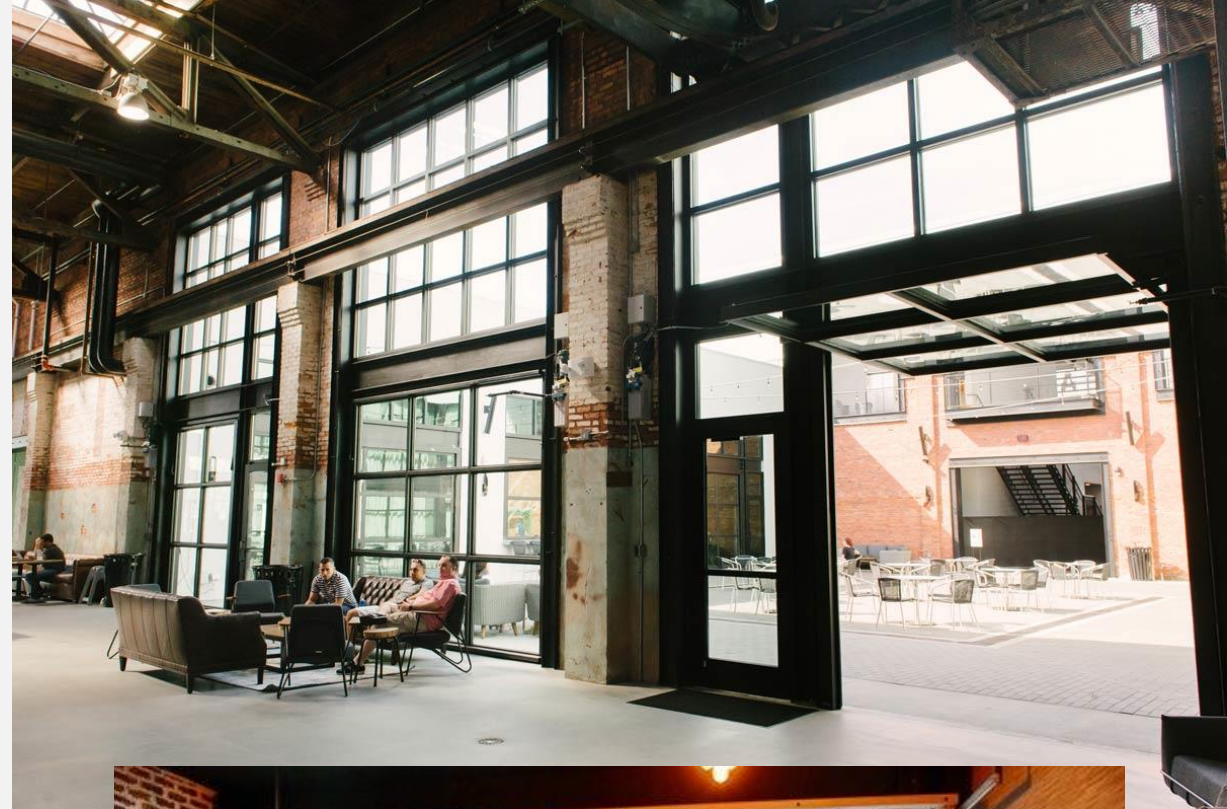
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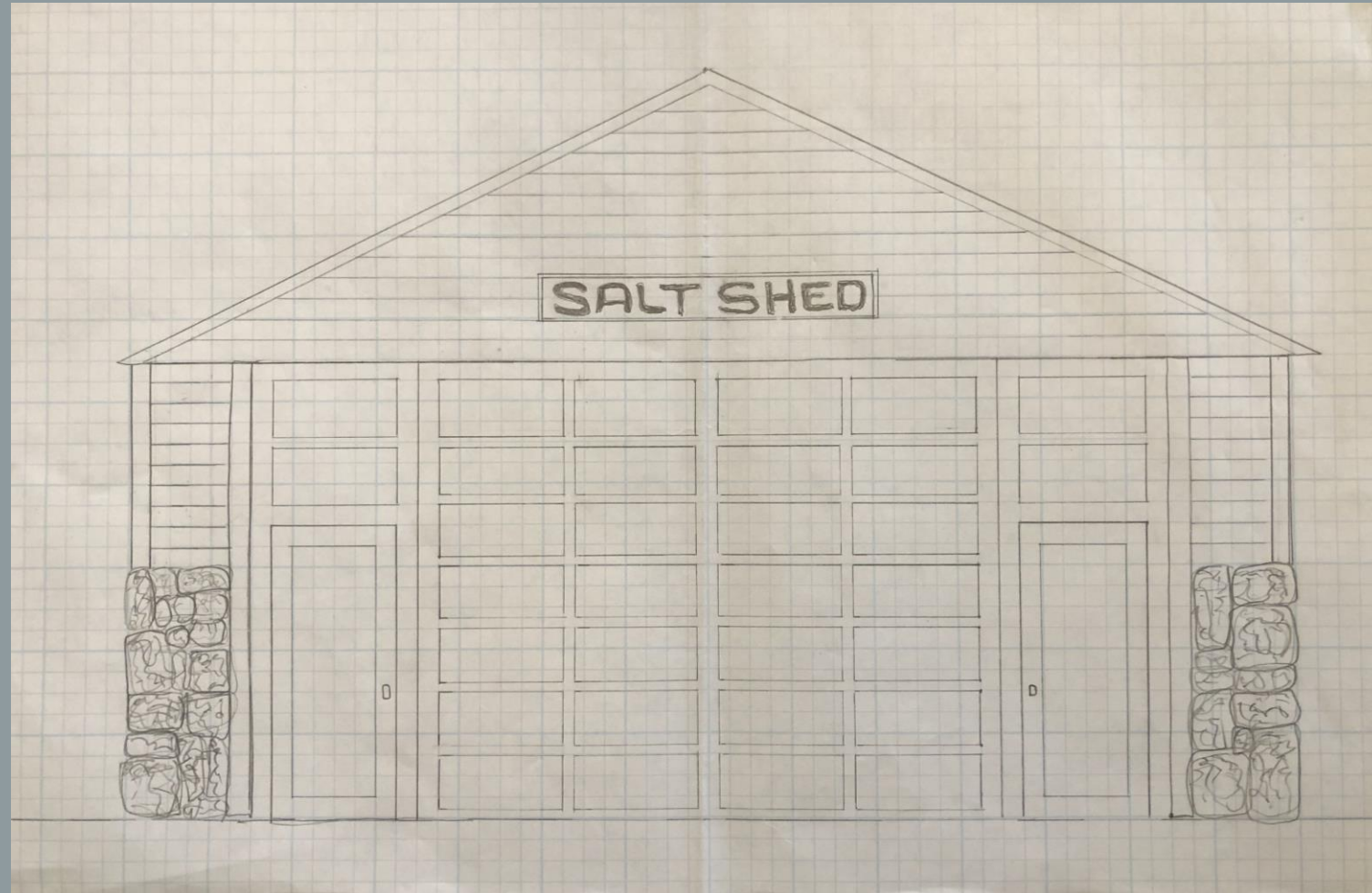


ADDED AMENITIES

THE SALT SHED



SALT SHED CONCEPT

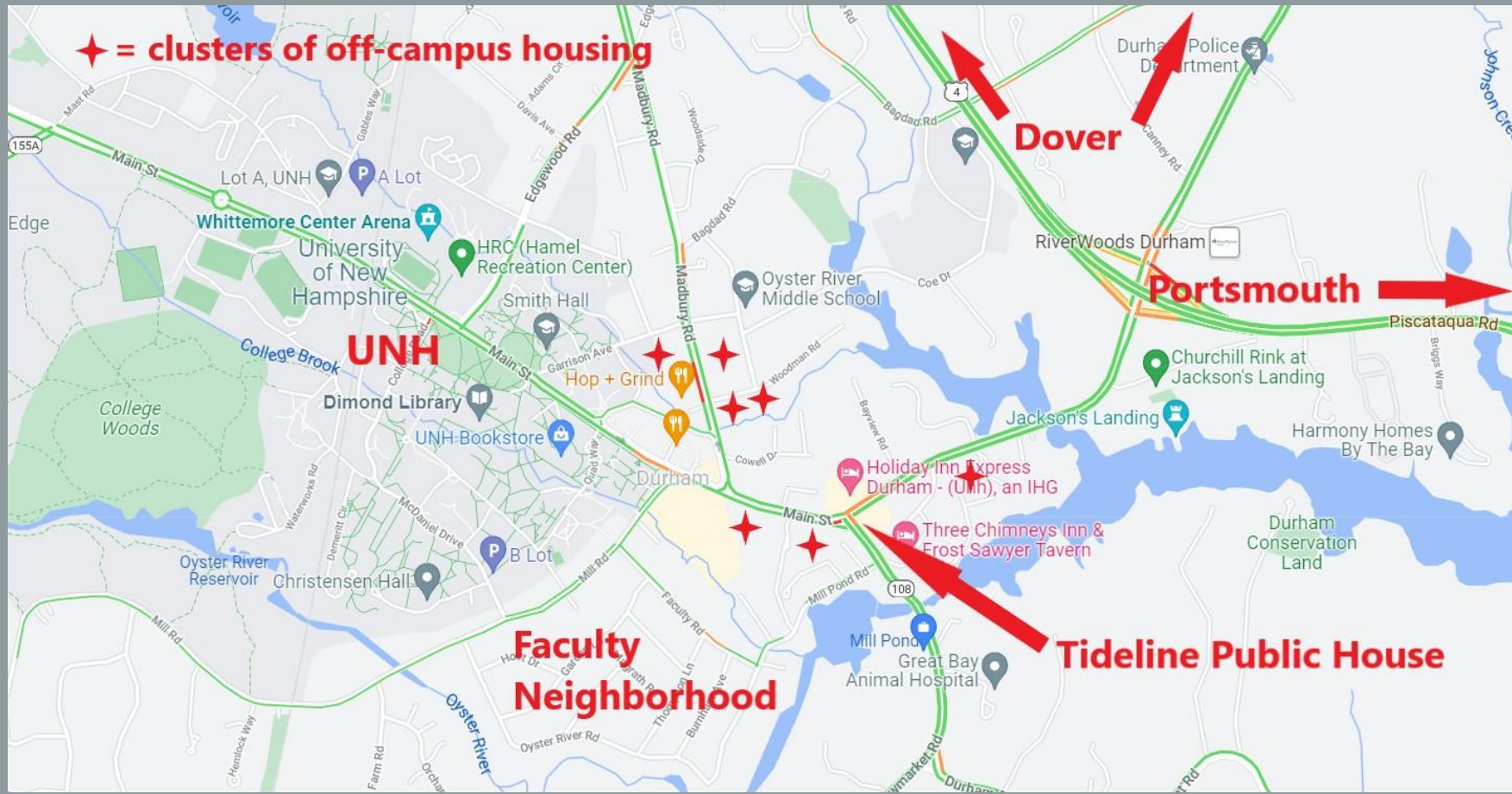


ADDED AMENITIES THE SALT SHED

- 500+/- square feet
- 3-sided 6' high granite walls
- Add roll-up glass garage door
- “Conversation piece” antique woodstove
- Tables with heated benches
- Lighting



BENEFITS OF THIS SPECIFIC LOCATION: WALKABILITY



Centrally located within walking distance to downtown, several residential neighborhoods and hotels, the UNH campus and off-campus housing clusters

BASIC BUSINESS MODEL

- Tideline provides the beverages: beer, wine, cider, seltzer, kombucha, soda and other soft drinks
- Tideline must offer some food to remain compliant w/ NH liquor laws. We will maintain a minimal “bar menu” that does not compete with trucks
- Tideline provides the rest rooms, wi-fi, tables, umbrellas, trash and recycling receptacles, snow removal, music, landscaping
- Tideline staffs the taproom, indoor areas, tends to and cleans the outdoor seating areas

BASIC BUSINESS MODEL

- Truck Operator provides the food and staffs the truck
- Truck Operators each on a month-to-month lease of an RV-style pad with a base rate that includes power, city water, grey water disposal with grease trap
- Each truck responsible for its own propane tank, propane account
- Additional CAM charge for use of walk-in cooler space
- Possible Future Concept: shared commercial dishwasher, food prep area/commissary kitchen

FOOD TRUCK VENDOR BENEFITS

- No need to purchase and maintain a drivable vehicle.
 - fuel, oil changes, repairs, tires, insurance, etc.
- A 16'-18' enclosed trailer seems to be the 'sweet spot'
- No noisy, smelly generator to operate
- No need to repeatedly fill and pump fresh or grey water tanks: full hook-ups on site. Propane refills less frequent and propane truck comes to you
- Continuous year round supply of customers come to you: no need to chase customers to festivals and events all over New England
- Logistics, travel, and family life greatly simplified

YEAR-ROUND BUSINESS: RAIN OR SHINE

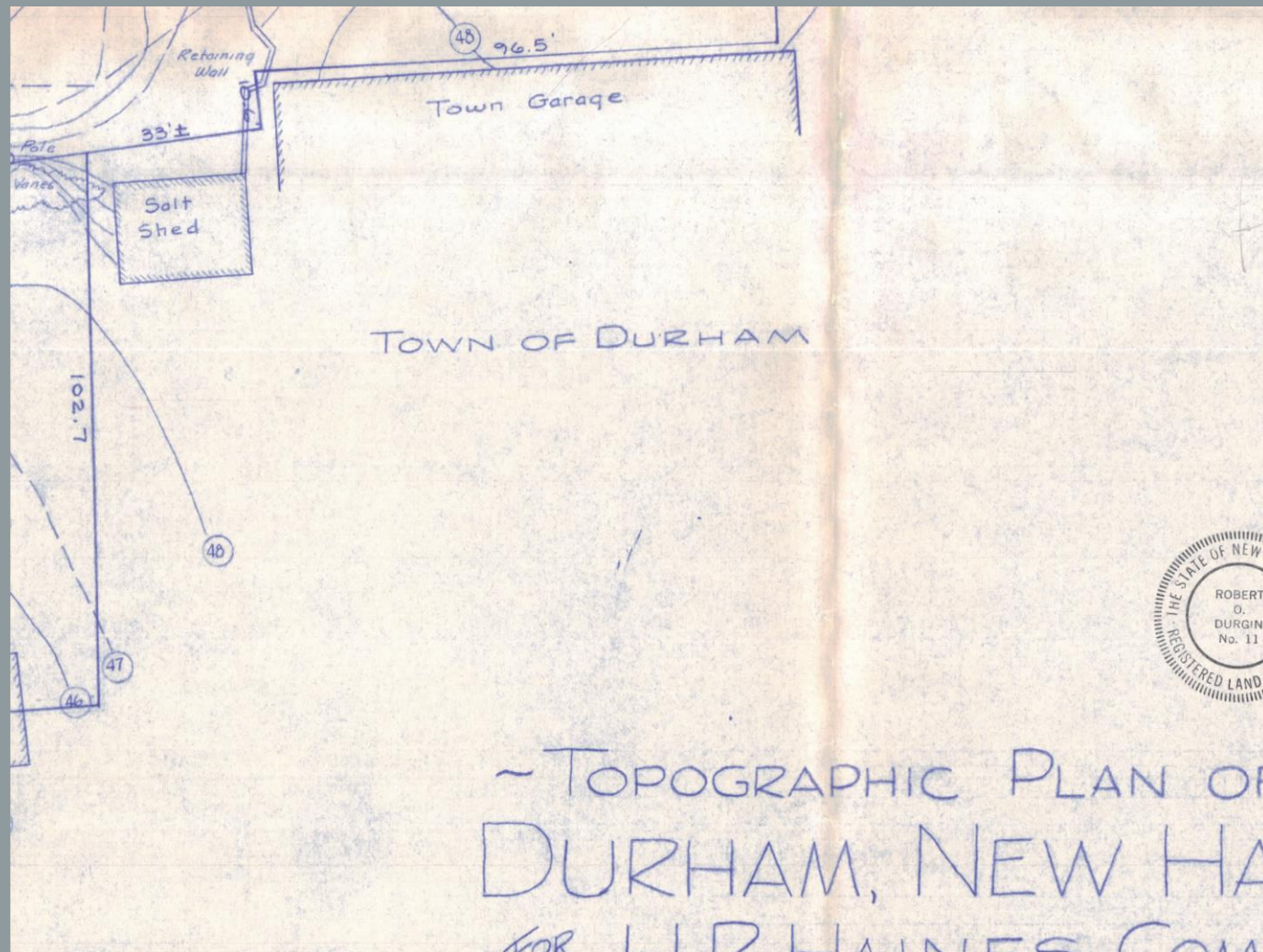
- The climate in Bend, OR is very similar to Durham in terms of temperature and winter snowfall
 - The taproom/food truck courts in Bend stay quite busy in the winter even when its snowing and/or cold. Great fire pits, covered areas with woodstove, overhead heaters, and heated benches are a big hit
- Bend is MUCH drier, especially in the summer, and it hardly ever rains from Memorial Day to Labor Day
- Unfortunately, rain is the spirit-killer of the New England food truck scene

YEAR-ROUND BUSINESS: RAIN OR SHINE

- For rainy days:
 - The indoor space of the Public House is always available
 - Outdoor tables will have broad umbrellas
 - Covered industrial garage space (The Salt Shed) w/roll-up door for additional rainy day covered seating*
 - Pavilion shed roof coverage for food truck pads: keeps truck staff dry while the window is up and gives customers a dry place to stand while ordering or waiting to be served*

*These amenities will require Planning Board and Historic District Commission approval

PAVILION SHED ROOF CONCEPTS



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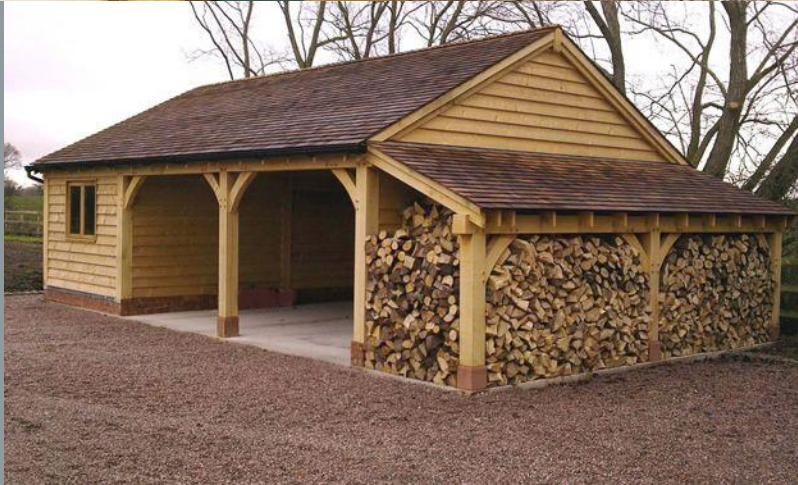
PAVILION SHED ROOF CONCEPTS



PICKET FENCE CONCEPTS



WOOD SHED CONCEPTS



DUMPSTER ENCLOSURE



Something like this...



Not this.

ADDED BENEFITS FOR DURHAM

- A highly visible and greatly underutilized private office becomes a public community gathering place
- Enhanced street appeal by fully landscaping the street sides of the building and add landscaping to the parking area
- Commitment to permanently protect a lynchpin of the Historic District with a complete sprinkler fire suppression system
- Restoration and adaptive re-use of the 'salt shed' and old garage
- Trade asphalt for pedestrian-friendly landscape/hardscape

ADDED BENEFITS FOR DURHAM

- Create a walkable, bikeable indoor/outdoor gathering place for families, local residents, and students
- Jobs, Increased Tax Base
- EV charging stations, Bike racks
- Can become a true 'destination' as a first in the region type of business, benefitting other Durham businesses and lodging establishments
- Bring a bakery and/or gourmet food/wine/mercantile shop to central Durham
- Greatly expand the diversity of dining options in Durham

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