

Planning Department
City of McKinney, TX
221 N. Tennessee St.
McKinney, TX 75069

**RE: Proposed Seven Brew Drive-Thru Coffee
Specific Use Permit (SUP) & Variance Request
NWC Hwy 380 & Sharon, McKinney, TX**

This letter is being submitted by Brandon Layman of BABL Studio ("Applicant") on behalf of High Octane Joe's (DBA Seven Brew Drive-Thru Coffee) pertaining to the property located and the **Northwest Corner of Hwy 380 & Sharon Ln.** This property is zoned as **Neighborhood Business (BN)**. Below is a request for a Specific Use Permit (SUP) for Restaurant (including Drive-through window) at this location, as well as a variance to modify the minimum required landscape buffer along Bailey Ln. Our request is to present before **Planning & Zoning Commission on 09-13-2022** and **City Council on 10-04-2022.**

The existing site is currently utilized as a parking lot for Bill Smith Café. Pursuant to City Council's approval of this Planning Case, Seven Brew Drive-Thru Coffee will submit, on behalf of the property owner, a minor plat to divide the current overall 1.10 acres into two individual parcels that are 0.47 acres and 0.63 acres, respectively.

The proposed development is a new, prefabricated +/-510 sq. ft. Prototype Drive-thru Seven Brew Coffee Shop located on a **23,522 sq. ft (+/- 0.54 acre)** site at NWC Hwy 380 & Sharon Ln. This project consists of seven (7) surface-level parking spaces, including one (1) van accessible stall, which serve a prefabricated structure, attached walk-in cooler screened to match the main building, drive-thru canopy, and an outdoor, employee-only patio. A trash enclosure, also screened to match the building, will be constructed, as part of this project. Access to Seven Brew's dual-lane Drive-Thru is proposed from Sharon Lane via a two-way curb cut; the layout will also provide cross access to the South/along US 380 with the adjacent property. The building is constructed in a controlled manufacturing facility and shipped to the site, fully finished on the exterior and interior, where it is set in place on a concrete stem-wall and footer foundation. The exterior finishes boast a combination of black thin brick wainscot, grey thin brick wall panels above, a radial standing seam roof, painted exposed metal canopy and anodized aluminum storefront system.

The proposed prefabricated building is used for operations and preparation of menu items only; furthermore, it is not open to the public, making **drive-thru capabilities integral to the operation and success of Seven Brew Coffee.**

As a Drive-Thru Only Coffee Concept, Seven Brew focuses on speed and quality in serving their customers in their vehicles. Each of Seven Brew's locations utilizes dual-lane drive-thrus, from entry to exit, to facilitate efficient queuing and drive-thru operations. With an average processing time of 5 minutes and 31 seconds, from arrival in the drive-thru to drive-thru exit, Seven Brew's speed of service is among the best in the industry. Team members (also referred to as the "Brew Crew") are deployed with handheld devices or tablets to take orders (in lieu of Menu Boards); team members ensure one-on-one service is provided at each vehicle. Additionally, team members direct Drive-Thru traffic and manage vehicle stacking on site.

Standard hours of operation are 5:30am - 10pm, Sunday through Thursday, and 5:30am - 11pm, Friday & Saturday. Forty (40) full- and part-time team members will be employed, with an average of ten team members per shift (eight (8) during non-peak shifts and twelve (12) during peak shifts). Seven Brew prides itself on its industry-leading wages, resulting in minimal employee turnover.

The Specific Use Permit Exhibit submitted with this application includes a Site Plan that will generally conform to the Site Plan Exhibit. The Site Plan is intended to show the overall proposed layout of the site, illustrating the dual-lane drive thru, as well as the observation of dimensional zoning requirements.

About Seven Brew Coffee

"Seven Brew was born from a desire to change drive-thru coffee into a fun, mind-blowing experience for everyone. We dreamed of serving premium coffee in record time and making new friends while we're at it. The dream came alive with our first 'stand' in Rogers, AR and our 7 original coffees.

From coffee to energy drinks, to tea, to smoothies, and shakes, Seven Brew has a variety of beverages. Customizable options include adding extra espresso, sugar free, more or less sugar, milk choices, too."

Seven Brew began in 2017 in Rogers, AR, and has flourished into 21 open and operating locations across five states, with its first Texas location in Longview, Texas, which opened in February 2022. Seven Brew is a franchise-owned and -operated business with aggressive growth goals over the coming years. Seven Brew aims to bring its contagious, high energy service and interactive experience to the great City of McKinney.

Genuinely,



Brandon Layman
BABL Studio, LLC