

Simply Social Coffee

Project Narrative

A. Description of Type of Operation \ Description of Proposed Use

Simply Social Coffee is a locally owned and operated specialty coffee shop established in late 2018 in Fairfax Virginia. We strive to use local and small vendors when possible. Our coffee is locally roasted in Hyattsville Maryland, our baked goods come from a minority female-owned bakery in DC and many of our retail items come from other locally owned small businesses.

Our goal for our Fairfax store and our soon to open the Vienna store is our community. To build a community-based business that is about the community as much as its about business. In these trying times, we could not have survived without the support of our community.

The way we have built our community base is one-on-one relationships. We take the time to chat with our customers, we introduce our products and we teach our customers when they ask. This one-on-one relationship is what is carrying us through this pandemic. Our order taker is our community relations manager. Each person is trained to build connections.

Our Vienna store will be based on the same philosophy. We want to continue to build our relationship with our customers. We will focus on the face to face time we have with our customers whether they visit us in our store or via the drive-through.

We actively pursued using the same window for ordering and order pick up. We feel that the 1-minute face to face interaction with our customer/community is important. We want to put a face with a name so that we can stay connected to their lives. We want to carry the connection with our customers from our service counter to our drive-thru counter, it does not matter where they order, we will nurture that relationship.

Our drive-thru operation will focus primarily on drinks with limited food items. A customer will order and pick up at the same window. The objective would be to deliver the drink and food order to the customer within 3-4 minutes from ordering.

Our back of the house is divided into 4 stations, espresso bar, grab and go station, beverage station, and kitchen. Each station will be able to work independently of each other in their efforts to full fill an order.

Espresso station:

We will have 2 espresso stations. One station is focused on drive-thru orders and the other station is focused on in-person orders for dine-in and take out.

Typically, an espresso-based drink such as a latte will take approximately 45 seconds to prepare each drink – two drinks would take a little less time since we are able to pull 2 separate espresso shots in roughly about the same time as one espresso shot. Brewed coffee will even take less time since the coffee has been pre-brewed and kept warm in a thermos.

Beverage Station:

Other drink items such as fruit smoothies or blended frappe will take approximately the same amount of time. We blend each smoothie for 30 seconds and the frappe for 40 seconds. Iced tea will be pre-made daily and kept in a beverage dispenser for an easy pour. Hot tea will be prepared with hot water and a teabag for little to no wait time to full fill an order.

Grab n go station and Kitchen stations:

The drive-thru will have limited menu items that require no more than 2 to 3 minutes to deliver

to customer. Menu items such as fresh baked goods, fresh fruit cups, fruit yogurt parfait, and limited breakfast egg sandwiches.

Fruit cups and yogurt parfaits are made daily and inventory is replenished as needed.

Our kitchen will constantly prepare a few egg sandwiches so that our staff can just grab the sandwich off the warmer and hand it to the customers. These sandwiches will be prepared constantly throughout the day. The sandwiches should not be in the warmer longer than 20 minutes.

In the event of a large order – greater than 3 items from any station, the customer will be asked to find a parking spot upfront and we will deliver the order when ready. We will actively discourage larger orders via the drive-through. Larger orders are best served in-person ordering.

B. Hours of Operation

Drive Through Window:

Weekdays and Weekends From 6 Am to 7 Pm

Coffee Shop:

6 Am to 9 Pm seven days a week.

C. Estimated Number of Employees

Three employees

D. Description of facility

This project is in the same location as the old BB@T bank. It is located at the southern corner of Cedar Park Shopping Center. The Cedar Park Shopping Center is currently going through major renovation. This building is isolated from majority of the construction. The only impact will be closing of the entrance to and from Cedar Lane that will happen after parking and all other improvements are completed. The existing drive-through window of the bank will be utilized for ordering and pick up. The build is occupied with three other tenants one on the upper floor and one in the lower level. The second floor is being use as an office and the below grade space is being used as a warehouse. Each tenant has their own separate access. The coffee shop will have twenty-four seats. The drive-through will not impact the traffic within the shopping center or cause any back up into the Cedar Lane SE. There will be no speaker for ordering and existing residential buildings are more than seventy-five feet from the window. We are proposing to re-strip the parking spaces that will provide for ten staking space for a drive-through window.

E. Signage:

One small directional sign for drive-through is proposed that will be less than one square feet and will be exempt from signage regulations. The menu signs will be mounted on the wall as shown on sheet four of the plans.

F. Disposal and Recycling and Waste Material:

The trash recyclable waste will be removed from the Coffee Shop and carried to the dumpster located to the back of the shopping center every night at the closing time.

G. Noise Impacts:

As indicated above the ordering and pick up will occur at the window. We are not proposing any outdoor speakers and the drive through window is more than seventy-five feet from any residential building. In our professional opinion, there are no noise impact from this use.

H. Air Quality:

The proposed coffee shop is part of Cedar Park Shopping Center. The drive through was existing and there is no impact of proposed use on air quality.