

Project Narrative

7 Brew Coffee – Santa Rosa

PREPARED BY

Core States Group

PREPARED FOR

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CLIENT ADDRESS

2180 South 1300 E #250
Salt Lake City, Utah 84106

SITE ADDRESS

2249 Santa Rosa Avenue
Santa Rosa, California 95407

PROJECT NO.

FOR.25.42352.01

DATE

01/16/2026

JURISDICTION

City of Santa Rosa

City of Santa Rosa

Re: Use Permit & Design Review

To Whom It May Concern:

The proposed project consists of the conversion of a 3,644 square-foot existing KFC to a 2,333 square-foot 7 Brew Coffee with dual drive through lanes, providing drive-through service only. A total of nineteen (19) parking spaces, including one (1) ADA space, are proposed.

The site fronts Santa Rosa Avenue to the east and there are auto detail and repair shops to the west. There is a drive-in restaurant to the north, and an inn to the south. Entrance to the site will be off Santa Rosa Avenue via an existing shared driveway.

The site layout includes a drive-through service window on the south side of the structure with an associated covered canopy. On-site circulation improvements will include the construction of dual drive-through lanes designed to accommodate vehicle stacking for up to twelve (12) vehicles. Additional site improvements will include trash and recycling enclosure, on-site directional signage, and landscaping.

OPERATIONAL CHARACTERISTICS

7 Brew Coffee is a growing drive-through coffee company with more than 500 locations in 35 states. The company's main values include service, speed, quality, energy and atmosphere. 7 Brew Coffee locations serve a massive, customizable menu of hot and iced drinks, including classic coffees (lattes, mochas, Americanos), "7 Energy" drinks, teas, lemonades, smoothies, shakes, and "7 Fizz" (flavored sparkling water), with over 20,000 combinations using numerous syrups and sauces, plus sugar-free options. Limited packaged food items will be provided, such as muffin tops.

7 Brew Coffee donates yearly to its local communities and non-profit organization through various initiatives, especially during new store openings with "Caffeine for a Cause" events (pay-what-you-want, proceeds to local charities) and through partnerships, donating funds, free coffees for first responders/schools, and supporting disaster relief efforts.

HOURS OF OPERATION

The typical business hours for 7 Brew Coffee include a 24-hour operation, but have agreed with the City to operate from 5 a.m. – 11 p.m., seven days a week, at this location. 7 Brew Coffee will employ and schedule 10-15 employees per shift. Additional employees will work per shift as needed during peak hours.

- Average customers/visitors are expected per day: 400
- Frequency of delivery vehicles: 2 times per week

QUEUING AND STACKING

Approximately twelve (12) cars are available to queue behind the proposed drive-through window. 7 Brew Coffee will implement a runner system at the proposed facility that is designed to increase speed and efficiency in serving drive-through customers. 7 Brew Coffee employees travel from vehicle to vehicle to greet customers and take orders. These "runners" utilize a handheld device to transmit customers' orders to the multiple drink stations inside the building. Additionally, runners will charge individuals while in line, so by the time they arrive at the service window they may pick up their order and be on their way. This system decreases wait times, while allowing the runners to have more personal face-to-face interaction with customers. In addition, the layout of the site was designed to create the best possible flow and maximum queuing possible to reduce spillovers onto neighboring properties or the public roads.

ARCHITECTURE

The proposed building is visually interesting and constructed with a variety of high-quality building materials. It will be constructed with simple, bold colors, and the signature 7 Brew "hat" element. Vertical and horizontal façade breaks, building massing, and modulation have all been incorporated into the design of the building. Canopy awnings will be provided over all entrances and service doors. Colorful and visually interesting wall signs depicting the 7 Brew Coffee logos will be installed on all sides of the building.

SIGNS AND LIGHTING

Signs proposed for use at the project site will conform to the City of Santa Rosa Zoning Code. Signs proposed to be installed at the project site include wall signs, menu signs, drive-through, parking lot, and directional signs. Signs will be constructed with high-quality materials and properly installed under separate permits.

Site lighting will be provided at the project site for the safety and security of all customers, pedestrians, and employees. Outdoor lighting and illumination at the site will include parking lot security lighting and pedestrian-scale lighting. Exterior lighting will be installed on the building façade. The drive-through area will be provided with security lighting. All lights will include shields to direct light toward the project site and keep glare away from the adjacent land uses and rights-of-way.

CONCLUSION

The establishment, maintenance, and operation of the proposed drive-through coffee shop will not, under the circumstances of this particular case, be detrimental to the health, safety, peace, morals, comfort, or general welfare of persons residing or working in the surrounding area, nor will it be detrimental or injurious to property or improvements in the neighborhood or to the general welfare of the City.

The proposed development is a low-intensity food and beverage use, primarily serving takeaway coffee and light refreshments, and is inherently compatible with the surrounding commercial context. The scale and nature of the operation are modest and will not give rise to levels of activity or disturbance that would adversely affect nearby occupiers. The use is comparable to other accepted roadside and service-based uses and will integrate appropriately within the existing urban environment.

In terms of residential and workplace amenity, the drive-through element has been carefully designed to ensure that vehicle movements, queuing, and servicing take place entirely within the site. This avoids overspill onto the public highway and prevents obstruction or inconvenience to neighboring properties.

Noise impacts associated with vehicles, ordering, and general operation will be limited and comparable to normal traffic movements already present in the area. Any equipment associated with the use will be appropriately sited and maintained to ensure compliance with environmental health standards. As such, the proposal will not result in harmful noise, vibration, or disturbance.

The development will be operated and managed responsibly, with appropriate waste management, litter control, and site maintenance measures in place to ensure the cleanliness and appearance of the premises and its surroundings. The proposal will not detract from the visual amenity or value of nearby properties and will contribute positively to the vitality and convenience of the area.

7 Brew Coffee is a successful business that will promote improvement of the existing commercial area. 7 Brew Coffee locations are known to be clean and well maintained, providing quick service, along with enhanced landscaping areas, lighting, and pedestrian open space at the project site that will benefit all customers and users in the immediate vicinity and the surrounding areas. The above narrative demonstrates how the proposal will increase the overall quality of the project site and positively impact the citizens and businesses of the surrounding community and the City of Santa Rosa.