



**SPECIFIC USE PERMIT (SUP) APPLICATION**

**SECTION 1. APPLICANT/OWNER INFORMATION**  
**Please Print or Type**

Applicant/Developer: 151 Coffee To Go, LLC  
Street Address: 6242 RUFF SNOW DRIVE, SUITE 226  
City: NORTH RICHLAND HILLS State: TX Zip: 76148  
Telephone: 208-449-8821 Fax: \_\_\_\_\_ E-mail: DANNYGIESBRECHT@151COFFEE.COM  
Applicant's Status: (Check One) Owner  Tenant  Prospective Buyer

**Property Owner must sign the application or submit a notarized letter of authorization.**

Owner: THE RENT SHOP OF TEXAS LLC  
Street Address: 902 UPPER STUMP RD.  
City: CHALFO NT. State: PA. Zip: 18914  
Telephone: 215-906-7500 Fax: \_\_\_\_\_ E-mail: jbags757@gmail-

Danny Giesbrecht Signature of Applicant  
Date: 4/6/21  
Jeffrey Bagley Signature of Owner  
Date: 4/5/21 Printed Name of Owner

**SECTION 2. PERMIT REQUEST INFORMATION**

Property Location: 1510 E KELLER PKWY, KELLER, TX 76248  
Legal Description:  
Lot(s): 2 Block(s): A Subdivision Name: KELLER CROSSING 6 ADDITION  
Unplatted Property Description:  
Abstract Name & Number: \_\_\_\_\_ Tract Number(s): \_\_\_\_\_  
*If property is not platted, please attach a metes and bounds description.*  
Current Zoning: PD-R Proposed Zoning: PD-R  
Current Use of Property: DRIVE THRU FAST FOOD RESTAURANT  
Proposed Use of Property: DRIVE THRU COFFEE SHOP



LET IT BE  
- THE BEATLES



NOTHING IS PERMANENT  
IN THIS WICKED WORLD,  
NOT EVEN OUR TROUBLES - CHARLIE CHAPLIN

KNOWLEDGE TALKS,  
WISDOM LISTENS

NO ONE IS YOU AND  
THAT IS YOUR POWER

I CHANGE THE PAST BY NOT REPEATING IT  
- JAMES HETFIELD

TO ME, NOT TAKING A RISK IS A RISK - ROBERT REDFORD



LESS IS MORE.  
SIMPLICITY  
IS AWESOME.  
THAT'S ALL  
YOU NEED IN  
LIFE.  
- G-EAZY

- HENDRIX

- DAVE GROHL

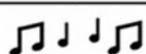
EVERY LITTLE THING  
IS GONNA BE ALRIGHT  
- BOB MARLEY

DREAM AS  
IF YOU'LL LIVE FOREVER.  
LIVE AS IF YOU'LL  
DIE TODAY  
- JAMES DEAN



YOU CAN DO  
WHATEVER YOU  
REALLY LOVE TO DO,  
NO MATTER  
WHAT IT IS  
- RYAN GOSLING

STARTED FROM  
THE BOTTOM  
NOW WE'RE HERE  
- DRAKE



THE THING TO  
DO IS ENJOY  
THE RIDE  
WHILE YOU'RE  
ON IT - JOHNNY DEPP



MUSIC IS ALL  
WE GOT  
- CHANCE THE RAPPER



Take A Walk On  
The Wild Side  
- LOU REED

JUST BE YOURSELF, THERE IS  
NO ONE BETTER - TAYLOR SWIFT

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PEACE A  
CHANCE



IT'S A GOOD DAY  
TO HAVE A GOOD DAY

STRIVERS ACHIEVE WHAT DREAMERS BELIEVE - USHER

- JOHN LENNON

YOU CAN'T FLY UNLESS YOU

IF YOU BELIEVE IN YOURSELF, ANYTHING IS POSSIBLE - MILEY CYRUS

LET YOURSELF FALL - JUSTIN BIEBER



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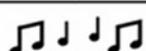
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# About 151 Coffee

- 151 Coffee is not your typical coffee shop. Fun and happiness drive our culture and music drives our speed, that's why we live by the 151 motto "it's a good day to have a good day."
- All of our stores are drive-thru serving the best tasting coffee, friendlier and faster than anyone. If you're thirsty and looking for a tasty beverage to buzz your day, drive thru, say hi, and drive with the 151 vibe.



# History of 151 Coffee

- 151 Coffee is a whole new coffee concept started in 2017. The first location opened in the Dallas Fort Worth area in 2017. The second opened in Flower Mound, TX in 2018. In January 2020, we had the grand opening for our fifth location in Plano, TX, with four additional locations opening in the Dallas Fort Worth area this year.
- 151 Coffee is founded and funded by Mark Wattles, who has founded and financed multiple national \$100MM to \$2B companies, including restaurants, B2C online companies, and a 2000 store retail chain that opened a new store a day at its peak.
- At 151, we intend to leverage the experience of our founder and the 151 Team to grow rapidly and create opportunities for our employees while never forgetting our #1 mission; to have fun! It's a Good Day to have a Good Day.

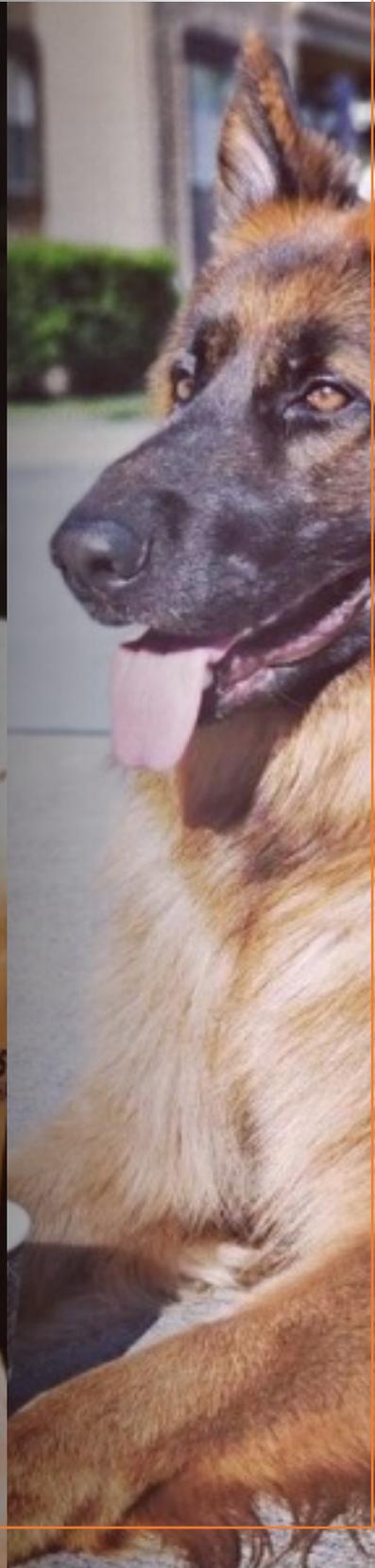


# Meet the Founder



- **Mark Wattles, 151's Founder.**

- Born in Santa Monica, raised in CA and TX, loves to have fun surfing, wakeboarding and snow boarding.
- Mark skipped college to become an entrepreneur. His start-ups include;
- Firebirds Wood Fired Grill, a full service restaurant chain that now has 45 locations in 18 states. Named one of ten "breakout brands" by Nation's Restaurant News. Mark was one of four partners that built it and sold a majority interest to Angelo Gordon, a private equity firm.
- HomeAdvisor.com, a B2C online service that provides a home improvement marketplace. Mark was one of four partners that founded it and sold it to IAC/Interactive Corp (Nasdaq; IAC).
- Hollywood Entertainment, Inc (Hollywood Video - 2000 stores and Game Crazy - 700 stores), which he started in 1988 and grew from 1 store to 1000 corporate owned stores in 10 years. He sold the company in 2005 after it reached \$2 Billion in revenue and had 2000 company owned stores.

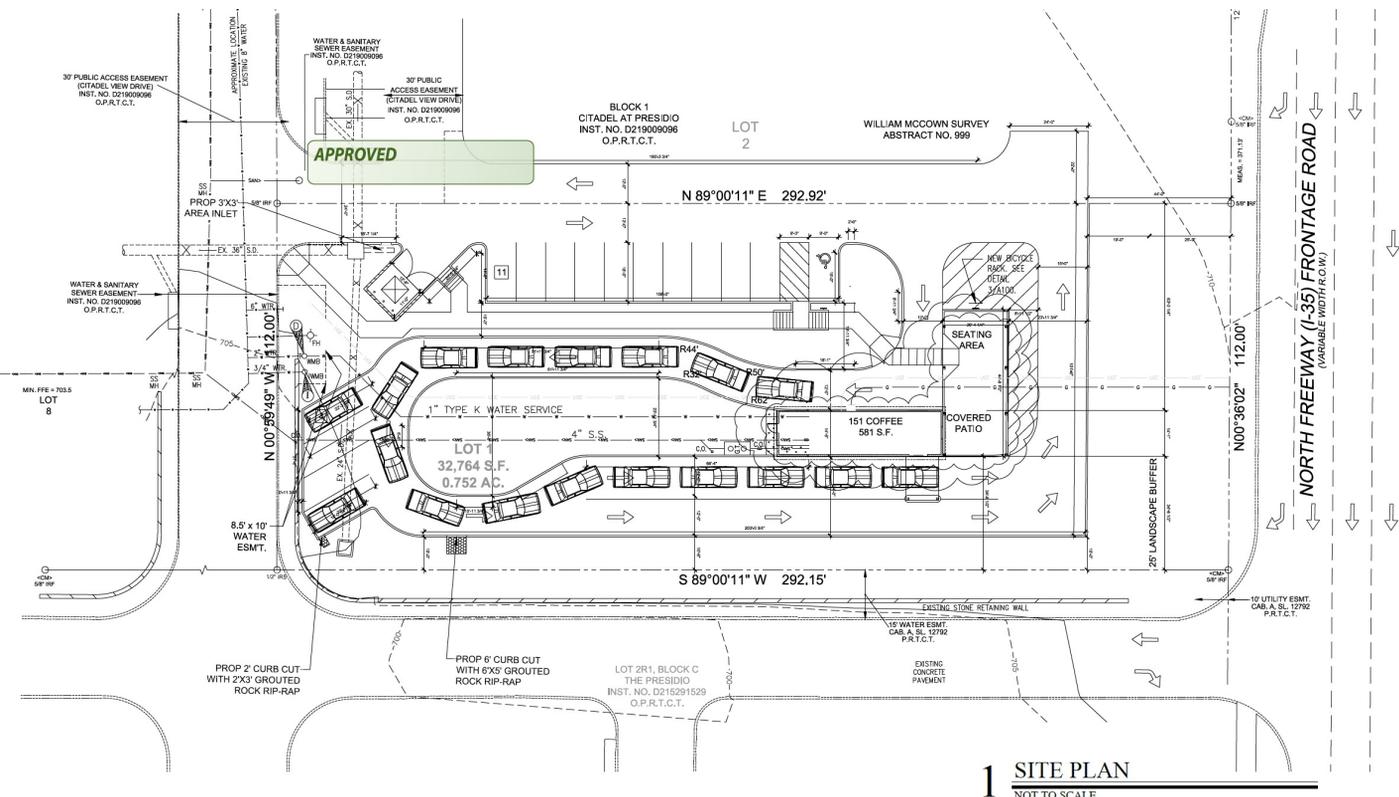


# Real Estate Criteria



## Typical Site Plans

- 850 SF kitchen building with 800 SF patio area
- 151 Coffee can fit on pads as small as 25,000 SF
- Seeking pads with traffic counts greater than 30,000 VPD and good ingress/egress



Fort Worth, TX



Roanoke, TX



North Richland Hills, TX



Flower Mound, TX





For more information

[www.151coffee.com](http://www.151coffee.com)



# Specific Use Permit (SUP) Application



**1510 E. Keller Parkway, Keller, Texas 76248**

**KELLER CROSSING ADDITION**

**LOT 2, Block A**

**Zoned PD-R**

# ***Proposal for a Specific Use Permit***

151 Coffee is requesting a Specific Use Permit for a drive-through located at 1510 Keller Pkwy. The existing building is the former home of Taco Bueno and is currently vacant. 151 Coffee would like to re-use the existing drive-through for their coffee shop that would operate from 6am-10pm.

The building sits on a .723 acre lot located on the south side of Keller Parkway, east of Keller Smithfield Rd S. It's adjacent to Chevron, 7-11, and the Keller Crossing Shopping Mall which houses Tuesday Morning, Big Lots, Whataburger, and many other stores, shops and restaurants. The nature of this use is reasonable and appropriate in the immediate area while being harmonious and compatible with the surroundings.

Access to this location is via Keller Pkwy. This existing site has 29 parking spots and two handicap spaces. The lot and existing drive through size allows for adequate traffic flow to and around the site. 151 Coffee plans to replace broken, cracked, or settled concrete in order to provide a clean and easy to navigate site for both vehicles and pedestrians.

This building has sat vacant since December, 2018 and as such, is in a state of disrepair. The building/site currently has sidewalks that have settled or cracked, a deteriorated interior with multiple roof leaks and dead plants surrounding the store. 151 Coffee will bring life back to the building/site by investing in the infrastructure, updating the "curb appeal", and providing a business that has a quick and efficient drive-through as well as an inviting, covid friendly seating area.

# ***Our Roots...***

***151 Coffee is not your typical coffee shop.*** Fun and happiness drive our culture and music drives our speed. That's why we live by the 151 motto, *"it's a good day to have a good day"*!

151 Coffee is a whole new coffee concept that started in 2017 in the Dallas Fort Worth area. Our company's roots are solid in coffee and Texas. Our founder, Mark Wattles, is originally from the metroplex and chose to make this the home of 151 Coffee.

Mark is a natural entrepreneur. In addition to founding Hollywood Video, he was one of the four founders of Home Advisors and Firebirds Wood Fired Grill. His passion and relentless drive for perfection has allowed him to build 151 Coffee into a successful, growing company in a very short period of time.

# ***Good can always become Great!***

***151 Coffee is constantly working to improve the concept.*** Our first three stores (North Richland Hills, Flower Mound, and Plano) were drive-through only. During the construction of our fourth store (Roanoke), covid hit. We realized that this new operating environment required out of the box thinking. We reacted by removing the windows in the seating area to make an indoor/outdoor feel, complete with ceiling fans for the hot summer days and radiant heaters for the chilly Texas mornings. This environment gives customers the comfort of an indoor restaurant with the air flow of the outdoors. We have since opened the same concept in Alliance and are under construction in Lewisville and Coppell.

As we move to improve the customer experience, we will be incorporating games into our seating area. These may be similar to Corn Hole, full size checkers, etc. These games will enhance the customer experience and provide a destination for families and gatherings. We are constantly examining the market to determine what we can do that no one else is doing.

# *Customers have a voice...*

***What does the community say about 151 Coffee?*** We believe that there is no stronger way to understand how a business impact the community than by listening to what the community has to say. 151 Coffee has a 5-star rating on Yelp! Below are just a few of the reviews we've received.

*"It was our first time here and the drinks we ordered were really good... iced caramel macchiato and white chocolate macadamia frappe. Everyone had a mask on and they sprayed down their iPads between each customer which is what all opened establishment should do to protect themselves and their customers. Wish there was place like this closer to where I live. If I ever am nearby will definitely come back again. Great customer service and drinks...it's a must try!" Linda (5/18/2020)*

*"Amazing service and delicious coffee. I order a cappuccino and my husband ordered an americano. Super-fast service and all the employees were so nice. We definitely will be back and recommend to our friends and family." Cristina (2/19/2021)*

*"Another flawless opening for 151 Coffee! The location is fantastic, people are amazing as always, and LOVE this patio! You guys are killing it. Couldn't be happier to support! What's not to love about deliciously smooth coffee and endless flavor options even in sugar free. 100% recommend!" Brenda (11/20/2020)*

# ***151 and the Community...***

***151 Coffee is committed to the community.*** We believe that we cannot have the community support us without supporting the community. We are always looking for ways to give back and thank the community. Whether it's supporting local schools, giving free drinks to first responders, or free drinks to Veterans on Veterans Day, 151 Coffee supports OUR community.

As we grow into additional communities, we are committed to not lose focus. We will continue to support the community and provide a safe, fun environment while living our motto... "it's a good day to have a good day"!

# NORTH Elevation (Updated)

Conceptual only  
(may change during the  
Site Plan process)



# WEST Elevation (Updated)

Conceptual only  
(may change during the  
Site Plan process)



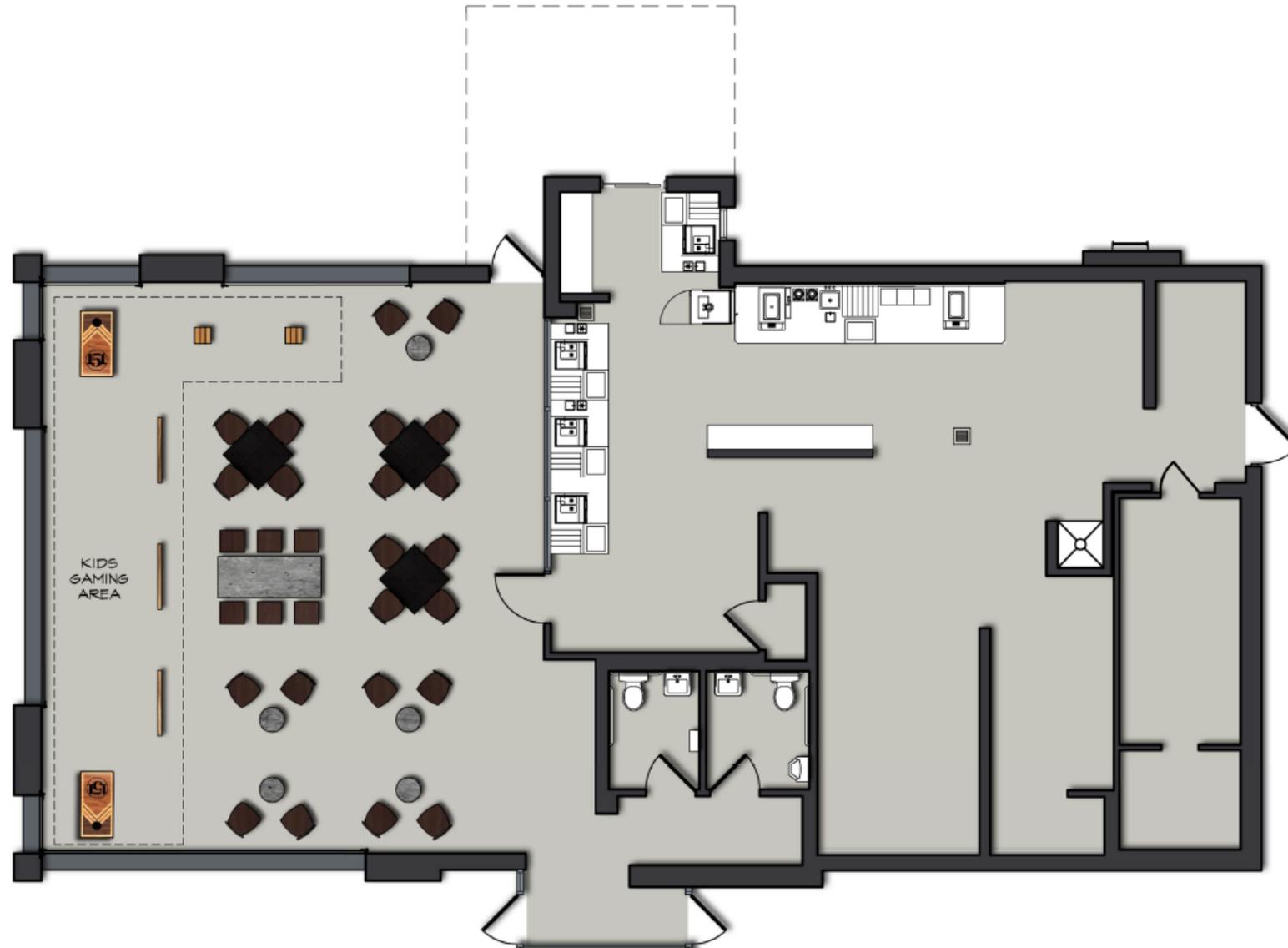
# EAST Elevation (Updated)

Conceptual only  
(may change during the  
Site Plan process)



# Interior Floor Plan (Concept)

Conceptual only  
(may change during the  
Site Plan process)

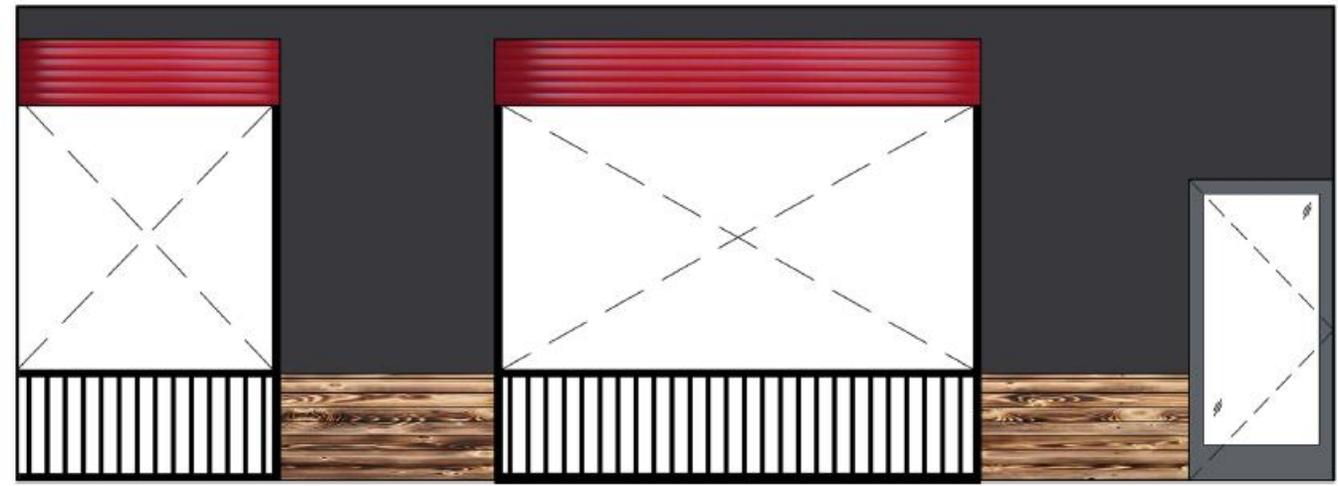


# Interior Elevations (Concept)

Conceptual only  
(may change during the  
Site Plan process)



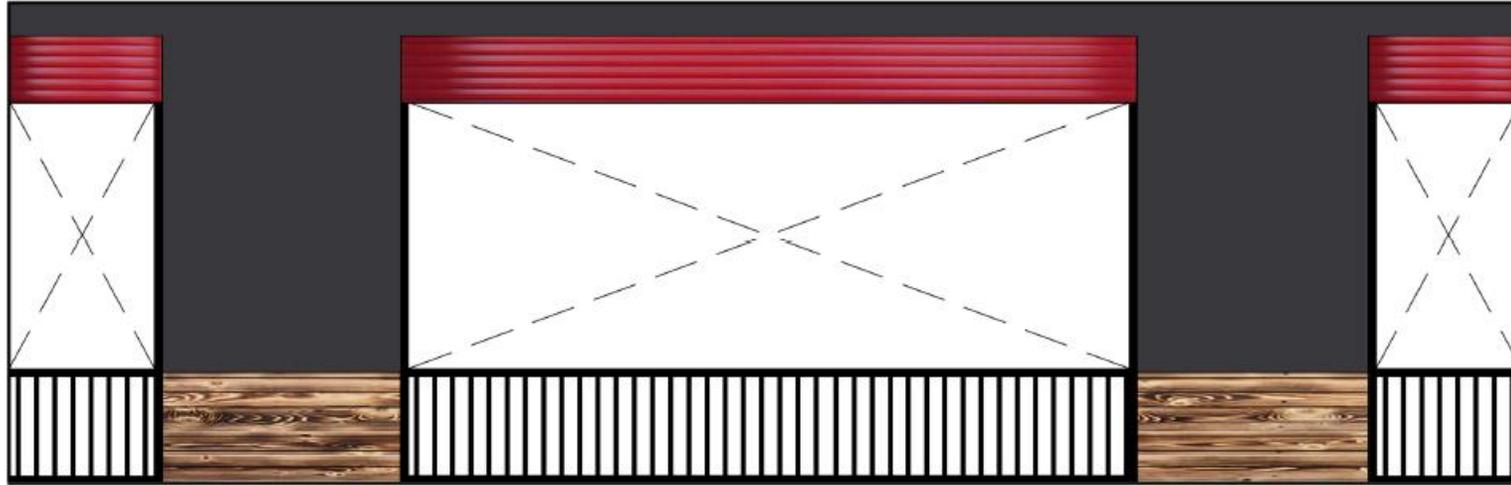
Plan East Wall Elevation



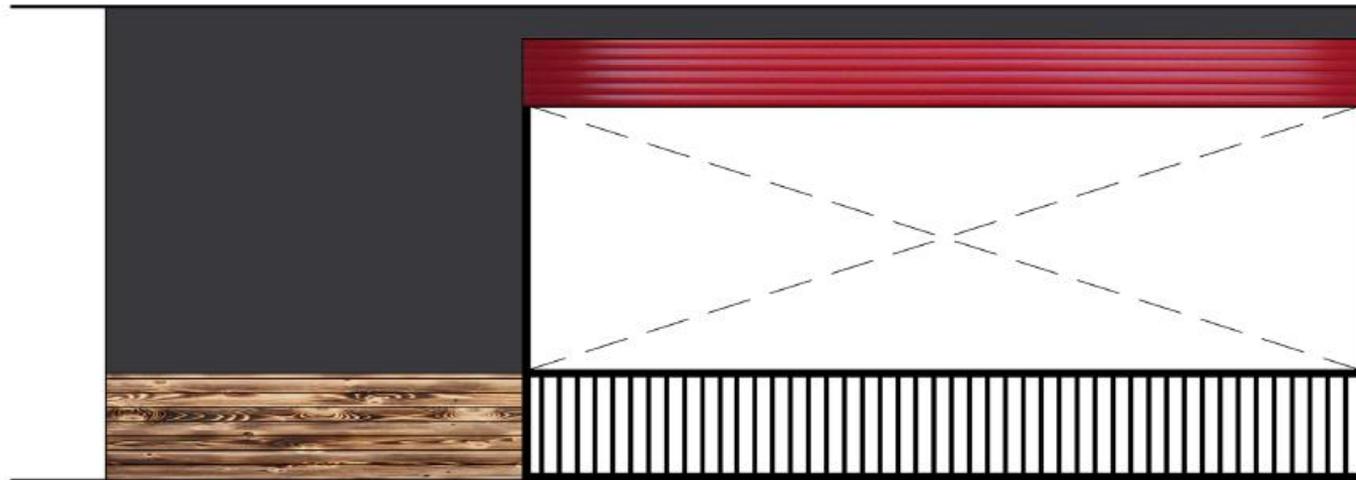
Plan North Wall Elevation

Conceptual only  
(may change during the  
Site Plan process)

# Interior Elevations (Concept)



Plan South Wall Elevation



Plan West Wall Elevation

# Family Games (Concept)

Tic Tac Toe and Cornhole



Connect Four



Jenga



# Interior Renderings (Concept)



# Interior Renderings (Concept)



# Interior Renderings (Concept)



# Interior Renderings (Concept)



# 151 Coffee Elevations (Existing Stores)



# 151 Coffee Elevations (Existing Stores)

