



PLAZA
STREET
PARTNERS

Seven Brew Coffee

Rochester, MN

SUBJECT PROPERTY

NEC 37th St NW & 21st Ave NW
Parcel #: 742222088678



Overview



1. Introductions
 - a) The Brand
 - I. Exterior Photos – Existing Locations
 - II. Menu
 - b) The Operator
 - c) The Developer
2. About our Project
3. The Application Process
4. Exhibits:
 - a) Site Plan
 - b) Building Elevation
 - c) Landscape Plan
 - d) Photometric Plan
5. Traffic Impacts
6. Q&A

1.a - THE BRAND: Seven Brew

→ *A revolution is brewing!*

7 Brew Coffee is one of the fastest-growing franchises in the country.

→ 7 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.



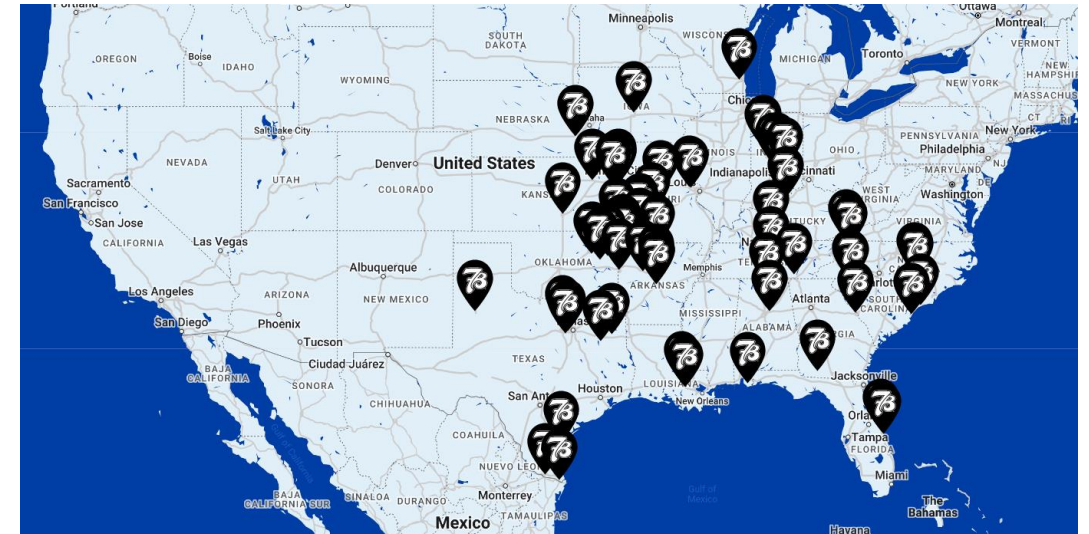
→ **Corporate Headquarters:** Rogers, Arkansas - 2017 **Existing Locations:** 80+ **Future Locations:** 17 new stores in Wisconsin (5 years)

→ Next location in Minnesota: Rochester

We estimate this location to be open by Winter 2026

Pipeline:

- 4 locations opened in the last 2 years (WI)
- 1 location under construction (WI)
- 5 locations under permitting (WI, MN, MI)



1.a.I. - EXTERIOR PHOTOS (Other locations)



1.a.II - THE MENU



THE SEVEN ORIGINALS

ICED, HOT, or CHILLER

BLONDIE (270-850 CAL)
CARAMEL & VANILLA BREVE

BRUNETTE (280-850 CAL)
HAZELNUT & CARAMEL MOCHA

SMOOTH 7 (260-840 CAL)
WHITE CHOCOLATE & IRISH CREAM BREVE

WHITE CHOCOLATE MOCHA (280-850 CAL)
WHITE & MILK CHOCOLATE MOCHA

CINNAMON ROLL (300-770 CAL)
BROWN SUGAR CINNAMON & WHITE CHOCOLATE BREVE

GERMAN CHOCOLATE (280-860 CAL)
COCONUT & CARAMEL MOCHA

TRIPLE 7 (180-840 CAL)
A SMOOTH 7 WITH 6 ESPRESSO SHOTS



CUSTOMIZE EVERYTHING

EXTRA ESPRESSO
(5 CAL)

**SUGAR
FREE**

**SWEETNESS
LEVELS**

MILK ALTERNATIVES
OAT, ALMOND OR COCONUT

CLASSICS

ICED or HOT

LATTE (120-320 CAL)

MOCHA (200-520 CAL)

BREVE (250-660 CAL)

CARAMEL MACCHIATO (210-850 CAL)

CAPPUCCINO (100-260 CAL)

HOUSE BLEND (10-20 CAL)

CHAI LATTE (160-400 CAL)

MATCHA LATTE (170-390 CAL)

COCOA (250-630 CAL)



SEVEN ENERGY

ICED or CHILLER

(10-560 CAL)

A PREMIUM ENERGY DRINK
CREATED BY 7 BREW!

INFUSE WITH ANY FLAVOR!
ORIGINAL OR SUGAR-FREE

RED BULL AVAILABLE
UPON REQUEST



SEVEN FIZZ

(0-440 CAL)

SPARKLING WATER INFUSED WITH
ANY FLAVOR! CREAM AND
WHIPPED CREAM OPTIONAL.



TEAS

(0-400 CAL)

ICED or HOT

SWEET UNSWEET
PARIS EARL GREY
GREEN CINNAMON SPICE
DECAF



SMOOTHIES

(330-740 CAL)

STRAWBERRY MANGO
PIÑA COLADA PEACH
GREEN APPLE WILDBERRY
BLUEBERRY POMEGRANATE



KIDS

KIDS FIZZ (0-110 CAL)

COCOA (190 CAL)

SMOOTHIES (210-230 CAL)



SHAKES

(250-950 CAL)

THE CLASSIC FLAVORS OR
MAKE IT YOUR OWN!



1.b - THE OPERATOR: Brew 4 You

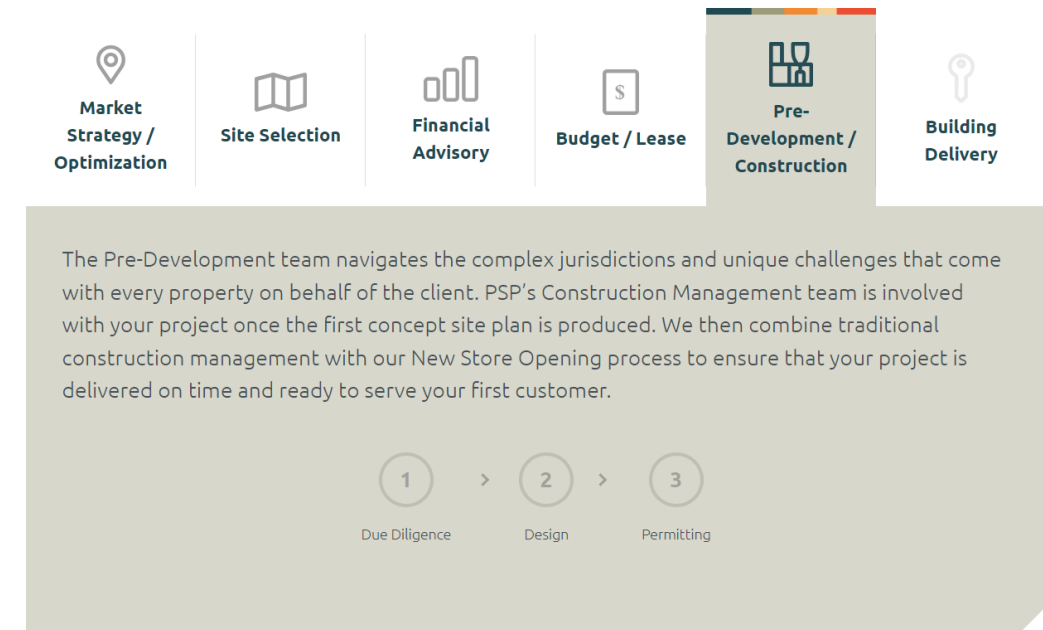
- ➔ **Brew 4 You** is a Seven Brew franchisee/operator committed to opening 17 new locations in Wisconsin over the next 5 years.
- ➔ **Brew 4 You** is managed by 3 partners:
Jonathan Lippincott
Loren Lippincott
Kayla Smith
- ➔ They are experienced franchisees with over 10 years of experience operating a Planet Fitness in Missouri.
They had some of the highest employee retention rates in the franchise.
- ➔ Jonathan and Kayla live in Eau Claire, WI



1.C - THE DEVELOPER: Plaza Street Partners

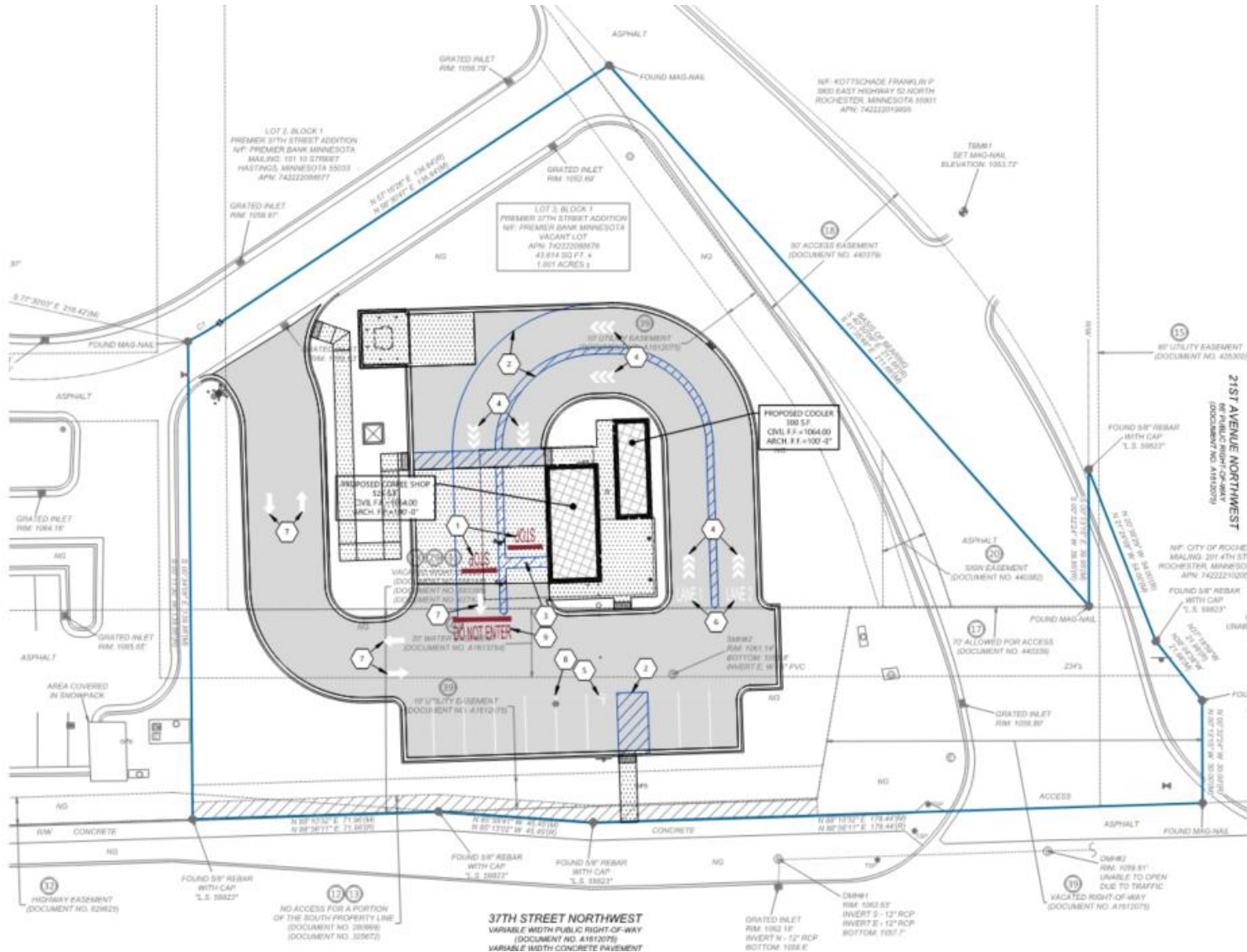


- ➔ Plaza Street Partners is a process management company that partners with QSRs and other free-standing retailers in need of high-volume, value-added, new-unit delivery system to grow their brand.
- ➔ ✓ PSP has partnered with Brew 4 You to help grow the Seven Brew brand in Wisconsin.
- ➔ **Headquarters:** Kansas City, KS
Build-to-suit: 180+
Brands: 12+
7 Brew In Progress with PSP: 9+



Learn more at: <https://www.plazastretpartners.com/>

2. ABOUT OUR PROJECT

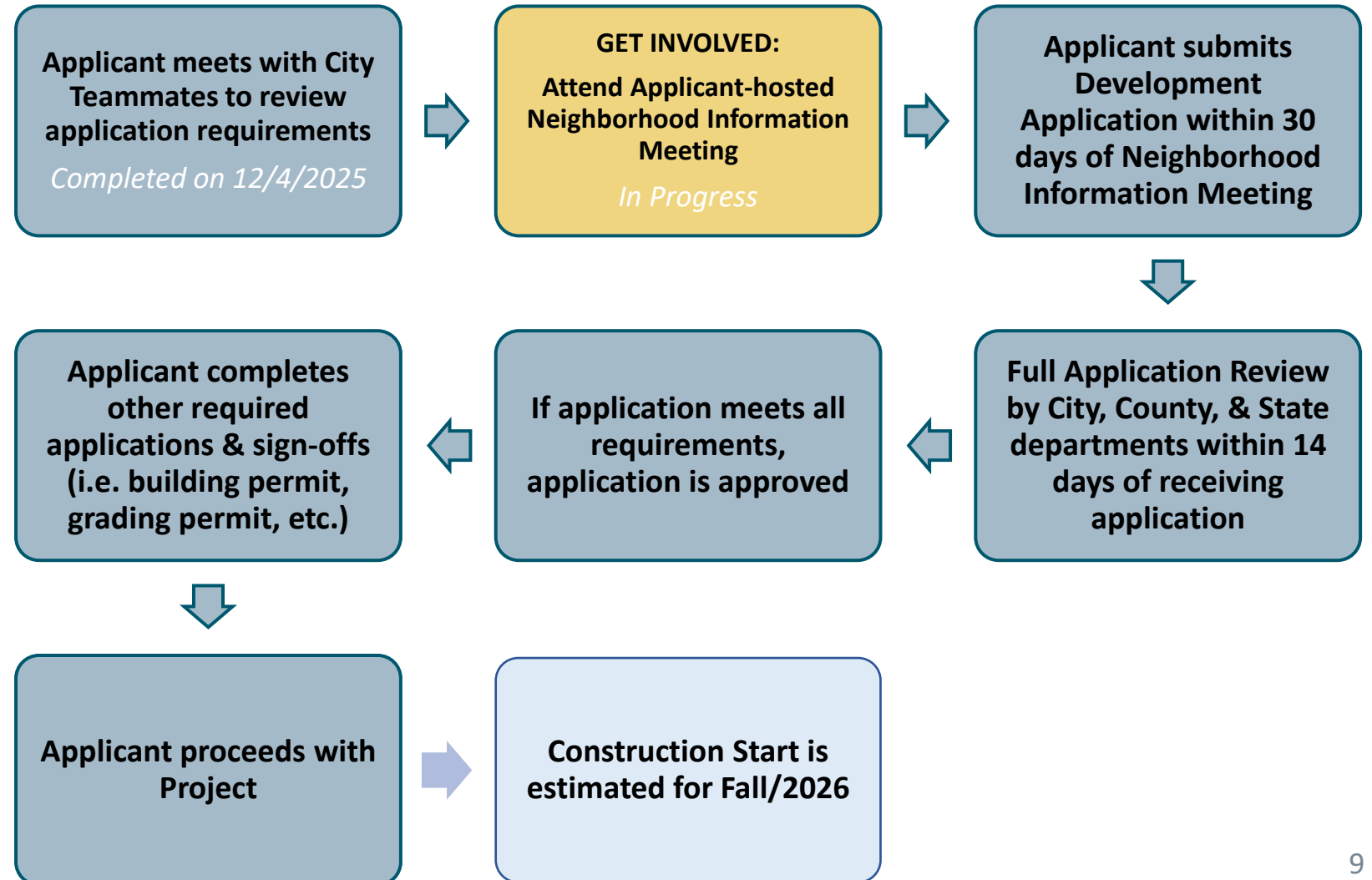


Summary of the proposed development

- Location: NEC 37th St NW & 21st Ave NW
- Parcel ID: 742222088678
- Master Development: Premier Bank
- Size of site: 1 acre
- Current Zoning: MXG - Mixed Use General
- Current Land Use: Vacant land
- Proposed Use: Seven Brew with a double drive-thru
- Building square footage: 510 ft + cooler
- Access from: Internal Drive
- Signage: on building / freestanding sign if allowed
- Grading concerns: steep slope
- No Wetlands or Flood Zone

3. The Application Process

- **Pre-Application Meeting**
 - Completed on 12/4/2025
- **NIM (Neighborhood Information Meeting)**
 - In Progress
- **Site Development Plan Review**
 - Grading Permit
- **Building Permit**
- **Health Permit**

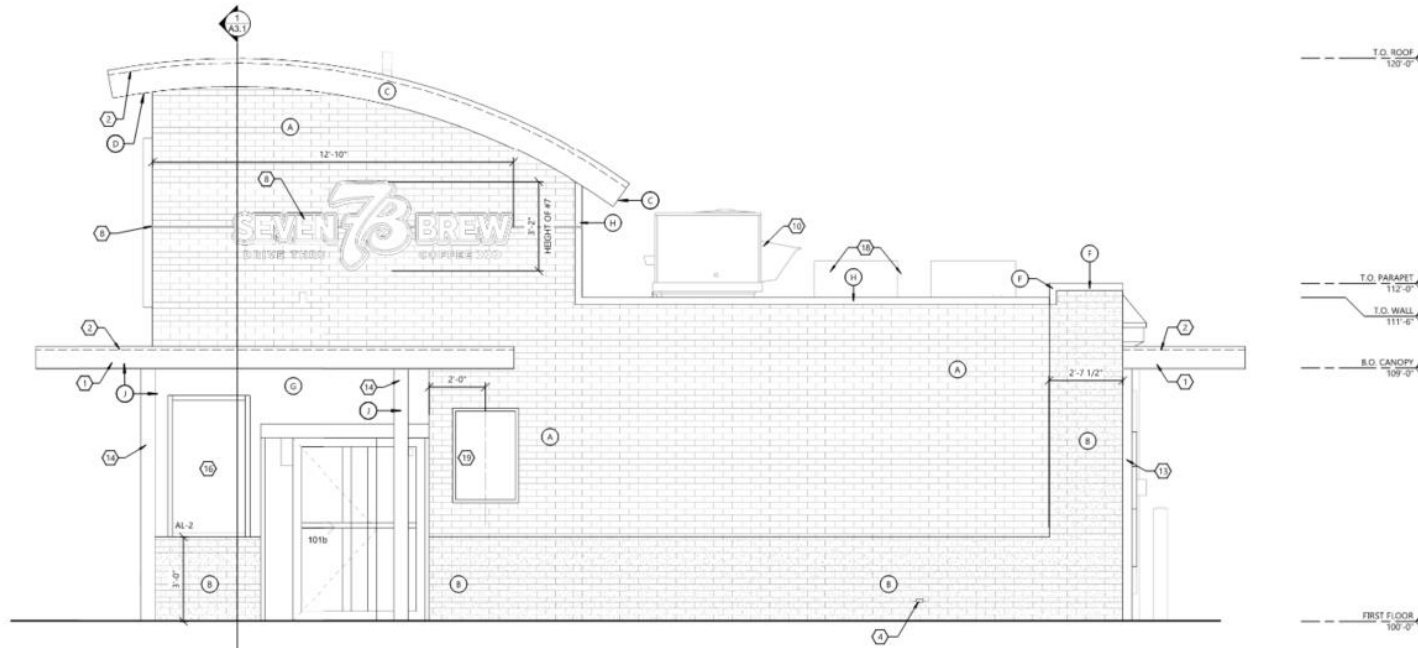


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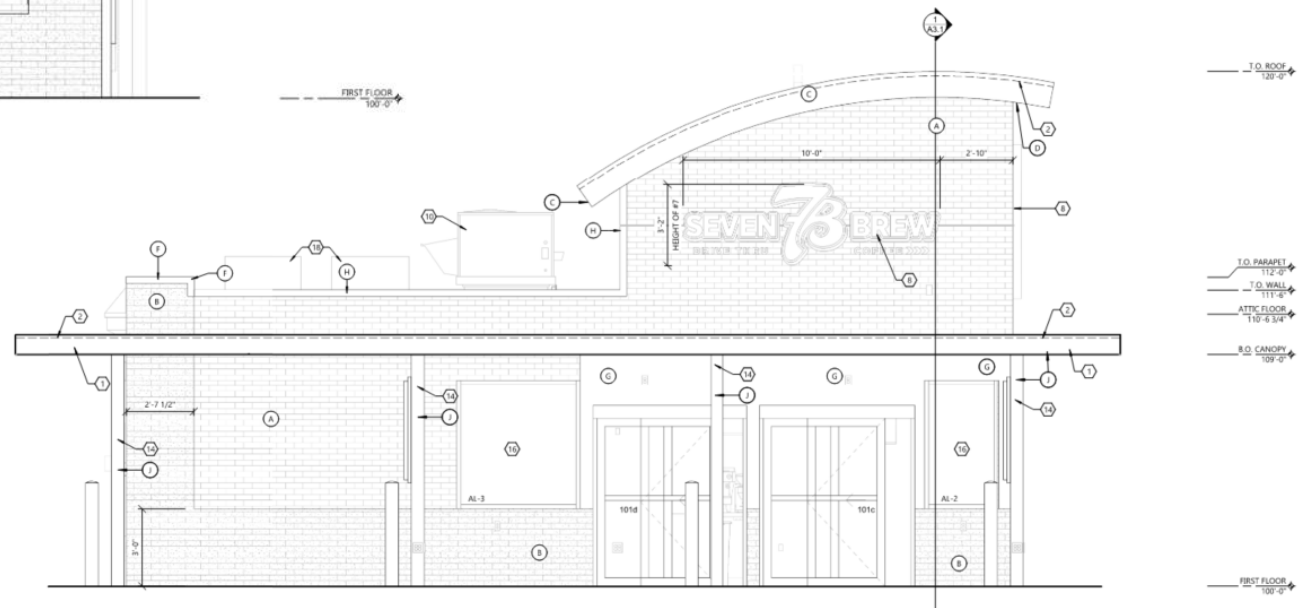
MIN. LANDSCAPING RATIO: 15%

4.b - BUILDING ELEVATIONS

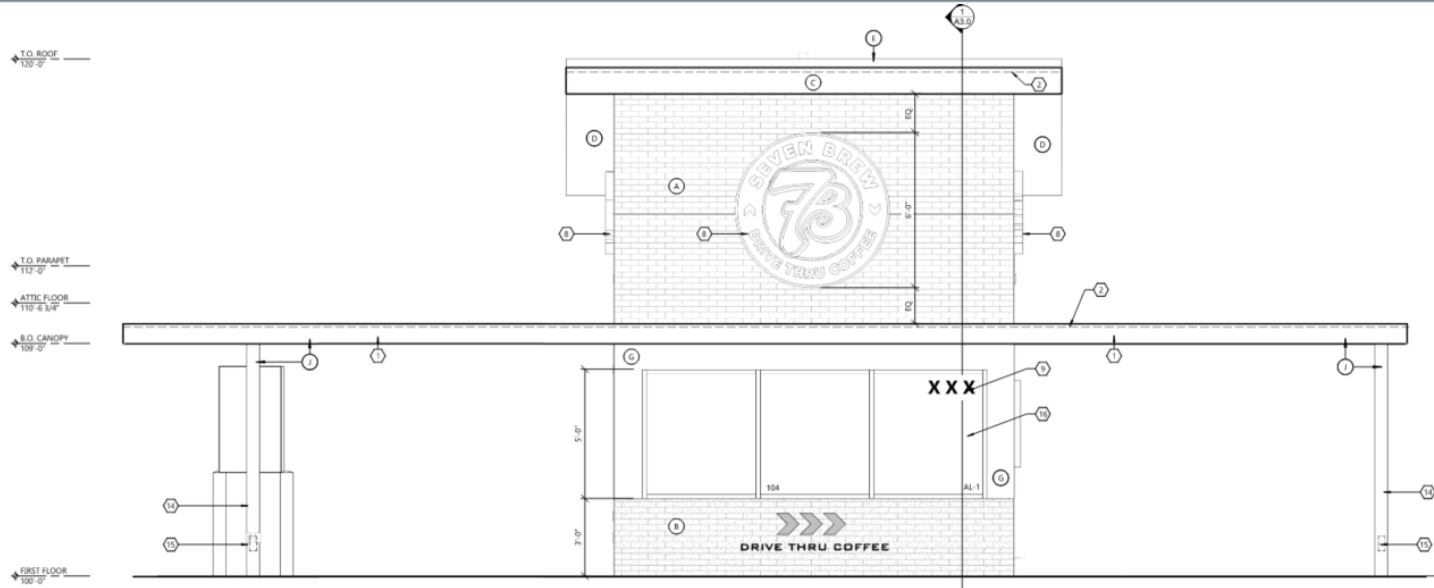


PICK-UP WINDOW ELEVATION

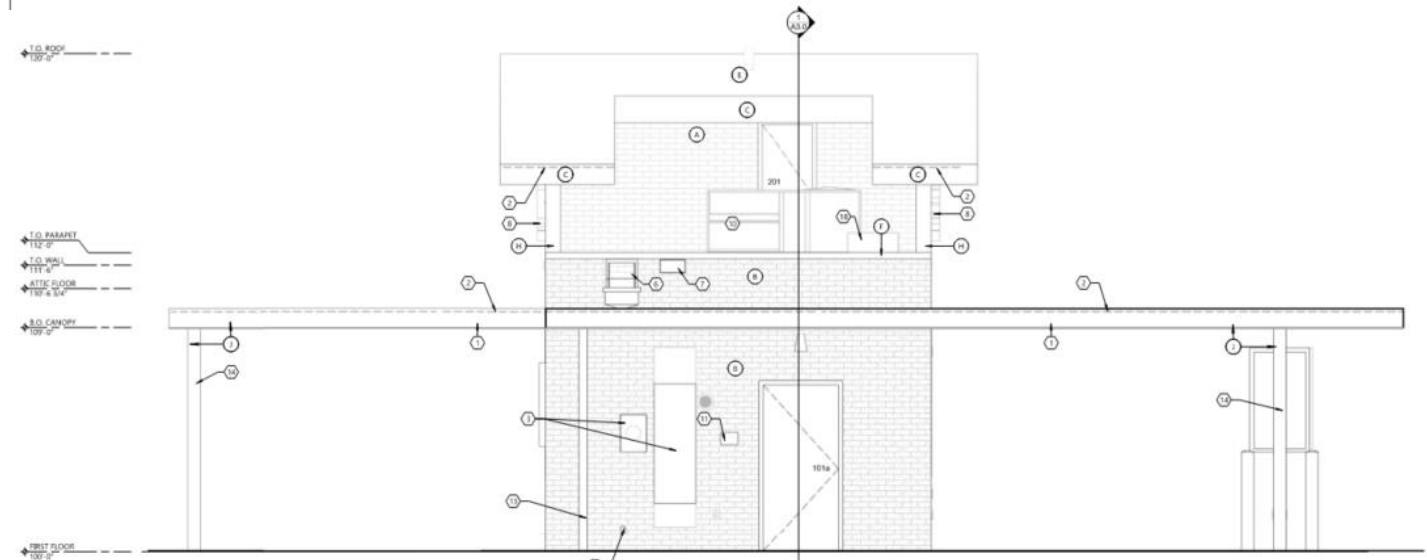
DRIVE-THRU ELEVATION



4.b - BUILDING ELEVATIONS

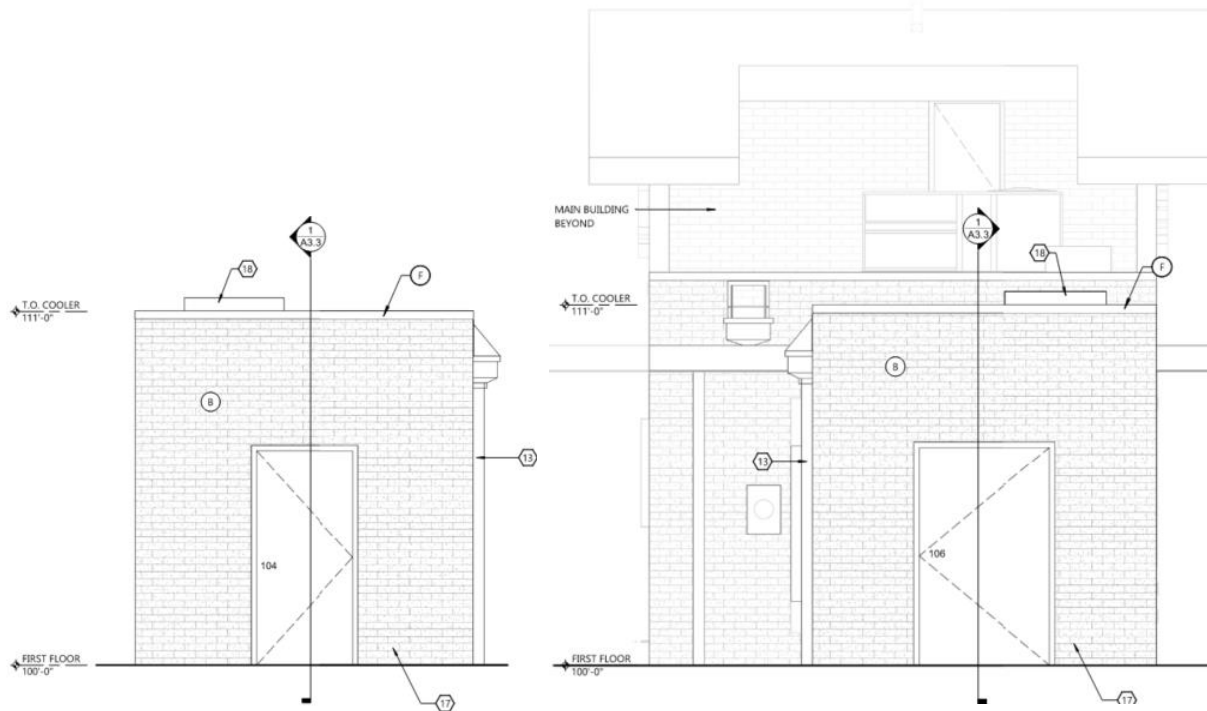


FRONT ELEVATION



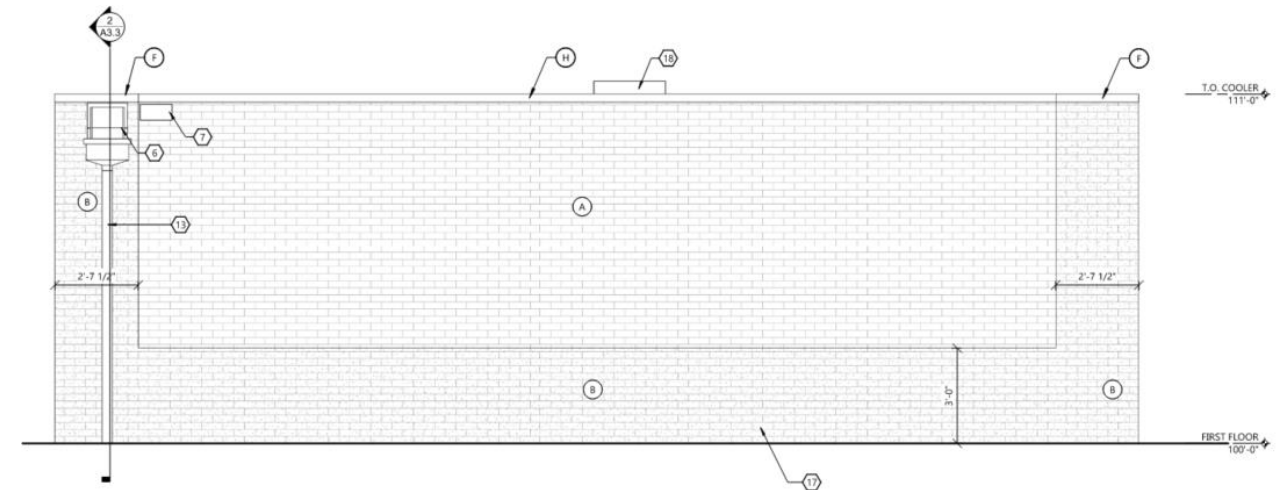
BACK ELEVATION

4.b - BUILDING ELEVATIONS

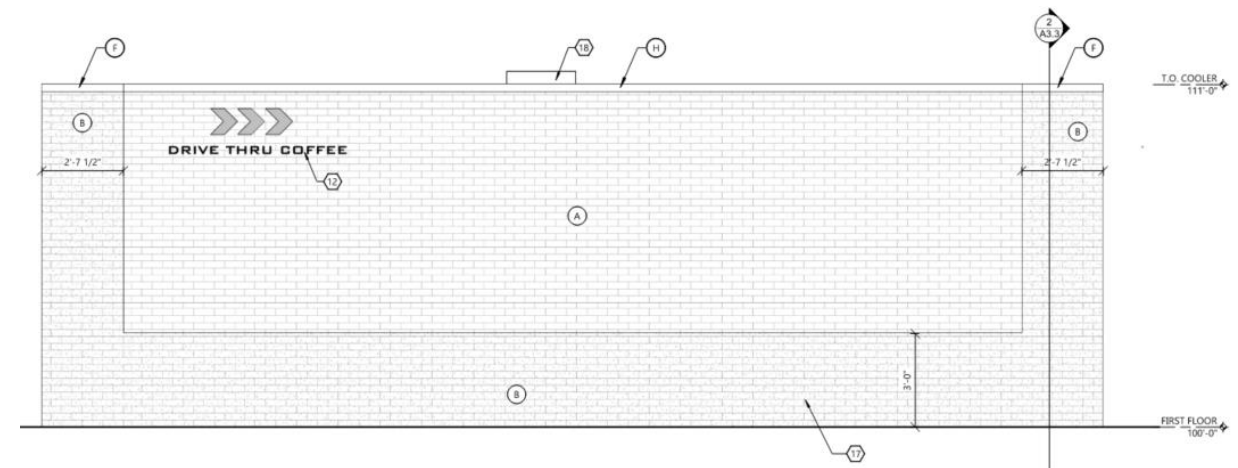


COOLER - FRONT ELEVATION

COOLER - BACK ELEVATION

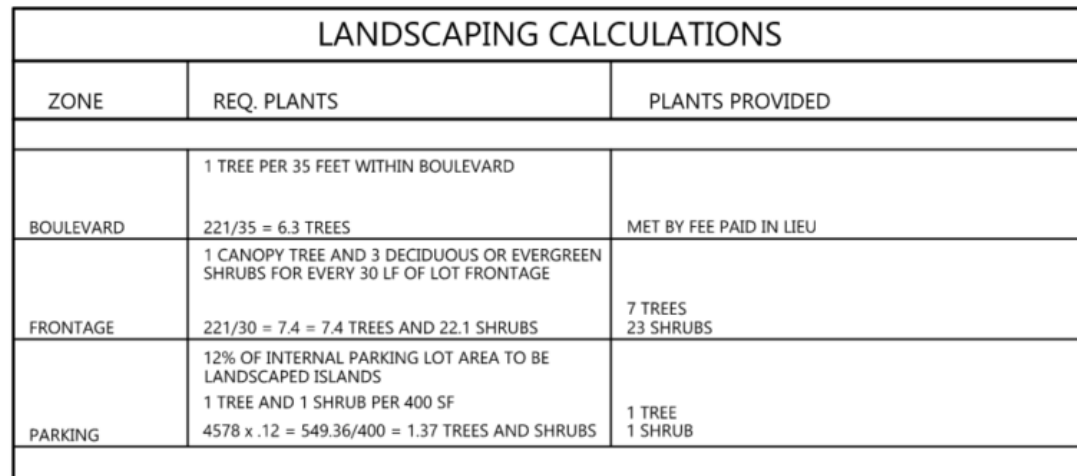


COOLER - PICK-UP WINDOW ELEVATION



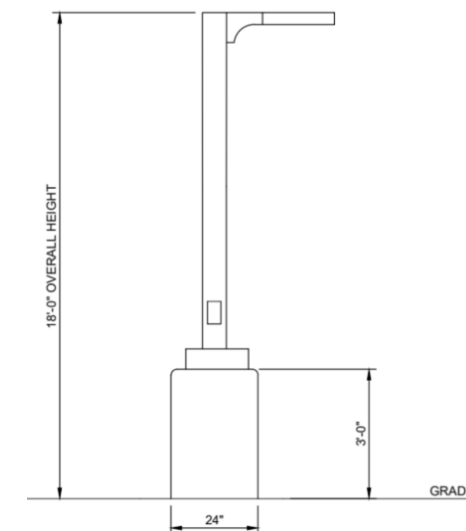
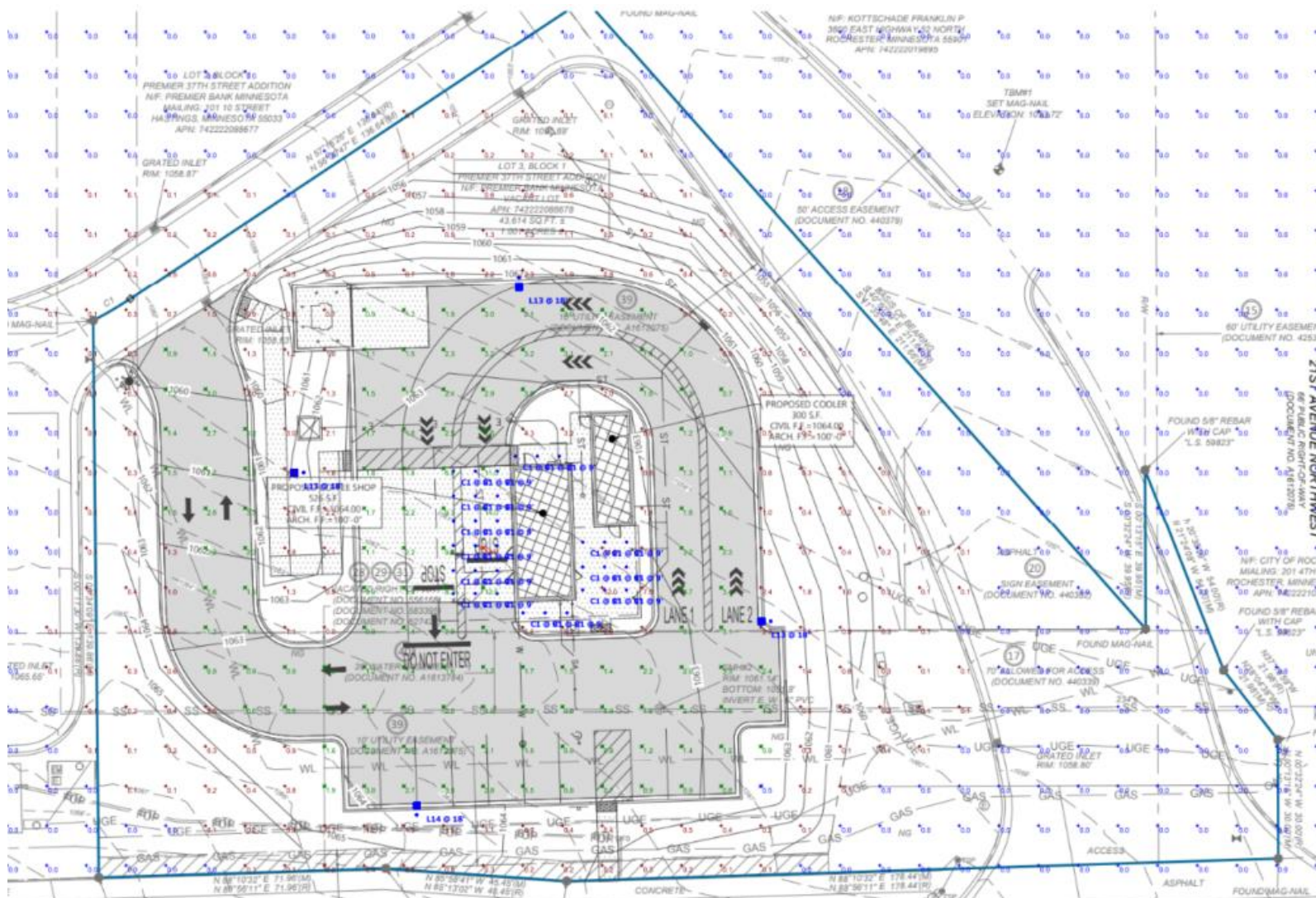
COOLER - DRIVE-THRU ELEVATION

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Schedule								
Symbol	Label	Quantity	Manufacturer	Catalog Number	Number Lamps	Lumens Per Lamp	Light Loss Factor	Wattage
	L14	1	LSI INDUSTRIES, INC.	MRM-LED-09L-SIL-4-30-70CRI	1	9185	0.9	62
	C1	33	COOPER LIGHTING SOLUTIONS - HALO (FORMERLY EATON)	SMD6R69SWH - 5000K	1	799	0.9	8.9
	L13	3	LSI INDUSTRIES, INC.	MRM-LED-09L-SIL-3-30-70CRI	1	9930	0.9	62

5 - TRAFFIC IMPACTS



- A TIS waiver was recommended by staff for this site development plan because it is below the threshold.
- We are proposing a 2-lane drive-thru coffee shop with no indoor seating, which will generate approximately 80 AM peak hour trips, 30 PM peak hour trips, and 358 total weekday trips. This is a 1.00-acre parcel with a trip generation rate of 358 trips/weekday/acre.
- This business is part of a larger shopping center, which will support a larger number of shared trips. With the proximity to 37th St NM, many of the trips will be pass-by trips diverted from 37th St NM, and not new trips added to the network.

6. Q&A



Please feel free to ask any questions!

Thank you!

Still have Questions?

Contact the City of Rochester's Community Development Department with any questions about this application type via email communitydevelopment@rochestermn.gov or phone (507-328-2600).