

June 2022

# WALK-IN COOLER ADDITION

89 Bethlehem Pike,  
Philadelphia PA 19118



Maison Bruc LLC  
dba **MATINES CAFÉ**  
Amanda & Arthur de Bruc de Montplaisir

# AGENDA

1. Location Overview
2. Matines Café Overview
3. Walk-in Addition Overview
4. Community Reach & Feedback



**89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER  
IN REAR OF PROPERTY**

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## LOCATION OVERVIEW

- Intersection of Bethlehem Pike & E. Chestnut Hill Ave
- RSA3/CMX2
- 160g sq ft (1<sup>st</sup> floor + Basement)
- Owned by Bowman Properties Limited
- Use Permit ZP-2022-000416 - **Eating and Drinking**

## Establishments - Prepared Food Shop

*A prepared food shop has all of the following characteristics:*

(a) Includes customer seating on the lot. **The number of seats shall be greater than 3 but shall not exceed 20 seats; and**

(. b) Does not utilize commercial cooking appliances that have requirements for exhausting air contaminants.



## View from Bethlehem Pike



## 89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER IN REAR OF PROPERTY





City of  
Philadelphia

Atlas

89 bethlehem pike



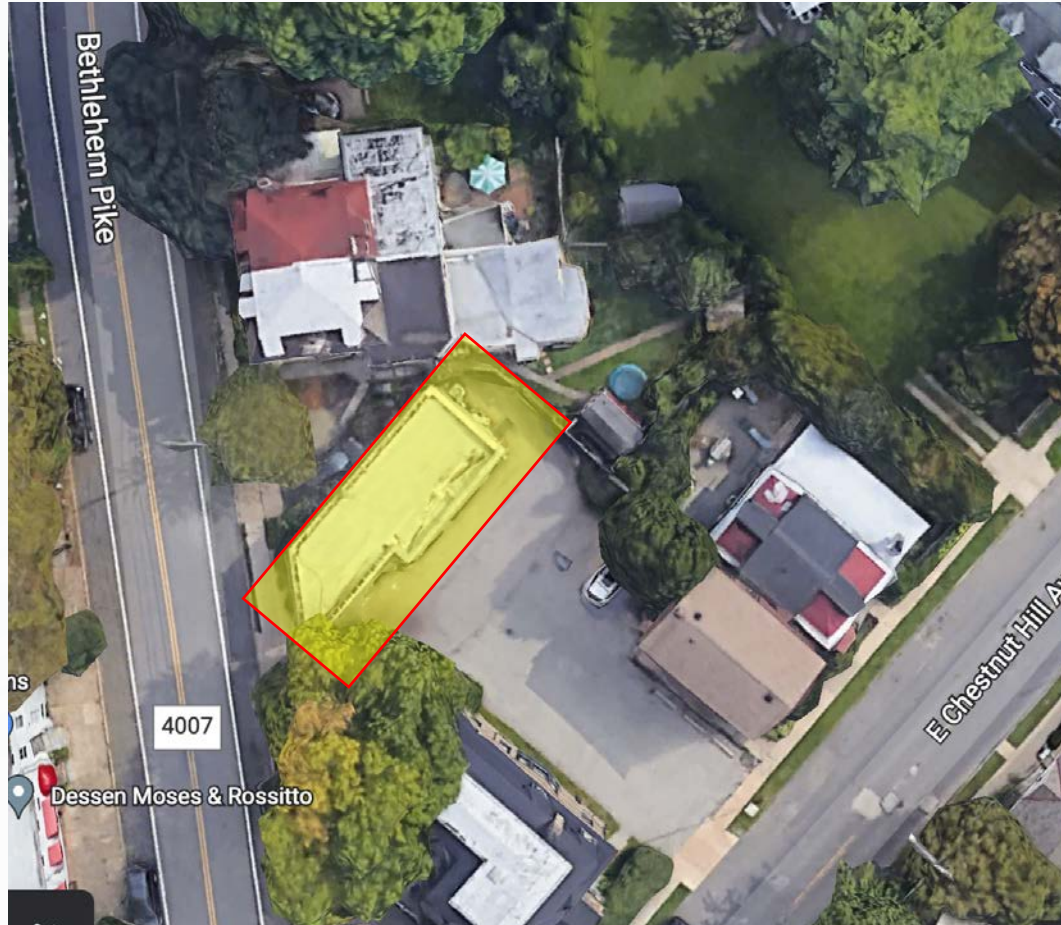
E Chestnut Hill Ave

E Chestnut Hill Ave

Bethlehem Pike

Bethlehem Pike





## 89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER IN REAR OF PROPERTY

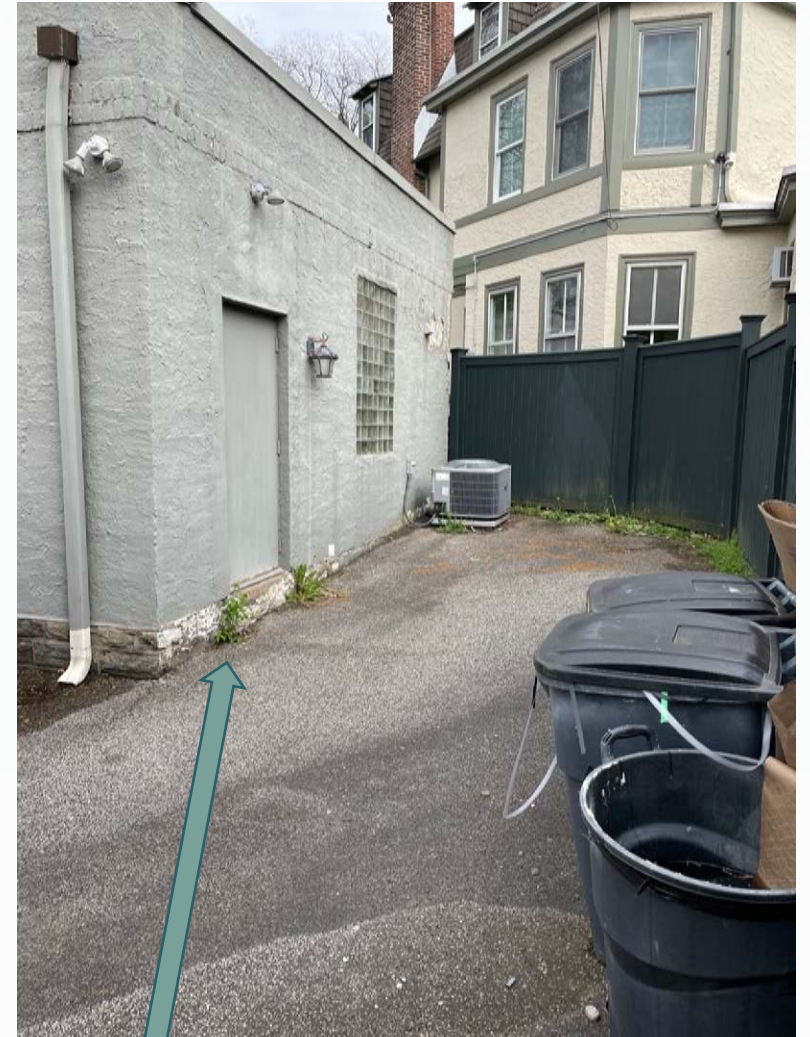




Side view of the building

Main entrance to the Café

Outdoor dining area



Rear view of the building

Employee entrance / Delivery access

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## MATINES CAFÉ OVERVIEW

Matines Café is a quaint, upscale French eatery pairing specialty coffee drinks with an innovative selection of delicious baked goods, gourmet breakfast, brunch and lunch options.



Open year-round,  
7 days, 8am to 5pm

Kid & family friendly  
Outdoor seating  
Delivery options



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# MATINES CAFÉ - MENU



89 Bethlehem Pike Chestnut Hill



## all-day breakfast favorites

**matines breakfast croissant** ... our signature scrambled eggs with cheddar, swiss or brie cheese served with mixed greens - add bacon, black forest ham, prosciutto ham, turkey sausage - add smoked salmon  
**truffle breakfast croissant** ... white truffle scrambled eggs, shaved parmesan cheese, bacon, fresh black pepper - served with mixed greens  
**quiche lorraine** ... bacon, caramelized onions, cheese - served with mixed greens  
**quiche aux légumes** ... roasted veggies, basil pesto, cheese - served with mixed greens  
**very berry belgian waffle** ... topped with berries, lemon zest, whipped cream, raspberry drizzle  
**decadent belgian waffle** ... topped with nutella, candied bacon, whipped cream, maple syrup drizzle  
**perfect parfait** ... low-fat greek vanilla yogurt, honey roasted granola, berries, honey, pumpkin seeds

## gourmet sandwiches

served with mixed greens  
**provençe baguette** ... mozzarella, prosciutto ham, sundried tomatoes, shaved parmesan, basil pesto, arugula  
**normandie baguette** ... brie cheese, pear, black forest ham, walnuts, fig jam, mixed greens  
**versailles baguette** ... grilled chicken, smashed avocado, shaved parmesan, white truffle aioli, arugula  
**parisian baguette** ... black forest ham, swiss cheese, bacon, salted butter - served warm  
**smoked salmon croissant** ... smashed avocado, tzatziki cream, cucumber, lemon zest, mixed greens  
**chicken salad croissant** ... rotisserie chicken, pecans, cranberries, mixed greens  
**mozzarella croissant melt** ... basil pesto, sundried tomatoes  
**brie, honey & walnut croissant melt**  
**ham & swiss croissant melt**

## tartines

open faced toasted country bread served with mixed greens  
**smashed avocado tartine** ... feta cheese, radish, pumpkin seeds, chili flakes, microgreens  
**smoked salmon tartine** ... cucumber, red onions, tzatziki cream, lemon zest, microgreens  
**cottage cheese tartine** ... fresh blueberries, fig jam, candied bacon, black pepper, arugula

## salads & soups

served with french baguette - add chicken - add smoked salmon  
**jardin** ... mixed greens, cucumber, feta cheese, smashed avocado, herbes de provençe  
**soleil** ... arugula, mozzarella cheese, prosciutto ham, sundried tomatoes, basil pesto  
**caesar** ... mixed greens, grilled chicken, shaved parmesan, candied bacon, croutons  
**grain medley** ... whole grains, grilled veggies, radish, cucumber, lemon zest, mixed greens - add feta  
**soupe à l'oignon gratinée** ... traditional french onion soup topped with melted cheese & croutons  
**seasonal soup** cup bowl

## sides

**belgian waffle**  
**low-fat vanilla greek yoghurt**  
**scrambled eggs**  
**fresh berries cup**  
**toasted baguette or country bread**  
**with butter & french preserves**

**boulangerie**  
 see counter for availability and specials  
**butter croissant**  
**chocolate croissant**  
**almond croissant**  
**lemon fan**  
**maple pecan braid**  
**blueberry & cream braid**  
**chocolate & hazelnut braid**  
**macaron**  
**macaron assortment (6)**  
**apple & berry pie**  
**seasonal pound cake**

**monin syrups**  
 vanilla, sugar free vanilla,  
 hazelnut, salted caramel,  
 pecan praline, lavender,  
 raspberry, simple syrup  
**milk alternatives**  
 almond, oat, coconut  
**large add a shot**

**@petite matines meal**  
 - for your little ones -  
 served with cucumber, fruit pouch or chips  
 & a glass of A1, OJ, milk or a petite drink  
**grilled cheese croissant** ... with cheddar & swiss cheese  
**egg & chick** ... grilled chicken & scrambled eggs  
**nutella or strawberry jam croissant**  
**mini parfait**

**@petite drinks**  
 served warm or cold  
**babyccino** ... frothy milk dusted with cocoa powder  
**unicorn chocolate milk** ... cocoa, whipped cream, rainbow sprinkles  
**crazy raspberry milk** ... raspberry syrup, whipped cream, rainbow sprinkles

## coffee bar by La Colombe

all drinks can be served decaffeinated, hot or iced

**drip coffee**  
**cold brew**  
**café au lait**  
**americano**  
**espresso**  
**macchiato**  
**latte**  
**flat white**  
**cappuccino**  
**mocha latte**  
**seasonal latte**  
**tonic espresso**

## tea bar by Tea Forté

(b) black, (g) green, (w) white, (h) herbal

**deluxe tea over ice** ... ceylon gold (b), mango peach (g), ginger pear (w), raspberry nectar (h)  
**hot tea** ... english breakfast (b), earl grey (b), orchid vanilla (b), jasmine green (g), lemon sorbetti (g), Moroccan mint (g), african rooibos solstice (h), chamomile citron (h)  
**bombay chai tea latte** ... spiced chai tea (b), vanilla  
**matcha tea latte** ... matcha tea (g), simple syrup  
**london fog tea latte** ... earl grey (b), vanilla, lavender buds  
**sweet blossom tea latte** ... sweet berries & blossoms rooibos (h), honey, rose buds

**hot chocolate/chocolate milk** **orange juice/apple juice** **coke/diet coke** **evian/perrier**

order at [matinescafe.com](http://matinescafe.com)



follow us @matinescafe

PLEASE INFORM US IF A PERSON IN YOUR PARTY HAS A FOOD ALLERGY.  
 Our food is prepared in an open kitchen and is exposed to wheat, egg, tree nuts, dairy, soy, and/or fish allergens.  
 89 Bethlehem Pike, Chestnut Hill, Philadelphia PA 19118

artwork by Andrina Manon



## 89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER IN REAR OF PROPERTY



## IMPACT ON THE CHESTNUT HILL COMMUNITY

- Improve the vibrancy & attractiveness of the Bethlehem Pike neighborhood
- Local employment: 10+ part & full time positions, year round, with and without experience
- Enrich the culinary scene of Chestnut Hill with an authentic French café
- No late hours, no loud music
- Relieve Germantown Ave congestion



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# MATINES CAFÉ - OWNERS BACKGROUND

## Solid business & hospitality background

- Amanda has a Master's degree in Marketing & 7+ years working in Advertising for worldwide accounts (Gucci, Yves Saint Laurent, Nestlé)
- Arthur has a Master's degree in Art History & is a self-taught chef
- We designed, owned & operated **Café M** in Savannah, GA
  - ✓ **Top 10 Restaurants in Savannah** on TripAdvisor from 2016 to 2020, Certificate of Excellence since 2017
  - ✓ Voted "**Best Breakfast in Georgia**" by **People Magazine** in 2018
- We helped design and launch **Café Soleil** in St Petersburg, FL in 2014 and **Le Petit Paris** restaurants in Jacksonville, FL in 2019. Family owned.



## Strong affinity with historic buildings and locations

- We grew up in Paris, France & love travelling
- Arthur's family has been living in the same chateau since the 11<sup>th</sup> century!
- We opened a café in Savannah, GA and are familiar with regulations regarding historical buildings
- **This is why we are excited to open shop in Chestnut Hill**



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Architectural floor plan of the 1st floor of a building, showing a layout for a cafe or small business. The plan includes a retail counter, a walk-in cooler, a staircase, and various equipment like a P.O.S., espresso machine, refrigerator, sink, coffee brewer, and ice machine. Dimensions are provided for various areas and equipment.

**1ST FLOOR KEYNOTES**

- A P.O.S.
- B ESPRESSO MACHINE
- C UNDERCOUNTER REFRIGERATOR
- D 1 COMPARTMENT SINK
- E HAND SINK
- F COFFEE BREWER
- G UNDERCOUNTER ICE MACHINE
- H FLOOR DRAIN

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01	SANDWICH PREP (7' x 31")	10	UTILITY SINK (18" X 22")
02	WORKTOP FRIDGE (72" X 31")	11	GREASE TRAP (50 GPM/ 37" X 29")
03	FREEZER CHEST (71" X 31")	12	WATER HEATER
04	PAN RACK (28" X 30")	13	ELECTRIC PANEL
05	ELECTRIC CONVECTION OVEN (24" X 28")	14	FOOD STORAGE (24" X 72")
06	HAND SINK W/GRINDER (21" X 21")	15	CHEMICAL & LAUNDRY STORAGE
07	PREP TABLE (72" X 30")	16	EMPLOYEES PERSONAL BELONGINGS
08	MICROWAVE (20" X 12")	17	STORAGE (NON FOOD) SHELVES
09	3-COMPARTMENT SINK		

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89 BETHLEHEM PIKE

PHILADELPHIA  
PA 19118

CLIENT:  
BOWMAN PROPERTIES  
8238 GERMANTOWN AVENUE  
PHILADELPHIA 19118

PROJECT NUMBER:	1852
PROJECT PHASE:	---
PROJECT MANAGER:	---
DRAWN BY:	IRW
CHECKED BY:	JC
SCALE:	AS NOTED
DATE:	01.20.23

REFERENCES & REVISIONS:

1	REVISED PLANS 02.14.22
2	REVISED PLANS 02.25.22

SHEET NAME:
FLOOR PLANS

SHEET NUMBER:

The site plan for 89 Bethlehem Pike shows a rectangular property with several setbacks and boundary measurements. The property is bounded by 48 E. Chestnut Hill Avenue to the north, 87 Bethlehem Pike to the west, and Bethlehem Pike to the east. The south boundary is defined by a property line with a bearing of N 41° 59' 40" E and a distance of 55'-11 1/8". The north boundary is defined by a property line with a bearing of N 41° 43' 50" E and a distance of 42'-4 7/8". The west boundary is defined by a property line with a bearing of N 48° 0' 20" W and a distance of 41'-2", and a rear yard setback of 35'-6". The east boundary is defined by a property line with a bearing of N 59° 40' 50" E and a distance of 29'-7 1/4", and a side yard setback of 25'-2". The south boundary also features a side yard setback of 25'-2" and a property line with a bearing of S 6° 25' 3" E and a distance of 36'-7 1/2". The property is divided into two main sections: a larger rear section and a smaller front section. The rear section contains a building with a footprint of 32'-0" by 43'-0", surrounded by a rear yard setback of 13'-0" and a side yard setback of 43'-0". The front section contains a building with a footprint of 20'-4" by 32'-0", surrounded by a rear yard setback of 20'-4" and a side yard setback of 32'-0". The property is also adjacent to 97 Bethlehem Pike to the north and 87 Bethlehem Pike to the west.



89 BETHLEHEM PIKE  
PHILADELPHIA PA 19118

**CLIENT:**

BOWMAN PROPERTIES

8238 GERMANTOWN AVENUE  
PHILADELPHIA 19118

PROJECT NUMBER:	1802
PROJECT PHASE:	----
PROJECT MANAGER:	---
DRAWN BY:	RW
CHECKED BY:	JC
SCALE:	AS NOTED
DATE:	01.20.22

#### REFERENCES & REVISIONS:

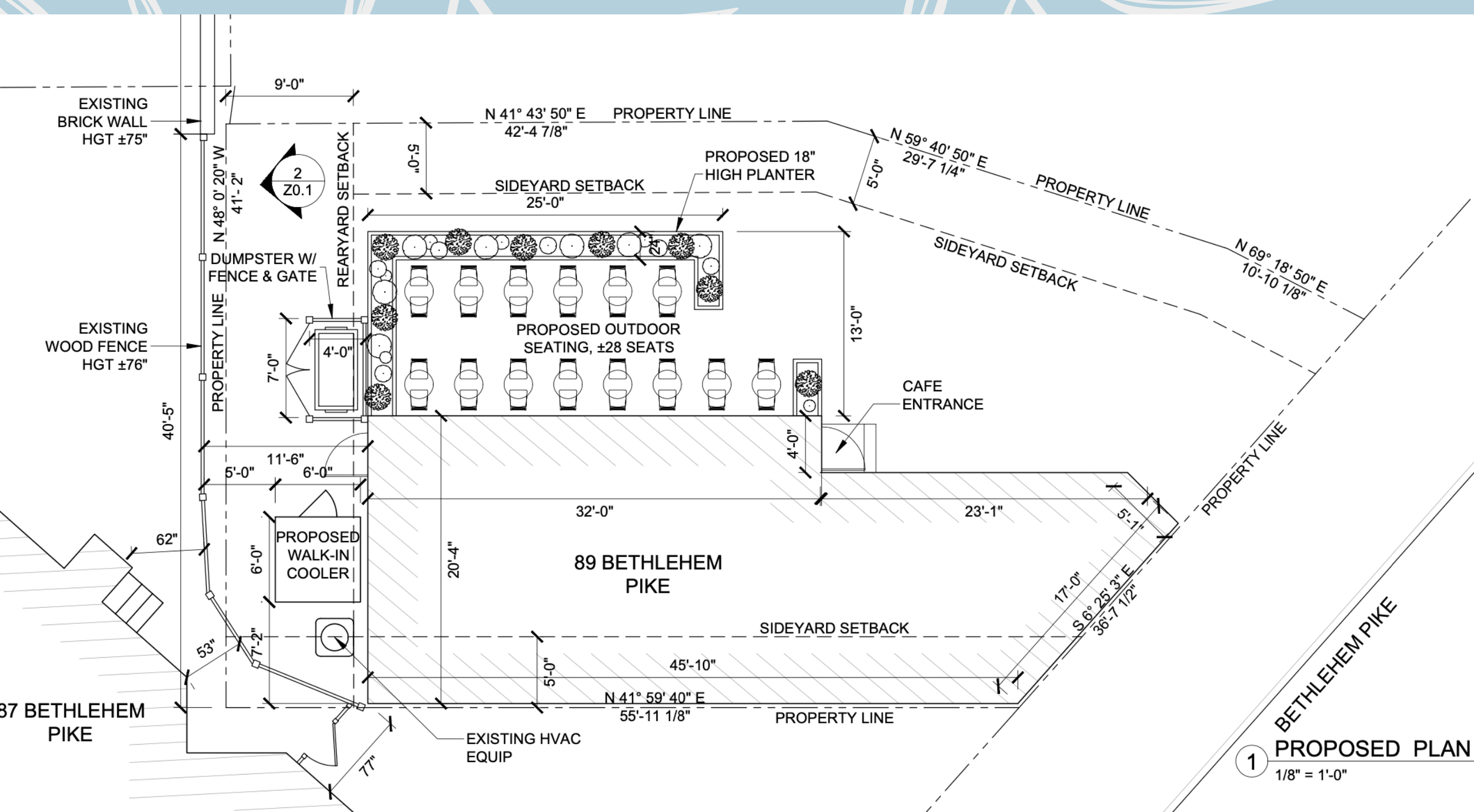
SHEET NAME:

## ZONING

SHEET NUMBER:

## Z0.0





1

PROPOSED PLAN

1/8" = 1'-0"







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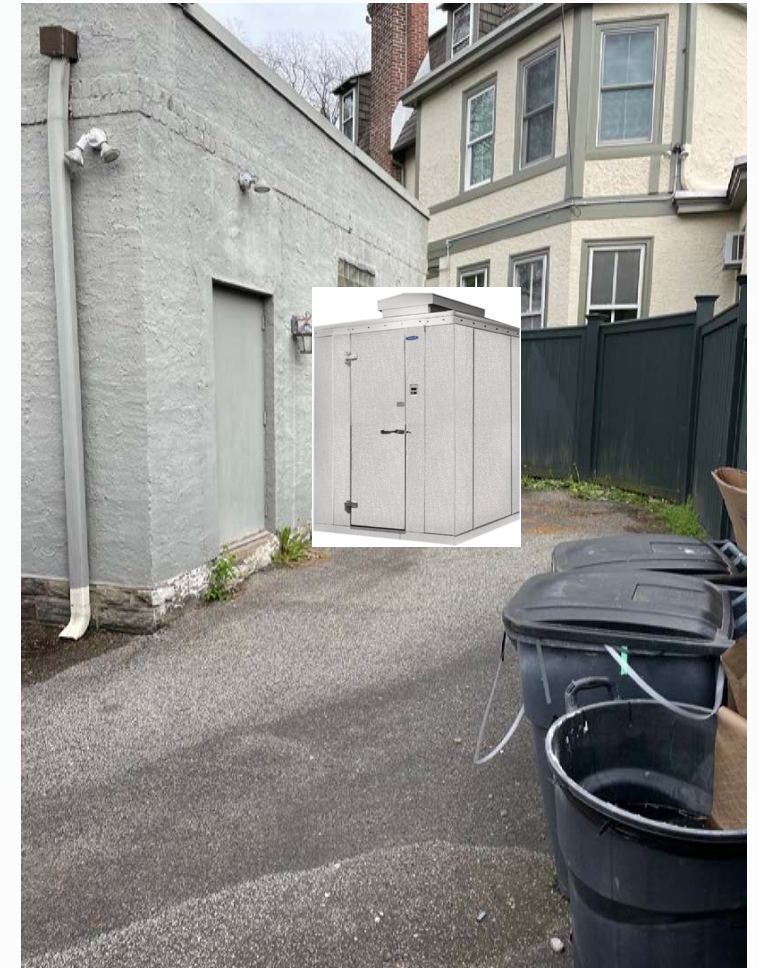


**89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER  
IN REAR OF PROPERTY**



## WHY DO WE NEED A WALK-IN?

- In order to properly operate the café, we need a walk-in freezer to serve as a **BACK UP UNIT** to the indoor freezer
  - ✓ Larger storing capacity => Fewer truck deliveries over the week
  - ✓ Access to the walk-in only once or twice a day, to restock the indoor freezer
- A walk-in freezer cannot fit in the basement (a minimum of 82" is required vs 79" available)
- Installing the unit in the rear of the property is the most convenient & safe location
  - ✓ For employees and delivery access: **direct access to the back door**
  - ✓ For the neighbors & the general public: **tucked away behind the building, not visible from the public right of way, & it respects the general harmony of the building**
  - ✓ For the customers: **frees up space for parking & outdoor seating**



**89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER  
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## WALK-IN SPECS

- NORL-KODF7766-C is a small, **low profile 6x6 unit**, with a 1HP compressor
- The noise emitted is **NOT SUPERIOR to the noise from an HVAC unit**
- The noise is **NOT CONTINUOUS**; it works the same way as an HVAC unit alternating from running phase to resting phase. During the resting phase, the unit is completely silent.
- Given our intended use of the unit and its size, the inside temperature will not actively be breached more than twice a day, cutting down drastically the need for the unit to be in running mode.

Email from Norlake Sales Rep, Ty Whitehorn  
[twhitehorn@refsg.com](mailto:twhitehorn@refsg.com) (715) 386-2323



### **NORL-KODF7766-C**

Kold Locker™, Outdoor -10°F Freezer, 6' x 6' x 7'-7" H, with floor, 26 gauge embossed coated steel interior & exterior finish, self-closing door, locking deadbolt handle, membrane roof, Capsule-Pak™ ceiling mount, 1 HP, 208-230v/60/1-ph



**Ty Whitehorn**

À moi ▾

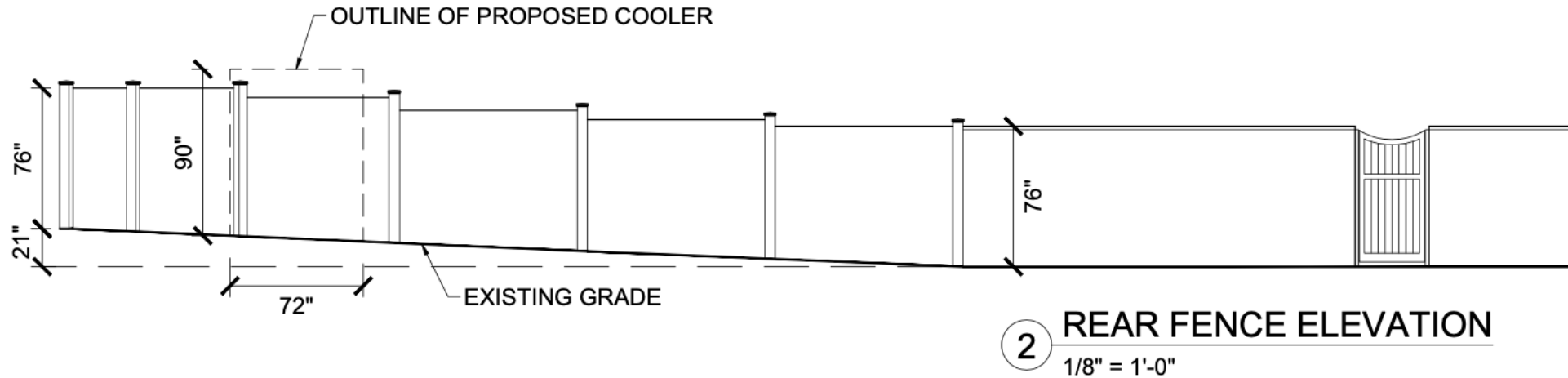
Amanda,

After speaking with you, I wanted to confirm that the outdoor freezer will not be any louder than a typical HVAC unit. Also, the freezer does not run continuously. It will shut off once it reaches the desired temperature and turn back on a few minutes. Also, with it being a back-up freezer, it shouldn't have to run any more than the minimum run time required.

25 mai 2022 08:52 (il y a 2 jours)



## REAR FENCE ELEVATION



The unit will sit at approximately the same height as the existing separation fence around the property



**89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER  
IN REAR OF PROPERTY**



# WHY DO WE NEED A VARIANCE?

Zoning Application: ZP-2022-004455

Refusal date: 04/29/22 / ZBA hearing date: 07/13/22

Code Section(s):	Code Section Title(s):	Reason for Refusal:	
Table 14-701-3	Minimum Rear Yard Depth (ft.)	REQUIRED	PROPOSED
		9 ft.	3 ft.



Notice of: ☒ Refusal ☐ Referral

Application Number: ZP-2022-004455	Zoning District(s): RSA3(CMX2) (Overlays: WWO, Open Space and Natural Resources - Steep Slope Protection, EDO)	Date of Refusal: 4/29/2022
Address/Location: 89 BETHLEHEM PIKE, Philadelphia, PA 19118-2820 Parcel (PWD Record)	Applicant Address: 514 KINGSTON ROAD ORELAND, PA 19075 USA	Page Number Page 1 of 1
Applicant Name: Amanda DE BRUC		

Application for:

FOR THE ERECTION OF A DETACHED STRUCTURE (OUTDOOR WALK-IN FREEZER) FOR THE USE OF EATING AND DRINKING ESTABLISHMENTS- PREPARED FOOD SHOP (SIZE AND LOCATION AS SHOWN ON PLANS).

The permit for the above location cannot be issued because the proposal does not comply with the following provisions of the Philadelphia Zoning Code. (Codes can be accessed at [www.phila.gov](http://www.phila.gov).)

Code Section(s):	Code Section Title(s):	Reason for Refusal:	
Table 14-701-3	Minimum Rear Yard Depth (ft.)	REQUIRED	PROPOSED
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ONE (1) ZONING REFUSAL

Fee to File Appeal: \$ 300

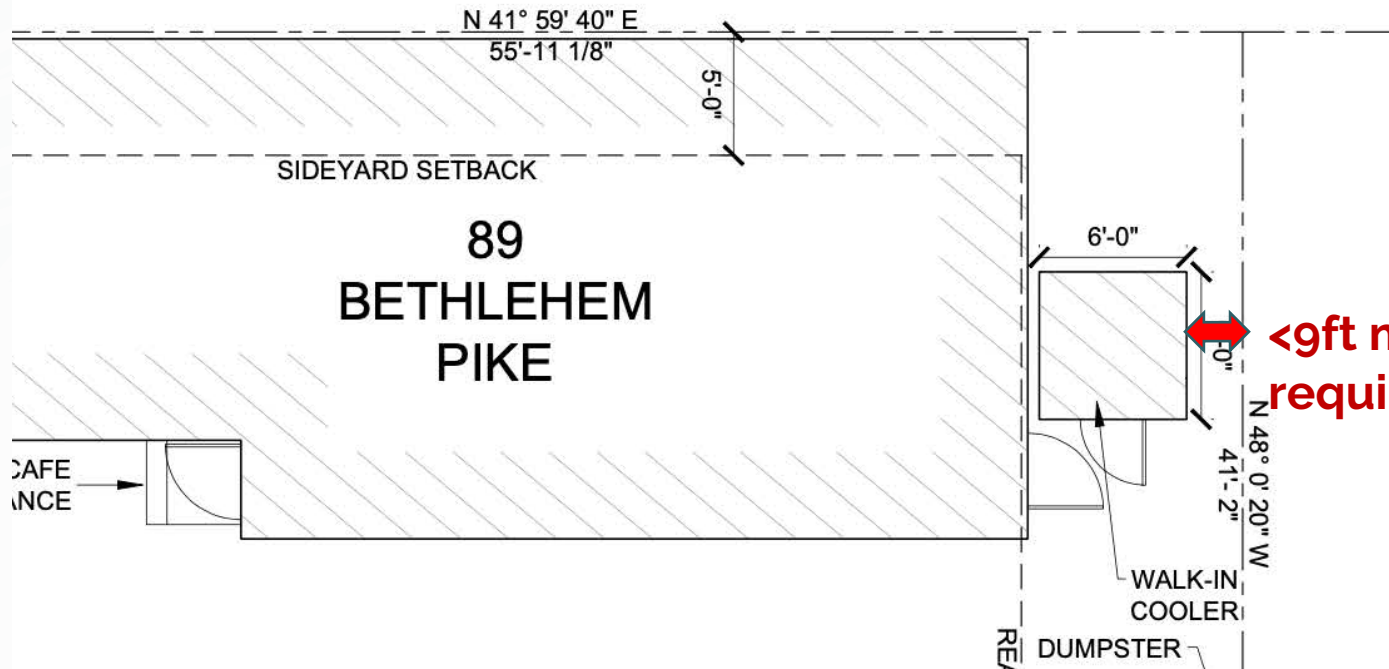
Parcel Owner:

BOWMAN PROPERTIES LIMITED

*Reeba Babu*

REEBA MERIN BABU  
PLANS EXAMINER

4/29/2022  
DATE SIGNED



<9ft minimum rear yard depth requirement. Requires a variance

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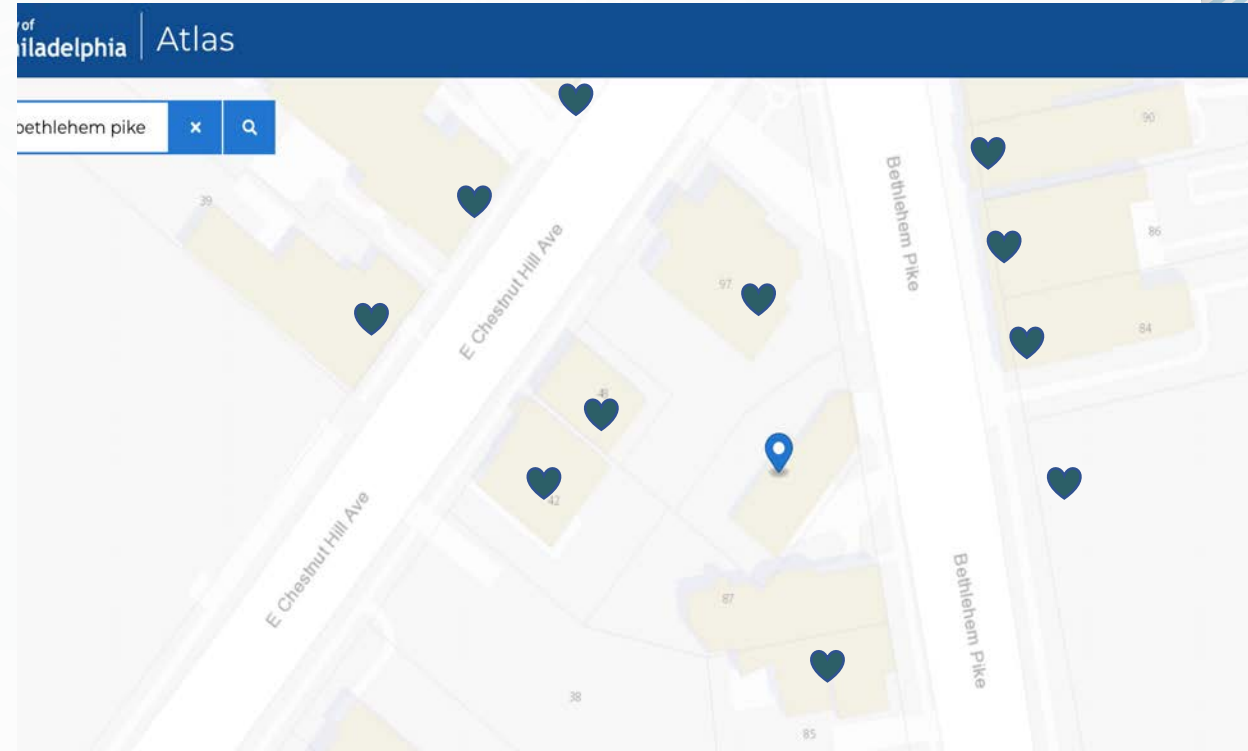


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## COMMUNITY REACH & FEEDBACK

- All 38 neighbors, within the 250ft radius were informed of the public hearing meeting by mail sent out on May 17<sup>th</sup>
- We went door to door to meet the adjoining neighbors to explain our variance application
- Very positive & enthusiastic feedback regarding the Café:  
*"French café", "coffee", "proximity", "outdoor dining", "revive the neighborhood", "sorely needed in this section of town"*
- No concerns or opposition to the addition of a walk-in unit from 11 adjoining neighbors.



LETTERS OF SUPPORT TO OUR VARIANCE APPLICATION



### 89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER IN REAR OF PROPERTY

## ADDRESSING THE CONCERNS



One neighbor did voice concerns regarding altered view and noise level & asked for further information. We have exchanged multiple emails and met in person on several occasions and have hopefully alleviated his concerns.

1. View: **we agreed to conceal the unit** by either:

- ⇒ Heightening the existing fence by adding trellis or lattice on the adjoining portion; OR
- ⇒ Building a case around the walk-in

2. Noise: breaking the misconceptions

- ⇒ we sent him the manufacturer's contact and he confirmed that the noise is **NOT**

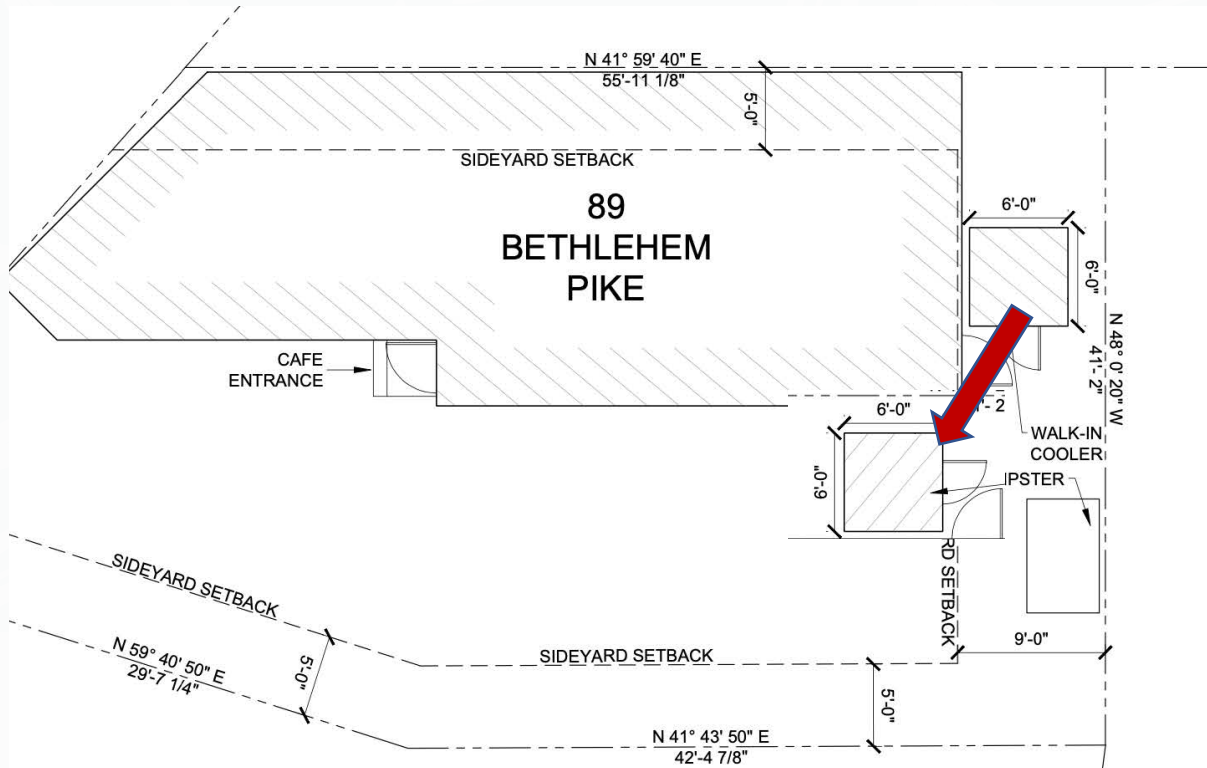
**SUPERIOR TO AN HVAC** unit & the noise is **NOT CONTINUOUS**

- ⇒ There is **10+ ft between our appliance and their closest window**
- ⇒ We spoke to Amy Edelman, owner of the Night Kitchen Bakery. There are two very large coolers (12+ft each) in the back yard, 20+ year old; with 3 compressors. Not comparable to a brand new 6x6 unit



## 89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER IN REAR OF PROPERTY

## SUGGESTED ALTERNATE LOCATION



Placing the unit on the side of the building, in lieu of a major portion of our outdoor seating area, would result in:

- **Loss of 25 to 35% of the revenue generated by outdoor seating**
- Loss of the take-out window
- Darkening the Café (completely blocking off one of the only 2 windows on that wall).

Given the money we would be injecting in this project, losing 25+% of the outdoor revenue would **seriously harm our profitability**, especially if we find ourselves in another covid lock-down with limited or no indoor seating. This option would be a deal breaker.



## 89 BETHLEHEM PIKE: ADDITION OF A WALK-IN COOLER IN REAR OF PROPERTY



# WE ARE ASKING FOR YOUR SUPPORT IN THE ADDITION OF A WALK-IN COOLER IN REAR OF PROPERTY



MINIMALLY INVASIVE



CONVENIENT



SAFE

FOR EMPLOYEES AND DELIVERIES: **direct access to the back door**

FOR THE NEIGHBORS & THE GENERAL PUBLIC: **tucked away behind the building, not visible from the public right of way**  
**& it respects the building's harmony**

FOR THE CUSTOMERS: **freed up space for parking & outdoor seating**



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Maison Bruc LLC  
dba **MATINES CAFÉ**

**THANK YOU**

Amanda & Arthur  
de Bruc de Montplaisir

[info@matinescafe.com](mailto:info@matinescafe.com)

727-902-7729