



BUSINESS PLAN

Warrell's Waterway Gift Shop & Lookout

30C Estate Elizabeth

Lionel A. Warrell

Owner

September 6, 2019

Executive Summary

Product

Warrell's Waterway will be a one-stop venue for persons to buy light snacks and drinks, and to purchase souvenirs and historical postcards, while enjoying a panoramic view of the waterfront, downtown Charlotte Amalie, Crown Bay and Frenchman's Reef.

This project will offer a sensational view of our waterfront and surrounding areas, an intimate arena for eating and greeting, and an opportunity to experience local hospitality from morning to sunset.

Customers

The target audience includes tourists who are on tour of the island via safari, or who are staying in the surrounding area. The business will also be open to locals who wish to indulge in a light breakfast, an after-work snack with drinks or a weekend treat, or who wish to sit and enjoy a breath-taking view.

Mission Statement

To sell treats and snacks to include burgers, hot dogs, ice cream, popcorn, pates, as well as drinks: beers, sodas, local drinks and water in an open-air setting. Additional plans will include selling souvenirs and locally-designed t-shirts. World-class view is free.

Legal Structure

Warrell's Waterway is a sole proprietorship.

Marketing Strategy

Advertising will be done through the local media, electronic media and in local magazines as well as via word-of-mouth.

Hours of Operation

7:30 a.m. – 6:30 p.m. daily

Staffing

3-6 persons whose duties will include preparing of food, grilling and attending to customers.

Business Project

Current project includes 45-foot modular structure which will house kitchen, storage and serving area. Parking will be adjacent to business.

Benches are provided for seating, sipping and sunset watching.

Revenue will be realized through direct sales of food, drinks and souvenirs.

Owner is a licensed VI Lottery Dealer so this will also be an area where VI lottery tickets can be purchased.

Business will include owner working as VI Taxi (tour) operator.

Future Plans include a concrete structure with a seating area for 25-30 people, parking for 15-20 vehicles and 2 restrooms. Additional staff will be recruited.

Summary

The owner's vision is to create an appealing business that gives tourists an additional attraction on their itinerary, and provides locals with another locale for socializing in a casual scenic setting.

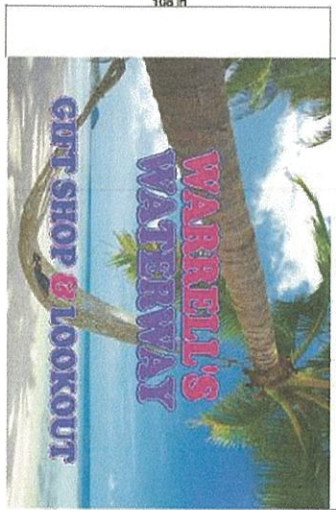
The business will promote the island, create liaisons and foster return travel. It is set in an area that overlooks a post-card perfect scenery and also offers a very close-to-nature ambience.

Warrell's Waterway, Gift Shop, Lookout and Eating Stop is a small-business that is poised for great potential. The owner is motivated and will add to the St. Thomas economy as he contributes to the tourism sector of our island.

Contact Information: Lionel Warrell, (340)227-2657

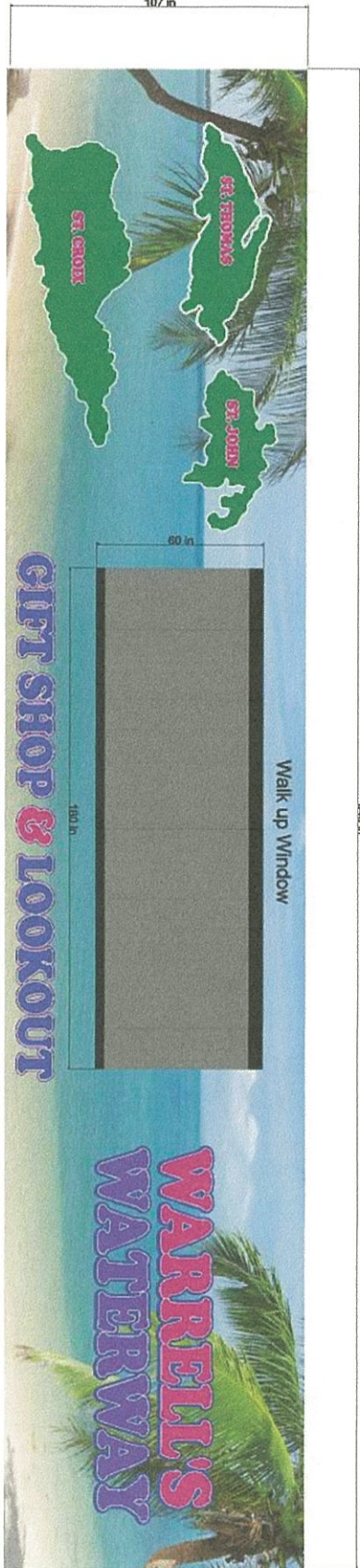
Side of Container facing street

150 in



108 in

540 in



Bulk Storage Commercial Ctr
 7411 Estate Bypass, #107
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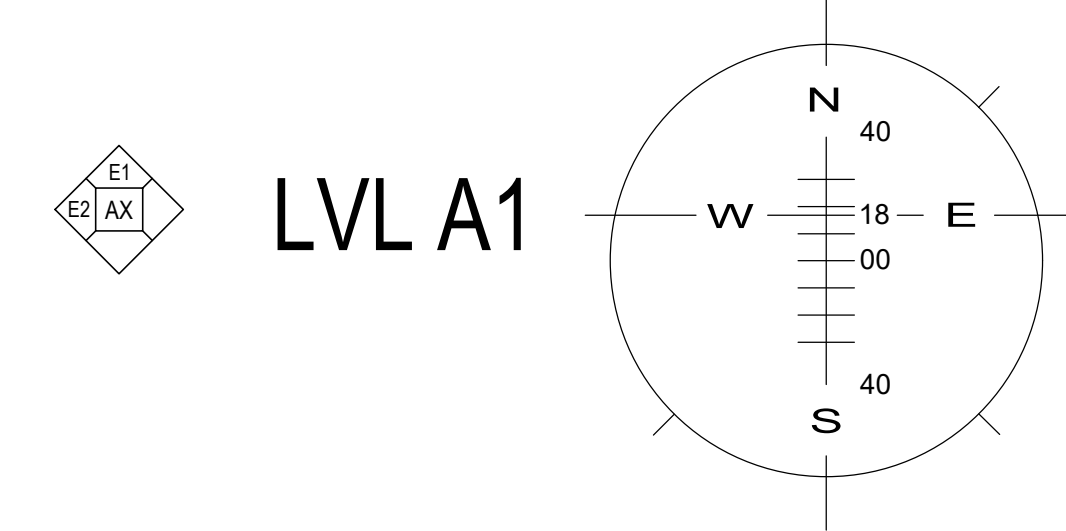
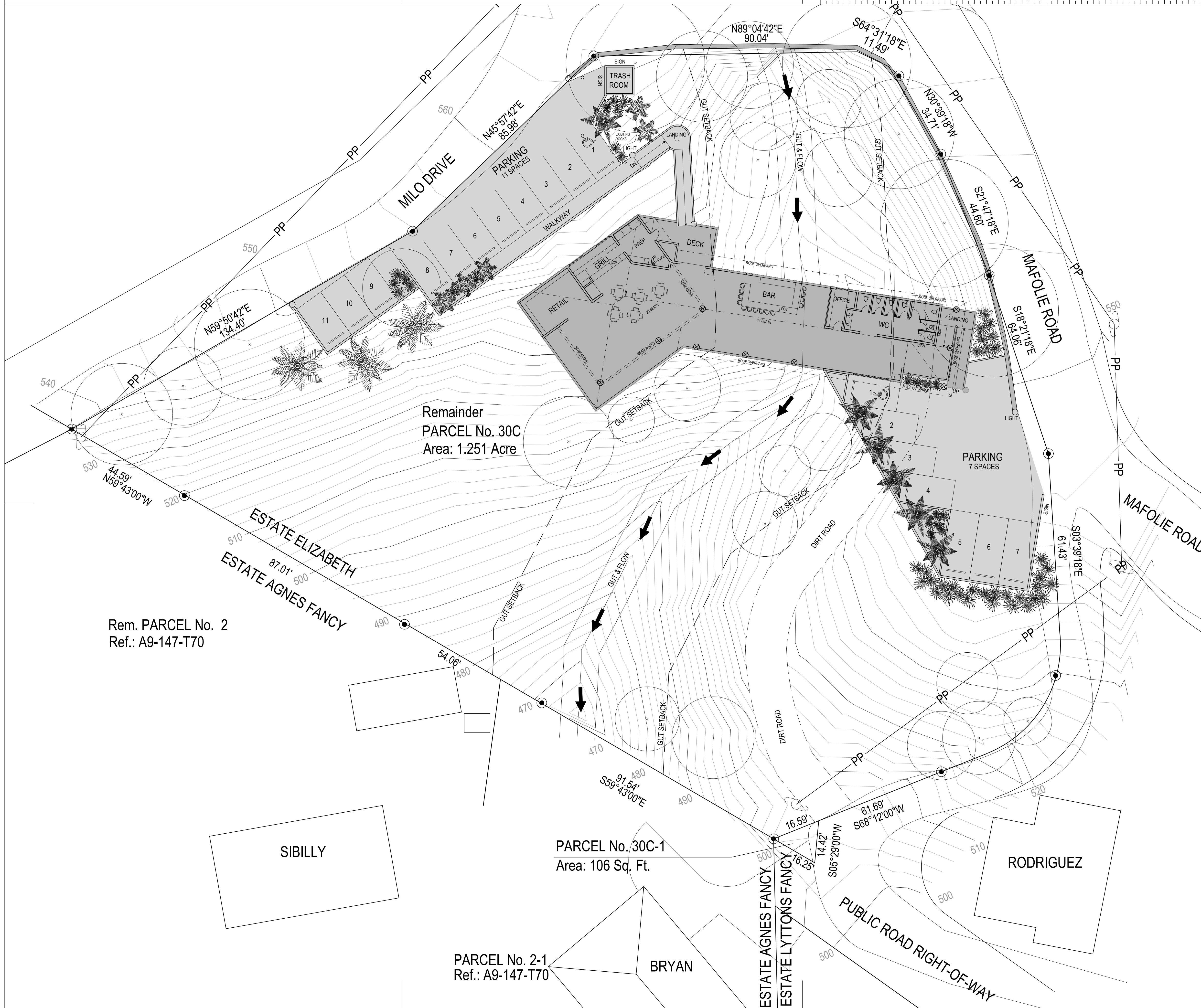
Customer: **Lionel Warrell** Job No.: **23951** Date: **4/11/2014**

Description: **Art - Container Wrap**

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The purpose of this drawing is to delineate the design for consideration in re-zoning of the site as a tourist attraction that exploits the magnificent views as well as its location around a natural gut.

The project site is located in Mafolie at Parcel 30C, Estate Elizabeth, St. Thomas USVI. It is owned by Mr. Warrell and currently has a 40 FT container that is used as a tourist tour destination for a lookout while serving refreshments. The business is currently licensed as such but does not conform with existing zoning use. The intention is to re-zone to comply.

THE EXISTING ZONING IS R-2 (RESIDENTIAL, MEDIUM DENSITY). WE ARE REQUESTING A RE-ZONE TO B3 (COMMERCIAL)

The site reuses the current location of the container and the adjacent flat area that runs parallel to the Mafolie main road as the east entrance to the proposed facility. WARRELL'S WATER WAY will be a low impact eco sensitive tourist destination and small capacity event space.

The proposed design incorporates a bridge structure that spans the natural gut setbacks (30 FT from center each side). WARRELL'S WATER WAY mitigates the elevation change of 10 FT both sides of the gut with 2 ramp entrances that provide disabled ADA access and egress.

This one story structure houses a full small restaurant, kitchen, bar, office and bathroom facilities. It incorporate an open deck viewing area and covered bar and seating areas. The east entrance will accommodate 7 parking spaces which includes a disabled parking and dedicated larger Taxi accommodations. A Trash room at the west side will act as sign structure and municipal power taking and metering as well as 11 parking spaces which includes a disabled parking and dedicated staff parking.

Drinking water will be collected and stored in an cistern and augmented by the availability of municipal potable water supply. Waste water and Sewage will also connect to a municipal line at the west side public road.

PARCEL 30C
1.25 ACRE = 54,450 SQ. FT

EXISTING ZONE - R2	PROPOSED ZONE - B3 (COMMERCIAL)
MAXIMUM HEIGHTS - 2 STORIES	ALLOWED HEIGHT - 2 STORIES, PROPOSED HEIGHT - 1 STORY
MAXIMUM DENSITY - 2 DWELLINGS	MAXIMUM DENSITY - 120 PEOPLE PER ACRE
MAXIMUM BUILDING AREA - 25%	MAXIMUM BUILDING AREA - 60% - PROPOSED 9% - 5046 SQ FT
USABLE OPEN SPACE - NA	USABLE OPEN SPACE - NA, PROPOSED - 91%
SETBACKS - 15 FT	ALLOWED SETBACKS - 5FT FRONT-10 FT REAR - 30 FT - CENTER OF GUT,
REQUIRED PARKING - 350 SQ. FT.	PROPOSED SETBACKS - 30 FT - CENTER OF GUT, 15 TO 30 FT SIDE & REAR
	REQUIRED PARKING - 10 SPACES, PROPOSED 18 SPACES

Bar/grill = 34 seats/10 = 4 parking spaces required.
317 sq. ft. retail = 1 parking space required. (1 parking required per 500 sq. ft. retail)
5 +/- employees overall / (1 space per 5 employees is required) = 1 parking spaces required

APPROVAL AND CERTIFICATION
THIS IS TO CERTIFY that this design plan which was overlaid on the survey, provided by The Owner and Contractor was made in accordance with the program and design criteria set forth by the client, (MR. WARRELL). This design plan was reviewed and approved by the parties herein.
DATE APPROVED: _____
CLIENT: MR. WARRELL
CREATIVE DIRECTOR: LAB4 DEVELOPMENT

WARRELL'S WATER WAY TOURIST ATTRACTION

CONCEPT DESIGN OPEN AIR RETAIL, BAR & GRILL

The purpose of this presentation is to convey the proposed use for the requested re-zoning of this site.

SCOPE OF WORK

- Bridge structure pavilion
- Bar & Grill
- Retail Store
- Parking



BIRDS EYE VIEW



WARRELL'S WATER WAY
CONCEPT DESIGN



BRYAN'S RESIDENCE VIEW



WARRELL'S WATER WAY
CONCEPT DESIGN



RODRIGUEZ'S RESIDENCE VIEW



WARRELL'S WATER WAY
CONCEPT DESIGN



SIBILLY'S RESIDENCE VIEW



WARRELL'S WATER WAY CONCEPT DESIGN



SOUTH AERIAL VIEW



WARRELL'S WATER WAY
CONCEPT DESIGN



EAST MAFOLIE ROAD VIEW



WARRELL'S WATER WAY
CONCEPT DESIGN



SOUTH MAFOLIE ROAD VIEW



WARRELL'S WATER WAY CONCEPT DESIGN



SOUTH MAFOLIE ROAD VIEW



WARRELL'S WATER WAY
CONCEPT DESIGN



WEST ROAD SOUTH VIEW



WARRELL'S WATER WAY

CONCEPT DESIGN



WEST ROAD NORTH VIEW



WARRELL'S WATER WAY
CONCEPT DESIGN



WEST ENTRANCE



WARRELL'S WATER WAY
CONCEPT DESIGN



WEST ENTRANCE – BAR VIEW



WARRELL'S WATER WAY
CONCEPT DESIGN



WEST ENTRANCE – RESTAURANT & SHOP VIEW



WARRELL'S WATER WAY
CONCEPT DESIGN



INTERIOR VIEW – SEATING AREA, RESTAURANT & SHOP



WARRELL'S WATER WAY
CONCEPT DESIGN



INTERIOR VIEW – SEATING AREA & SHOP



WARRELL'S WATER WAY
CONCEPT DESIGN



INTERIOR VIEW – RESTAURANT SEATING & BAR



WARRELL'S WATER WAY
CONCEPT DESIGN



INTERIOR VIEW – BAR & EAST ENTRANCE



WARRELL'S WATER WAY

CONCEPT DESIGN



INTERIOR VIEW – OFFICE, BATHROOMS & EAST ENTRANCE



WARRELL'S WATER WAY CONCEPT DESIGN



INTERIOR VIEW – EAST ENTRANCE



WARRELL'S WATER WAY
CONCEPT DESIGN



INTERIOR VIEW – EAST ENTRANCE



WARRELL'S WATER WAY
CONCEPT DESIGN



EAST ENTRANCE

