

APPLICANT'S NARRATIVE

City File No. PLSUP 2025-150

Initial preparation date: 08/22/2025

Revision dates 9/15/2025.

1. Business Concept:

Coded Lounge Café is a sophisticated, upscale lounge café offering a welcoming, aesthetically modern and upscale space where young professionals, creatives, and social groups can gather to work or network during the day, and unwind in the evening. Our offerings include exotic coffee, bottled juices, and pre-packaged easy-serve meals and snacks, eliminating the need for a kitchen. There is no sale of alcohol, creating a safer, inclusive, and more relaxing alternative to restaurants, bars and clubs.

2. Remodeling & Alteration Project Summary:

- An ADA compliant bathroom is under construction while a White Box permit.
- Additions to the Service area to include Suspended water heater, hand sink, dish compartment sink, and a mop sink, a countertop and appliances such as undercounter refrigerator and microwave.

3. Business Model:

Coded Lounge Café will be a posh, dynamic space designed for daytime productivity and nighttime socializing. Located in a high-foot-traffic area with nearby businesses, and residential buildings, the space will transition from a work-friendly café by day to a vibrant lounge by evening. We aim to attract a diverse clientele, especially young professionals aged 21–40, students, entrepreneurs and creatives who seek a premium lounge experience where alcohol is not sold. Example of revenue streams include, but not limited to the following:

- Exotic Coffee, espresso drinks, and herbal teas
- Premium bottled juices and other bottled beverages
- Pre-packaged meals and snacks
- Paid registrations for special programs and events (e.g., Board Game contests, Karaoke, Speed Networking, Professional Mixers, etc.)

- All activities, including music, will be limited to indoors and within the suite.

4. Ambiance & Design

- Upscale interiors with plush booths and sofa lounges, warm lighting, and natural materials
- Curated music playlists with chill and lo-fi vibes during the day, switching to upbeat in the evenings
- Designated laptop-friendly zones and no-laptop zones to balance productivity and socialization
- Charging outlets, fast Wi-Fi, and optional table reservations

5. Themed Nights examples to create recurring customer engagement and attract different audiences:

- "Open Mic Night" – Spoken word, poetry, and indie acoustic artists
- "Speed Networking" – Networking for students, professionals, and freelancers
- "Culture & Chill" – Afro-Caribbean, Latin, African or highlighting any other culture to celebrate
- "Girlfriends & Karaoke" – Card games, dominos, board games with group seating
- "Zen Sundays" – Chill instrumental music, detox juices, and incense aromatherapy
- "Sip & Sketch" - Guided art sessions
- "Boss Talk" - Mix and mingle for entrepreneurs
- "Community Pop-Ups" - Showcase local vendors' products/services (e.g., local bakeries)
- "Game Contests":
 - No Gambling Policy: Coded Lounge strictly prohibits gambling of any kind on the premises. Activities that constitute gambling under Texas law — including poker, casino-style games, lotteries, or betting on outcomes — are not permitted.
 - Skill-Based Contests Only: All contests and tournaments hosted by Coded Lounge will be based on skill, knowledge, or performance (e.g., trivia, chess, video games, karaoke, or similar activities). Winners are determined by measurable skill or performance criteria, not by chance.
 - Entry Fees: Any entry fee collected is considered a participation or administration fee to cover the cost of hosting and managing the event. Entry fees are not pooled or wagered by participants and are not distributed as winnings.

- Prizes: Prizes are established and funded by the business (e.g., gift cards, food & beverage credits, trophy for bragging right or merchandise). The value and nature of prizes are announced in advance and are not contingent on the number of participants or total entry fees collected.
- Eligibility: Participants must be at least 18 years of age unless otherwise stated, and must comply with all state and local laws. Management reserves the right to disqualify any participant engaging in conduct that violates contest rules or public safety.
- Disclaimers: “No purchase necessary” entry methods will be made available where required by law. Coded Lounge reserves the right to modify or cancel contests at its discretion, in compliance with Texas law.

6. Target Market - Primary Audience:

- Young professionals (ages 18–35)
- Entrepreneurs, freelancers, and remote workers
- Tech-savvy, trend-conscious individuals
- College students
- Non-drinkers or socializers seeking alcohol-free fun outing
- Creative communities (poets, artists, writers):
- Urban/suburban dwellers
- Multicultural and diverse audience

7. Marketing Strategy

- Social Media Presence (Instagram, TikTok, Twitter)
- Influencer and micro-influencer collaborations
- Loyalty/membership program via QR code or mobile app
- Live content
- Student discounts or “Happy Hour”
- Local Partnerships: Collaborate with yoga studios, creative agencies, local colleges, and lifestyle brands for cross-promotions

8. Competitive Advantage

- Alcohol-free, yet upscale environment for socializing

- Multi-functional space for work and play
- Carefully curated programs that foster community and creativity
- High aesthetic value appealing to Instagram and TikTok culture
- Focused on ambiance, cleanliness, and experience

9. Tentative Operating Hours (subject to change):

- Monday – Thursday: 11 AM – 2 AM
- Friday - Sunday: 11 AM – 4 AM

10. No Alcohol Sale on Premises

The business affirms that no sale of alcoholic beverages will occur on the premises. The business expressly reserves the right to evaluate and, if appropriate, pursue the implementation of BYOB service in the future. Should the business elect to pursue a lawful BYOB permit, such implementation would be strictly contingent upon securing all requisite approvals and permits through the City of Carrollton and in compliance with applicable ordinances.

11. Public Management, Safety

Coded Lounge is committed to maintaining a safe, orderly, and welcoming environment for all patrons, staff, and the surrounding community. To that end, the business will adopt the following measures:

1. Public Management & Safety Oversight

- A designated on-site manager will be present during all operating hours to oversee guest conduct and ensure compliance with house policies.
- Security staff will be scheduled as needed during peak operating times to manage entry, maintain orderly flow, and respond promptly to any disturbances.
- All staff will be trained to monitor guest behavior and report any concerns immediately to management.

2. Collaboration with Authorities

- The business will cooperate fully with the City of Carrollton, law enforcement, and regulatory authorities to ensure ongoing compliance with all applicable codes, and ordinances.
- Incident logs will be maintained for accountability and available for inspection upon request.

12. No Hookah Sales

Hookah service is not contemplated under the current operational plan and will not be offered on the premises at this time. Notwithstanding, the business expressly reserves the right, in its sole discretion, to evaluate and potentially implement hookah service in the future. Any such implementation shall be strictly subject to and contingent upon securing the requisite SUP permit for hookah service from the City of Carrollton and complying with all applicable laws, ordinances, and regulatory requirements. As the hookah SUP process is separate and distinct from the present application, it would be inappropriate to construe this narrative as a waiver or exclusion of that option for future consideration.