

RECEIVED

DEC 14 2022

Planning & Development  
Division

SEMINOLE COUNTY  
FLORIDA'S NATURAL CHOICE

SEMINOLE COUNTY  
PLANNING & DEVELOPMENT DIVISION  
1101 EAST FIRST STREET, ROOM 2028  
SANFORD, FLORIDA 32771  
TELEPHONE: (407) 665-7371  
DEVREVDISK@SEMINOLECOUNTYFL.GOV

PROJ. #: 22-80000175  
PM: Annie  
REC'D: 12-14-22

PRE-APPLICATION

INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

APPLICATION FEE

PRE-APPLICATION \$50.00\*  
(\*DEDUCTED FROM APPLICATION FEE FOR REZONE, LAND USE AMENDMENT, SUBDIVISION, SITE PLAN, OR SPECIAL EXCEPTION)

PROJECT

PROJECT NAME: The Good Pour Marketplace  
PARCEL ID #(S): 04-21-29-523-0000-0010  
TOTAL ACREAGE: 6,620 SF 0.75 BCC DISTRICT: 3-Constantine.com  
ZONING: C-1 FUTURE LAND USE: The Good Pour Marketplace - full building

APPLICANT

NAME: Raymond Horal & Giuliana Rossi COMPANY: The Good Pour  
ADDRESS: 533 Balmoral Rd.  
CITY: Winter Park STATE: FL ZIP: 32789  
PHONE: 407 227 3252 EMAIL: ray@goodpour.com

CONSULTANT

NAME: COMPANY:  
ADDRESS:  
CITY: STATE: ZIP:  
PHONE: EMAIL:

PROPOSED DEVELOPMENT

Brief description of proposed development: The Good Pour is a tech-enabled wine & spirits retail marketplace that caters to the Millennial mindset of valuing self, society & the planet. When guests shop at The Good Pour, we donate a portion of our profits to the partner charity of their choice. Some retailers give sometimes. The Good Pour gives on every purchase, every time. By infusing wine & spirits with philanthropy, we are turning transactions into connections that make the world a better place.

SUBDIVISION  LAND USE AMENDMENT  REZONE  SITE PLAN  SPECIAL EXCEPTION

STAFF USE ONLY

COMMENTS DUE: 12-22-22 COM DOC DUE: 12-28-22 DRC MEETING: 1-4-23

PROPERTY APPRAISER SHEET  PRIOR REVIEWS:

ZONING: C-1 FLU: Com LOCATION: 5801 W SR434 +  
W/S: Seminole County BCC: 3-Constantine pine hollow pt.



**SEMINOLE COUNTY PLANNING & DEVELOPMENT DIVISION**  
1101 EAST FIRST STREET, ROOM 2028 SANFORD, FLORIDA 32771  
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TELEPHONE: (407) 665-7371  
[www.seminolecountyfl.gov](http://www.seminolecountyfl.gov)

## PRE-APPLICATION

### **PURPOSE**

The pre-application process is an informal exchange of ideas and information in response to concept development plans provided by the applicant to help the applicant determine the next steps of the development proposal. The information provided by Seminole County does not constitute a waiver of any requirements contained in the County's Land Development Code. <http://seminolecountyfl.gov/guide/codes.aspx>

### **PROCESS**

Once the pre-application and fee are received, it will be assigned a project number, processed and routed out to various departments for review. The Project Manager and other applicable departments will review the project and provide comments via e-mail. The Project Manager may request a pre-application meeting, which will be held during the Development Review Committee (DRC) meeting on Wednesday mornings. If a meeting is necessary, the applicant will be advised via e-mail of their scheduled meeting date and time.

### **REQUIRED ATTACHMENTS**

- Application and Fee
- Detailed narrative
- Site map of existing conditions
- Site sketch of proposal

### **DELIVERY METHODS**

Completed forms and all of the above required attachments may be sent via:

- **E-mail:** [devrevdesk@seminolecountyfl.gov](mailto:devrevdesk@seminolecountyfl.gov)
- **Hand delivery:** Seminole County Planning & Development Division, West Wing, Second Floor, Room 2028, 1101 East First Street, Sanford, Florida 32771
- **Mail:** Seminole County Planning & Development Division, 1101 East First Street, Sanford, Florida 32771

**PRE-APPLICATIONS WILL NOT BE ACCEPTED  
WITHOUT A PROPOSED DEVELOPMENT**

Say hello to



A premier wine and spirits marketplace

**Pre-Application**

2648 W. SR 434  
Longwood, FL



Flagship Winter Park location

EXISTING SITE

**Existing Site**

**2648 W. SR-434  
Longwood, FL**

6,620 Sq Ft  
C-1 Zoning

Vacant  
Large blank canvas  
Near premium shopping plazas  
& affluent neighborhoods  
Outdated  
Unappealing  
Ideal retail size

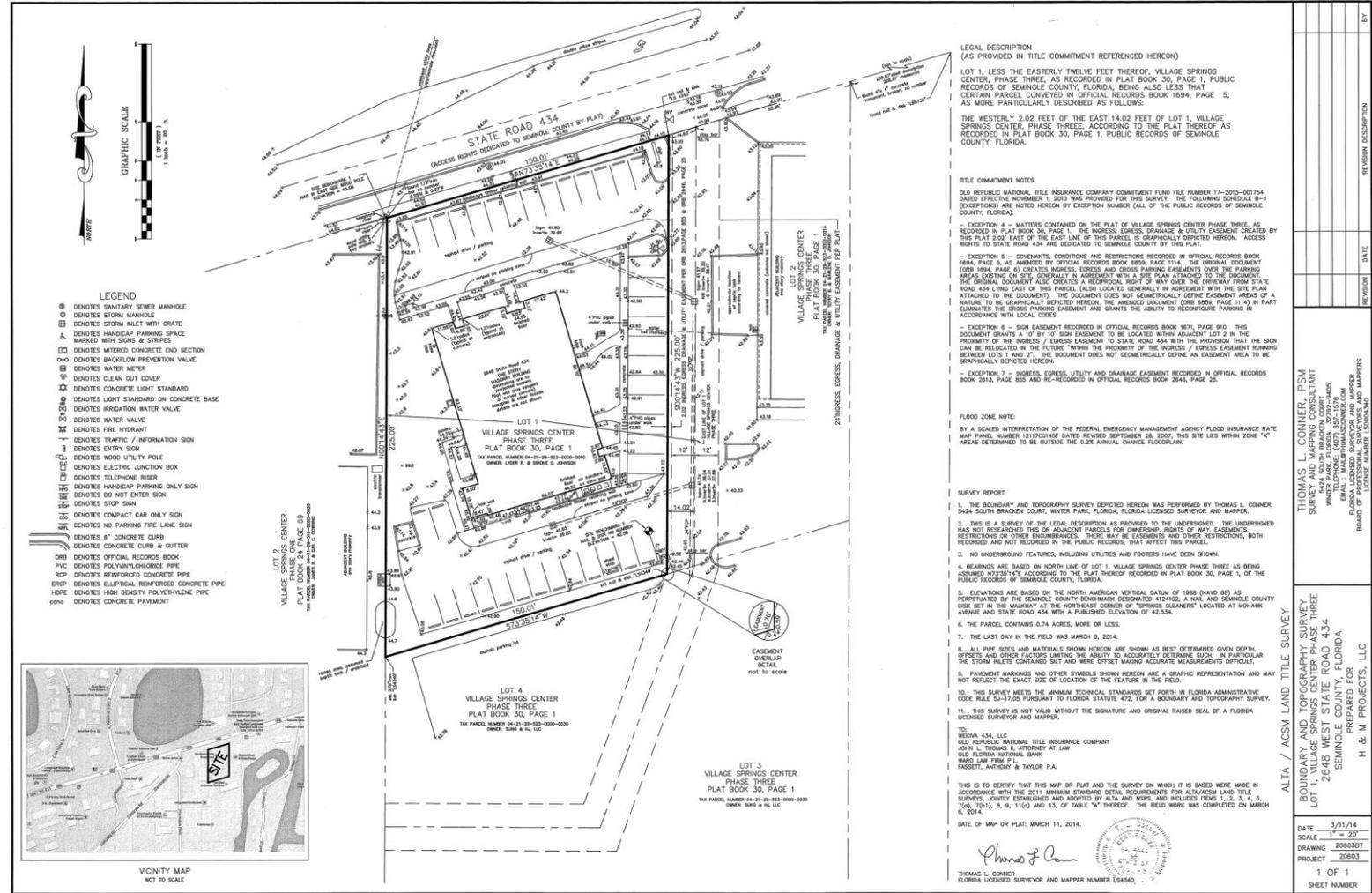


Existing Site

# 2648 W. SR-434 Longwood, FL

6,620 Sq Ft  
C-1 Zoning

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Near premium shopping plazas  
& affluent neighborhoods  
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## Existing Site

# 2648 W. SR-434 Longwood, FL

6,620 Sq Ft  
C-1 Zoning

Vacant  
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& affluent neighborhoods  
Outdated  
Unappealing  
Ideal retail size

## Property Highlights

- 6,620 SF freestanding building available for lease
- 31 designated parking spaces
- Top panel of pylon sign available
- Frontage along SR-434
- Close proximity to SR-436 and I-4
- Desirable location with access to well established, affluent neighborhoods

## Area Demographics



### Population

1-Mile: 10,717  
3-Mile: 84,027  
5-Mile: 190,922



### Households

1-Mile: 4,632  
3-Mile: 34,787  
5-Mile: 77,723



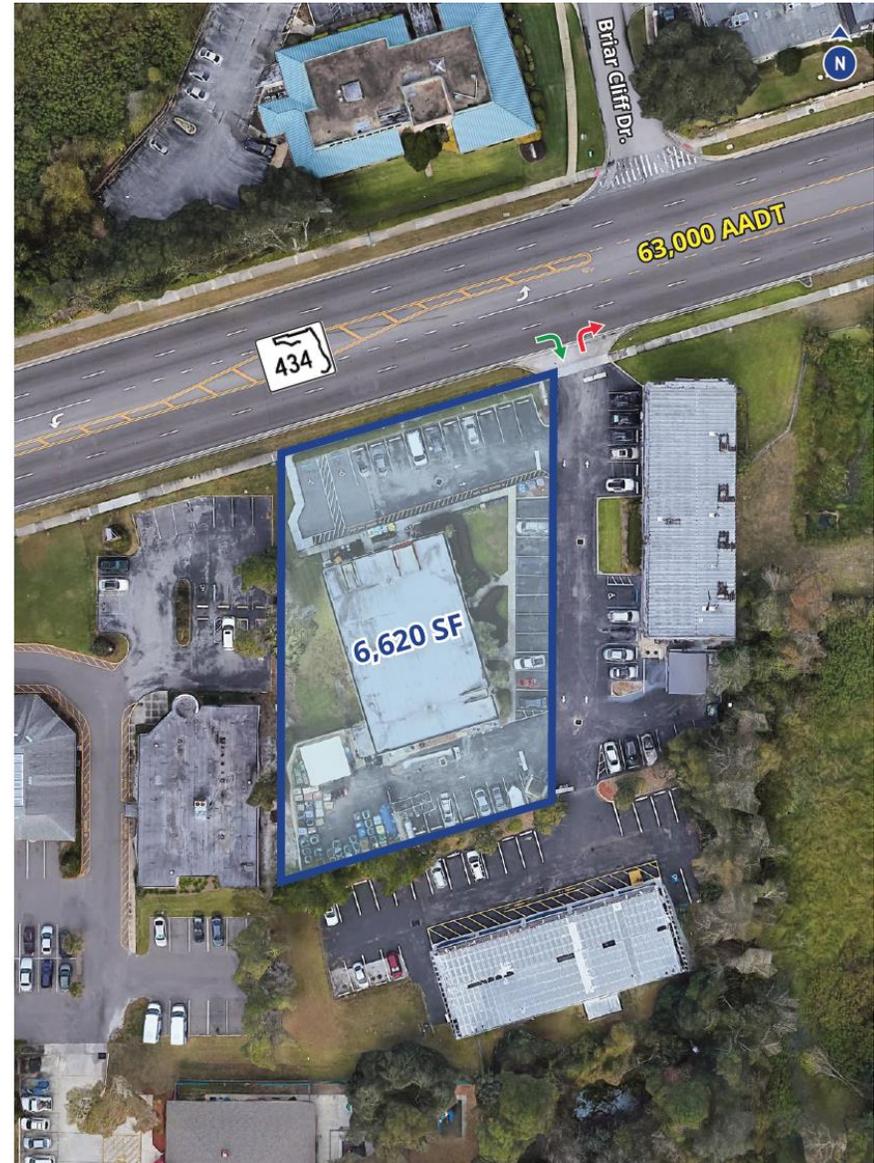
### Daytime Population

1-Mile: 10,911  
3-Mile: 82,110  
5-Mile: 213,056



### Average HH Income

1-Mile: \$102,630  
3-Mile: \$103,939  
5-Mile: \$104,875





**LEADING WITH PURPOSE** - BOHO Ventures was founded in September 2021 with a vision to harness the power of retail and channel it into an altruistic force for good, all while fueling the long-term growth of independent wine & spirit retail operators throughout the U.S.

Found inherently in the purposes of our brands, we identified a common thread between our each of our entities - the capacity to make a difference. By connecting culture and creativity to a greater good, we are fueling the human spirit - one customer, one cocktail and one community at a time.

Our strategy is authentic (true to who we are), relevant (meets our users' needs), unique (stands out in the category), and aspirational (fits today and extends to a vision of tomorrow).

In an industry facing increasing disruption, our leaders saw an opportunity to build a company unlike any other - one that brings together differentiated yet complementary partners and aims to make them stronger than they would be on their own.



SOFTWARE



BRICK & MORTAR



FRANCHISE



# Retail with heart

When you shop at **The Good Pour**,  
we donate a portion of **our profits**  
to the partner charity of **your choice**.

Some retailers give sometimes.  
The Good Pour gives on every  
purchase every time.

WORLD MARLBOROUGH  
SWEDEN BLANC

\$15.99

79¢

TO YOUR  
CHARITY

Why it works:



By infusing wine and spirits with philanthropy, we are turning transactions into connections that make the world a better place. ♡♡

# What we will be known for...

## RETAIL EXCELLENCE



### Positive.

We are in the business of celebration. All the things that make life worth living, we strive to make them more memorable. We also believe in helping others and facilitating that help so more people can join us in making an impact.

## CUSTOMER OBSESSION



### All In.

Delighting customers. Curating unforgettable experiences. Giving to charity with every sale, every time. We are devoted to doing everything with exceptional purpose.

## RELENTLESS INNOVATION



### Vision.

Harnessing the power of retail and channeling it into an altruistic force for good.

## LEADING WITH PURPOSE



### Sincere.

What we do, at its core, comes from the heart. A genuine purpose to do more than just "sell". We have a calling and believe that doing for others is life's ultimate success.

**PROPOSED  
SITE SKETCH**



LE POUR MORE INTO: FOLLOWING THROUGH YOUR HOBBY THE RECIPE THE MUG  
INCLUDING GRATITUDE VOLUNTEERING THE CAUSE RESPECTING MATHS HONORING  
THE LONG GA ANT IMPROVE ING "I LOVE YE

POUR BOARD

THE GOOD  
power



# POUR MORE INTO

REFLECTING OFFERING HELP GIVING BACK LIFTING UP THE IMPOSSIBLE POUR MORE INTO: FOLLOWING THROUGH YOUR HOBBY THE RECIPE THE MUG  
SIDE HUSTLE THE BAND THE CROWD BEING POSITIVE WELCOMING INCLUDING GRATITUDE VOLUNTEERING THE GUEST RESPECTING M  
MAKING MEMORIES EXPRESSING YOUR FEELINGS SUMMER BREAK BY THE LONG STANT IMPROVING SAYING "I LOVE

# POUR BOARD

THE POUR BOARD





## POUR BOARD



THE GOOD  
Pour

CREAT  
LIVE  
E

# POUR MORE INTO

JOIN US!

In a mission for a more sustainable future and mix your own cocktail.

REF  
S  
MAK





#GOOD  
POI

Yes  
Yes

Yes  
Yes

Yes

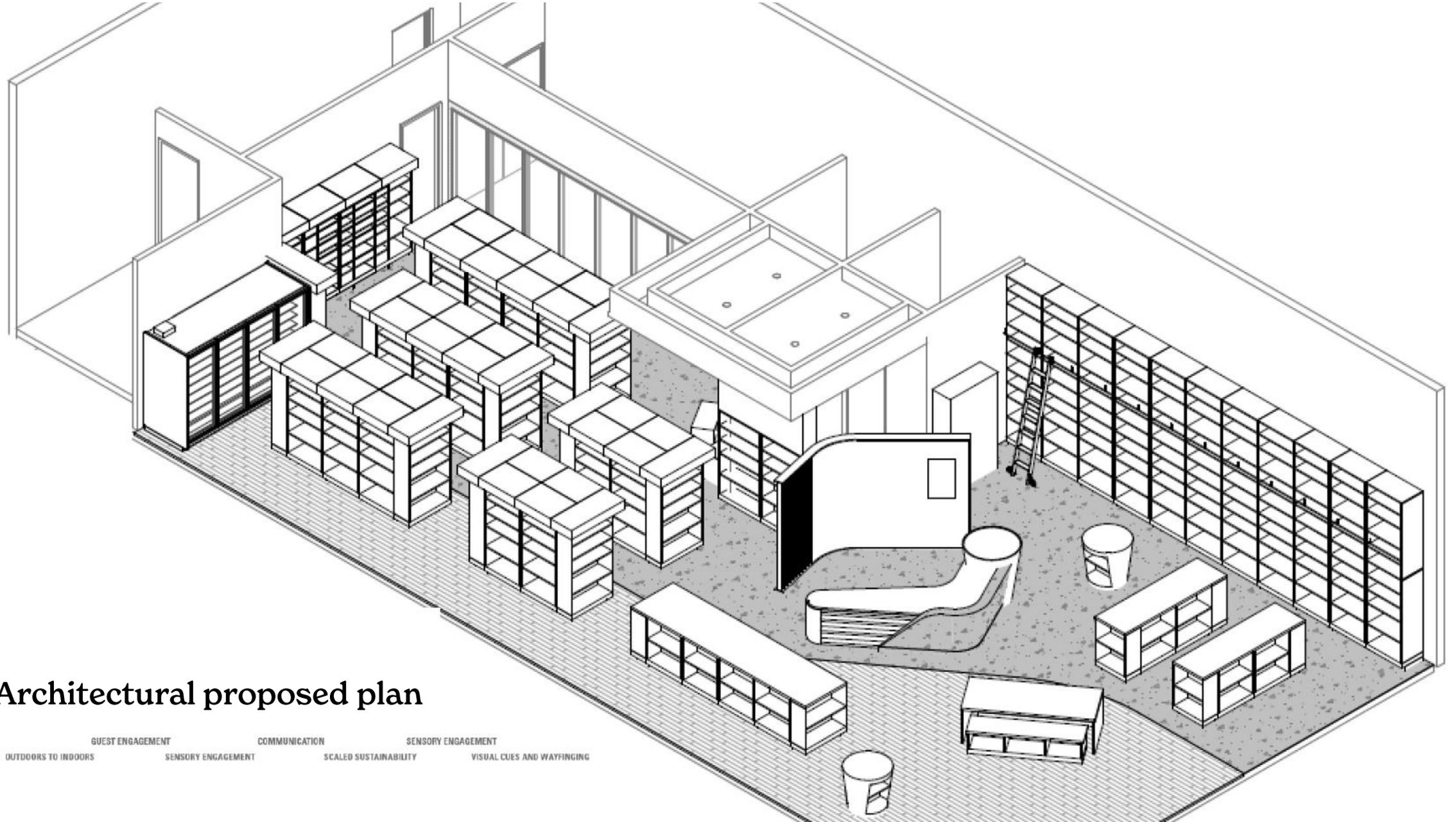
M

Yes

Yes



PROPOSED PLAN



Architectural proposed plan

GUEST ENGAGEMENT      COMMUNICATION      SENSORY ENGAGEMENT  
OUTDOORS TO INDOORS      SENSORY ENGAGEMENT      SCALED SUSTAINABILITY      VISUAL CUES AND WAYFINDING



# OUR MARKETPLACE

- GIFTING
- CANDLES
- DRINKWARE/BARWARE
- OLIVE OIL
- FLOWERS/PLANTS
- COFFEE
- ENTERTAINING ESSENTIALS
- STATIONERY
- RECIPE BOOKS
- WINE CLASSES
- MIXOLOGY CLASSES
- ...AND MORE



## DESIGN DRIVERS

**OVERALL:** TOGETHER, WE WILL DESIGN A MISSION BASED, HOSPITALITY DRIVEN WINE & SPIRITS RETAIL ENVIRONMENT THAT WILL DEEPLY CONNECT WITH GUEST'S & ASSOCIATES DESIRES OF SERVICE TO THEIR COMMUNITY AND A SENSE OF BELONGING TO SOMETHING WITH A GREATER PURPOSE. WE'LL DO SO BY TRANSFORMING GUEST'S EXPECTATIONS OF THE WINE & SPIRITS SHOPPING EXPERIENCE IN A FLEXIBLE ENVIRONMENT THAT BUILDS ANTICIPATION, PIQUES CURIOSITY, CELEBRATES PARTNERS AND ENLIGHTENS AND GUIDES GUESTS TO MAKE CHOICES THAT ARE MOST MEANINGFUL TO THEM.



**SCALED SUSTAINABILITY** WITH FUTURE GOALS OF GROWTH, WE'LL DEVELOP A STRATEGY TO SCALE SUSTAINABILITY EFFORTS IN BOTH LEASED AND OWNED PROPERTIES, EMPLOYING SOLUTIONS THAT WILL HAVE THE GREATEST IMPACT AND ROI IN BOTH FIRST AND LIFE CYCLE COSTS.



**GUEST ENGAGEMENT:** INSIDE THE STORE, WE'LL LOOK TO IMMEDIATELY COMMUNICATE THE MISSION OF THE GENEROUS POUR THROUGH VARIOUS MESSAGING MEDIUMS, TAKING ADVANTAGE OF ALL POSSIBLE SURFACES TO DO THIS THOUGHTFULLY, WITH AN EYE TOWARDS EDUCATION, INCLUSION, HUMOR AND HUMILITY.



**SENSORY ENGAGEMENT:** CRAFTING THE GUEST EXPERIENCE, WE'LL LOOK FOR OPPORTUNITIES TO ENGAGE ALL SENSES, THROUGH MUSIC, LIGHTING AND SCENT. THE SENSORY GUEST EXPERIENCE WILL BE FURTHER SUPPORTED THROUGH THE USE OF AUTHENTIC MATERIALS, FINISHES AND FURNISHINGS THAT INCLUDE ELEMENTS LIKE BRICK, CONCRETE, STEEL, WOOD & LEATHER.



**OUTDOORS TO INDOORS:** VIEWED FROM THE OUTSIDE, THE STORE SHOULD BE BOTH WELCOMING AND CAPTIVATING, WITH THE TRANSPARENCY, BRIGHTNESS AND WARMTH OF THE SPACE SETTING THE EXPECTATION OF AN ELEVATED SHOPPING EXPERIENCE WHILE DEVELOPING A RECOGNIZABLE BRAND PRESENCE.

**COMMUNICATION:** THE STORE WILL BE DESIGNED TO SUPPORT MARKETING'S STRATEGIES TO CONNECT WITH GUESTS ACROSS MULTIPLE COMMUNICATION PLATFORMS, CREATING BOTH PERMANENT AND FLEXIBLE OPPORTUNITIES FOR SIGNATURE MOMENTS WITHIN THE SPACE TO ENABLE CURATED, MEMORABLE EXPERIENCES.



**VISUAL CUES AND WAYFINDING:** WILL BE DELIBERATELY PLANNED TO SUPPORT UNCLUTTERED MERCHANDISING SOLUTIONS THAT PROVIDE CLARITY AND INSPIRATION TO EACH GUEST.



## Indoor

Hospitality driven retail environment

Open floorplan with guest engagement opportunities

Premium displays and retail activation

New flooring and ceiling enhancements

Implementing sustainable solutions where feasible

Elevated customer shopping experience through brand signature moments

## Outdoor

Maintain retro feel of building while upgrading to new look and feel

Upscale landscaping and up lighting to enhance exterior appeal

Premium branding with minimalist signage in order to maintain uncluttered exterior

Allowing windows to act as transparency into space

Upgrade back corner section of abandoned storage



# We're just getting started!

Where we'll be in Florida 2023 - 2024



Winter Garden - **Jan '23**

Gainesville - **March '23**

Winter park - **May '23**

Hamlin - **Oct '23**

Longwood - **June '23**

Oviedo - **Aug '23**

Lake Mary - **Oct '23**

Dr. Phillips - **June '24**





WINTER PARK

MAY 2023

CORPORATE FLAGSHIP LOCATION





WINTER GARDEN

OCTOBER 2023

Building is a two-story retail space located within the Hamlin Development. First floor contains 6,000 sq ft of The Good Pour Retail and covered exterior patio, and 4,000 sq ft of TGP Gifting, e-commerce, and warehouse space. Upper floor is a 5,000 sq ft cigar lounge and rooftop patio. Entry to both spaces is through an interior glass atrium via open stairs and elevator.



# Our team

Diverse in talent and united by an energy to do things differently, we are building something larger and more lasting than ourselves.



**Ray Horal**  
Co-Founder, Sales



**Giuliana Rossi**  
Co-Founder, Marketing



**Ron Boucher**  
Exec. Creative Director



**Susan Boucher**  
Dir. of Strategic Partnerships



**Bree Watson**  
Director of Creative Content



**Carly Hollowell**  
Director of Social Media



**Caitlin Glassman**  
Wine Director



**Taylor Periu**  
Franchise Coordinator



**Todd Grasley**  
Public Relations

COLLECTIVE WISDOM



Our difference:

Full of purpose and pride to do the right thing, we believe in a greater good and are determined to make the world a better place.

**We believe in a well-crafted experience.**

**We believe in our collective impact.**

**We believe in doing more.**





# Thank you!

Ray Horal  
[ray@goodpour.com](mailto:ray@goodpour.com)  
407 227 3252



This document is confidential and for internal purposes only.

# Property Record Card



**Parcel** 04-21-29-523-0000-0010

**Property Address** 2648 W SR 434 LONGWOOD, FL 32779

## Parcel Location



## Site View



## Parcel Information

<b>Parcel</b>	04-21-29-523-0000-0010
<b>Owner(s)</b>	WEKIVA 434 LLC
<b>Property Address</b>	2648 W SR 434 LONGWOOD, FL 32779
<b>Mailing</b>	558 W NEW ENGLAND AVE STE 200 WINTER PARK, FL 32789-4256
<b>Subdivision Name</b>	VILLAGE SPRINGS CENTER PH 3
<b>Tax District</b>	01-COUNTY-TX DIST 1
<b>DOR Use Code</b>	11-STORES GENERAL-ONE STORY
<b>Exemptions</b>	None
<b>AG Classification</b>	No

## Value Summary

	2023 Working Values	2022 Certified Values
<b>Valuation Method</b>	Cost/Market	Cost/Market
<b>Number of Buildings</b>	1	1
<b>Depreciated Bldg Value</b>	\$412,262	\$414,242
<b>Depreciated EXFT Value</b>	\$18,267	\$16,251
<b>Land Value (Market)</b>	\$409,730	\$409,730
<b>Land Value Ag</b>		
<b>Just/Market Value</b>	\$840,259	\$840,223
<b>Portability Adj</b>		
<b>Save Our Homes Adj</b>	\$0	\$0
<b>Amendment 1 Adj</b>	\$0	\$12,693
<b>P&amp;G Adj</b>	\$0	\$0
<b>Assessed Value</b>	\$840,259	\$827,530

## 2022 Certified Tax Summary

**2022 Tax Amount without Exemptions** \$11,265.79    **2022 Tax Savings with Exemptions** \$100.88  
**2022 Tax Bill Amount** \$11,164.91

\* Does NOT INCLUDE Non Ad Valorem Assessments

## Legal Description

LOT 1 (LESS ELY 14.02 FT)  
VILLAGE SPRINGS CENTER PH 3  
PB 30 PG 1

## Taxes

Taxing Authority	Assessment Value	Exempt Values	Taxable Value
ROAD DISTRICT	\$840,259	\$0	\$840,259
SJWM(Saint Johns Water Management)	\$840,259	\$0	\$840,259
FIRE	\$840,259	\$0	\$840,259
COUNTY GENERAL FUND	\$840,259	\$0	\$840,259
Schools	\$840,259	\$0	\$840,259

## Sales

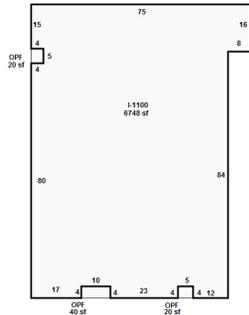
Description	Date	Book	Page	Amount	Qualified	Vac/Imp
SPECIAL WARRANTY DEED	03/01/2014	08230	1553	\$800,000	Yes	Improved
SPECIAL WARRANTY DEED	07/01/1993	02613	0857	\$322,500	No	Improved
CERTIFICATE OF TITLE	07/01/1991	02320	1394	\$740,000	No	Improved
WARRANTY DEED	03/01/1988	01959	1274	\$410,000	Yes	Improved
WARRANTY DEED	05/01/1984	01556	0737	\$130,000	Yes	Vacant

## Land

Method	Frontage	Depth	Units	Units Price	Land Value
SQUARE FEET			33890	\$12.09	\$409,730

## Building Information

#	Description	Year Built Actual/Effective	Stories	Total SF	Ext Wall	Adj Value	Repl Value	Appendages								
1	MASONRY PILASTER .	1985/2010	1	6748.00	CONCRETE BLOCK-STUCCO - MASONRY	\$412,262	\$485,014	<table border="1"> <thead> <tr> <th>Description</th> <th>Area</th> </tr> </thead> <tbody> <tr> <td>OPEN PORCH FINISHED</td> <td>20.00</td> </tr> <tr> <td>OPEN PORCH FINISHED</td> <td>40.00</td> </tr> <tr> <td>OPEN PORCH FINISHED</td> <td>20.00</td> </tr> </tbody> </table>	Description	Area	OPEN PORCH FINISHED	20.00	OPEN PORCH FINISHED	40.00	OPEN PORCH FINISHED	20.00
Description	Area															
OPEN PORCH FINISHED	20.00															
OPEN PORCH FINISHED	40.00															
OPEN PORCH FINISHED	20.00															



Sketch by Apex Sketch

Building 1 - Page 1

## Permits

Permit #	Description	Agency	Amount	CO Date	Permit Date
07003	NO DESCRIPT UNIT 104	County	\$12,000	12/7/1994	10/1/1994
00902	PH 3 STE B NO DESCRIPTION	County	\$15,000	10/11/1994	2/1/1994
10123	SOUTHERN REALTY - INTERIOR	County	\$12,000		11/1/1993
07200	INTERIOR PRS CAREER ACADEMY	County	\$2,000		7/1/1993
08054	H & R BLOCK	County	\$1,800		12/1/1994
10262	INSTALL 18" CHANNEL LETTERS	County	\$1,986		5/23/2005
09244	PERMIT DOES NOT STATE WORK DESCRIPTION; SO REALTY/HR BLOCK STE 100 & 104	County	\$2,800	12/17/1998	11/1/1998
11003	ELECTRICAL	County	\$6,500		11/10/2014
09986	TWO 3' X 6' WALL SIGNS - TRUE VALUE	County	\$600		10/8/2014
07479	DUMPSTER ENCLOSURE	County	\$5,000		7/30/2014
06035	INSTALL WALL SIGN & HOOK-UP TO EXISTING ELECTRICAL	County	\$3,000		6/19/2014
07480	FENCE - SCREEN WALL ENCLOSURE	County	\$7,000		7/30/2014
02531	INTERIOR ALTERATION/REROOF - TRUE VALUE HARDWARE	County	\$143,483	9/22/2014	3/24/2014
04194	REROOF	County	\$24,500		5/7/2014

## Extra Features

Description	Year Built	Units	Value	New Cost
WALKS CONC COMM	02/01/1985	630	\$1,021	\$2,552
COMMERCIAL ASPHALT DR 2 IN	02/01/1985	11,352	\$9,263	\$23,158
WALKS CONC COMM	02/01/2014	351	\$1,102	\$1,422
STUCCO WALL	02/01/2014	1,062	\$5,572	\$7,190
STUCCO WALL	02/01/2014	156	\$818	\$1,056
6' CHAIN LINK FENCE	02/01/2014	69	\$491	\$701

## Zoning

Zoning	Zoning Description	Future Land Use	Future Land Use Description
C-1	Commercial	COM	Retail Commercial-Commodies

## Utility Information

Fire Station	Power	Phone(Analog)	Water Provider	Sewer Provider	Garbage Pickup	Recycle	Yard Waste	Hauler
16.00	DUKE	CENTURY LINK	SEMINOLE COUNTY UTILITIES	NA	NA	NA	NA	NA

## Political Representation

Commissioner	US Congress	State House	State Senate	Voting Precinct
Dist 3 - Lee Constantine	Dist 7 - Stephanie Murphy	Dist 29 - Scott Plakon	Dist 9 - Jason Brodeur	40

## School Information

Elementary School District	Middle School District	High School District
Forest City	Teague	Lake Brantley

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**Seminole County Government  
Development Services Department  
Planning and Development Division  
Credit Card Payment Receipt**

If you have questions about your application or payment, please email us [epandesk@seminolecountyfl.gov](mailto:epandesk@seminolecountyfl.gov) or call us at: (407) 665-7371.

**Receipt Details**

**Date:** 12/14/2022 3:07:26 PM  
**Project:** 22-80000175  
**Credit Card Number:** 53\*\*\*\*\*7753  
**Authorization Number:** 150671  
**Transaction Number:** 141222018-29771D31-D007-4AB6-A36E-93964E8467FD  
**Total Fees Paid:** 52.50

**Fees Paid**

<b>Description</b>	<b>Amount</b>
CC CONVENIENCE FEE -- PZ	2.50
PRE APPLICATION	50.00
Total Amount	52.50