

Business Proposal

Business Name: Coluna Coffee & Cookies

Concept: Coluna Coffee & Cookies is a small, home-based business that provides freshly roasted coffee and homemade cookies to our local community. By combining high-quality coffee beans, roasted to perfection in small batches, with delicious, freshly baked cookies made from scratch, we aim to offer a unique and comforting experience for coffee and treat lovers. Our focus is on freshness, quality, and local accessibility, ensuring neighbors get their favorite coffee and cookies without leaving the community.

Products Offered:

1. Freshly Roasted Coffee:

- Variety of roasts (light, medium, dark) and blends.
- Single-origin options for coffee enthusiasts.
- Available in whole beans or ground, tailored to customer preferences.

2. Homemade Cookies:

- Classic flavors: chocolate chip, oatmeal raisin, peanut butter.
- Seasonal and specialty flavors to match holidays and local events.
- Available in standard and mini sizes for convenience.

Target Market: Our target market includes:

- Neighborhood residents seeking convenient, fresh coffee and treats.
- Local professionals, parents, and students looking for quality snacks.
- Small gatherings, community events, and informal gifting.

Operating Model: Coluna Coffee & Cookies operates primarily as a home-based business. Customers can place orders through phone, text, or social media platforms. We offer pickup services directly from our home and are exploring options to provide free local delivery within a set radius to ensure convenience.

Rationale for Operating from a Home Kitchen

Starting Coluna Coffee & Cookies from our home kitchen allows us to overcome the prohibitive costs of leasing a commercial or retail space. Renting and maintaining a storefront can be financially unsustainable for small startups, especially when margins are initially tight. By using our fully equipped home kitchen:

1. Lower Startup Costs:

- We avoid expensive lease agreements, security deposits, and costly renovations required for retail spaces.
- Funds can instead be invested into high-quality coffee roasting equipment, baking supplies, and marketing efforts.

2. Operational Flexibility:

- A home kitchen allows us to operate on a small scale, fulfilling orders based on demand.
- We can maintain flexible hours, ensuring we meet the needs of our customers without the pressure of retail operating costs.

3. Freshness and Quality Control:

- Operating from home ensures we can focus on small-batch production, maintaining superior freshness and quality for both our coffee and cookies.

4. Community-Centered Appeal:

- As a home-based operation, we foster a sense of local connection and trust, serving neighbors directly with homemade products.
- Customers appreciate supporting small, family-operated businesses within their community.

Long-Term Vision: While operating from home is ideal for our launch, our long-term goal is to build a loyal customer base and generate enough revenue to expand. This could include attending farmers' markets, collaborating with local businesses, or even eventually moving into a commercial space once the business is financially sustainable.



HOME OCCUPATION OR HOME PROFESSIONAL APPLICATION FORM

A. APPLICANT INFORMATION

Full Legal Name: Taharally Christopher
(Last) (First)
Mailing Address: 77-79 Lessing Rd. West Orange, NJ, 07052
(Street) (City) (State) (Zip)
Telephone Number: (646) 334-1961 Email: ctaharally@gmail.com

Is the Applicant an: ☒ Individual, ☐ Corporation, ☐ Partnership, ☐ Other _____

If the Applicant is a corporation or partnership, a list of the names and addresses of persons having a 10% interest or more in the corporation or partnership must be attached.

Relationship of the applicant to the property: ☒ Owner, ☐ Tenant or Lessee, ☐ Purchaser under contract
(with consent of owner, ☐ Other (please specify) _____

If the applicant is not the owner of the property in question, the applicant must submit an affidavit with the owner(s) authorization to proceed with this process.

B. PROPERTY OWNER INFORMATION

☒ Check here if same as applicant. If the owner is not the applicant, please complete the following:

Owner's Name: _____

Address: _____

Telephone Number: (____) _____ Email: _____

C. PROPERTY INFORMATION

Street Address: 77-79 Lessing Rd. West Orange, NJ, 07052

Block Number(s): 158.14; Lot Number(s): 243

Tax Plate: \$346,000; Zone of Property: R-4

The location of the property is approximately 410 feet from the intersection of _____
St. Cloud Avenue and Lessing Rd. (closest intersection.)

Has there been any previous Zoning Board of Adjustment or Planning Board hearings involving this property?

☐ Yes, Date(s): _____; ☒ No

If yes, please attach copies of the written decisions adopted by the Board to each application.

Please attach a list of all contiguous or adjacent property owned by the applicant or owner. ☒ None

Is this property listed in "The Historic Sites Survey" prepared by Robert Guter 7/9/1992 ☐ Yes ☒ No

D. TYPE OF APPLICATION

Indicate the type of application being submitted:

- 1) ☒ Home Occupation – Skip to Section E.
2) ☐ Home Professional – Complete all:
Days/Hours of Operation:

DAYS	HOURS OF OPERATION
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

Number of Employees: _____

Number and Type of Commercial Vehicles (Type/Size): _____

Overnight Parking of Commercial Vehicle or Vans? Y__N__

NEW LIGHTING? Y__N__ If yes, provide details and indicate location on site plan.

SIGN DETAILS for any new sign. Submit details and depict location, total square footage, height, type of font and letter size as well as construction materials and any illumination.

E. DESCRIPTION OF PROPERTY

Existing Use of the Property

Briefly describe the major elements of your proposal including parking plan: (you may attach a more detailed written description.)

- **Home Occupation** must include written details of parking drop-off and pick-off.
- **Home Professional** must indicate parking details on site plan.

We intend to sell roasted coffee and cookies made in our kitchen to the local neighborhood (St. Cloud) surrounding community. Customers will park on the street or may use our driveway temporarily to pick up their items. Pick up should not take longer than 3-5 mins, and parking will not disrupt the flow of traffic on Lessing Rd.

The property is 1,410 sq. ft. (square feet); .24 (acres)

Impervious Surface Coverage: Present: _____; Proposed: _____

Building Coverage: Present: _____; Proposed: _____

Is the property located:

- | | | |
|--|------------------------------|--|
| Within 200 feet of another municipality? | ☐ Yes | ☒ No |
| Adjacent to an existing or proposed county road? | ☐ Yes | ☒ No |
| Adjacent to other county land? | ☐ Yes | ☒ No |
| Adjacent to a state highway? | ☐ Yes | ☒ No |

F. EXPERTS

The following information is respectfully requested to enable the Board to facilitate the processing of this application:

APPLICANT'S ATTORNEY: _____

Telephone Number: () _____ Email: _____

Address: _____

APPLICANT'S ENGINEER: _____

Telephone Number: () _____ Email: _____

Address: _____

APPLICANT'S ARCHITECT: _____

Telephone Number: () _____ Email: _____

Address: _____

APPLICANT'S PLANNER: _____

Telephone Number: () _____ Email: _____

Address: _____

OTHER EXPERT(S): _____

Telephone Number: () _____ Email: _____

Address: _____

If necessary, please list any additional experts below, including address, telephone number and email address.

G. VERIFICATION AND AUTHORIZATION

SIGNATURE IS REQUIRED FOR ALL OF THE FOLLOWING:

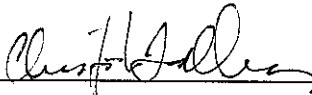
APPLICANT'S VERIFICATION

I hereby certify that the above statements made by me and the information contained in the papers submitted in connection with this application are true. I am aware that if any of the foregoing statements are willfully false, I am subject to punishment.

Applicant's Signature:  Date: 12/18/2024

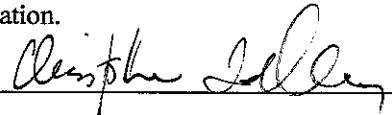
CONTINUANCE

Should the Planning Board/Zoning Board of Adjustment have a full and heavy agenda, or discussion and meeting regarding this application requiring carrying the matter past the statute time limit, the applicant grants permission for such an extension.

Applicant's Signature:  Date: 12/18/2024

OWNER'S AUTHORIZATION - MUST BE SIGNED

I hereby certify that I reside at 77-79 LESSING RD.
in the County of ESSEX and the State of NEW JERSEY;
and that I am the owner of all that certain lot, piece or parcel of land known as Block(s) 158.14;
Lot(s) 243 on the Tax Map of _____ which property is the subject of the above
application, and that said application is hereby authorized by me. Furthermore, I authorize inspection of the site
which is the subject of this application.

Owner's Signature:  Date: 12/18/2024

THIS APPLICATION DOES NOT RELIEVE THE APPLICANT FROM COMPLYING WITH OTHER TOWNSHIP ORDINANCES SUCH AS THE TREE REMOVAL ORDINANCE AND OBTAINING THE NECESSARY APPROVALS AND PERMITS UNDER SUCH ORDINANCES.

12/18/2024

RE: Coluna Coffee & Cookies

Geniece Gary-Adams, Zoning Official
c/o Department of Planning & Development
66 Main Street, Room 214
West Orange, NJ, 07052

Dear Ms. Gary-Adams,

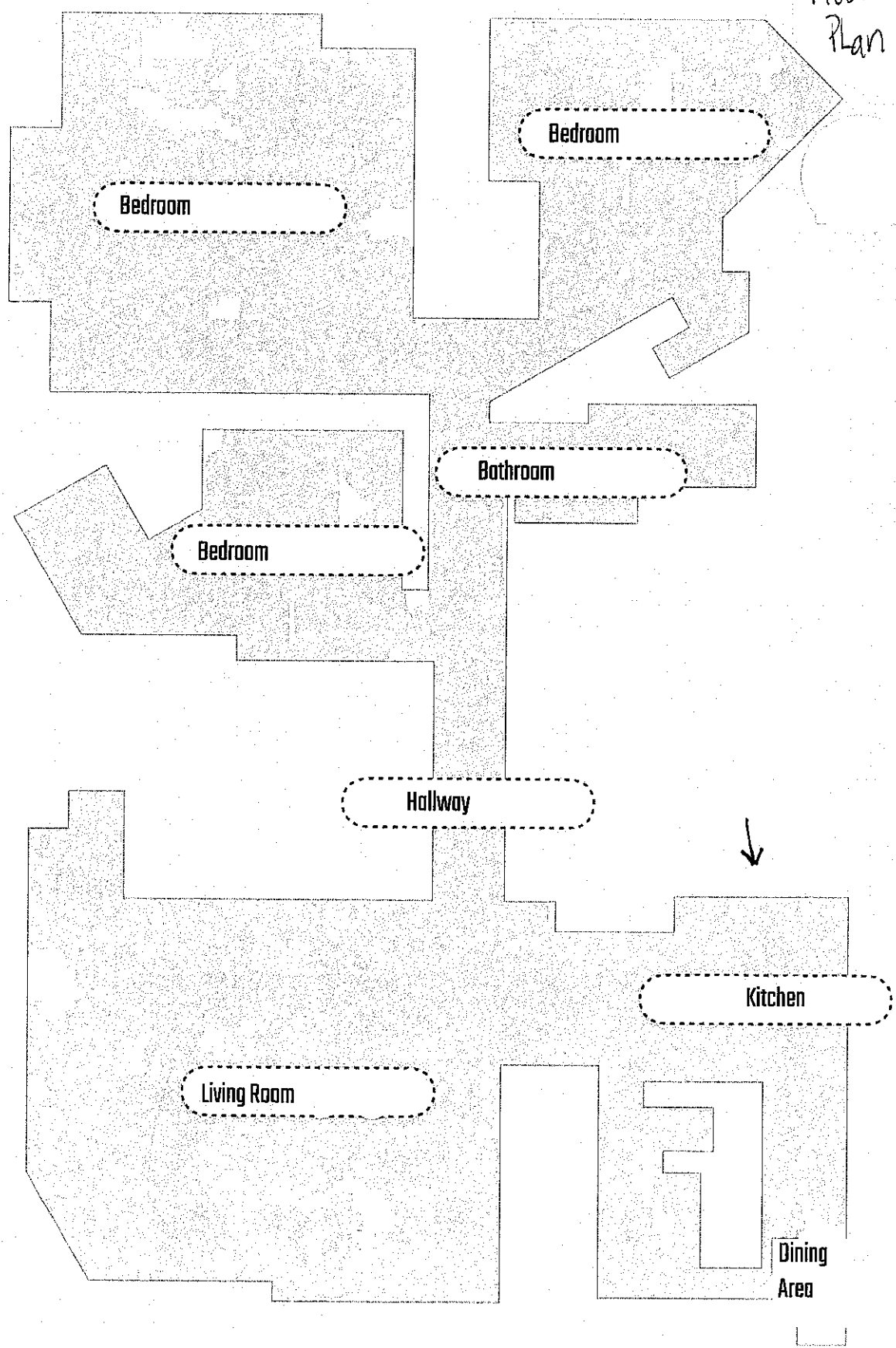
I hope this letter finds you well.

This letter is sent with the intent of informing the West Orange Planning Board of my full commitment to abide by the rules of the West Orange Zoning Ordinance, Chapter 25-9.9 in all home occupation activities as applied.

Respectfully Submitted,

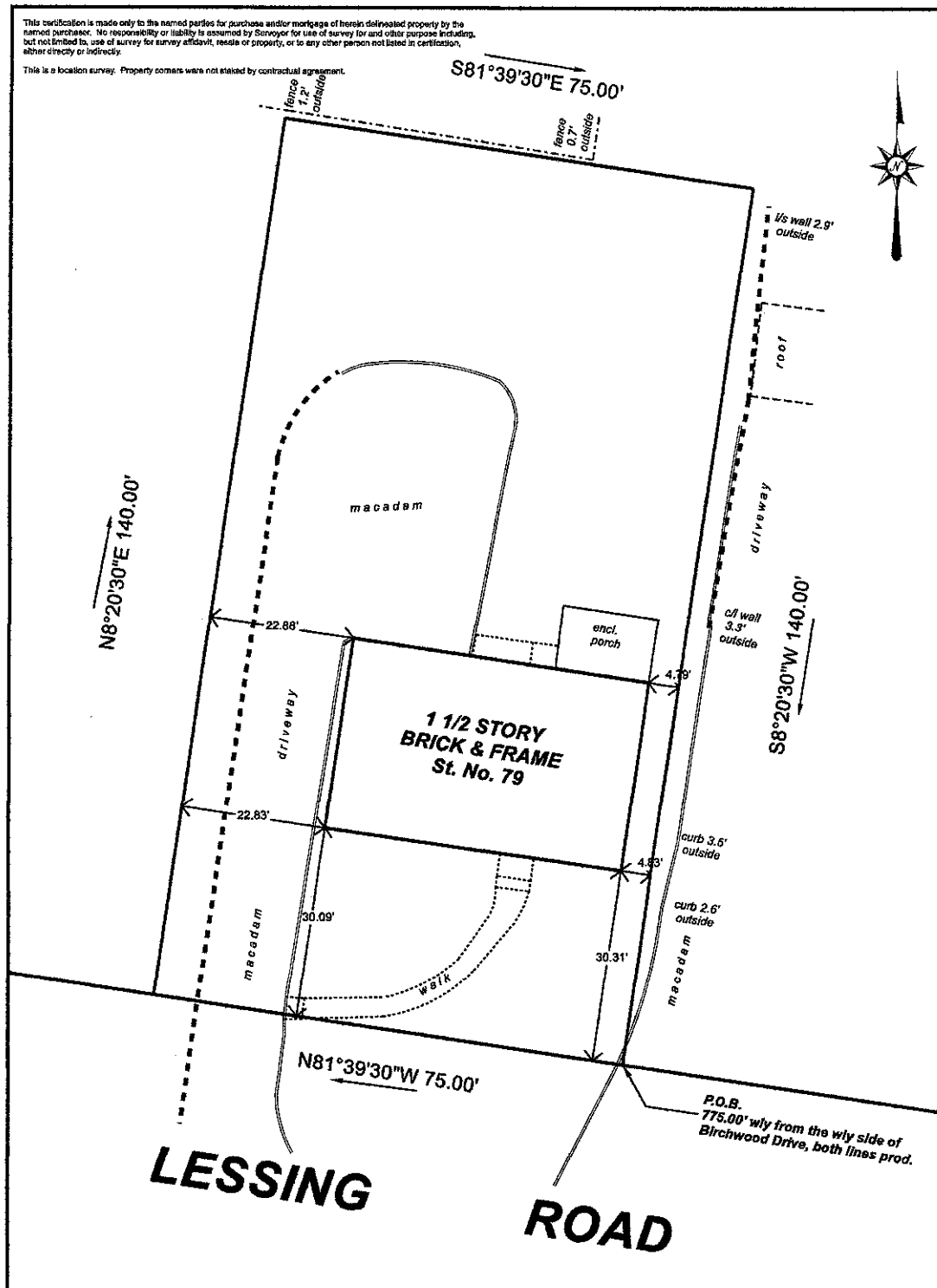
Christopher Taharally
77-79 Lessing Rd.
West Orange, NJ,
07052
(646) 334-1961
ctaharally@gmail.com

77-79
FLOOR
Plan



This certification is made only to the named parties for purchase and/or mortgage of herein delineated property by the named purchaser. No responsibility or liability is assumed by Surveyor for use of survey for and other purpose including, but not limited to, use of survey for survey affidavit, resale or property, or to any other person not listed in certification, either directly or indirectly.

This is a location survey. Property corners were not staked by contractual agreement.



PROPERTY ADDRESS: 77-79 LESSING ROAD, TOWNSHIP OF WEST ORANGE, ESSEX COUNTY, N.J.					
BLOCK	158.14	LOT(S)	243	TAX MAPS	
FILED MAP -					
DESCRIPTION					DR/CK DATE
Location survey					laa/gja 07/19/2016
THIS SURVEY IS CERTIFIED TO:					
Nicholas Tzanis;					



TOWNSHIP OF WEST ORANGE

66 MAIN STREET, WEST ORANGE, N.J. 07052

OFFICE OF THE TAX COLLECTOR

SUSAN McCARTNEY

Mayor

KATHY LONGO

Tax Collector

Tel: (973) 325-4075

Fax: (973) 736-9182

Email: taxcollector@westorange.org

VERIFICATION OF TAXES & SEWER CHARGES PAID

DATE: 12/11/24

BLOCK: 158.14

LOT: 243 QUAL: _____

NAME: TAHARALLY, C. & PADOVER, M.

ADDRESS: 77-79 LESSING ROAD

TAXES PAID UNTIL: 1/31/25

2024 SEWER PAID ☒ YES ☐ NO



AN EQUAL OPPORTUNITY EMPLOYER

www.westorange.org

