

## Simply Delicious Bakers Narrative – Special Exception Application

**Overview.** Simply Delicious Bakers, a wholesale provider of high-quality, heritage baked goods, proposes to occupy an existing commercial facility on Oakland Park Boulevard. This move would enable the company to expand its capacity, enhance service to existing customers, attract new clientele and broaden its product line as part of a comprehensive, long-term growth strategy, all while remaining in the Fort Lauderdale area.

**Company background.** A proud member of the greater Fort Lauderdale community since 2009, Simply Delicious has upheld a tradition of excellence in baked goods for more than 50 years. Initially renowned for its rugelach, or pastry bites, the company now offers classic baked items including Bobka, Danish coffee rings, blackout cake, drop cakes, jumbo cupcakes, challah bread, onion rolls, egg twist rolls and American cheesecake.

The bakery is currently owned and operated by Audrey Rosenbaum, a member of the fourth generation of this family-owned company. As a certified Woman-owned Small Business, Simply Delicious distributes its heritage baked goods through gourmet specialty shops, delicatessens, hotels, hospitals, restaurants and supermarkets including Whole Foods.

**Growth and capacity needs.** Simply Delicious has seen sustained success in recent years, with a remarkable 25 percent growth in the past year alone. The company has outgrown its current facility, limiting its ability to meet existing customer demands and execute its growth strategy. The proposed new facility, a 20,000 square-foot commercial production site replacing a former grocery store, is anticipated to open in June 2025, pending necessary approvals. This larger facility would facilitate not only the fulfillment of current obligations but also the expansion of product lines and an increase in clientele. Its design features, including a full-service loading dock, would appropriately support material deliveries and finished product pickups.

**Community impact.** While the proposed Simply Delicious facility would be significantly larger than its current one, the impact on its new community would be reduced from that generated by its most recent use as a retail grocery store. As a manufacturer rather than a retailer of baked goods, Simply Delicious would be open approximately 40 hours per week (Monday-Friday, 8:00 AM-4:30 PM), operating with a workforce that currently numbers 28 and no retail customers.

**Impacts on traffic and parking.** The new facility would generate significantly less traffic compared to its grocery store predecessor. Simply Delicious would operate with approximately seven truck pickups per week. It is expected that two-thirds of the 28 employees, most of whom reside in the Fort Lauderdale area, would commute via accessible mass transit, while the remainder would drive to work. The existing onsite parking and loading facilities are sufficient for employee parking and deliveries. The operation would not impose demands on city parks or public recreational areas.

**Impact on area businesses.** Given Simply Delicious' niche wholesale specialty operations, the impact on area businesses would be negligible. The company does not compete directly with existing retailers nor would it seek to hire from their employee pools due to its specific manufacturing specialization.

**Impact on area residents.** The company's small footprint is anticipated to have a minimal impact on area residents. The main economic impact on the neighborhood would be positive, including employment opportunities for residents if anticipated growth occurs. While we have employees from the area, we expect an increase in business would foster job creation. In addition, nearby businesses providing services meeting the needs of Simply Delicious employees (such as dining and laundry services) also could benefit.

**Environmental and safety considerations.** The company would prioritize environmental sustainability and public safety. Equipped with industrial-grade fire safety systems, it would not use or store chemicals, fluids or other hazardous materials. The limited use of propane for baking ovens, instead of piped-in natural gas, would further minimize risks. Utility and water demands would align with industry norms, ensuring no undue strain on local services. The operation would not create excessive noise, light or vibrations. In addition, the Simply Delicious facility is registered with the federal Food and Drug Administration, is registered with the Florida Department of Agriculture and is a Safe Quality Food (SQF) Program-certified business.

**Security impacts.** Given that the company does not handle cash and its products, equipment and other on-site assets lack liquid value, the facility would not represent an attractive nuisance for criminals. Nevertheless, an industry-standard security system would be installed to safeguard the premises.

**Future considerations.** While it is not part of this proposal and would be submitted for approval separately, Simply Delicious is exploring the use of part of the existing grocery storefront for direct retail sales to the community one day per week. This would not have a substantial impact since sales outreach would be focused only on the local community, limiting the number of customers and traffic from outside the immediate area, especially since it would not entail the sale of alcohol or the provision of music or live entertainment.

**Simply Delicious Bakers Narrative – Special Exception Application  
Information about the Business / Use (to be included in the Narrative)**

**Business Description (list all activities conducted at your business)**

Simply Delicious Bakers is a wholesale provider of high-quality, heritage baked goods. A proud member of the greater Fort Lauderdale community since 2009, Simply Delicious has upheld a tradition of excellence in baked goods for more than 50 years. Initially renowned for its rugelach, or pastry bites, the company now offers classic baked items including Bobka, Danish coffee rings, blackout cake, drop cakes, jumbo cupcakes, challah bread, onion rolls, egg twist rolls and American cheesecake.

**Date the business is expected to open.**

The proposed new facility, a 20,000 square-foot commercial production site replacing uses that formerly included a shipping center, a post office and a grocery store, is anticipated to open in September 2025, pending necessary approvals and construction timing.

**Days and Hours of Operation for the Business (include the estimated number of employees on duty per day)**

As a manufacturer rather than a retailer of baked goods, Simply Delicious would be open approximately 40 hours per week (Monday-Friday, 8:00 AM-4:30 PM), operating with a workforce that currently numbers 35 and no retail customers.

**Estimated number of persons that the business will employ**

Simply Delicious Bakers operates with a workforce that currently totals 35, most of whom reside in the Fort Lauderdale area.

**List the job titles and approximate salaries for the proposed employees**

- Production Manager (\$120,000 annually plus bonus)
- Quality Assurance Manager (\$80,000 annually plus bonus)
- Assistant Quality Assurance Manager (\$44,200 annually plus bonus)
- Master Baker (\$62,400 annually plus bonus)

Compensation for the staff below ranges from \$15-\$30 per hour based upon experience and specific responsibilities:

- Baker
- Assistant Baker
- Oven Man
- Pastry Staff
- Packing Team
- Receiving Clerk
- Cleaning Staff
- Janitorial Staff

**Size of the building area that the business will occupy**

The proposed new facility would be a 20,000 square-foot commercial production site replacing uses that formerly included a shipping center, a post office and a grocery store.

**Describe how your business will affect the residents who live close by.**

The company's small footprint is anticipated to have a minimal impact on area residents. While the proposed facility would be significantly larger than its current one, the impact on its new community would be reduced from that generated by prior uses that included a shipping center, a post office and a grocery store. As a manufacturer rather than a retailer of baked goods, Simply Delicious would be open approximately 40 hours per week (Monday-Friday, 8:00 AM-4:30 PM).

The main economic impact on the neighborhood would be positive, including employment opportunities for residents if anticipated growth occurs. While we currently have employees from the area, we expect an increase in business would foster job creation. In addition, nearby businesses providing services meeting the needs of Simply Delicious employees (such as dining and laundry services) also could benefit.

**Describe how this business/ use will affect neighboring businesses.**

Given Simply Delicious' niche wholesale specialty operations, the impact on area businesses would be negligible. The company does not compete directly with existing retailers nor would it seek to hire from their employee pools due to its specific manufacturing specialization.

**Explain what site characteristics make this location suitable for your business/ use.**

Simply Delicious has seen sustained success in recent years, with a remarkable 25 percent growth in the past year alone. The company has outgrown its current facility, limiting its ability to meet existing customer demands and execute its growth strategy. It proposes to occupy an existing commercial facility on Oakland Park Boulevard. This larger facility would facilitate not only the fulfillment of current obligations but also the expansion of product lines and an increase in clientele. Its design features, including a full-service loading dock, would appropriately support material deliveries and finished product pickups. This move would enable the company to expand its capacity, enhance service to existing customers, attract new clientele and broaden its product line as part of a comprehensive, long-term growth strategy, all while remaining in the Fort Lauderdale area.

**Explain how this business/ use will affect the community economically.**

The main economic impact on the neighborhood would be positive, including employment opportunities for residents if anticipated growth occurs. While we have employees from the area, we expect an increase in business would foster job creation. In addition, nearby businesses providing services meeting the needs of Simply Delicious employees (such as dining and laundry services) also could benefit.

**Describe any fire hazards associated with the business/ use.**

Equipped with industrial-grade fire safety systems, the facility would not use or store chemicals, fluids or other hazardous materials. The limited use of propane for baking ovens, instead of

piped-in natural gas, would further minimize risks.

**Describe what security measures the business/ use will require.**

Given that the company does not handle cash and its products, equipment and other on-site assets lack liquid value, the facility would not represent an attractive nuisance for criminals. Nevertheless, an industry-standard security system would be installed to safeguard the premises.

**Describe any chemicals, fluids, gases or potentially hazardous substances that the business/ use requires or stores on-site.**

The company would prioritize environmental sustainability and public safety. The facility would not use or store chemicals, fluids or other hazardous materials. The limited use of propane for baking ovens, instead of piped-in natural gas, would further minimize risks.

**Describe the water demand that the business/ use may require (above "normal" bathroom needs for employees and customers to use toilets and washing).**

Utility and water demands would align with industry norms, ensuring no undue strain on local services.

**Describe any activity the proposed business/ use will utilize city park facilities.**

The operation would not impose demands on city parks or public recreational areas.

**Describe any activity the proposed business/ use will generate noise, light or vibrations.**

The operation would not create excessive noise, light or vibrations.

**Describe transit, automobile or pedestrian traffic that the proposed business/ use will create in the area.**

The new facility would generate significantly less traffic compared to former uses such as a shipping center, a post office and a grocery store. Simply Delicious would operate with approximately seven truck pickups per week. It is expected that two-thirds of the 35 employees, most of whom reside in the Fort Lauderdale area, would commute via accessible mass transit, while the remainder would drive to work. The existing onsite parking and loading facilities are sufficient for employee parking and deliveries.

**Describe any activity of the proposed business/ use may engage in related to alcohol, music or live entertainment.**

The facility's production operations would not entail the sale of alcohol or the provision of music or live entertainment.

**Describe any other aspects of the business/ use that may be relevant to the City's review not requested.**

While it is not part of this proposal and would be submitted for approval separately, Simply Delicious is exploring the use of part of the proposed facility's existing storefront for direct

retail sales to the community one day per week in the future. This would not have a substantial impact since sales outreach would be focused only on the local community, providing an amenity through the availability of fresh baked goods and significantly limiting the number of customers and traffic from outside the immediate area.