

January 15, 2022

To Whom It May Concern:

I am a business owner of the Auburn Plaza at 260 East Auburn Road. I have opened two businesses in the city of Rochester Hills. The last 7 years of being located in Rochester Hills I have enjoyed watching the area grow and businesses flourish. I am extremely pleased with the city's efforts to draw attention to our area through continued development and beautification.

Recently, I was made aware that Biggby was looking to open one of their newer concepts right in our adjacent lots. I can't express to you enough what a fantastic opportunity I think this will be. I am very happy when I hear of a sustainable business model coming into the area because I know myself and clients come to rely on certain things in the area and look forward to our certain rituals of where we like to go. I often refer clients to local businesses and feel this would definitely be one of them. I also love hearing of business models appealing to a wider range and changing clientele and often older models don't support this growth. I feel that often times a switch would help a business but frequently business owners do not wish to do an additional costly buildout. I also look at the need and demand for a business coming into our area. Lastly, I look at what effect there will be on traffic when a new business comes in and if it will improve business or just create more congestion.

I am very much a supporter of Biggby coming in as I feel it will address all of the above mentioned. I feel that although there may be increased traffic in the lot that it will actually draw attention to all of the other businesses in the area. I have often obtained new clients just because they happened to be shopping at Meijer and noticed our business. I also know that with certain signage constraints that one of the best ways to grow clientele is through referral and building a strong community. I also hear frustration from clients that were hoping to grab a coffee on their way to their appointment but were unable to do so. Certainly with our new Covid lifestyles and ever growing busyness, everyone is looking for something fast and convenient. I am often driving with my two boys and will pass businesses that do not offer a convenient option because the thought of what I'd need to do to bring my boys with me into a business is too inconvenient. My younger clients are often on the go as well and looking for options that speak to needing something quickly before a Zoom meeting or teleconference. I do love the added bonus that the location Biggby proposes would clear up what I like to call "wanderers" through the parking lot that tend to be driving all over the place because there isn't much direction.

I truly hope the proposal for the Biggby Cube concept is reviewed and embraced as this could be exactly what our community needs.

Sincerely,



Quinn M. Legoas

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