

HOMETOWN VETERINARY HOSPITAL

1432 Walton Boulevard
Rochester Hills MI 48309
248-801-9900

January 17, 2022

Dear Members of the Rochester Hills Planning Commission,

Regarding the proposed BIGGBY Coffee project proposed for Rochester Hills, I would urge you to consider Deanna and her endeavor. After reviewing her presentation for a BCubed Drive-Thru, I can only see multiple reasons to grant approval:

1. Being a resident and small business owner in Rochester Hills, I can tell you most people in our community intentionally seek out small businesses to support. Patronage not only creates success for local owners but also creates success for local employees, resources, and the community.
2. The leadership and mentorship that Deanna and her team will provide the work ethic and professionalism that this community desires. I can tell you the values, customer service and accountability will be the qualities that people are not only looking for but will find within the BIGGBY Coffee team.
3. Let's be honest, the concept is pretty cool. Rochester Hills has been on the forefront of innovation, why not provide goods in an efficient manner. Not only will the modular construction minimize construction space/flow, but the footprint is also incredibly small.

Thank you for your time and consideration. Please do not hesitate in reaching out or contacting me directly.

Sincerely,
Kristina A. Yee, DVM

January 17, 2022
amanda@littlebirdsoul.com

RE: Planning Commission Requests 2021-0472 and 2021-0473

Dear Chairperson Deborah Brnabic,
Vice Chairperson Greg Hooper,
and Members Susan Bowyer, Gerard Dettloff, John Gaber, Marvie Neubauer,
Nicholas O. Kaltsounis, Scott Struzik and Ben Weaver
c/o Rochester Hills Planning Commission
1000 Rochester Hills Dr
Rochester Hills, MI 48309

I am so proud to know the women, Kyan Flynn and Deanna Richard, who are looking to develop the parcel located at 3099-3175 S. Rochester Rd. Their dream to bring a Biggby to Rochester Hills is deeper than a cup of coffee-they want to meet and serve our community exactly where we are at during these trying times. When businesses are looking at pivoting and closing shop, they are bringing their experience, enthusiasm, and energy to BRING and build their business to our great city.

Following the models of several successful Rochester Hills businesses and as a resident for the last 17 years, I look forward to being able to just drive through or walk up to grab my order. Not only is this convenient, but there is no need to worry about Covid exposure and no waiting inside with groups of people. This model brings TRUE innovation to Rochester Hills.

Kyan and Deanna also have impressive plans to build relationships with other local businesses and non-profits to truly create a vision of community, connection, and togetherness.

When you approve the plans to bring Biggby to Rochester Hills, you are allowing these wonderful and inventive women and their families to build their dreams. Our city would be lucky to have them.

Warmly,
Amanda Kirksey
425 Sunlight Drive

1/17/2021

Esteemed Members of the Rochester Hills Planning Commission:

As a resident of Rochester Hills, I am writing and appearing in support of the proposed Biggby Store 732 on Rochester Rd in the Meijer parking lot.

For a business to be successful in serving its community its often said that 3 P's must be addressed, Product, Process & People. The product, coffee, I don't think will have a difficult time finding customers and the Biggby brand is already a well known and successful Michigan-based franchiser with processes in place to help its franchisees succeed and a company culture that fits well in our community.

I understand it's the Commission's duty to the residents of Rochester to ensure that a business will add to and not subtract from the quality of life in Rochester Hills. However, sometimes the last P, "People", gets lost in discussions about traffic flow, building facades, and other aesthetic features of a business.

I would like to make a case for the people that will be the owners and operators of this franchise Deanna Richard and Kyan Flynn as a primary reason the commission should start with yes in mind then work out the details.

I have been a friend of Deanna and her lovely wife Amy for several years and have heard about Deanna and Kyan's dream of being entrepreneurs on many occasions. Deanna and Kyan are EXACTLY the types of people we want as business leaders in our community.

First, they are not a faceless corporation making decisions for the business from the other side of the country. Both live in or adjacent to Rochester Hills and have deep ties to the community. Both were successful student athletes in college, Deanna right here at Oakland University, where her photo still hangs in the halls in recognition of her achievements. Additionally, the two have had successful careers after college in positions of leadership.

A job as a barista is an entry level position for many young people. For many, their first work experience is reporting to a supervisor in a corporation that views them as nothing more than a cog in the company's machine. I would rather see these inspirational women working side by side with young members of our community, setting an example as leaders and helping them to see firsthand what hard work, determination and ambition can make possible, for anyone, regardless of their background.

I ask for the members of this commission to begin with "yes" in mind and look to find ways to remove or resolve any obstacles that would keep these women from achieving their dreams of entrepreneurship.



Joe Puma
2457 Beacon Hill Ct
Rochester Hills, MI 48309



January 16, 2022

City of Rochester Hills – Planning Commission
1000 Rochester Hills Dr.
Rochester Hills, MI 48309

To Whom It May Concern,

This is regarding a matter in front of the commission referred to as Biggby Store 732 on Rochester Rd in the Meijer Parking lot.

My name is Brian Kirksey, I am a lifelong resident of Rochester Hills, and I also happen to be a commercial real estate broker and appraiser. I am writing in strong support of the proposed Biggby Coffee. This particular use as a drive-through-only coffee shop is much needed in this area. Given our current state of business following the COVID-19 pandemic, a drive-through-only use is preferred as evident by the long drive-through lines coming from all the fast-food restaurants, due to closed dining rooms and changing consumer preferences.

This is also further coupled with the reduction in the labor force, which a use like the proposed Biggby would need fewer employees to operate than its competitors. Nearby competitors, like Starbucks, have had to close because they lack the staff to operate a drive-through and a dine-in operation. A use like the Biggby would show that the City of Rochester Hills is forward-thinking as it relates to these changing consumer preferences. Having a drive-through only use would allow the employees to solely focus on the drive-through, reducing lines both at this new Biggby and the surrounding competitors, which is a must-needed safety issue with the surrounding competitors.

In addition to the practical benefits of this proposed project, I am excited to see a new women-owned business begin here, partnering with two Michigan-based businesses: Meijer and Biggby Coffee. My family and I personally vouch for the new owners-both come from places of higher education and coaching and are contributing members of our community.

I trust the commission will allow this use for the above reasons, and because of the several other businesses throughout Rochester Hills that feature a similar drive-through-only configuration.

If you have any further questions, please do not hesitate to contact me directly at (248) 736-4360 or bkirksey@ethos-realestate.com.

Sincerely,

Brian S. Kirksey, ASA, MAI, MRICS, SRA
Managing Director

Ethos Real Estate, Inc.

113 East University Suite 2
Rochester, Michigan 48307

(248) 336-2086 – Phone

(248) 928-0969 – Fax

www.ethos-realestate.com

From: Hal Commerson <hcommer815@gmail.com>

Date: January 15, 2022 at 10:01:07 PM EST

To: "mayorsoffice@rochesterhills.org" <mayorsoffice@Rochesterhills.org>

Subject: New Business

Dear Mr. Mayor,

Bryan, I sent you a message through the Messenger app. I'm sorry to duplicate the message, however since my skills with a computer are less than stellar, so now I'm sending an email. The new business trying to get off the ground is Biggby Coffee, located at 3099 S. Rochester Rd., Rochester Hills, 48307 to be operated by Kyan Flynn and Deanna Richard. These ladies have poured many resources into their project to serve the community with a new business that will likely employ community residents. After getting to know these ladies through little league baseball, it is my belief their contribution to the community through business will be very positive. I hope these ladies can count on your support.

Sincerely,

Hal Commerson

Hope to see you on the trails sometime.

From: Dr. Ondre Jacques <djchiropractic@yahoo.com>

Sent: Friday, January 14, 2022 4:30 PM

To: Store 732

Subject: Purposed Biggby Business

I am writing this letter as a local business owner and someone who has proudly served the city of Rochester Hills for over 15 years and with regards to Ms. Kyan Flynn and Ms. Deanna Richard's purposed Biggby coffee business.

I have personally come to know Ms. Kyan Flynn and Ms. Deanna Richard over the past year through my business and find them both to be outstanding women.

The purposed business and the collaboration with the Meijer store would be an asset to our community. The use of space and architecture along with the landscaping would be a beautiful addition to the very dull parking lot.

Furthermore, I think the location is ideal and very favorable to convenience as to its easy access from multiple entry points.

In closing, let me say that I and my staff would patronize this business as I know many others would and it would be a great asset to our small business community.

If you would like to speak with me personally please feel free to contact me.

Yours in Health,

Dr. Ondre M Jacques
Dynamic Chiropractic Centers
([248-299-6911](tel:248-299-6911))
djchiropractic@yahoo.com

From: Rose Dalton <rmdalton52@gmail.com>
Sent: Friday, January 14, 2022 10:05 AM
To: Store 732
Subject: new location

To whom it may concern:

I have been a resident of Rochester Hills since 1999, returning to the same neighborhood after I lived here from 1986-1989.

I am thrilled to hear that a new coffee location would be going in. First, I am so tired of Starbucks and would be excited to have a drive through Biggby. It's great coffee and would be a beautiful addition to the parking area near Meijer in Rochester Hills.

I viewed the beautiful presentation of plantings and it will help the area look so much nicer than it appears now. Also, I work with dogs and they are frequently in my car. To have a drive-up coffee place that isn't Starbucks fills me with joy.

On a personal note, I know Deanna Richard and she is a dedicated, hard working person. She is kind, intelligent, and cares deeply about the environment and people around her. She was very kind, advising me how to help my body prepare for a hip replacement and I did heal very quickly thanks to her good advice.

I urge Rochester Hills to have this new Biggby location put in place and I would be proud to be one of their first customers.

Rose Dalton
248-535-2122

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Be kind to one another.

On Jan 13, 2022, at 8:04 PM, Garth Pleasant <gpleasant@rochesteru.edu> wrote:

Good morning, Mayor.

I trust you are well, full of energy & working on your jumper!!!

Bryan, I writing on behalf of a friend, Deanna Richard & her proposal for putting in a Biggby franchise at Meijer on Rochester Rd. I'm sure you know that Biggby is a Michigan based company & Meijer collaborating. The B-Cubed concept is new & I have found very popular in different areas I have seen them. I personally find this concept is very favorable for the convenience of a drive thru without customers inside.

I have known Deanna since her great career at Oakland you. I think it's exciting that Rochester has the opportunity to support a young lady entrepreneur who has roots from Oakland University.

I hope the Rochester council will give serious consideration to approving her proposal. Thank you in advance for your consideration.

Blessings

Garth Pleasant
Rochester University