

LAW OFFICES OF STEVEN M. VITALE

STEVEN M. VITALE · DORAID S. MARKUS

November 30, 2016

City of Rochester Hills
Department of Planning and Economic Development
1000 Rochester Hills Drive
Rochester Hills, Michigan 48309

Re: *J&J Street Food Concepts LCC*
d/b/a 2941 Mediterranean Street Food

Dear Members of the Planning and Economic Development Team:

This firm represents J&J Street Food Concepts d/b/a 2941 Mediterranean Street Food (2941) in matters related to its liquor licenses in Southeast Michigan, including its request for authorization to open and operate 2941 Mediterranean Street Food established at 93 Auburn Road, in the City of Rochester Hills (the “City”). When it is approved by the City and the Michigan Liquor Control Commission, 2941 intends to offer its customers beer, wine and liquor. 2941 negotiated the purchase of a Class C and a Specially Designated Merchant Liquor License that it will place at its Rochester Hills location.

In accordance with City Code Section 138-2.300, 2941 offers this letter as its notice of intent and desire to operate its restaurant in the City. By way of background, 2941 is a private, for profit limited liability company formed in 2015, for the purpose of owning and managing several 2941 locations in Southeast Michigan. The company is fully authorized to conduct business in Michigan. 2941 has recently opened a location in midtown Detroit. It will soon open additional locations in Bloomfield Hills and Auburn Hills.

The 2941 Mediterranean Street Food concept located in Rochester Hills involves individuals choosing from a variety of Mediterranean food on demand, using fresh-pressed dough and its signature sauces. Customers will create their own bowls and sandwiches, using any combination of more than a dozen featured toppings. To complement the unique concept, 2941 would like to offer its customers the opportunity to enjoy wine, beer, and liquor with their meals.

363 BIG BEAVER ROAD, SUITE 250 · TROY, MICHIGAN · 48084

TELEPHONE · (248) 430-1000 · FACSIMILE · (248) 430-1015

steve@vitalelawfirm.com · doraid@vitalelawfirm.com

2941 is committed to protect the well-being of its customers, employees, community and neighbors. It will construct and carefully maintain its premises such that they will be compatible and harmonious in appearance with the existing character of the surrounding properties. The footprint of the business is small and will not place extensive constraints on the existing public facilities, including street, police and fire protection, drainage-ways or refuse disposal. Parking is offered in the parking lot of the mall in which it is located.

2941 pledges full compliance with the standards contained in the City of Rochester Hills Conditional Use Ordinance regarding businesses holding a liquor license. There will be no detrimental, hazardous or disturbing uses which would in any way compromise the public welfare, safety or property. The restaurant intends to operate as a family restaurant and is expected to have a very low key presence. It is anticipated that the restaurant will enhance both the economic welfare of the community and the aesthetics of the neighborhood in which it is located. 2941 will assure that its activities will not result in a nuisance or any disruption of the public peace.

2941 intends to be an asset to your community. Our establishment will welcome all members of the public and will value its employees. 2941's leadership looks forward to working with City government to insure that its restaurant is a valued asset to Rochester Hills.

Very truly yours,

A handwritten signature in black ink, appearing to read 'D. Markus', with a long, sweeping flourish extending to the right.

Doraid S. Markus

DSM/la