



City of Rochester Hills Planning Commission  
1000 Rochester Hills Drive  
Rochester Hills, Michigan 48309

RE: Request for Off-Street Parking Waiver  
Proposed A-Star Convenience Fuel Center/Tim Hortons Café and Bake Shop  
2995 Walton Blvd.  
Rochester Hills, Michigan

Dear Commissioners,

Based upon our review of the October 17, 2014 Staff Report to the Planning Commission, Tim Hortons and A-Star Convenience would like to respectfully request a waiver of the City's Off-Street Parking requirements to allow for approximately 27 parking spaces within the proposed project. Currently, City Zoning Ordinance calls for a minimum of 11 spaces for the fuel station/convenience mart and 21 spaces for the Tim Hortons (32 spaces in total). Our request for 27 parking spaces would allow for five less spaces than allowed under the City's ordinance.

Our request is based upon the following factors that we believe are relevant to the proposed project and more specifically, restaurant operations. These factors include:

- 1) Based on market and similar restaurant experiences in the geographic area, Tim Hortons anticipates this location will be popular with commuters traveling along the Adams Road and Walton Boulevard corridor. While some of these guests will likely take advantage of the opportunity to enjoy the experience of face-to-face ordering and dining in option, it is anticipated that the vast majority of our guests (80% or +/-) will take advantage of our convenient drive-thru services.

- 2) This proposed fuel station/convenience mart and restaurant location encompasses a scaled-down version of the standard Tim Hortons Café and Bake Shop; more specifically, the available seating is reduced from our standard restaurant of 28 seats to 19 seats in this location. This reduction in seating is a direct result of available building square footage, our anticipated guest drive-thru utilization, and impulse purchases by guests who are refueling their vehicles. Thus, we expect our guests to spend less time in this restaurant than typical Tim Hortons Café and Bake Shop locations.
- 3) Although each Tim Hortons café and Bake Shop location is unique based on factors including, but not limited to: geographic area; commuter travel patterns, and market competition, we generally look to provide a minimum of 24 parking spaces for a standard 28 seat restaurant or a 1.16 parking ratio. Assuming a waiver may be granted for this proposed project and discounting all of the 11 required spaces for the fuel station/convenience mart, this restaurant would have 16 parking spaces for the 19 seats provided or a 1.18 parking ratio. This nearly equal parking ratio has been reviewed by our Senior Operations Management Staff and found to be well within our acceptable operation standards.

In conclusion, we hope that you will determine that the A-Star Convenience Fuel Center/ Tim Hortons Café and Bake Shop proposed for this location is somewhat unique to the average stand-alone fuel stations and quick-serve restaurants in your community and as such, requires less off-street parking spaces to accommodate the convenience and dining experience of the community. We thank you in advance for your consideration and look forward to working with you on this exciting new project.

Sincerely,



Patrick T. Bell  
Tim Hortons

cc: Sara Roediger, City of Rochester Hills  
Steve McLaine, Tim Hortons USA, Inc.  
Mark Kellenberger, Tim Hortons USA, Inc.  
Mark Fedewa, Tim Hortons USA, Inc.  
Sean Awdish, A-Star Convenience