



Stoneybrook
Land Use, Inc.

4846 Sun City Center Blvd., #300
Sun City Center, FL 33573-6281
(207) 513-6123

April 19, 2022

Mr. John A. Blais
Planning, Permitting and Code Division
City of Auburn
60 Court Street
Auburn, ME 04210

RE: Site Plan Review Application
223 Center Street

Dear Mr. Blais:

On behalf of Hyde Park Maine I, LLC (HPMI), I am pleased to submit this letter and attachments to secure approvals to add a pickup window at their existing building with a sit-down restaurant. The parcel is located at 223 Center Street and is in the General Business District (GB). The parcel is shown on the City GIS system with Parcel ID 261-019.

HPMI secured approvals from City staff in February to occupy the existing building with a sit-down restaurant. I have attached a copy of those approvals and a copy of our cover letter explaining the project as it was proposed at that time. As the building improvements have been proceeding, HPMI have decided to add a pickup window for call in orders for the Five Guys restaurant that will occupy the site.

Five Guys operates a "Mobile Pickup Window" as an alternative means of product distribution. This is NOT a traditional "drive through" as there is no opportunity to order or pay for their products built into the physical infrastructure on site. All ordering must be executed off site, or on site via the mobile website or app. To use the "Mobile Pickup Window", a customer can order via the website or app from a desktop computer, or from their mobile device. Once the order is placed, the customer receives a confirmation of

receipt of the order and instructions (via text message) to proceed to a parking spot and await confirmation of the order being completed.

The system proactively guides them to a parking spot to avoid their premature arrival at the window. When they receive this message, they are tracked via a GPS-driven "geo-fencing" software (FlyBuy) which informs employees of the customer's location. If the customer is 20 miles away, the system automatically holds the production ticket until they are within a specified drive time of the location (7 minutes). Once they are within a 7 minute drive, the meal is put into production. Once the customer arrives on-site, the GPS tracking guides them (by text) to proceed either to A) the "window" because their food is ready or B) to a parking spot as the "finishing touches" are being completed to their order. If they do proceed to a parking spot, they will be called up to the window when their order is complete.

The interactivity of the GPS tracking system and the text guidance was specifically designed to not just reduce, but to eliminate any stacking of any kind. If there is an issue with a customer either not checking their texts or (possibly) being obstinate, when they reach the pickup window, the employee will guide them to a parking spot and an employee will bring the food out to their car as a courtesy. This is all to further ensure zero stacking, the timely delivery of food to the customers whose food IS ready and to ensure the highest possible food quality.

To reiterate, all mobile orders must be executed on a personal device, which is done long before they arrive on site. The window does not even have a Point-of-Sale device, so orders cannot be taken or paid for via the window. This system has eliminated stacking, reduced pressure on parking and has been warmly received in every unit in which it has been introduced.

We have attached our previously approved site plan with revisions to show the pickup window location and customer parking. We have also included the signage package showing the site and directional signage for the project. I have also attached a revised Traffic Assessment Report from Barton &

April 19, 2022
Mr. John A. Blais
RE: 223 Center Street
Page 3

Loguidice indicating that this project, as proposed, will not require a Traffic Movement Permit. No additional site improvements are required from what was previously approved by Staff in February.

Building construction is expected to be completed by May 27th and HPMI will plan to install the pickup window signage the day after Planning Board approvals are secured for this use. Total project costs for this signage are expected to be about \$40,000. Please do not hesitate to call if you have any questions about the information provided or need additional information to complete your review of this project.

Respectfully yours,

STONEBROOK LAND USE, INC.

A handwritten signature in black ink, appearing to read "Michael F. Gotto". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Michael F. Gotto

cc: Jody Goehring
Greg Vasey