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To: [Ald John "Jack" Wells](#); [Ald Pete Bartels](#); [Corey Montiho](#); [Joan Francoeur](#); [John Schmitz](#); [Mayor Shawn Reilly](#); [RG Keller](#)
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Subject: FW: Biggby Coffee Waukesha Location
Date: Wednesday, June 23, 2021 1:22:00 PM

From: Elise Holzinger <eholzinger1@gmail.com>
Sent: Wednesday, June 23, 2021 12:51 PM
To: Jeff Fortin <jfortin@waukesha-wi.gov>; Doug Koehler <DKOEHLER@waukesha-wi.gov>; Charlie Griffith <CGriffith@waukesha-wi.gov>; Robin Grams <rgrams@waukesha-wi.gov>
Subject: Biggby Coffee Waukesha Location

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Hello City Planners,

As I'm sure you've received multiple messages surrounding the concerns of the potential Biggby Coffee being built outside the Rivers Crossing subdivision on Highway H. I've been a resident of Rivers Crossing for about 18 years, just about my entire life. I care very much about what goes on in and around this neighborhood. I truly hope you read through this and hear my concerns, because I think there are solutions where Biggby can still come to Waukesha without impeding on a residential space.

I, along with many others, have great concerns about the traffic patterns that will occur. Rapids Trail, the proposed entry/exit road for the business, is already a rather busy street for the neighborhood. Especially during weekday mornings with people going to work and school. I can assume Biggby will make most of its money in those morning hours. The excess amount of traffic is going to cause traffic jams coming in and out of the subdivision, causing real issues. Oncoming traffic is not going to stop to let people in or out of Biggby and people trying to speed in or out of Biggby to beat oncoming traffic increases risk for accidents. The entry and exit for the location is probably the biggest problem with the entire proposal, it makes absolutely no sense given the existing traffic patterns for that street.

Secondly, regarding traffic, speeding is already an issue on that road. The speed limit is 25, but I'd say the majority of people will go 35 and sometimes more. If there isn't any sort of handle on that, it will only get worse and once again, increase the risk for accidents. I would highly suggest that before even thinking about putting Biggby on that plot of land, the traffic patterns need to be observed during the school year so the city can get the best idea of how busy the traffic is on that road.

I also want to address the concerns specific to residents of Rivers Crossing. Many are worried about property values decreasing with the arrival of this business. This is a very popular neighborhood with valuable properties as it's rather secluded from businesses. I feel horrible for the two condos directly

next to that plot of land, this project is the nail in the coffin for their property value. The biggest question here is what happens to these properties and their values if Biggby fails? That will be an eyesore and rotted land at the entry of our subdivision. The city will then be held responsible for taking it down and restoring the land to upkeep the value of this neighborhood. I would suggest doing a census for the area, specifically for Rivers Crossing residents to get an idea of how residents feel about this business being put at that location.

Something I haven't heard many people express concern about, but I worry greatly about, is the construction process. This will surely cause a detour for Rapids Trail, either restricting access completely or making it a mess to navigate during construction. Not to mention the construction equipment coming down Highway H which will cause extra traffic on that already busy road (a main school road) and potentially damage the road from the equipment traffic. I'm sure the city wouldn't be too happy to pay for repaving the road in the coming years following construction and the added traffic from Biggby.

I would like to stress that I do not hate the idea of having Biggby in Waukesha, it's just that this location is awful for this business. There must be other small plots that could comfortably and safely house Biggby. A few suggestions I have instead is repurposing the land where Master Z's used to be on the corner of Sunset and Sentry. If that land isn't available, I would still encourage you to repurpose lots that previously housed businesses that are no longer there instead of using a residential space. I really hope you do hear the concerns of residents in this area and reconsider this project.

I understand there is a city hall meeting this evening, unfortunately I will not be able to attend. If it's possible, I would like my message to be attached to the agenda and read into the meeting notes. I would appreciate it greatly.

Thank you,
Elise Holzinger