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79 Sunset Drive
Northwood, NH 03261
November 4, 2019

Linda L. Smith
Land Use Administrator
818 First NH Turnpike
Northwood, NH 03261-3342

RE: AROMA JOE'S PROPOSAL, Bow Lake Road

Dear Planning Board Members,

In my opinion, it is in the best interest of the Bow Lake Road neighborhood for the planning board to deny the location of the Aroma Joe's proposal on Bow Lake Road. There have been ample discussions and meetings about the subject matter. A decision should not be based on what types of businesses were tried in the past at this location. I would guess they all did not fit in the neighborhood. But there is a major concern, how does a business affect the quality of life in the neighborhood?

A draw back of an approval will be more traffic generated on Bow Lake Road. Yes, the traffic study showed that the traffic would not be a major problem with some modifications to the road i.e. triangle site distance and shifting of the roadway centerline. But that does not address the annoyance of added traffic and louder noise for the neighborhood residents at extended period of times than what exists now.

The neighborhood has a special uniqueness. Quietness and housing that is within walking distance of a high quality educational institute, Coe-Brown Northwood Academy; availability of religious facilities, Saint Joseph's Church or the Northwood Congregational Church; and access to the Northwood Town Hall and offices.

But back to locations for an Aroma Joe's and other coffee facilities such as Starbucks and fast food businesses. There appears to be a common theme, locations which join forces with existing businesses in strip malls or part of a joint facility. Since the article last August in the Concord Monitor, traveling around, it was easy to notice the above scenarios in the areas such as Concord, Lee Circle, Epping, Alton, and Northwood's Dunkin Donuts. Perhaps there are options in the Town of Northwood with an existing access to busier highways.

In closing, the Aroma Joe's Proposal should be denied on the behalf of the Bow Lake Road neighborhood.

Sincerely,

Mark Morrill