

7/10/25

Joshua LaRue  
% Breakaway Records  
211 W North Loop Blvd  
Austin, TX 78751  
512-538-0174 shop  
202-288-5457 cell

To whom it may concern:

I am writing in support of Rachel Roberts and her business Flourish. In her many year tenure here at Highland Plaza in the North Loop neighborhood, Rachel was an ideal neighbor. She was respectful & responsible, great at communication and community involvement, and ran an amazing business that perfectly complimented the Plaza and neighborhood in general.

The tranquil and visually pleasant products, vibes, and general presence not only made for an ideal business, but added to the calm, thoughtful and inviting business atmosphere we all try to create and maintain here in North Loop. I'm very excited about the return of Flourish to the neighborhood and the expansion of what they do and will offer to the customers and residents of the area.

She has my full support and endorsement!

Thank you,  
Joshua LaRue  
Owner, Breakaway Records

**The Commune**

101 E North Loop Blvd  
Austin, TX 78751

July 10, 2025

City of Austin Council Members  
Austin City Hall  
301 W 2nd Street  
Austin, TX 78701

**Re: Support for TABC Permit – Flourish Plant Shop & Wine Bar, 5003 Airport Blvd,  
Austin, TX 78751**

Dear Council Members,

On behalf of The Commune, a locally owned meeting and event space in the North Loop neighborhood, I am writing to express our full support for Flourish Plant Shop & Wine Bar's application for a Texas Alcoholic Beverage Commission (TABC) permit at 5003 Airport Boulevard.

Flourish's new concept will add much needed value to Airport Blvd and our shared North Central Austin corridor. As close neighbors, we believe their presence will:

- **Improve a currently blighted strip of Airport Blvd** with the addition of a vibrant, locally-owned business that the neighborhood will be excited to frequent.
- **Encourage further improvements and development in this area.** We hope that Flourish's presence will encourage other quality business owners and developers to invest in and activate this stretch of Airport Boulevard, further enhancing the vitality of our neighborhood.
- **Strengthen the local economy** by attracting additional foot traffic that benefits all surrounding businesses, including ours.

We have enjoyed collaborating with the Flourish team during their planning phase and are confident they will uphold the high standards Austin residents expect. Granting this permit will help ensure the success of a distinctive small business that complements and enriches our neighborhood.

Thank you for your consideration. Please feel free to contact me with any questions.

Sincerely,

*Julia Blair*

Manager, The Commune  
hello@thecommupeatx.com | (737) 277-1227



July 14, 2025

To Whom It May Concern:

Please accept this letter of recommendation and support for the Flourish Plant Shop & Wine Bar soon to be open at 5003 Airport. As a proud member of the business community here on Airport Blvd, I know that this will be a welcome and productive addition to our community. We have been located at 5111 Airport since 2020 and have seen nothing but a positive response from the community. I'm confident they'll welcome this new endeavor with the same open arms we experienced 5 years ago.

Additionally, as a friend of the owners, I can also say that they will operate with integrity and creativity that will add to our reputation of being a destination area for Austinites from all over the metro area.

Please feel free to contact us with any further questions or concerns regarding the Flourish Plant Shop and Wine Bar.

Thank you,

A handwritten signature in black ink that reads "Mo Plittle". The signature is written in a cursive style with a large, prominent "M" and "P".

Mo Plittle  
Owner  
Root Beer Industries, LLC, dba, JewBoy Burgers/Sub Shop/Sliders

5111 Airport Blvd  
Austin, TX  
78751  
915-861-6224