



Chick-fil-A, Inc. | 5200 Buffington Road Atlanta, Georgia 30349-2998 | chick-fil-a.com | 404.765.8000

## **Project Narrative**

### Site Summary

Chick-fil-A (CFA) is proposing to redevelop an 1.70-acre site along E. Ogden Avenue between Iroquois Avenue and East Avenue in the City of Naperville. The project is more specifically located at 1163 E. Ogden Avenue. The project site is currently comprised of existing parking lot and part of multi-tenant commercial building. Approximately 29,000 square feet of the existing multi-tenant building and the associated parking lot along Ogden Avenue is proposed to be demolished to make room for the new CFA development. CFA is proposing to redevelop the site with a new single story 5,025 square foot free-standing restaurant, dual drive-thru facility with a by-pass lane & free-standing canopies, 56 stall parking lot, and associated utilities. The property is currently zoned B3 PUD (General Commercial District PUD). Although operating hours have not yet been defined, many CFA restaurants are generally open Monday thru Saturday, between 6:00 AM to 10:30 PM, closed on Sundays. CFA is anticipating that a total of 15-20 employees will be at the restaurant during the largest shift.

### Lot Layout/Configuration

The CFA building has been situated on the east side of the lease parcel, along Ogden Avenue, in order to achieve the following: provide the maximum number of parking stalls; provide a sufficiently long drive-thru lane to promote efficient restaurant operations; and to provide adequate visibility to the new store. Providing ample vision will be key to the success of the CFA restaurant as it will attract potential new customers that are traveling along the adjacent roadways. Positioning the building in this location & orientation allows an outdoor patio to be located near the southwest corner of the building which will feature 4 tables for a total of 16 outdoor seats. An ornamental aluminum fence will be installed around the perimeter to create a barrier between the patio and the adjacent greenspace & drive-thru lane/parking lot. The proposed site layout also provides direct pedestrian connectivity to the sidewalk along the north side of Ogden Avenue.

Per City Code, the proposed CFA use will require a total of 85 spaces. Since the CFA restaurant is located within Iroquois Center, CFA will have the ability to share parking among the various uses in the overall development. It has been determined that approximately 504 parking spaces will remain after the CFA redevelopment within all the shared lot areas. The CFA development will contain an additional 56 parking spaces, for a total of 560 parking spaces. Per City Code, 516 parking spaces are required for the overall center, thus meeting City requirements. It should also be noted that according to the parking study included with this submittal, the highest parking demand is projected to be 357 vehicles during the weekday evening peak period.

The CFA parking lot located west of the building has been configured to maximize circulation and minimize backups onto adjacent access drives. Access to the parking lot will be provided via entrances along the north side of the site. It should also be noted that access to the drive-aisle that runs along the rear of the multi-tenant building will be maintained. Access to the drive-aisle is provide along the west side of the CFA site.



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A sufficiently long CFA dual drive-thru lane with an associated by-pass lane is proposed to begin near the southwest corner of the site. The drive-thru lane will then run along the south, east, and north sides of the site and ultimately exit near the northwest corner of the restaurant building. The drive-thru lane has been positioned in a way to create a separation between dine-in & drive-thru traffic in order to prevent congestion within the parking lot. CFA is proposing to install two free-standing canopies over the drive-thru lane: An order point canopy to be located just south of the CFA building; and an order meal delivery canopy to be located on the north side of the CFA building, over the pick-up window.

CFA's drive-thru operation consists of two lanes of customer ordering and two lanes of meal fulfillment. This dual flex lane concept allows the restaurant operator to use the outer lane as either a second meal fulfillment lane or as a by-pass lane at their discretion to properly support the operational needs of his or her business. If/when the outer lane is not in use, a series of magnetic delineators will be used to merge cars back into one lane for meal fulfillment at the window. Providing the two full lanes gives the operator the most flexibility to service their guests effectively and efficiently. Additionally, Chick-fil-a has a philosophy of encouraging a team member forward drive-thru operation to provide a personal guest experience and increase overall efficiency. CFA has achieved this through incorporating the ability for team members to take meal orders & payment face-to-face prior to guests arriving at the meal fulfillment area and through team members executing outdoor meal delivery in the meal fulfillment area. Enhancements have also been made at the pick-up window through implementation of a drive thru door. The enhancement constitutes replacing the typical window with a multi-function door, that also can function as a window. The purpose of the drive thru door is to allow team members to stage more meals and beverages indoors while they are delivering meals outside, directly to vehicle windows. The door allows easier access to the meals without passing them through a small window. This change helps to create an efficient drive-thru operation and improve the overall guest experience. During non-peak times or periods of inclement weather, the door can be closed and will function as a standard pickup window. Innovative features such as these are what have earned Chick-fil-A best drive-thru in America for ten consecutive years as determined by a nationally recognized quick service authority. Out of all the quick service restaurants surveyed, Chick-fil-A scored the highest in order accuracy, friendliness of the order takers, and speed of service.

CFA's drive-thru will also include a 10-foot wide bypass lane beginning at the southeast corner of the site. The bypass lane will run along the outer drive-thru lane and will terminate at the exit of the drive-thru. A PUD Deviation is being requested for the bypass lane since it does not span the full distance of the drive-thru lane as required by City Code.

Deliveries to the site will occur both after operating hours via key drops and during non-peak hours of operating days. The semi-truck deliveries will be made overnight and would occur 1-2 times a week with the smaller box truck type deliveries occur daily.



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A dual bin trash enclosure has been situated near the northwest corner of the site and will be constructed utilizing materials to compliment the principal building.

The Chick-fil-A site will be attractively landscaped to provide year-round interest and to meet the intent of the City Code.

### Signage

Signage for the CFA restaurant will be paramount and has been designed to notify potential customers that are approaching the site from multiple directions. In an effort to assist them in locating the restaurant, signage is proposed on three elevations (west, north, & east). Additionally, CFA is proposing the installation of a monument sign along the Ogden Avenue frontage. Appropriate signage will be key to the success of the restaurant.

### Building Elevations

The Chick-fil-A building has been designed with a mixture of brick veneer, prefinished metal, and glass. The mechanical units for heating/cooling will be located on the roof and will be screened via a parapet wall to meet City Code requirements. Accent light via wall sconces are proposed around the building to provide nighttime interest. The trash enclosure will incorporate the same colored brick veneer as the building to maintain consistency. The dumpsters inside of the enclosure will be screened from the front by durable double gates with prefinished plastic lumber (weathered wood).

### The Chick-fil-A Story

It's a story that began when a man named Truett Cathy was born in 1921 in the small town of Eatonton, Georgia, about 80 miles from Atlanta, where he grew up. Truett's mom ran a boarding house, which meant she had to cook a lot of meals – but Truett helped, and he paid close attention, and picked up cooking and serving tips that would come in quite handy later. Along the way, he also learned to be quite the entrepreneur. He sold magazines door to door, delivered newspapers all over the neighborhood, and sold Coca-Colas from a stand in his front yard and all the while he was learning the importance of good customer service.

After serving his country in World War II, in 1946 Truett used the business experience he gained growing up and opened his first restaurant with his brother, Ben, calling it the Dwarf Grill (later renamed the Dwarf House). Hamburgers were on the menu but, ironically, no chicken because he said it took too long to cook. Truett worked hard with that first venture, but considered Sunday to be a day of rest, for himself and his employees and as you know, that's a practice that Chick-fil-A honors to this day.

The early 60s would be a pivotal time in Truett's life. That's when he first took a boneless breast of chicken and spent the next few years experimenting until he found the perfect mix of seasonings. He breaded and cooked the filet so that it stayed juicy, put it between two buttered buns and added two pickles for extra measure and in 1963 unveiled what we now know as the Chick-fil-A Chicken Sandwich. As far as the name, Truett says it just came to him. He had it registered that year in 1963



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and created a logo that has been updated but is still very similar to the original designed 50 years ago.

The Chick-fil-A sandwich was a huge hit, and in 1967 Truett opened his first Chick-fil-A restaurant in an enclosed shopping mall where, up to that point, food normally wasn't sold. Frankly, the developer of the Greenbriar Shopping Center in Atlanta wasn't too keen on serving food inside his mall, but as we know that turned out to be a very smart decision on his part, and especially Truett's. Today, Truett is recognized as the pioneer in quick-service mall food. It wasn't until 1986 that Chick-fil-A opened its first "freestanding" restaurant on North Druid Hills Road in Atlanta. Today there are over 2,300 restaurant locations in 47 states.

Chick-fil-A is now the largest quick-service chicken restaurant and one of the largest that's privately-held. Three generations of Cathy family members are involved in the business, including Truett's sons Dan (the president and CEO) and Bubba (senior VP) and also, his grandchildren.

### *Our Food*

There are a lot of things people say they like about Chick-fil-A, but it all begins with the food, and especially the Original Chick-fil-A Chicken Sandwich. It was a significant product innovation, and it remains our best-selling item on the menu. Our innovations didn't stop with the chicken sandwich. In 1982, we were the first restaurant to sell chicken nuggets nationally, and three years later added our trademark Waffle Potato Fries to the menu, and we still use 100% fully refined peanut oil, which is cholesterol and trans fat free. In 2010, we introduced the Chick-fil-A Spicy Chicken Sandwich. With its special blend of peppers and other seasonings, it became such a "hot" selling item that we soon after introduced the Spicy Chicken Biscuit. More recently and within the last couple years we introduced to our menu a new grilled chicken sandwich and grilled chicken nuggets along with the most recent addition of mac & cheese. People also like the fact that we offer a variety of menu options for those wanting foods that are lower in calories, carbs or fats, such as the Chick-fil-A Chargrilled Chicken Sandwich, entrée salads and fruit cups and by the way, fruit cups are an option with our kid's meals these days. In fact, Men's Health magazine named us "America's Healthiest Chain Restaurant for Kids." The high quality of our food is the number one reason people keep coming back to Chick-fil-A but there are a few more reasons – and one has four legs and is a terrible speller.

### *Serving our Customers*

Whenever you ask people what they like about Chick-fil-A, one of first things they say is "the service" and it's an important part of our story, because it goes back to Truett's experience as a young businessman and to the values he instilled in Chick-fil-A. We call it Second Mile Service, and it's based on the belief that if someone asks you to carry something for them one mile, you do one better and carry it for them two. Its doing those unexpected things that make people feel special. Our drive-thru has been voted "America's #1 drive-thru" for six years in a row. We do our best to ensure a quick and pleasurable experience, and might even have a nugget for the family pet when you arrive at the window. But no matter if you're being served in our restaurants, at our drive-thrus, or with an outside delivery, you can always count on our team members responding to your words



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of thanks with two special words of their own – “My pleasure.”

### *Chick-fil-A Philosophy & Operator/Employment Model*

The Company's philosophy is that their restaurants become integral parts of the communities in which they are located. Chick-fil-A makes scholarships available to store employees and sponsors the Winshape Foundation which supports a family of programs designed to encourage outstanding young people nationwide. The Foundation has a college program and operates a series of camps, homes, and retreats. On the local level, individual restaurant operators typically engage in community support activities such as sponsoring youth sports teams, supporting educational activities, and leadership initiatives. Finally, and in accordance with company policy, the operators and employees in each Chick fil A Restaurant strive for a level of customer service unequalled in the quick-service food industry. It is quite common to go into a Chick-fil-A and have your tray carried to your table, have people clear your table, and ask if they can come and refresh your beverage.

Beyond the above, Chick-fil-A's operator's model is very unique in the fast food industry. In their situation, the operator is part owner with Chick-fil-A. It's similar to a franchise except they usually have one location. Sometimes they have two but for the most part they have one location and what that provides is a situation where they have very competent partners with great character in the restaurants who are deeply involved in the community. What Chick-fil-A likes to say is that their operators are in business for themselves, but not by themselves. It is very unusual for an operator to shut down and the retention rate for operators is about 98%. A typical Chick-fil-A store will employ approximately 60 - 80 jobs with approximately 120 jobs created for temporary construction employment. A typical store will operate between the hours of 6:30am to 10:00pm; Monday thru Saturday and are always closed on Sundays.