

To whom it may concern,

We propose the development of a 986-square-foot Dutch Bros Coffee facility within the Market Meadows shopping center, a grocery-anchored retail complex expanding from 148,199 to 149,185 square feet. The proposed site, a subdivided lot, will incorporate a prototypical Dutch Bros design featuring dual drive-thru lanes, a walk-up window, outdoor seating, [six parking](#) spaces (one ADA- compliant), and queuing capacity for over 20 vehicles. The site plan and use have been reviewed and approved by adjacent tenants, US Bank and Jewel-Osco, confirming compatibility with the center's operational framework.

Operational Framework and Peak Traffic Analysis

The Dutch Bros facility will operate from 5:00 AM to 10:00 PM Sunday through Thursday and 5:00 AM to 11:00 PM Friday and Saturday, consistent with Dutch Bros' standard hours across its 900+ locations. Peak transaction periods are projected at 7:00 AM-10:00 AM, driven by morning coffee demand, and 2:00 PM-5:00 PM for afternoon traffic, with approximately 50% of transactions processed via drive-thru during the latter, based on Dutch Bros' operational data. The dual drive-thru configuration is designed for high throughput, achieving an average service time of 45-60 seconds per vehicle during peak periods. Order-taking efficiency will be enhanced through tablet-based point-of-sale systems deployed by staff ("Broistas") at the queue's rear, minimizing dwell time. The walk-up window will service pedestrian traffic from Market Meadows, accommodating non-vehicular customers with expedited order fulfillment.

Comparative traffic analysis indicates distinct peak periods among Market Meadows tenants. US Bank experiences elevated traffic from 11:00 AM-2:00 PM and 4:00 PM-6:00 PM, driven by commercial and retail banking activities, with minimal morning activity. Jewel-Osco, the grocery anchor, exhibits peak traffic during evening hours (5:00 PM-8:00 PM) and weekends, with moderate weekday morning volumes. Other quick-serve establishments within the center typically peak during lunch (11:00 AM-2:00 PM) and dinner (5:00 PM-8:00 PM) hours, partially overlapping with Dutch Bros' afternoon peak but diverging from its pronounced morning surge. The Dutch Bros site is engineered with a queuing capacity exceeding 20 vehicles across dual lanes, ensuring containment within the lot and preventing encroachment onto adjacent thoroughfares or interference with Market Meadows' internal circulation. This contrasts with Jewel-Osco's dispersed parking demand and US Bank's shorter transactional visits.

Grand Opening Traffic Control

Dutch Bros will deploy dedicated personnel to manage vehicular flow during the grand opening, a standard protocol to mitigate congestion during high-demand launch events. Staff will direct traffic, regulate queuing, and coordinate customer entry to ensure operational efficiency and prevent disruption to Market Meadows' traffic patterns. The dual drive-thru and 20+ vehicle stacking capacity will further support controlled flow, maintaining order during the initial high-volume period. Dutch Bros continually evaluates the need for off-duty police officer support during the grand opening period. The off-duty police officers support during business hours to keep traffic flow and prevent cars from blocking entrances or backing up onto main roads. Peak hours are 10 am to 1 pm.

Community and Site Integration

Dutch Bros is recognized for its community-focused operations, emphasizing rapid service and local engagement through programs like Dutch Luv and Buck for Kids. The walk-up window will encourage pedestrian traffic from Market Meadows, complementing Jewel-Osco's draw and enhancing the center's vibrancy. The facility will comply with Naperville's noise and lighting ordinances, with signage and exterior lighting designed to align with the shopping center's aesthetic. The five parking spaces, including one ADA-compliant, will accommodate walk-up customers and staff, with overflow parking available within Market Meadows.

This Dutch Bros development will deliver a high-efficiency coffee service to Market Meadows, supported by proven operational protocols and tenant approvals from US Bank and Jewel-Osco, ensuring compatibility with the center's traffic dynamics and community appeal.

Thank you for considering this proposal.

T. Ryan Fitzgerald

SDG Market Meadow

