

October 1, 2025

Mr. Dominic Oldani
Project Manager
City of Naperville, Illinois
400 S. Eagle St.
Naperville, IL 60540

VIA EMAIL TO: OldamiD@naperville.il.us

Re: Dutch Bros Proposal/Market Meadows

Dear Dominic:

Following discussions with my client regarding the Dutch Bros project at Market Meadows, we request to move forward with presenting the project to City Council, bypassing a return to the Planning and Zoning Commission (PZC). Given the staff's support for the proposed variances and the absence of any public opposition at the PZC meeting, we see no need to revisit the PZC. To maintain clarity, we will proceed to City Council with the same plans previously supported by staff and presented to the PZC.

To date, the issues raised stem primarily from concerns about the 7 Brews location, which has a different site configuration than our proposed project. Dutch Bros is a site like no other in the City, offering the customer service in demand by the community without the traffic issues due to its being contained in a developed plaza. The following addresses some key points to demonstrate how this project differs in addressing issues relating to traffic flow:

1. **Traffic Flow Management:** The drive-thru stacking and overflow will be fully contained within the Market Meadows complex, avoiding backups onto public roads. Unlike 7 Brews, our detailed traffic flow plan, supported by a professional traffic control team and Dutch Bros staff, will manage orders and deliveries during high-traffic periods to ensure smooth operations.
2. **Bypass Lane and Mobile Orders:** Staff supports eliminating the bypass lane. The outer drive-thru lane will be used exclusively for mobile order pickups, with customers directed by the mobile app to enter the lane for quick retrieval of their drink from a Dutch Bros staff runner. This ensures no waiting in the lane, maintaining its function as a bypass for other vehicles and ensuring access for emergency vehicles and other tenants.
3. **Impact on Other Tenants:** As the complex owner, my client is committed to protecting its occupancy ratio at the complex and ensuring no adverse impact on other tenants. Dutch

October 1, 2025

Page 2

Bros' small footprint is expected to increase traffic to the complex, benefiting other businesses.

- **Jewel-Osco Support:** The largest tenant in the complex, Jewel-Osco (an Albertsons company), strongly supports the project. Albertsons has Dutch Bros located at 14 of its other grocery locations nationwide. Jewel Osco has executed an agreement with Shorewood which approves the project. The traffic management plan has been shared with Jewel Osco. I understand that evidence of both has been provided to City of Naperville Staff.
 - **US Bank Approval:** The development has also been approved by US Bank via Lease Amendment. I understand the fully executed amendment has been provided to City Staff.
4. **Vehicle Stacking Capacity:** The large complex parking lot allows the traffic control team to manage high traffic volumes within the complex, preventing stacking onto public streets.
5. **Parking Reduction:** Staff supports the slight parking reduction, and our traffic study confirms a significant surplus of parking spaces to accommodate any overflow. To date all City of Naperville Officials have supported the variance.

In summary, we are confident that the Dutch Bros project will not create the issues seen at 7 Brews. In fact, we anticipate Dutch Bros will help alleviate some of the congestion at 7 Brews on Iroquois by offering an alternative business for those customers with a more efficient service option.

We believe any remaining concerns of the City Council can be addressed in the final agreement approved by City Council. Thank you for your assistance. I look forward to advancing this project successfully.

Sincerely,



Gino Galluzzo

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cc: Louis Schriber
Ryan Fitzgerald
Allison Laff
Mike DiSanto