

## Wheaton Planning and Zoning Board Meeting Agenda

Tuesday, January 27, 2026

7:00 p.m.

In-Person & Virtual

Wheaton City Hall Council Chambers

Join by computer/smartphone:

[https://us02web.zoom.us/webinar/register/WN\\_Xdj92WLdSrOWqsmExqA3ZA\\_](https://us02web.zoom.us/webinar/register/WN_Xdj92WLdSrOWqsmExqA3ZA_) ;

- Please register using the link above. After registering with your email address, you will receive a confirmation email containing a meeting link for access. You will be automatically muted. If you would like to speak, click on the "Raise Hand" button to let the meeting administrator know you would like to speak. When it is your turn to speak, you will receive a notification that the meeting administrator is asking you to press "unmute." Please announce your name and address before commenting and ensure that you are in a quiet place.

Join by phone: (312) 626-6799, Meeting ID: 822 3806 6082, Passcode: 238470

- You will be automatically muted. If you would like to speak, you need to press \*9 to raise your hand and let the meeting administrator know you would like to speak. Once it is your turn to speak, you will receive a notification asking you to press \*6 to unmute yourself. Please announce your name and address before commenting and ensure that you are in a quiet place.

Public comments can be made by:

- In-person at 7:00 p.m. on Tuesday, January 27, 2026, during the Public Comment portion of each Public Hearing.
- Virtually at 7:00 p.m. on Tuesday, January 27, 2026, during the Public Comment portion of each Public Hearing.
- Email the Planning and Zoning Board at [tjones@wheaton.il.us](mailto:tjones@wheaton.il.us) before 10:00 a.m. on Tuesday, January 27, 2026.

## AGENDA

1. Call To Order And Roll Call
2. Approval Of Minutes
3. Public Comment
4. New Business
- 4.I. New Business

Documents:

[ZA 26-03 - SPECIAL USE PERMIT - 510 IRVING AVENUE - WHEATON COLLEGE.PDF](#)

4.II. New Business

Documents:

[ZA 26-04 - PUD AMENDMENT AND SPECIAL USE - RICE LAKE SQUARE SHOPPING CENTER - SEVEN BREW.PDF](#)

5. Miscellaneous

6. Adjournment

January 27, 2026

Wheaton Planning and Zoning Board  
303 West Wesley Street  
Wheaton, IL 60187

*RE: ZA #26-03/ Special Use/ 510 Irving Avenue/ Wheaton College*

Dear Members of the Board:

Attached to this memorandum is an application requesting a special use permit pursuant to Article 14.1.3 of the Wheaton Zoning Ordinance to allow the construction and use of a one-story addition on the north side and a three-story addition on the south side of the existing Wheaton College Library constructed in the 1970's, following the demolition of the 1950's portion, located at 510 Irving Avenue.

The application has been submitted by the property owner, Wheaton College, 501 College Avenue, Wheaton, IL 60187.

**Zoning Analysis**

Proposal:

An application requesting a special use permit to Article 14.1.3 of the Wheaton Zoning Ordinance to allow the construction and use of a one-story addition on the north side and a three-story addition on the south side of the existing Wheaton College Library constructed in the 1970's, following the demolition of the 1950's portion, located at 510 Irving Avenue.

Applicant:

The application has been submitted by the property owner, Wheaton College, 501 College Avenue, Wheaton, IL 60187.

Subject Property:

510 Irving Avenue, Wheaton, IL 60187

Zoning Classification:

I-1 Institutional District

Surrounding Conditions:

North: Wheaton College Properties/I-1 Institutional District  
East: Wheaton College Properties/I-1 Institutional District  
South: Wheaton College Properties/I-1 Institutional District  
West: Wheaton College Properties/I-1 Institutional District



WHEATON MAYOR PHILIP J. SUESS

CITY MANAGER MICHAEL DZUGAN

CITY COUNCIL: ERICA BRAY-PARKER | LEAH BRICE | SCOTT BROWN | BRADLEY CLOUSING | LYNN ROBBINS | SCOTT WELLER

## **Planning Department Comments**

### **Background**

The Wheaton College Library, part of the Wheaton College campus, is situated on the west side of Irving Avenue, between Kenilworth and Union Avenues. The closest residential properties are located at the northeast corner of Irving and Kenilworth Avenues.

### **Site Plan and Landscaping**

A small, one-story addition is proposed on the north side of the existing building. A three-story addition is further proposed on the south side of the existing building, following the demolition of the 1950's portion. The total square footage to be demolished is 26,830 square feet and the total square footage to be added is 28,578 square feet, resulting in a small net increase. The existing library would be fully renovated as part of this project and the existing Wheaton College parking lot to the north of the library will remain unchanged.

The project is fully code compliant with the bulk regulations contained in Article 14.2 of the Wheaton Zoning Ordinance. All new mechanical equipment will be fully screened from view. A new loading dock, which is part of the one-story addition on the north side of the building, will also be fully screened from view and moved closer to the truck access points, reducing truck back-up noise.

New landscaping is planned around the north addition, which includes a shade tree and two types of deciduous shrubs. New landscaping is further planned around the south addition, which includes shade trees, ornamental trees, deciduous shrubs, evergreen shrubs, perennials, ground cover, and ornamental grasses.

### **Floor Plan and Building Elevations**

The one-story addition includes a loading dock and electrical room on Level 1. The three-story addition includes classrooms, group study spaces, and a production space on the Lower Level; classrooms, consultations rooms, and a writing center on Level 1; and a reading room on Level 2.

Per the building elevations, the building will be clad with a combination of stone veneer and composite metal panels. However, no color elevations have been provided. At the public hearing, the applicant shall provide a building elevation showing the proposed colors and materials selections.

### **Special Use Permit**

A special use permit is required to add an addition to an existing College or University building. According to Article 5.10D of the Wheaton Zoning Ordinance, the applicant must provide sufficient evidence at the public hearing that the following special use permit will be met:

1. The establishment, maintenance, or operation of the special use shall not be detrimental to the public health, safety, morals, comfort, convenience, and general welfare.
2. The special use shall not be injurious to the uses and enjoyment of other property in the immediate vicinity for the purposes already permitted, not substantially diminish property values within the neighborhood.

3. The establishment of the special use shall not impede the normal and orderly development and improvement of the surrounding property for uses already permitted.
4. Adequate utilities, access ways, drainage, and other necessary facilities shall be provided.
5. Adequate measures shall be taken to provide ingress and egress designed to minimize traffic congestion in the public streets.
6. The special use shall comply with the objectives of the Wheaton Comprehensive Plan.
7. The special use shall conform to the applicable requirements of the district in which it is located as well as any other applicable requirements of this ordinance, except as may be varied by the Planning and Zoning Board or City Council.

#### **Engineering Department Comments**

The subject site does not contain a floodplain nor a wetland pursuant to the regulatory maps used for such determinations.

The proposed development triggers the City of Wheaton requirement to provide detention for the project. A preliminary stormwater report has been provided as a part of the planning and zoning submittal, and the proposed development will have all required detention subtracted from the Wheaton College Regional Detention Facility which still has excess storage available for the project.

The proposed development does not appear to meet the trigger to provide a Best Management Practice (BMP) to reduce pollutants in their stormwater discharge.

No traffic report was provided as a part of the submittal. The proposed building addition is not expected to generate any significant vehicular traffic nor affect the adjoining City roadway system. Additionally, no parking is being changed by the project.

The preliminary engineering plan shall be subject to further staff review prior to the issuance of a site development permit.

#### **Staff Recommendation**

Provided that the applicant sufficiently addresses the special use standards at the public hearing, staff is supportive of granting the special use request, subject to the following conditions:

1. The applicant shall provide a building elevation showing the proposed colors and materials selections at the public hearing; and
2. The preliminary engineering plan shall be subject to further staff review prior to the issuance of a site development permit.

Respectfully submitted,



Joseph E. Tebrugge, PE  
Director of Engineering



Tracy L. Jones, AICP  
Staff Planner

Attachments

# Wheaton College Library Renovation & Addition

## Scope Narrative

November 21st, 2025

Wheaton College proposes a renovation and addition to the existing Library building located at 510 Irving Avenue. Construction is anticipated to begin in the spring of 2027 thru the summer of 2028. Representatives from Wheaton College, architect of record SCB, and officials from the City of Wheaton Building Department have met on several occasions over the last year to discuss this project. As part of regular efforts to keep neighbors informed of campus projects, a letter from the College to neighbors within proximity to the extents of the site of the project was sent out for awareness in October of 2025, in addition to the communication that will come as part of this Special Use Permit process. The College Trustees recently provided preliminary approval for construction to start in the spring of 2027. Wheaton College requests that the ordinance extends the Special Use Permit approval until the summer of 2027 to align with the anticipated start of construction.

### **Project Overview**

The existing Wheaton College Library consists of two connected buildings. This includes the south building from the 1950's referred to as the Nicholas Building and a north building constructed in the 1970's previously referred to as the Buswell Building. The intent of this project is to demolish the original 1950's south building and replace it with a newly constructed addition. The new addition would connect directly to the remaining north building which would be fully renovated as part of the construction. The resulting new Library will be more energy efficient with an improved exterior envelope and new mechanical, electrical, and plumbing systems. The new layout and aligned connection between the addition and renovated area will greatly improve the accessibility within the building and the site has been designed to improve access. The primary intent of this project is to create a building with capacity and efficiency to hold our library collection and allow for growth, while serving students better with improved access to library services, a variety of study spaces, and modern classroom spaces.

### **Exterior Design and Site**

The exterior design of the building addition applies materials that are consistently used throughout the campus in a conservatively modern expression. The gross square footage of the whole project is nearly the same as the existing buildings ( $\pm 700$  SF), minimizing impacts to stormwater, and neighboring property. Improvements include removing the loading dock on the far West side of the building and relocating it to the North, which minimizes the distance that trucks need to back up to get to the dock and allows for green space and future pedestrian gateway where the drive currently exists. There is no intent to change the College-owned portion of Irving Avenue at this time, but it will be affected by utility connections during construction.

### **Application Comments**

Item 10: Wheaton College has reviewed this project with the Planning department and confirmed that PACE coordination is not required for this project.

Item 11: A demolition Permit Application will be submitted at the appropriate time per the intended construction schedule described above.

Item 13: This project spans multiple parcels. Separately, Wheaton College intends to pursue consolidation of multiple parcels including those affected by this project and has reviewed this with the Director of Engineering.

Item 18: Traffic Report is not required for this project per the Director of Engineering. Access to public roads will not be affected by this project.

#### *Compliance with Article 5.10.D of the Zoning Ordinance*

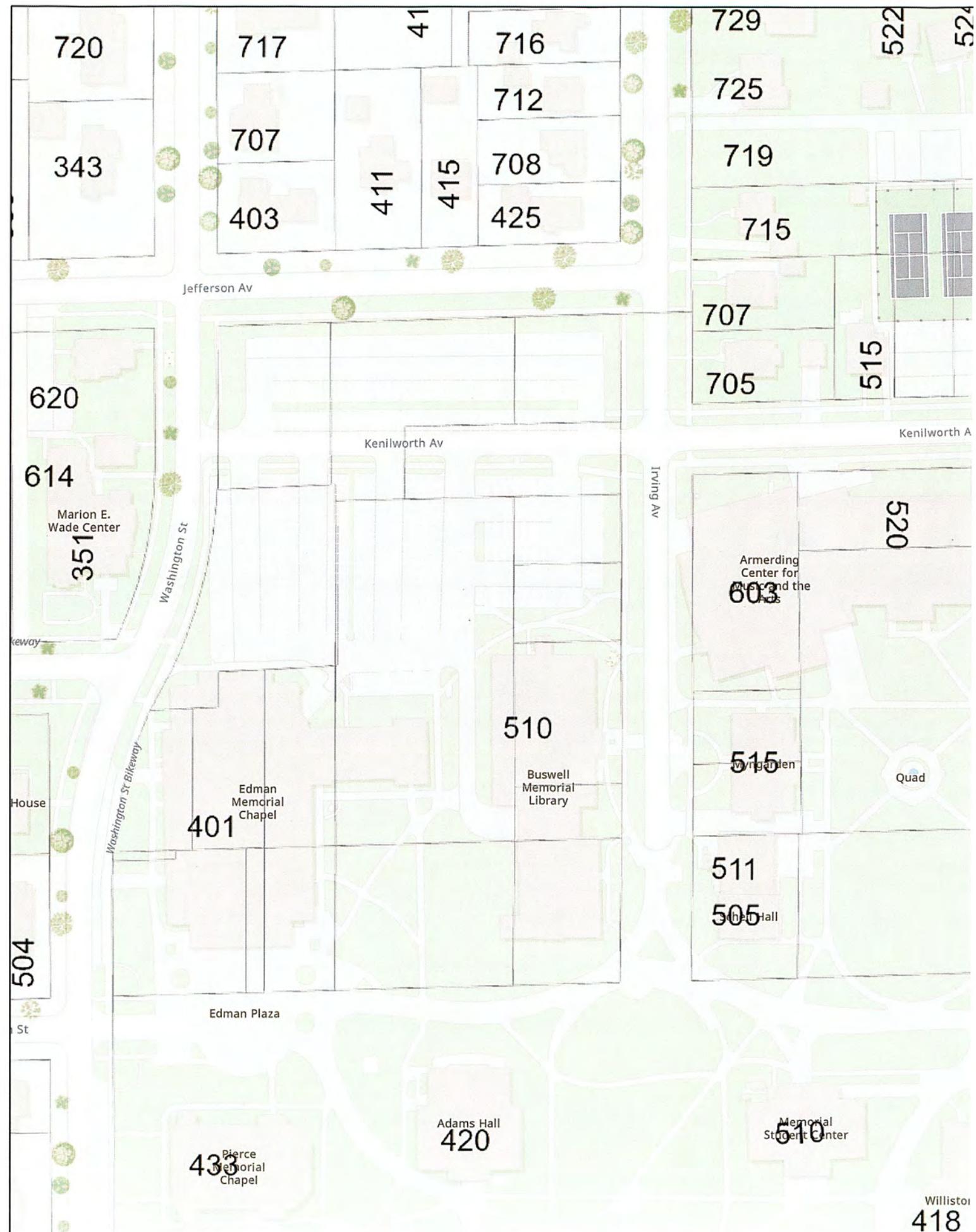
1. *The establishment, maintenance, or operation of the special use shall not be detrimental to the public health, safety, morals, comfort, convenience, and general welfare;*
  - i. This project will improve building access, infrastructure, and energy efficiency without negatively impacting the neighboring campus or residential neighborhood.
2. *The special use shall not be injurious to the uses and enjoyment of other property in the immediate vicinity for the purposes already permitted, not substantially diminish property values within the neighborhood;*
  - i. The nearest neighboring private properties are to the North of the extents of the project. The proposal is adhering to all required building and landscape setbacks, all mechanical equipment will be screened from view, and the dock/trash area will be screened and moved closer to the truck access points reducing back-up noise.
3. *The establishment of a special use shall not impede the normal and orderly development and improvement of the surrounding property for uses already permitted;*
  - i. The proposed use is consistent with the zoning direction the city has planned for the immediate neighborhood and will not impede future development or improvement.
4. *Adequate utilities, access ways, drainage, and other necessary facilities shall be provided;*
  - i. All of these systems will be provided in compliance with the City requirements. The new building will connect to nearby public utilities. The storm water storage needs of the project are provided for by existing capacity in the College's regional storm water basin.
5. *Adequate measures shall be taken to provide ingress and egress designed to minimize traffic congestion in the public streets;*
  - i. The project has no alterations to public streets, and existing ingress and egress into the parking lot to the north will be unchanged.
6. *The proposed use shall comply with the objectives of the Wheaton Comprehensive Plan;*

- i. The I-1 zoning will not change for this development. Consistent with the Comprehensive Plan (p. 59), "The campus is located within an I-1 Institutional zoning district, with boundaries configured to accommodate the College's current facilities and potential expansion into adjacent areas." The College has held a meeting for neighbors near this project to review the plans and to listen to their comments and concerns, as well as reviewed the project with City Officials.

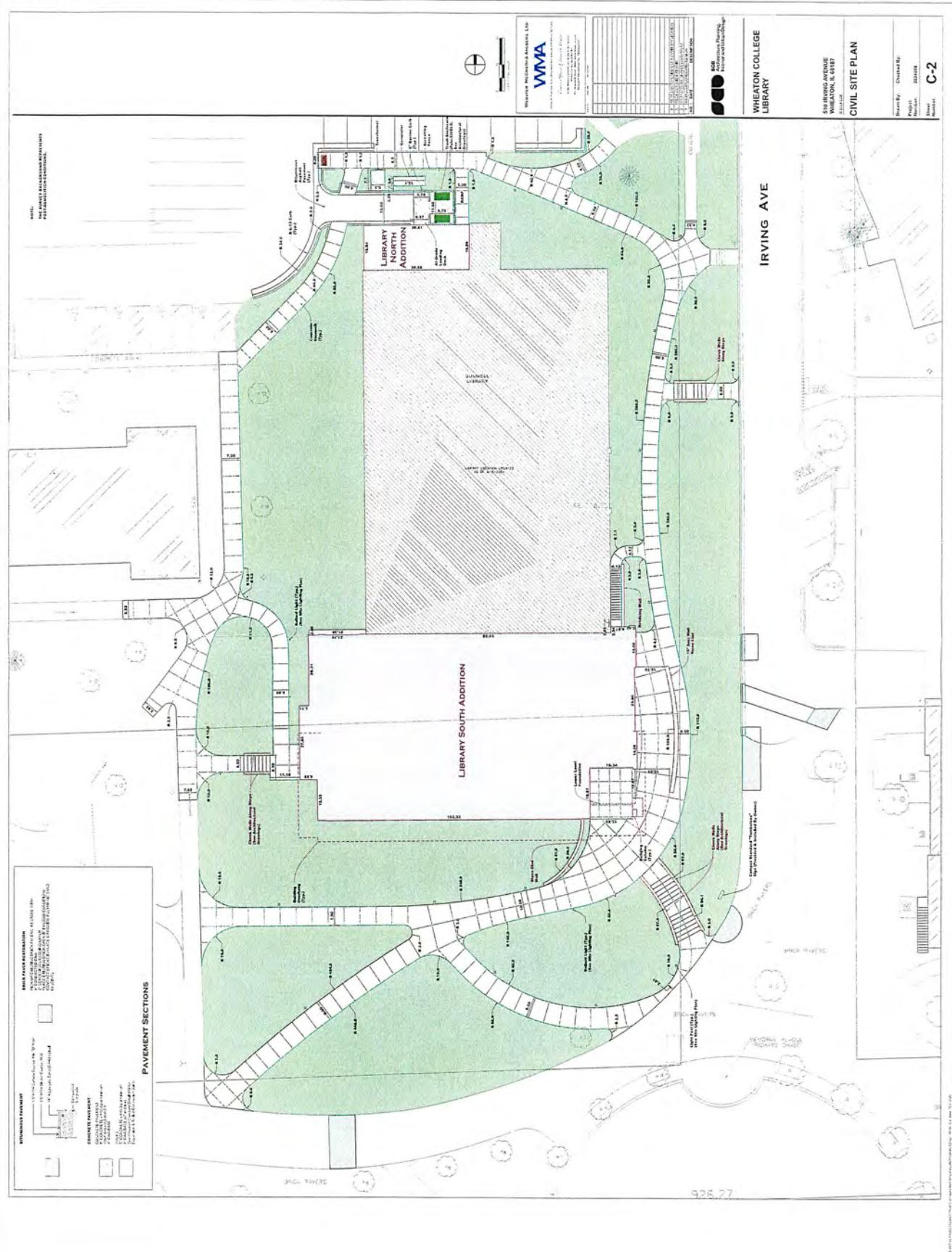
7. *The special use shall conform to the applicable requirements of the district in which it is located, as well as any other applicable requirements of this ordinance, except as may be varied by the Board or City Council.*

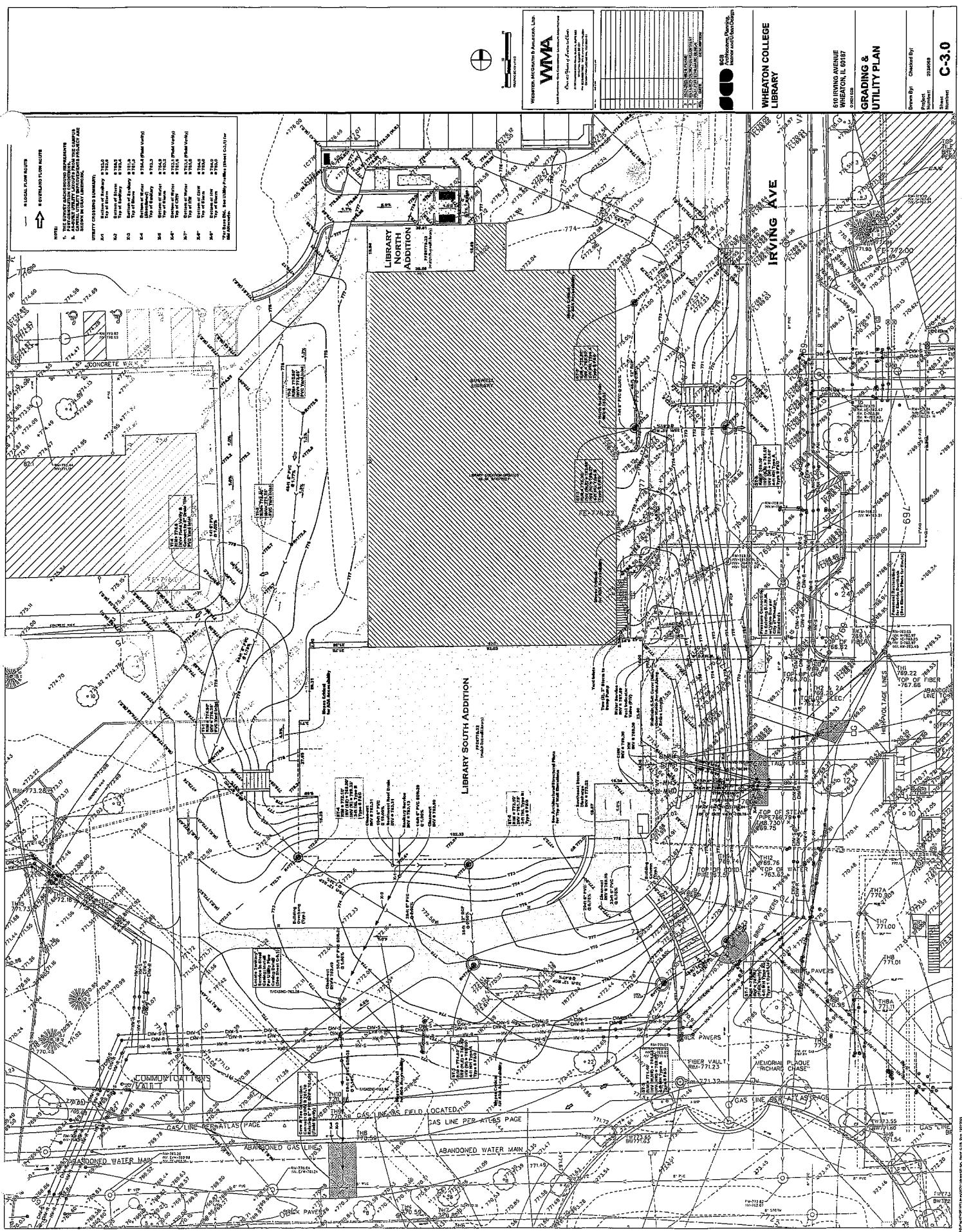
- i. The design of the proposed Library renovation and addition is intended to blend well with the existing character of the Wheaton College campus. There are no zoning variances requested for this application.

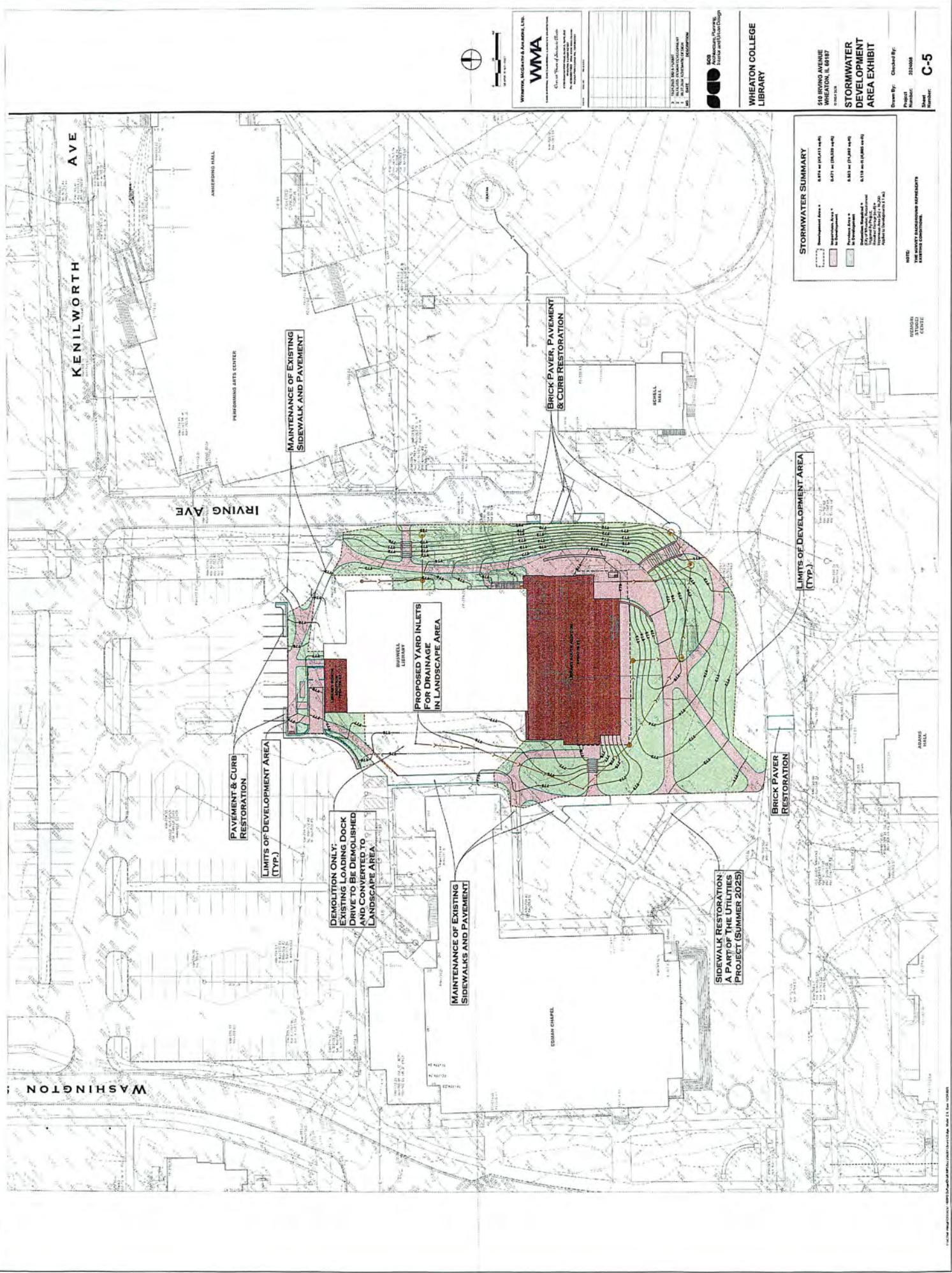
# Wheaton Website Map



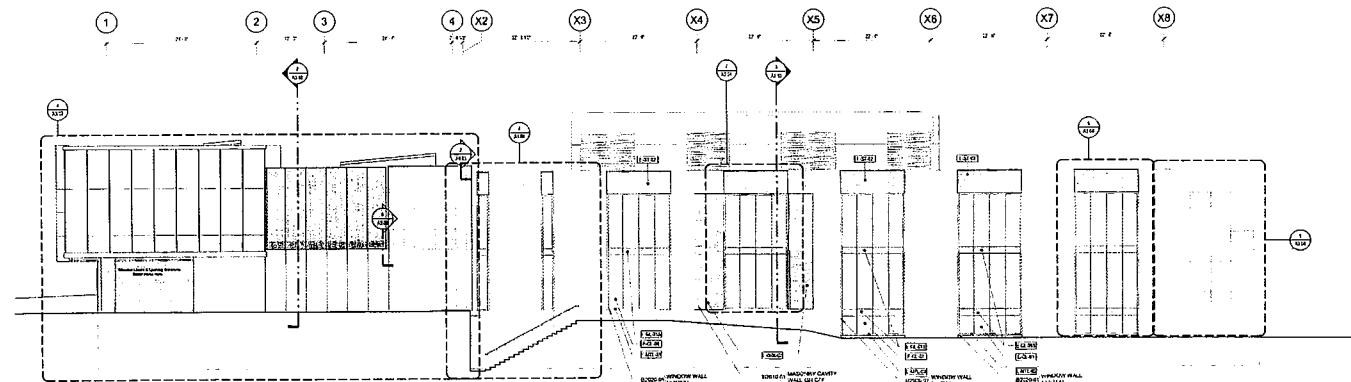






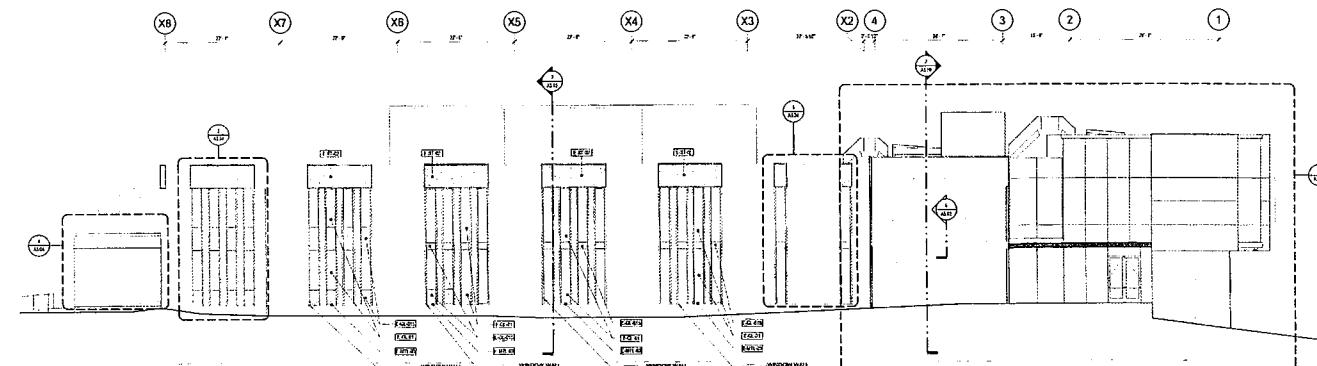






2 EAST ELEVATION

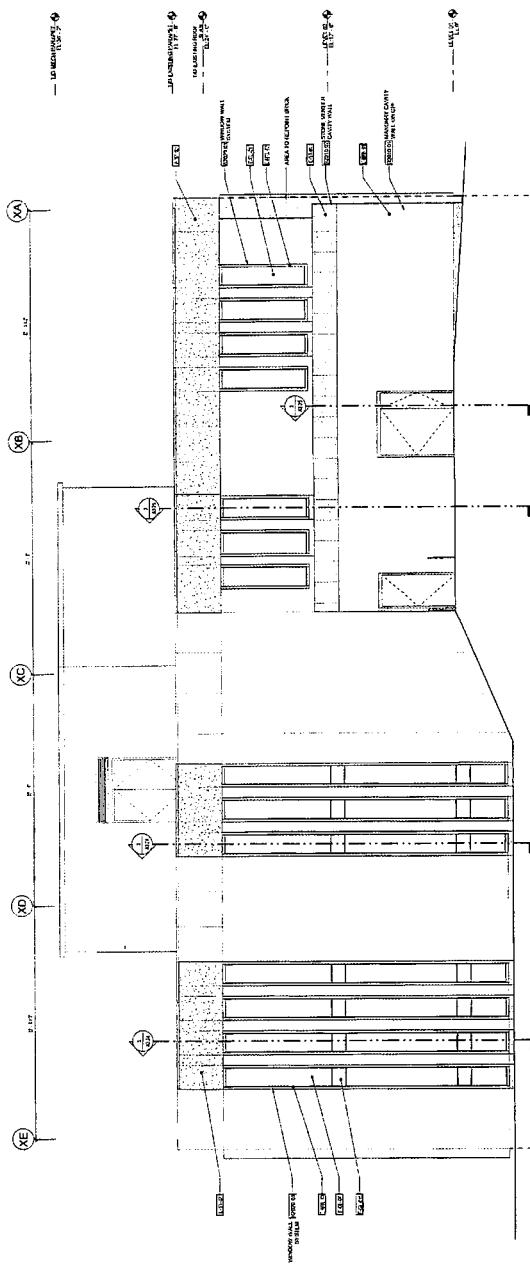
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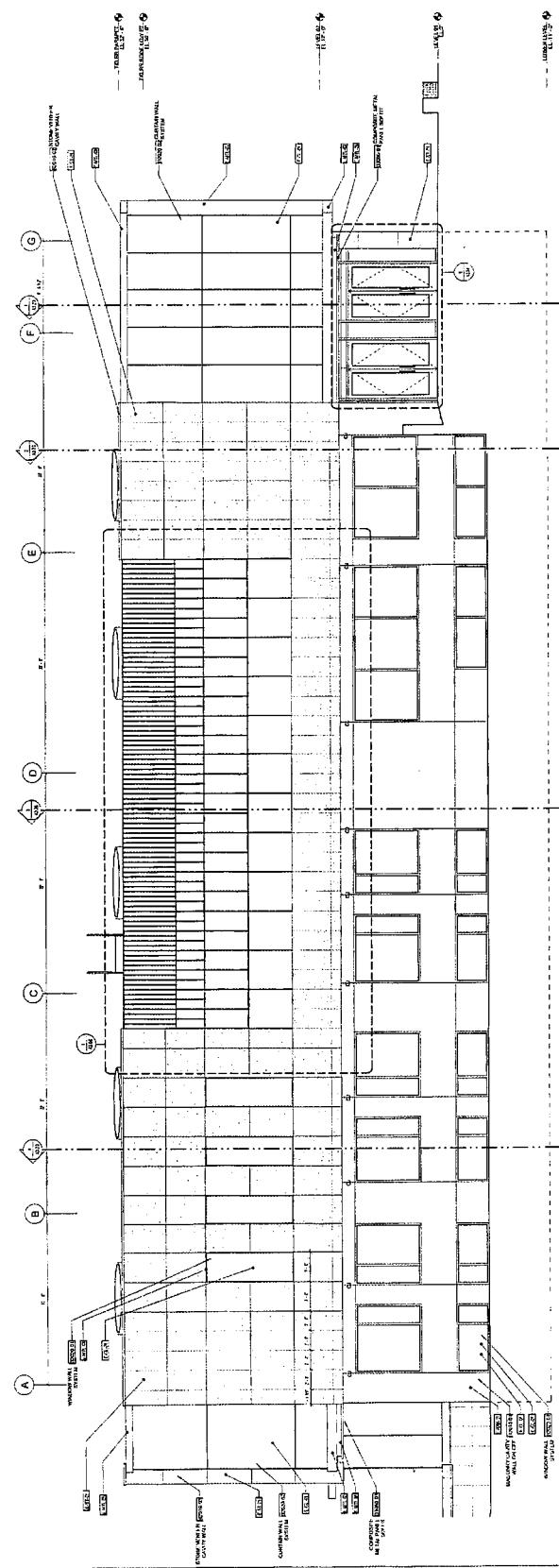
1 WEST ELEVATION

SCALE: 12° · 5

**A3.01**



2  
NORTH ELEVATION



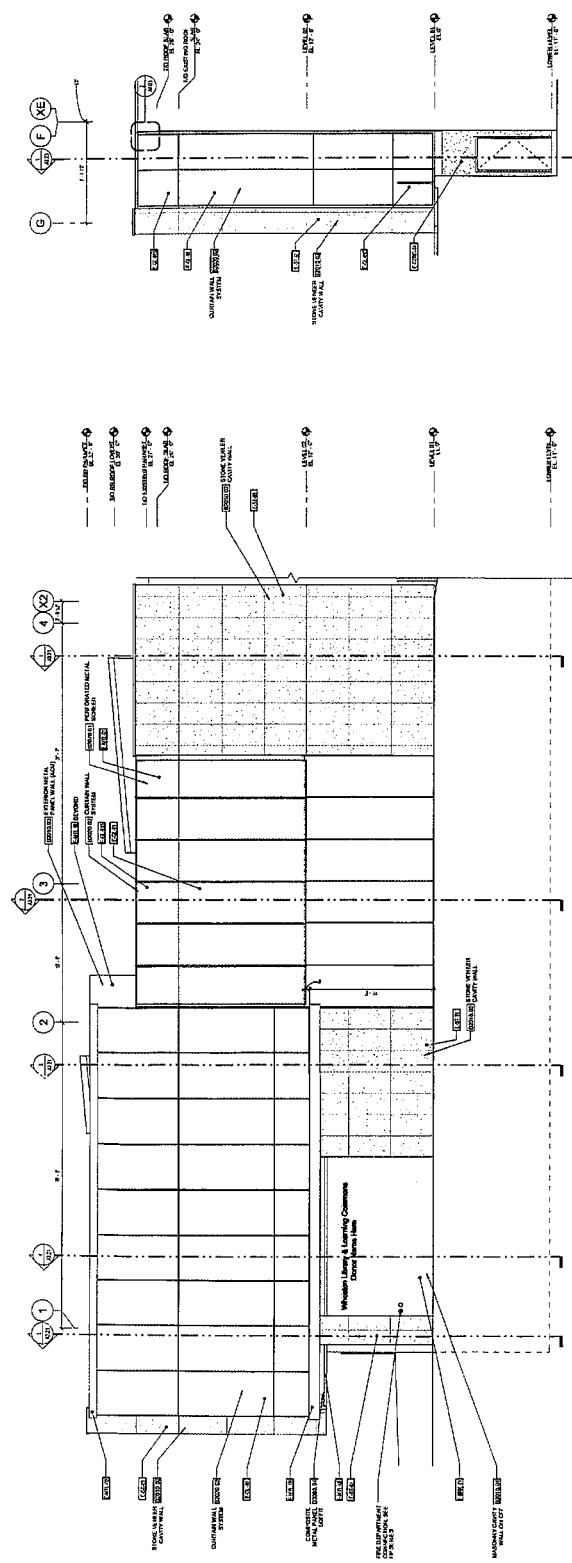
1  
SOUTH ELEVATION

WHEATON COLLEGE  
LIBRARY & LEARNING  
COMMONS

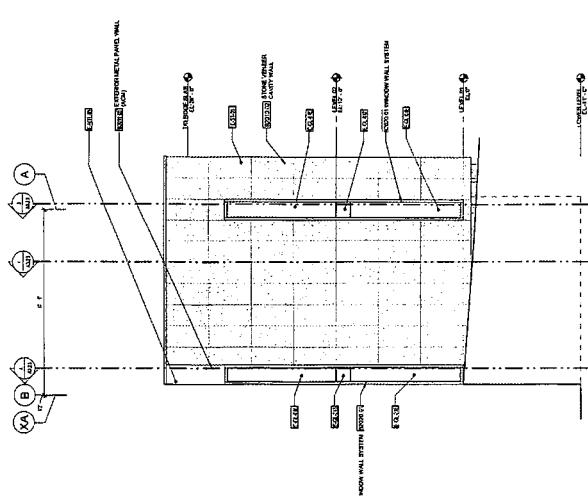
110 IRVING AVENUE  
WHEATON, IL 60187  
222-2222  
BUILDING  
ELEVATIONS

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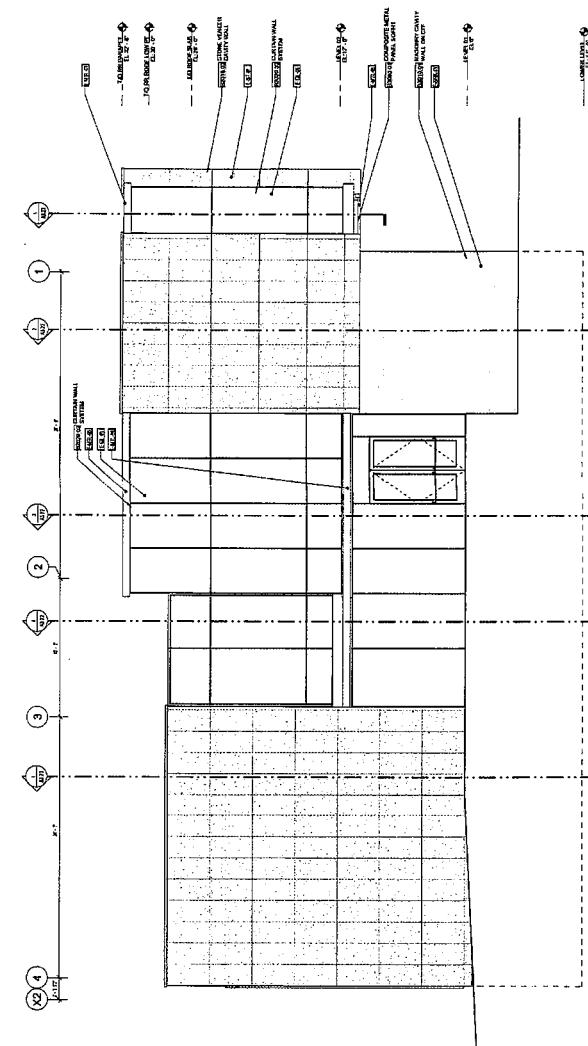
A3 02



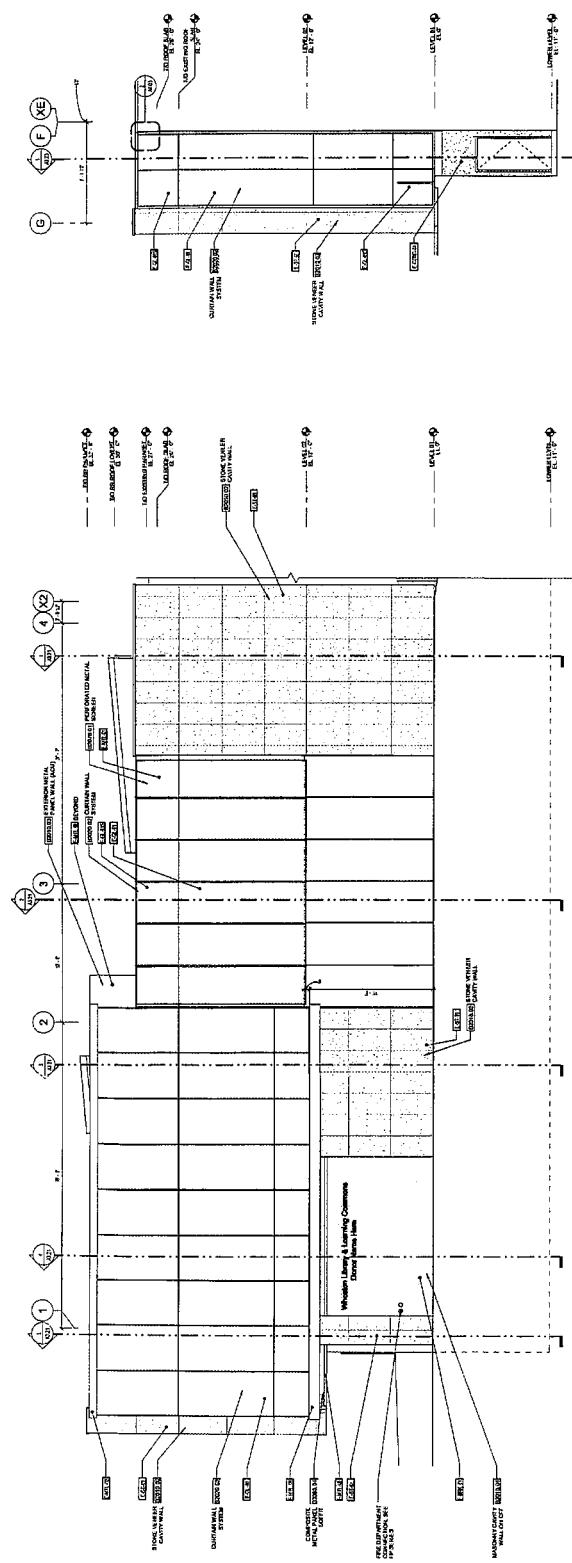
**4** EAST - ENLARGED ADDITION ELEVATION SCALE 1/4" = 1'-0"



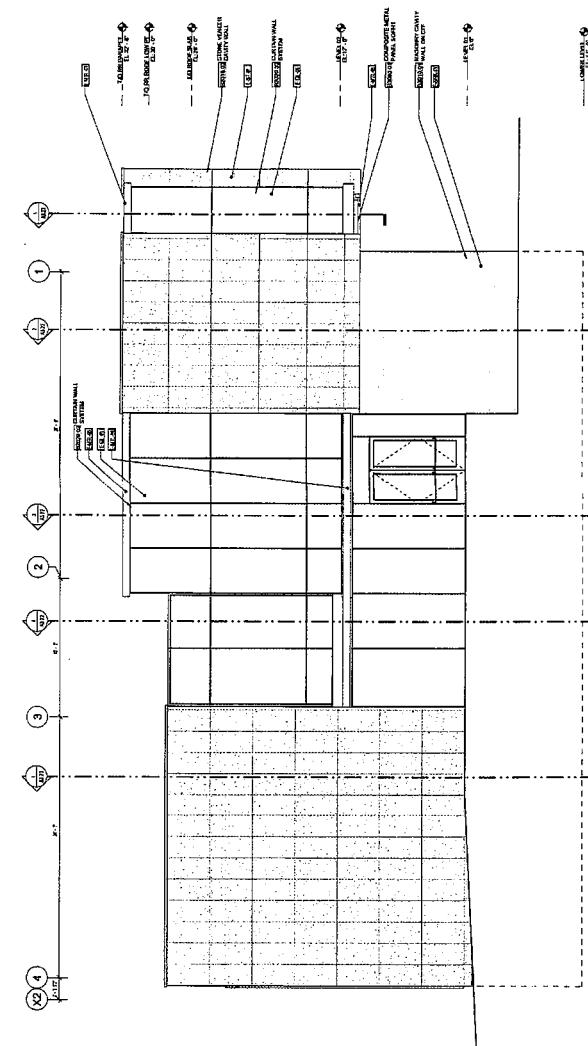
**2** PARTIAL NORTH ELEVATION A



**1** WEST - ENLARGED ADDITION ELEVATION  
SCALE 1" = 1'-0"

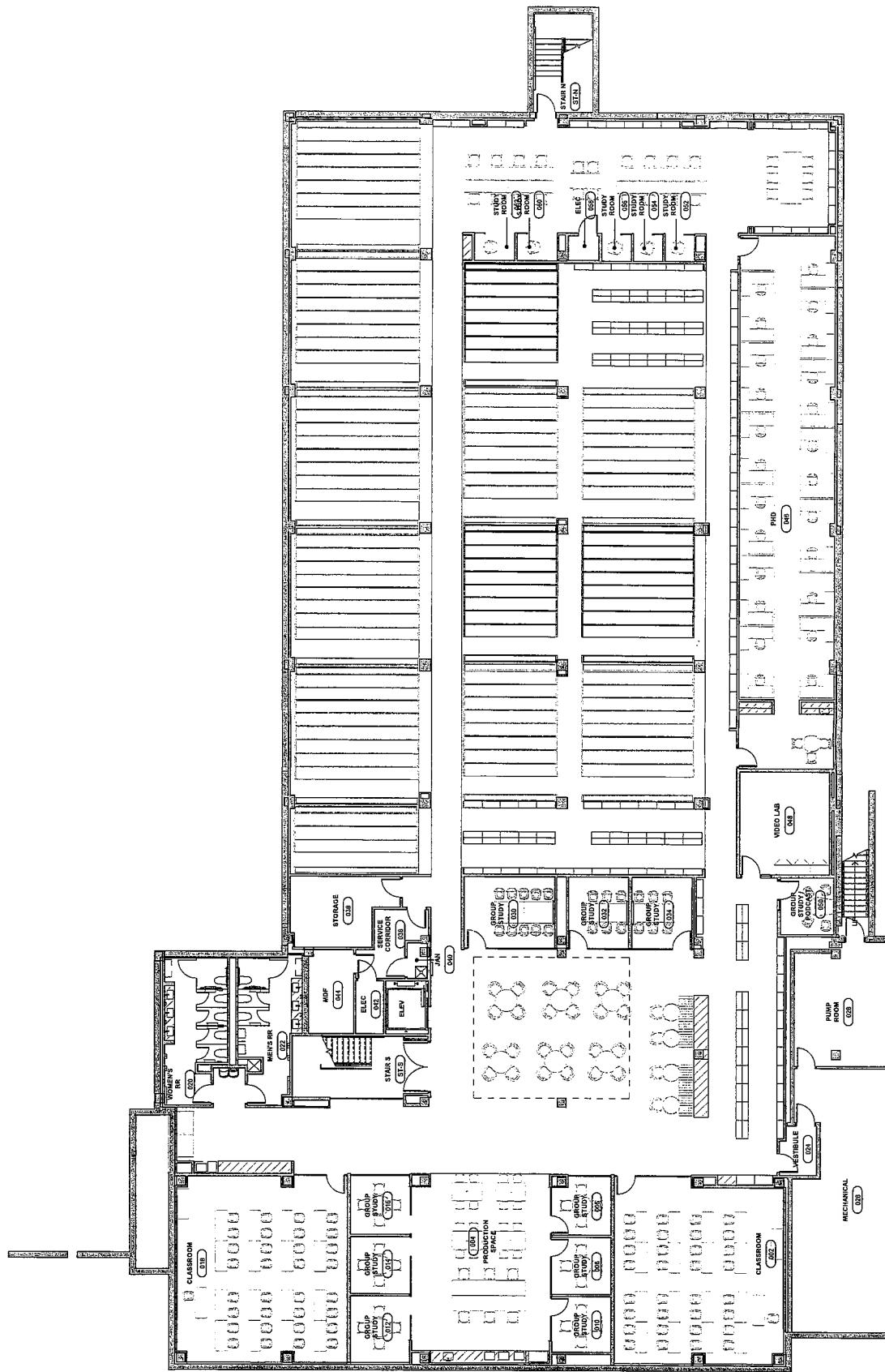


**3** PARTIAL NORTH ELEVATION B SCALE: 1/4" = 1'-0"

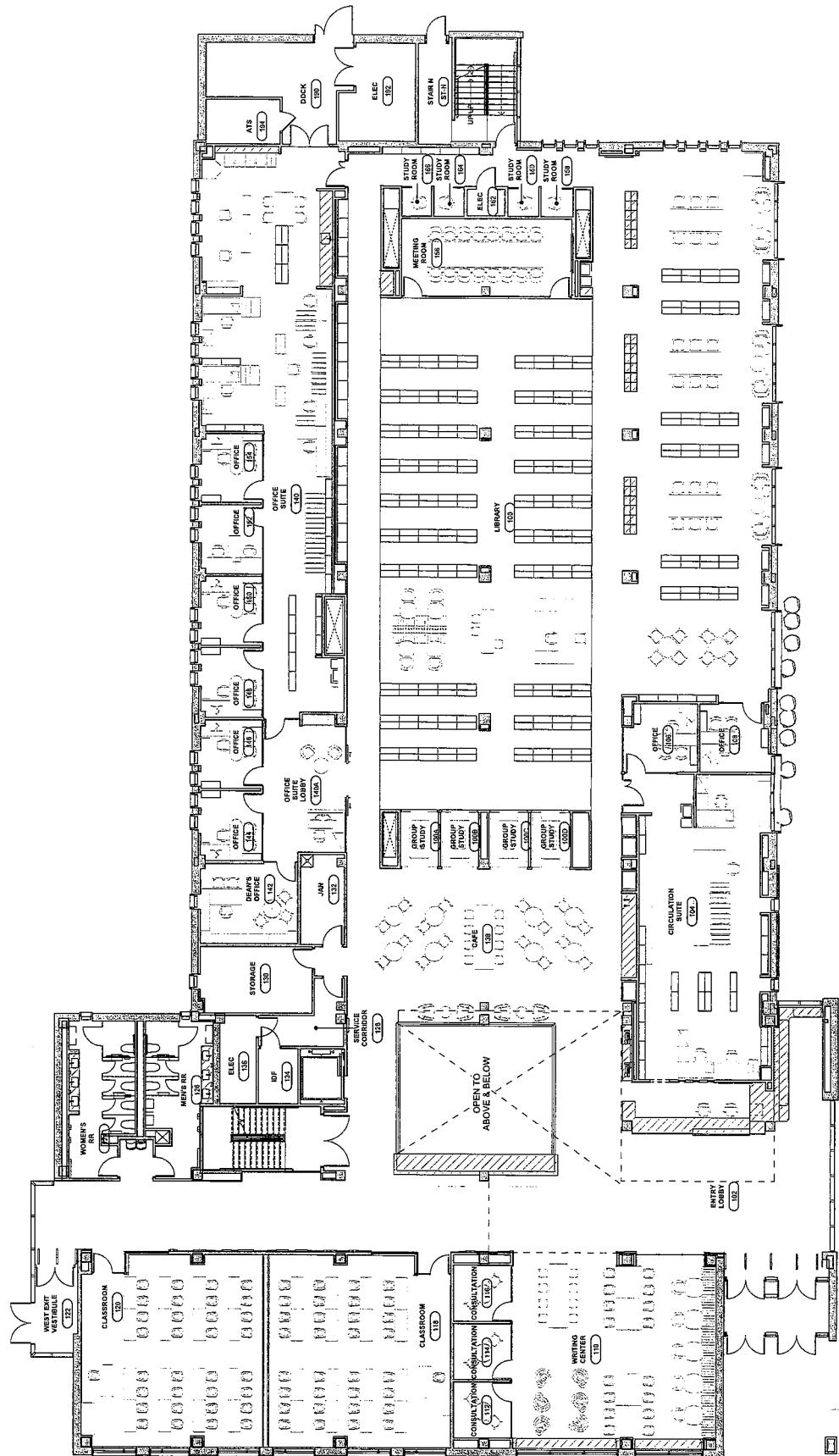


**1 PARTIAL NORTH ELEVATION A** **2 PARTIAL NORTH ELEVATION B** **3 WEST - ENLARGED ADDITION ELEVATION**

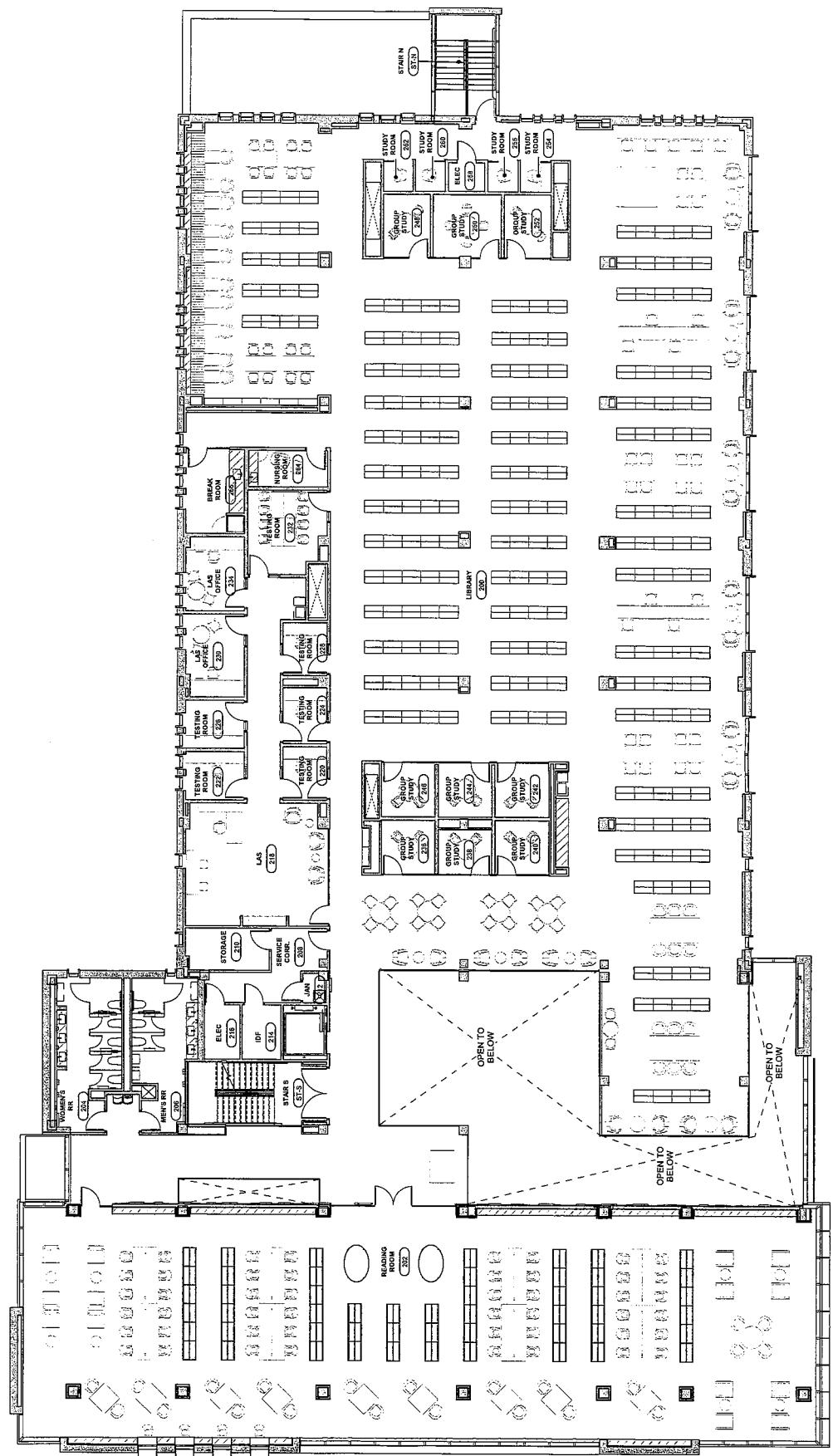
**1 PARTIAL NORTH ELEVATION A** **1 PARTIAL NORTH ELEVATION B** **1 WEST, ENLARGED ADDITION ELEVATION**



## Lower Level



Level 01



Level 02

January 27, 2026

Wheaton Planning and Zoning Board  
303 West Wesley Street  
Wheaton, IL 60187

*RE: ZA #26-04/ PUD Amendment and Special Use/ Rice Lake Square Shopping Center/ Seven Brew*

Dear Members of the Board:

Attached to this memorandum is an application requesting an amendment to a special use permit for a planned unit development to allow the construction and use of a one-story, 900 square foot coffee stand on a leased parcel of land in the Rice Lake Square Shopping Center parking lot between the former Houlihan's restaurant (at 321 Rice Lake Square) and Studio Movie Grill (at 301 Rice Lake Square). The property is zoned C-5 Planned Commercial District.

The application is further requesting a special use permit to Article 20.3 of the Wheaton Zoning Ordinance to allow sales or service directly to customers in vehicles.

The application has been submitted by Who Brew IL II LLC, 100 Powell Place, Suite 1320, Nashville, TN 37204 on behalf of the property owner, Core Rice Lake LLC, PO Box 1243, Northbrook, IL 60065.

**Zoning Analysis**

Proposal:

An application requesting an amendment to a special use permit for a planned unit development to allow the construction and use of a one-story, 900 square foot coffee stand on a leased parcel of land in the Rice Lake Square Shopping Center parking lot between the former Houlihan's restaurant (at 321 Rice Lake Square) and Studio Movie Grill (at 301 Rice Lake Square). The property is zoned C-5 Planned Commercial District.

The application is further requesting a special use permit to Article 20.3 of the Wheaton Zoning Ordinance to allow sales or service directly to customers in vehicles.

Applicant:

The application has been submitted by Who Brew IL II LLC, 100 Powell Place, Suite 1320, Nashville, TN 37204 on behalf of the property owner, Core Rice Lake LLC, PO Box 1243, Northbrook, IL 60065.

Subject Property:

Rice Lake Square Shopping Center, Wheaton, IL 60187

Zoning Classification:

C-5 Planned Commercial District



WHEATON MAYOR PHILIP J. SUESS

CITY MANAGER MICHAEL DZUGAN

CITY COUNCIL: ERICA BRAY-PARKER | LEAH BRICE | SCOTT BROWN | BRADLEY CLOUSING | LYNN ROBBINS | SCOTT WELLER

Surrounding Conditions: North: Commercial Properties/C-5 Planned Commercial District  
East: Commercial Properties/C-5 Planned Commercial District  
South: Commercial Properties/C-5 Planned Commercial District  
West: Commercial Properties/C-5 Planned Commercial District

### **Planning Department Comments**

#### **Background**

Seven Brew was founded in Rogers, AR in 2017 and has more than 500 coffee stands nationwide. The store specializes in espresso-based drinks, chillers, teas, infused energy drinks, sodas and smoothies. Seven Brew is a drive-thru concept with a dual drive-thru configuration. The closest existing Seven Brew is located at 1203 Iroquois Avenue in Naperville.

Hours of operation are 5:30 a.m. to 10 p.m. weekdays and 5:30 a.m. to 11 p.m. weekends. Seven Brew operates with up to 5 employees at peak times. On average, each stand generates 750 orders per day, serving an estimated 1,125 customers daily.

#### **Site Plan and Landscaping**

The applicant is proposing to lease a parcel of land in the shopping center parking lot between the former Houlihan's restaurant (at 321 Rice Lake Square) and Studio Movie Grill (at 301 Rice Lake Square). The site plan shows dual drive-thru lanes, operating in a counterclockwise direction, that wrap around the building. The site has been designed to accommodate stacking for 44 vehicles on-site. Parking of 14 spaces, including one ADA space, is proposed just west of the building. Sixty (60) shopping center parking spaces would be sacrificed for this development. However, if this request is approved, the parking for the shopping center would still be compliant with six spaces per 1,000 sf of space. A dumpster enclosure is proposed on the north edge of the leased parcel.

New landscaping is planned along the west side of East Loop Road, around the proposed dumpster enclosure, on the east side of the building and along the exit drive from the leased parcel to the shopping center parking lot. The plan includes a mix of canopy and ornamental trees, deciduous and evergreen shrubs, perennials and ornamental grasses.

#### **Floor Plan and Building Elevations**

The building is designed with a covered employee entry in the middle of the structure with an access hall, service area, and bathroom to the south and a storage area and cooler to the north.

Per the building elevations, the building will be clad with fiber cement panel siding with finishes of canyon brick in shale brown and modern brick in midnight. The building elevations also show blue metal panels and zinc grey metal coping trim. Two roof-top mechanical units are proposed. The building elevations show the units being screened by a metal screening panel in zinc grey. Article 3.4C.2 of the Wheaton Zoning Ordinance requires that any such units are fully screened by a building parapet wall equal in height to the units. Staff recommends that the building parapet wall be raised to fully screen the rooftop mechanical units.

### **Special Use Permit**

A special use permit is required to amend the existing planned unit development and to allow sales or service directly to customers in vehicles. According to Article 5.10D of the Wheaton Zoning Ordinance, the applicant must provide sufficient evidence at the public hearing that the following special use permit will be met:

1. The establishment, maintenance, or operation of the special use shall not be detrimental to the public health, safety, morals, comfort, convenience, and general welfare.
2. The special use shall not be injurious to the uses and enjoyment of other property in the immediate vicinity for the purposes already permitted, not substantially diminish property values within the neighborhood.
3. The establishment of the special use shall not impede the normal and orderly development and improvement of the surrounding property for uses already permitted.
4. Adequate utilities, access ways, drainage, and other necessary facilities shall be provided.
5. Adequate measures shall be taken to provide ingress and egress designed to minimize traffic congestion in the public streets.
6. The special use shall comply with the objectives of the Wheaton Comprehensive Plan.
7. The special use shall conform to the applicable requirements of the district in which it is located as well as any other applicable requirements of this ordinance, except as may be varied by the Planning and Zoning Board or City Council.

### **Engineering Department Comments**

The subject site does not contain a floodplain or a wetland pursuant to the regulatory maps used for such determinations.

The proposed project is located in a current stormwater detention area and is displacing existing stormwater detention volume with the proposed construction. This stormwater detention volume is required to be compensated for, and it is proposed to be provided for in the proposed underground storage system. The proposed development also triggers the City of Wheaton requirement to provide detention for the project. The additional detention required for the project is also located in the proposed underground storage system.

The proposed development does not meet the trigger to provide a Best Management Practice (BMP) to reduce pollutants in their stormwater discharge.

The proposed development has provided a traffic report for the development by KLOA, Inc titled "Traffic Impact Study - Proposed 7 Brew Coffee Shop". The proposed use of a Coffee Shop is one of, if not the highest driver of traffic queueing and congestion issues possible. The existing Seven Brew locations in Lake Zurich and Naperville are very busy locations. The location in Naperville, for example, has an on-site queue of only 23 vehicles provided, but the queue line based on traffic observations by KLOA in March and May of 2025 showed a maximum queue of 71 vehicles, which stretches down the adjoining side street and at times onto the adjoining major roadway. It should be noted that the time period that this queue length was observed does directly correlate to the same time period when there was only a total of 4 Chicagoland stores open. Since that time, three additional Chicagoland stores are now open and the maximum observed queue at the Naperville store has decreased to 55 vehicles per a KLOA

report dated December of 2025. Seven Brew has continued their roll out into the Chicagoland market and have proposed additional locations which would decrease the pull into the proposed Wheaton location (See attached map of open locations, locations under construction, locations in permitting, and locations proposed but not through zoning). The nearest store that would affect this is a Bloomingdale location which is already under construction and expected to open in early March of 2026. A second store in Bloomingdale has also already made it through all zoning applications and is now in final permitting.

Throughout the pre-application process and the development of this Zoning Application, the applicant has listened to Staff concerns and has improved the proposed plan to currently show an available queueing "on-site" of 44 vehicles. The provided traffic report states that when the market stabilizes, it is estimated that the total queue at the Wheaton location will be a peak of 33 to 35 vehicles. Current Staff concern relates to the fact that there is no definitive timeline as to when the market could stabilize. Additionally, while there is large availability to queue vehicles throughout the existing shopping center parking lot, the question remains as to whether onsite staff will be able to manage a large queueing event and keep the queue off the adjoining East Loop Road. Any queueing on East Loop Road would significantly disrupt traffic flow and is deemed unacceptable by City Staff.

In order to safeguard against any queueing on East Loop Road during a high queue event, the applicant has provided a Drive Through Traffic Exhibit which routes traffic through the shopping center parking lot and provides an approximate additional queueing for 46 vehicles above the "on-site" queue of 44 vehicles. If managed by on-site Staff, the maximum available queue provided would be 90 vehicles, which is above the maximum observed at the Naperville store in the KLOA Traffic Impact Study for the proposed 7 Brew Coffee Shop.

Based on the Traffic Reports provided and the Drive Through Traffic Exhibit, Staff believes that while there is the possibility of traffic congestion problems due to the new Seven Brew location in the Rice Lake Square Shopping Center, adequate provisions have been made to safeguard against problems. However, Engineering Staff recommends the addition of the following condition:

"No queueing from the subject property shall be allowed to occur onto the East Loop Road right-of-way and all queueing must be contained on-site at the subject property. Staff shall be provided by the applicant during all hours of operation to monitor the queue, direct traffic as needed in the shopping center, and manage the queueing throughout the shopping center parking lot to prevent the queue from extending onto East Loop Road at either the entrance north or south of the proposed development."

The preliminary engineering plan shall be subject to further staff review prior to the issuance of a site development permit.

### **Staff Recommendation**

While the City would like to see additional development at the Rice Lake Square Shopping Center, staff does not want it to come at the expense of the existing tenants or the public trying to navigate through the area. At the public hearing, the applicant should provide adequate testimony to address the traffic/

queueing concerns discussed in this report and the special use standards. If the applicant is able to provide this testimony, staff would be supportive of granting this request, subject to the following conditions:

1. Staff recommends that the building parapet wall be raised to fully screen the rooftop mechanical units;
2. No queueing from the subject property shall be allowed to occur onto the East Loop Road right-of-way and all queueing must be contained on-site at the subject property. Staff shall be provided by the applicant during all hours of operation to monitor the queue, direct traffic as needed in the shopping center, and manage the queueing throughout the shopping center parking lot to prevent the queue from extending onto East Loop Road at either the entrance north or south of the proposed development; and
3. The preliminary engineering plan shall be subject to further staff review prior to the issuance of a site development permit.

Respectfully submitted,



Joseph E. Tebrugge, PE  
Director of Engineering



Tracy L. Jones, AICP  
Staff Planner

Attachments

## Re: Public Comment Regarding Proposed 7 Brew

From Tracy Jones <TJones@wheaton.il.us>

Date Tue 1/20/2026 7:54 AM

To David Schnitzler <schnitzler.david@gmail.com>; Jim Kozik <JKozik@wheaton.il.us>; \_Planning Department <Planning@wheaton.il.us>

I'm in receipt of your email and will forward it to the planning and zoning board.

**Tracy L. Jones, AICP**

Staff Planner

City of Wheaton

[www.wheaton.il.us](http://www.wheaton.il.us)

630.260.2080 desk

**From:** David Schnitzler <schnitzler.david@gmail.com>

**Sent:** Monday, January 19, 2026 4:56 PM

**To:** Jim Kozik <JKozik@wheaton.il.us>; Tracy Jones <TJones@wheaton.il.us>; \_Planning Department <Planning@wheaton.il.us>

**Subject:** Public Comment Regarding Proposed 7 Brew

You don't often get email from schnitzler.david@gmail.com. [Learn why this is important](#)

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Dear Wheaton Zoning Board,

Please accept this email in lieu of my attendance at the upcoming meeting on January 27. I am unable to attend but am deeply concerned about the proposed 7 Brew placement at Studio Movie Grill parking lot. As a frequent customer of Costco in NE Naperville I regularly see the line of cars spilling out of 7 Brew onto the street. This has continued well past the grand opening and is indiscriminate of day or time. Similar spillage onto Loop could create serious safety issues and congestion.

The South segment of East Loop Road is already challenging:

- 1) When turning onto it from Butterfield, cars will often make prohibited left turns into the Shell; if they do not have clearance due to cars heading south waiting to turn onto Butterfield some will sometimes stop and wait, creating a backlog that can spill momentarily onto Butterfield.
- 2) Chick-Fil-A attracts significant traffic and cars exiting onto Loop often have difficulty turning left, particularly during periods of heavy traffic. Some pull out dangerously.

Adding the additional traffic from 7 Brew would exacerbate both of these challenges and create additional safety issues. Further, I am not sure the stoplight intersection at East Loop/Butterfield could support the additional traffic:

- 1) It is already nearly impossible to turn right onto Butterfield on red since both lanes can turn left.
- 2) During periods of heavy traffic cars waiting to turn onto Butterfield already stretches to the former Houlihan's.

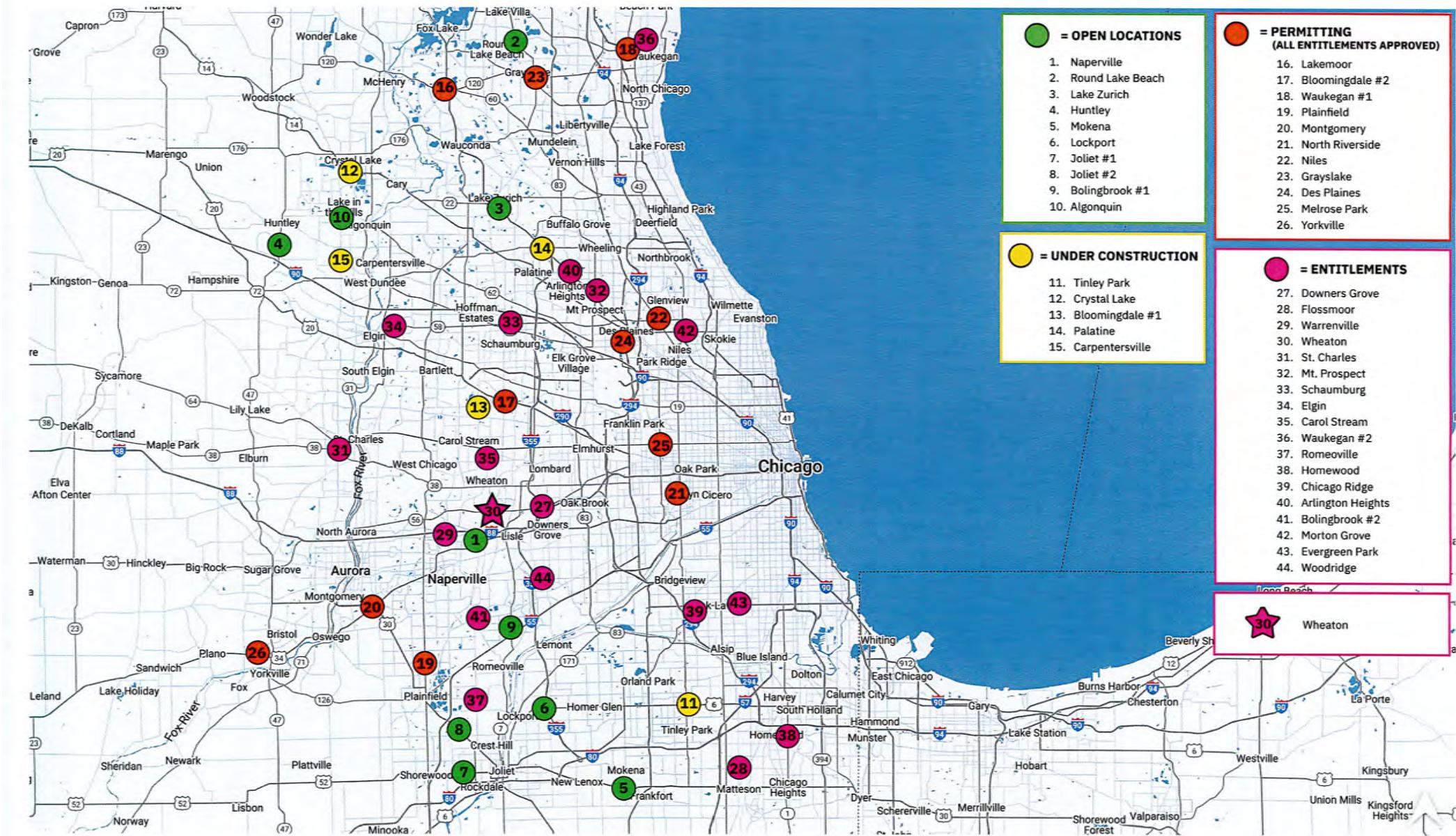
As a resident of Jahns Drive I know that the Wheaton Fire Department Station #2 regularly uses the Danada East neighborhood to cut across. Cars spilling from 7 Brew onto Loop or worse Jahns could create a public safety risk from delayed response times. The nearby Danada East neighborhood has many children (so many in fact that there are two buses for the elementary school) and speeding is already a concern here. The one mile Hawkins Circle loop attracts walkers living at Danada East, TGM Danada Apartments, as well as two other neighborhoods that have easy access via a sidewalk (but no street) attaching to Danada East. Similar to the fire department, cars will often use Danada East to cut across to South Loop if driving down Blanchard.

While I welcome business in South Wheaton, I respectfully ask that the zoning board seriously consider how traffic from the proposed 7 Brew would impact safety and livability of the nearby community. If the Naperville location is any indication it would be naive to believe that cars waiting would be limited to a designated area in their parking lot.

Thank you,

--

David Schnitzler





SEE IT IN AN EXHIBIT  
DATE: 1/11/2018



City of Wheaton  
James Kozik, Director of Planning and Economic Development  
303 W Wesley Street  
Wheaton, IL 60187-0727

**RE: Request for Rezoning and Special Use Permit at 151 Rice Lake Square Wheaton, IL 60189**

Dear Mr. Kozik,

On behalf of Who Brew LLC, I am submitting this letter to formally request **Rezoning and Special Use Permit** at the property located at 151 Rice Lake Square in the City of Wheaton, IL. The property is currently zoned C-5 planned Commercial District, and the proposed development includes a drive-through facility, which is NOT a permitted use per the City's Zoning Ordinance.

7 Brew Drive-Through Coffee ("7 Brew"), founded in Rogers, AR in 2017 has 531 stands nationwide. Specializing in serving premium espresso-based coffee, chillers, teas, infused energy drinks, sodas and smoothies, there are over 20,000 unique drink options that can be created from 7 Brew's menu. 7 Brew is a drive-thru concept with a dual drive-thru configuration. Team members take orders on tablets instead of a traditional drive-thru speaker box, which allows 7 Brew to create personal relationships with their customers and serve them in a fast-paced and friendly environment. 7 Brew's focus to their customer is speed and a friendly, welcoming environment, which resonates amongst its team members and customers. The goal is to make the customers experience at 7 Brew the happiest part of their day, which drives business and keeps customers coming back. The concept opens at 5:30 AM and closes at 10:00 PM on weekdays and 11:00 PM on weekends. Each 7 Brew location operates with 5 employees at the stand during peak times. There are 750 orders a day which equates to ~1,125 estimated customers per day.

To assist in your review, we are providing the following materials:

- **Application form**
- **Proof of ownership** (warranty deed)
- **\$500 application fee**
- **List of neighboring property owners** within a 250' radius on stick-on mailing labels
- **Sworn affidavit**, signifying accuracy of list of adjacent property owners
- **List of projects** built in other communities
- **Narrative statement** addressing Special Use Standards (See attached)
- **Plat of Survey** (3 copies)
- **Site Plan** (15 copies, folded no larger than 11 x 17 inches, as well as 1 copy 8 1/2 x 11 inches)



- **Landscape Plan** (15 copies, folded no larger than 11 x 17 inches, as well as 1 copy 8 1/2 x 11 inches)
- **Preliminary Engineering Plans** (15 copies, folded no larger than 11 x 17 inches, as well as 1 copy 8 1/2 x 11 inches)
- **Preliminary Floor Plans** (5 copies, folded no larger than 11 x 17 inches)
- **Exterior Elevations** (15 copies, folded no larger than 11 x 17 inches)
- **Signage Plan**
- **Natural Resource and Inventory Application**
- **Illinois Department of Natural Resources Application**
- **Stormwater Management Report** (3 copies)
- **Stormwater detention and storm sewer calculations** (3 copies)
- **Geotechnical Report** (5 copies)
- **Traffic Report** (6 copies)
- **Engineer's Estimate** for the subject improvement (3 copies)

We believe this project aligns with the Village's goals and would be a positive addition to the local business community. We appreciate the opportunity to work with the Village on this request.

Chris George  
Who Brew LLC



### **Response to Standards in Article 5.10.D of Zoning Ordinance:**

- 1. The establishment, maintenance, or operation of the special use shall not be detrimental to the public health, safety, morals, comfort, convenience, and general welfare.*

The project will not be detrimental to public health, safety, morals, comfort, convenience, or general welfare. The site will meet all City building, fire, and safety codes. The drive-through will adequately address traffic through appropriate vehicle stacking and circulation. The project will activate an underutilized parking lot, providing the public with a convenient drive-through coffee option within the commercial corridor.

- 2. The special use shall not be injurious to the uses and enjoyment of other property in the immediate vicinity for the purposes already permitted, not substantially diminish property values within the neighborhood.*

The proposed drive-through coffee shop is compatible with the surrounding commercial uses, which include a movie theater, restaurants, and a variety of stores. The use will not negatively impact neighboring properties or property values but rather enhance use of this area by encouraging drive-by traffic of the various adjoining retail establishments.

- 3. The establishment of a special use shall not impede the normal and orderly development and improvement of the surrounding property for uses already permitted.*

The C-5 Planned Commercial District is intended for commercial and service-oriented uses such as restaurants and coffee shops, and this proposal is fully consistent with that intent. Infill of underutilized parking is a logical improvement of the surrounding property, and a Special Use for a drive-through establishment will improve the diversity of service options in the commercial corridor.

- 4. Adequate utilities, access ways, drainage, and other necessary facilities shall be provided.*

The site is currently served by all necessary public utilities, including water, sanitary sewer, and electric service. A Stormwater Management Report will be submitted with this application to demonstrate that the redevelopment will meet all City of Wheaton and DuPage County requirements. The project will incorporate appropriate grading, drainage, and detention facilities to manage runoff and prevent any adverse impact to neighboring properties.

- 5. Adequate measures shall be taken to provide ingress and egress designed to minimize traffic congestion in the public streets.*



Adequate measures have been taken to provide safe and efficient ingress and egress while minimizing traffic impacts on surrounding streets. A Traffic Impact Study, prepared by a professional transportation engineer, will be submitted with this application. The report analyzes existing and projected traffic conditions and concludes that the proposed use can operate safely within the existing roadway network. The site plan accommodates ample on-site vehicle stacking within dual drive-through lanes, preventing queueing onto public streets.

6. *The special use shall comply with the objectives of the Wheaton Comprehensive Plan.*

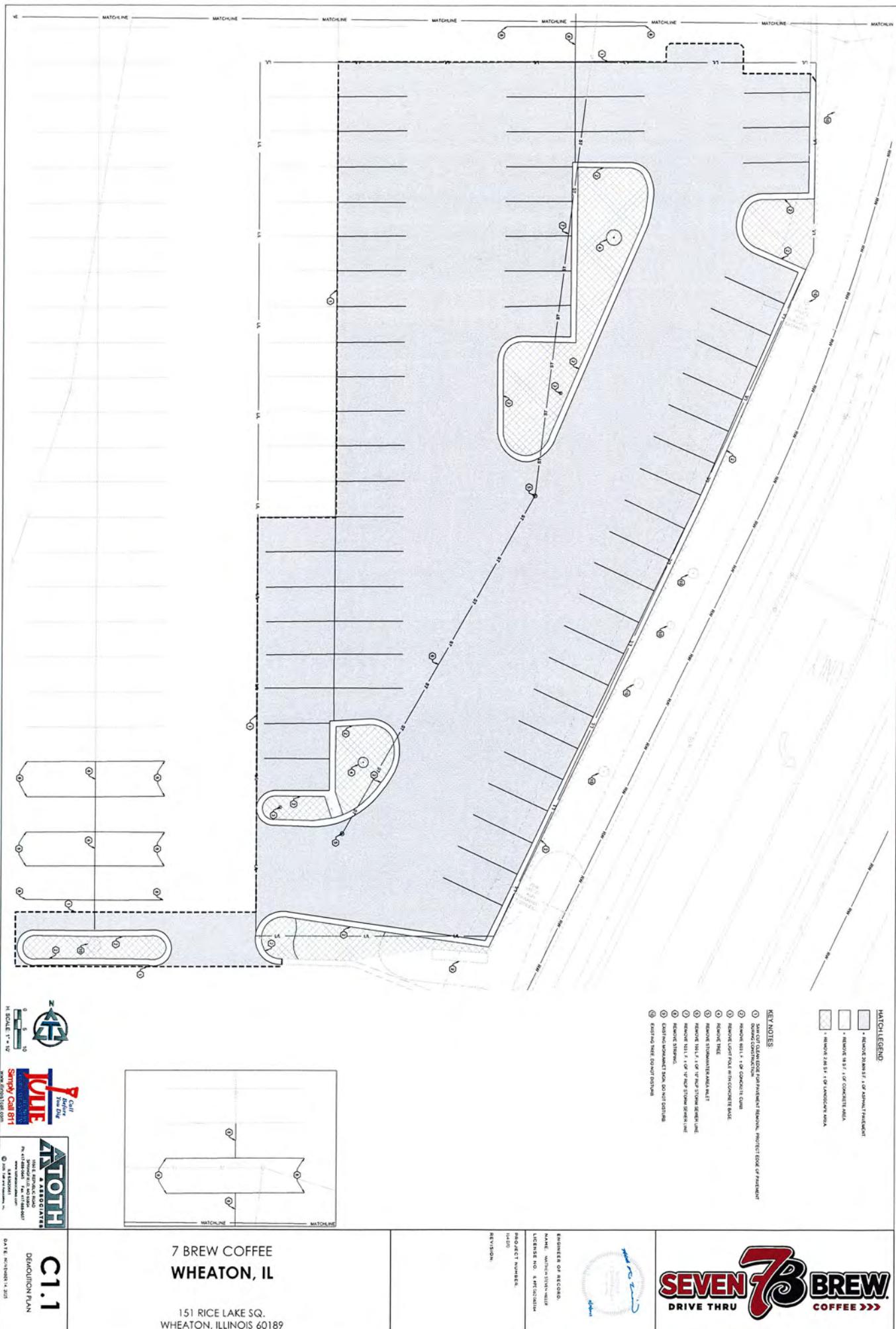
The Special Use will comply with the objectives of the City of Wheaton's Comprehensive Plan. The project will enhance the corridor's vitality, encourage investment, and contribute to the City's ongoing commercial development goals. The proposed 7 Brew will meet the Comprehensive Plan's goal to provide local jobs and convenient shopping opportunities for Wheaton residents, and it will provide highly sought-after entry level jobs for the community.

7. *The special use shall conform to the applicable requirements of the district in which it is located, as well as other applicable requirements of this ordinance, except as may be varied by the Board or City Council.*

The project will comply with all applicable requirements of the C-5 Planned Commercial District and other provisions of the City's Zoning Ordinance. All building, landscape, lighting, and signage requirements will be met or exceeded. Any necessary variations or site-specific approvals will be clearly identified and justified as part of this application.







7 BREW COFFEE  
**WHEATON, IL**

DEMOLITION PLAN C1.1

151 RICE LAKE SQ.  
WHEATON, ILLINOIS 60189







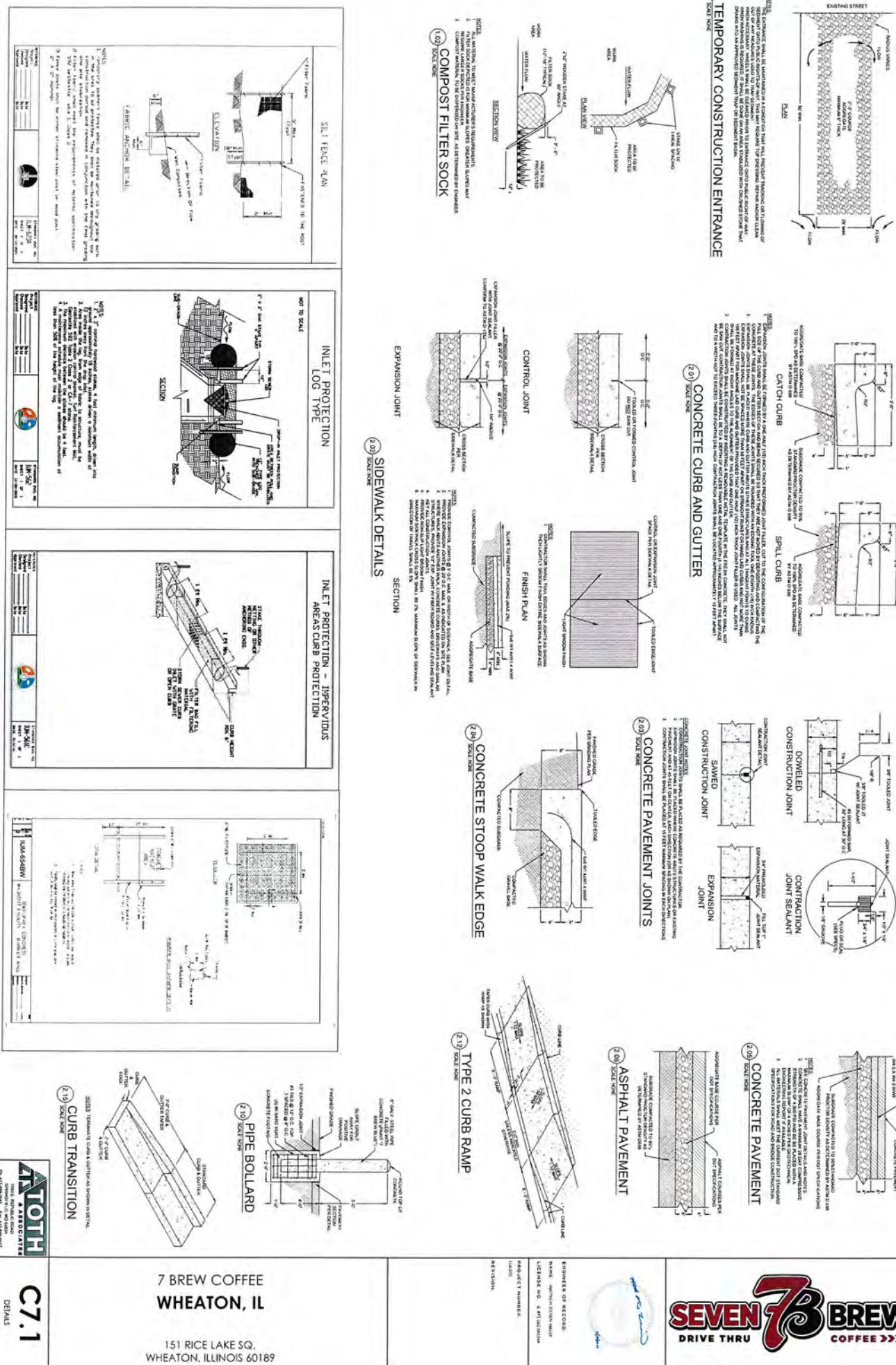








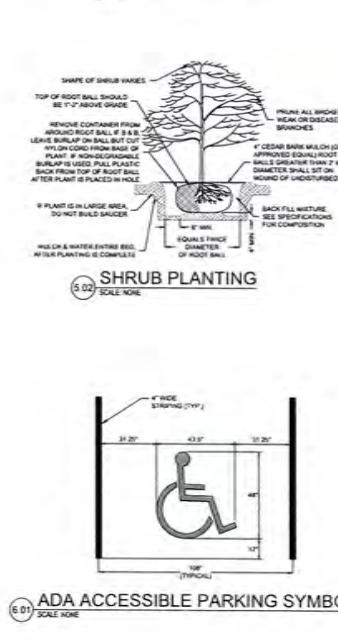
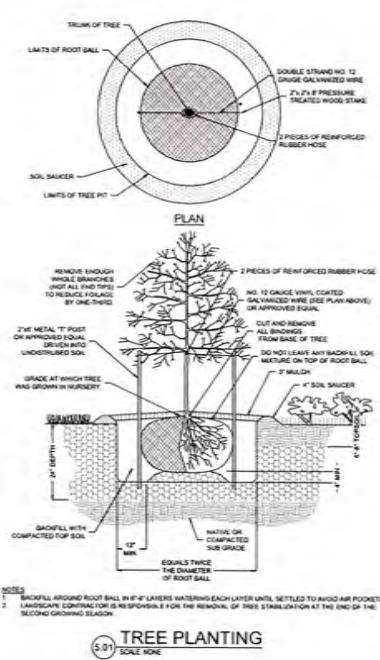
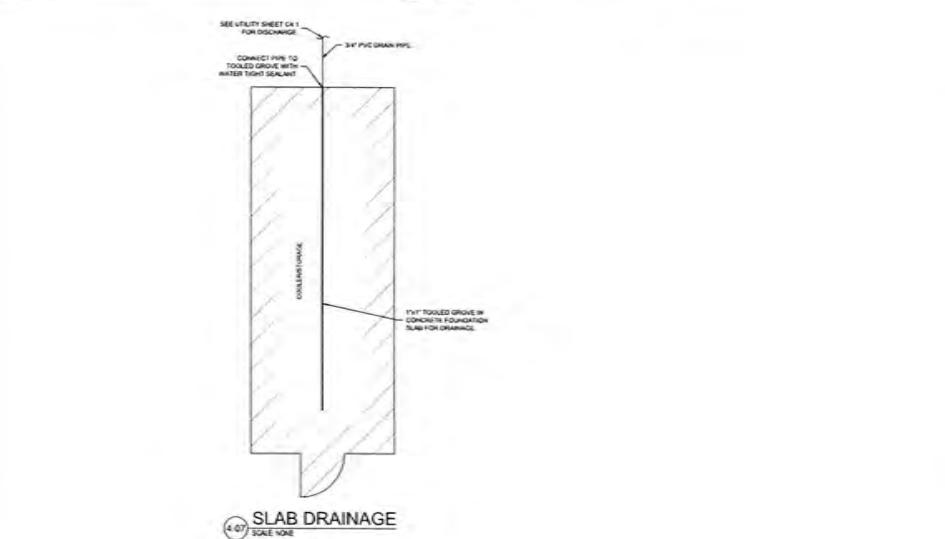
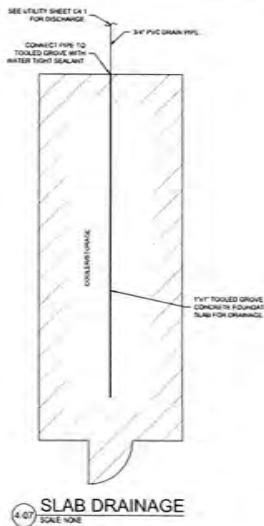
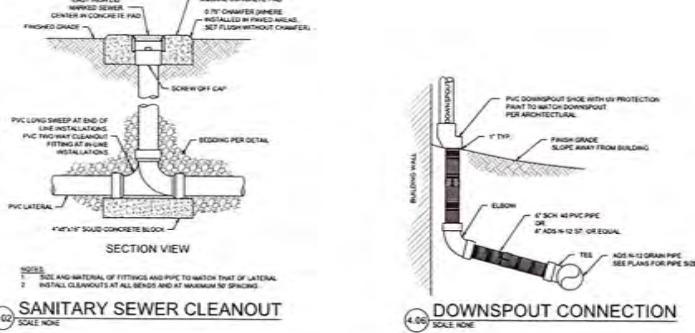
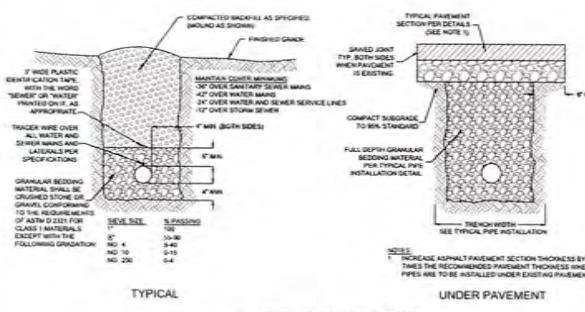




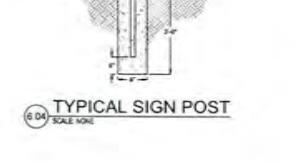
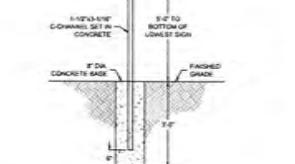
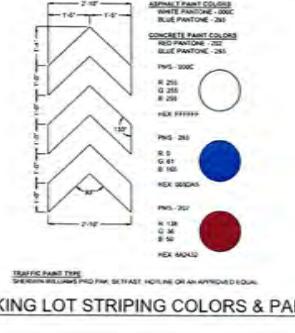
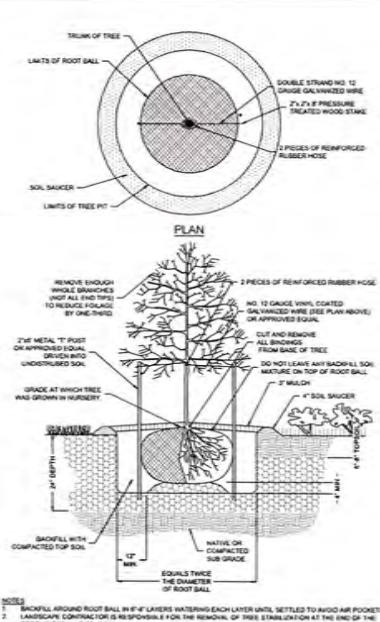
7 BREW COFFEE  
**WHEATON II**

151 RICE LAKE SQ.  
WHEATON, ILLINOIS 60189

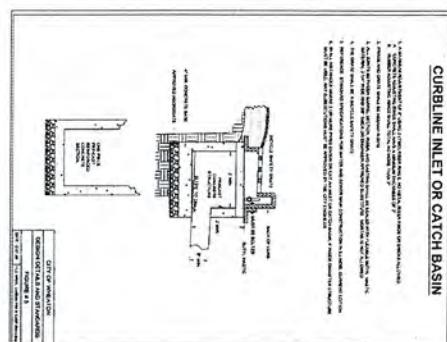
**SEVEN 73 BREW**  
DRIVE THRU COFFEE >>>



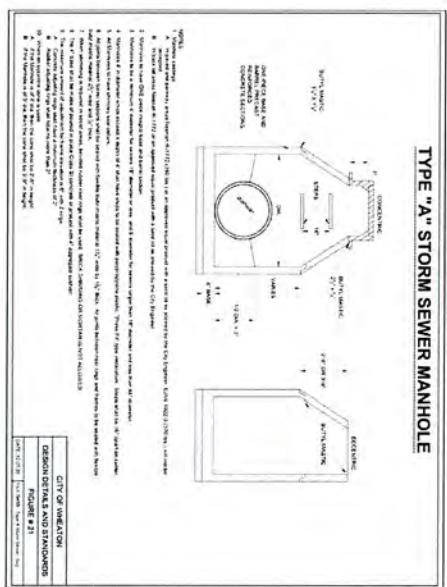
**ADA ACCESSIBLE PARKING SYMBOL** (6.01) SCALE: NONE



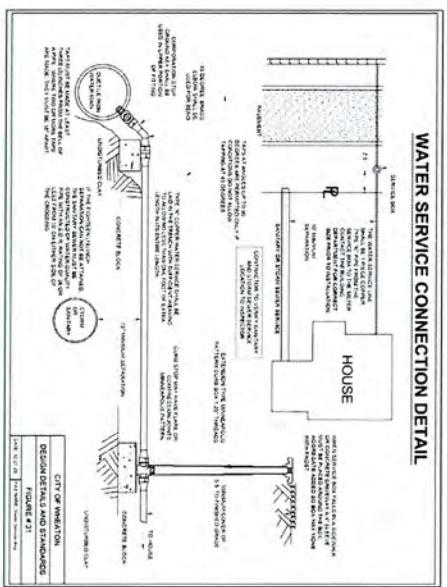
CURBLINE INLET OR CATCH BASIN



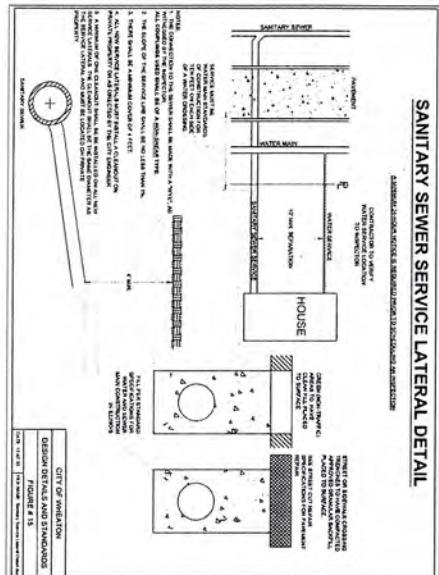
TYPE "A" STORM SEWER MANHOLE



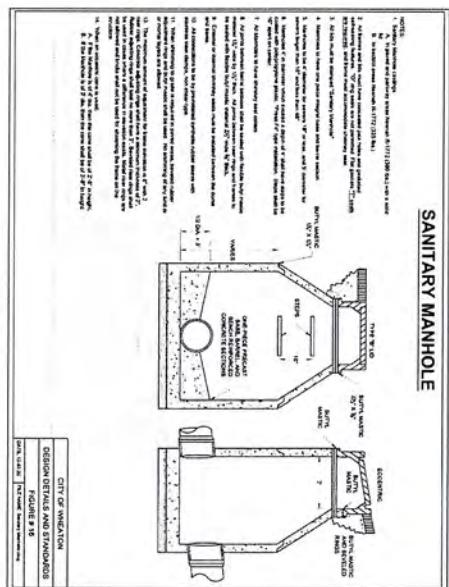
WATER SERVICE CONNECTION DETAIL



SANITARY SEWER SERVICE LATERAL DETAIL



SANITARY MANHOLE



C7.3  
DETAILS

7 BREW COFFEE  
WHEATON, IL

151 RICE LAKE SQ.  
WHEATON, ILLINOIS 60189



SEVEN 7 BREW  
DRIVE THRU COFFEE >>>







#### DESIGN PROPOSAL

PROJECT ID:	0429283A
CLIENT:	SEVEN 7B BREW COFFEE
ADDRESS:	225 RICE LAKE SQUARE WHEATON, IL
DATE:	7/31/2025
CONTACT:	WLF/TMZ
DESIGNER:	JMC

Pattison



1.866.635.1110  
pattisonid.com

Project ID  
**0429283A**

SEVEN BREW COFFEE  
225 RICE LAKE SQUARE  
WHEATON, IL

Date: 7/31/25  
Contact: WLF/TMZ  
Designer: JMC

**Sign Item**

Scale:  
**Revision Notes**

**Information Required for Production**

**Customer Approval**

Signature

MM/DD/YYYY

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**SITE PLAN TBD**

**SITE PLAN**

**N.T.S.**

<b>Project ID</b>	
<b>0429283A</b>	
<b>SEVEN BREW COFFEE</b>	
225 RICE LAKE SQUARE	
WHEATON, IL	
Date:	7/31/25
Contact:	WLF/TMZ
Designer:	JMC
<b>Sign Item</b>	
<b>SITE PLAN</b>	
Scale:	N.T.S.
<b>Revision Notes</b>	
<b>Information Required for Production</b>	
<b>Customer Approval</b>	
Signature _____	
MM/DD/YYYY _____	

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Project ID  
**0429283A**

SEVEN BREW COFFEE  
225 RICE LAKE SQUARE  
WHEATON, IL

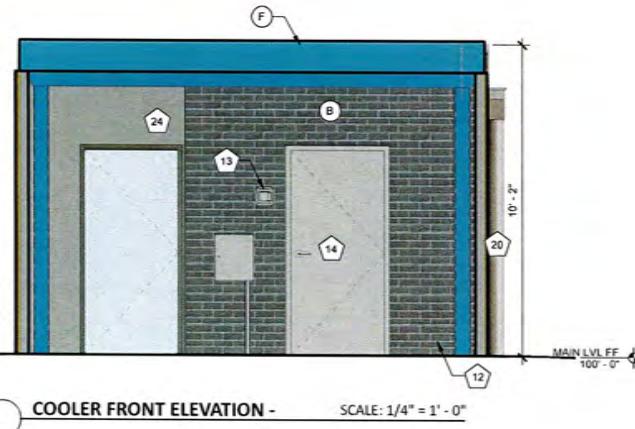
Date: 7/31/25  
Contact: WLF/TMZ  
Designer: JMC

**Sign Item**

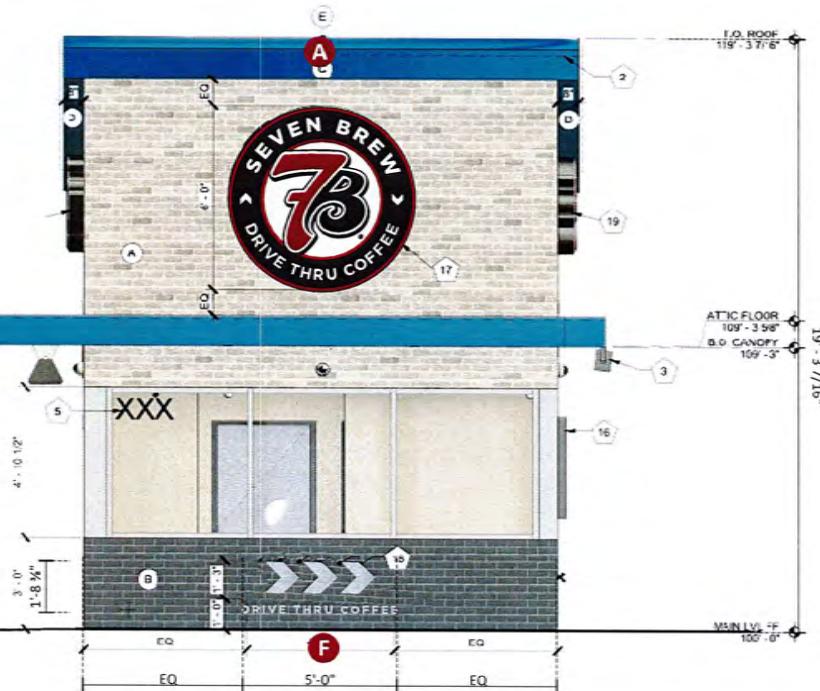
**FRONT ELEVATION**

Scale: 3/16" = 1'-0"

**Revision Notes**



**COOLER FRONT ELEVATION -** SCALE: 1/4" = 1'- 0"



**FRONT ELEVATION -** SCALE: 1/4" = 1'- 0"

**Information Required for Production**

**Customer Approval**

Signature \_\_\_\_\_

MM/DD/YYYY

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Project ID  
**0429283A**

**SEVEN BREW COFFEE**  
225 RICE LAKE SQUARE  
WHEATON, IL

Date: 7/31/25  
Contact: WLF/TMZ  
Designer: JMC

### Sign Item

Scale:

## Revision Notes

FRONT ELEVATION -

SCALE: 1/4" = 1' - 0"

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Project ID  
**0429283A**

SEVEN BREW COFFEE  
225 RICE LAKE SQUARE  
WHEATON, IL

Date: 7/31/25  
Contact: WLF/TMZ  
Designer: JMC

**Sign Item**

**SIDE ELEVATION**

Scale: 3/16" = 1'-0"

**Revision Notes**

**Information Required for Production**

**Customer Approval**

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

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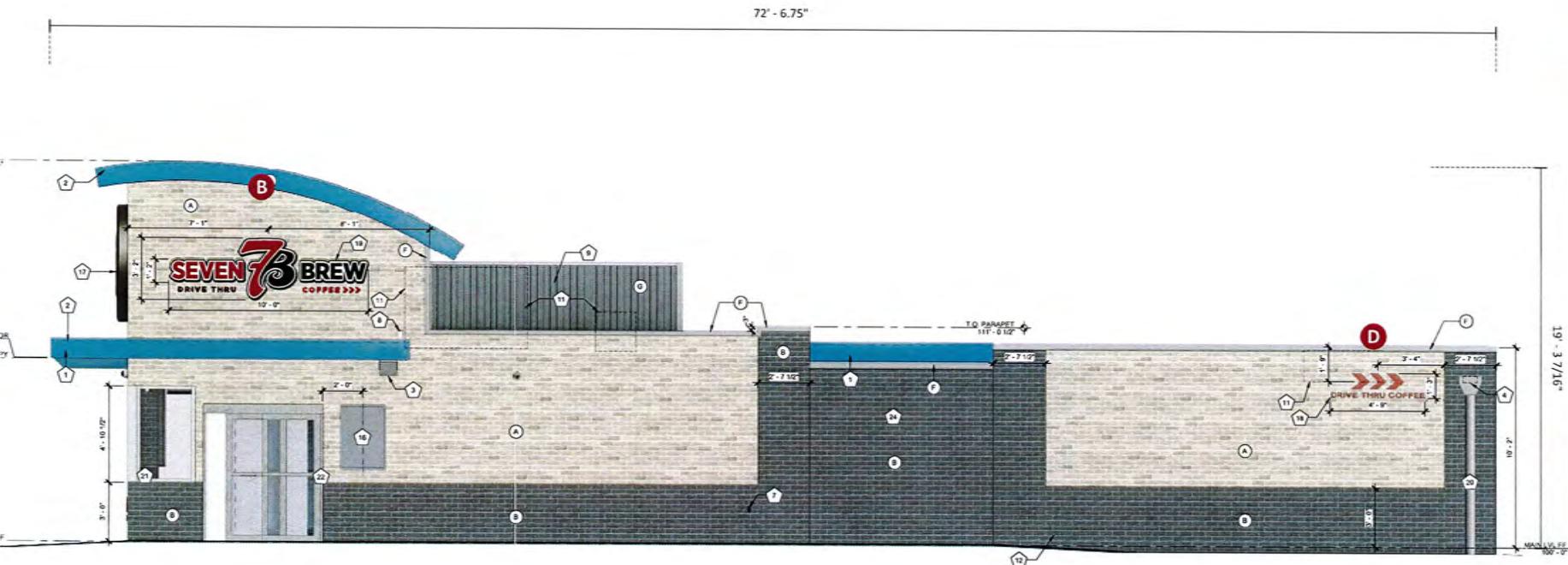
Pattison



1.866.635.1110  
pattisonid.com

**SIDE ELEVATION -**

SCALE: 3/16" = 1'-0"



Project ID  
**0429283A**

SEVEN BREW COFFEE  
225 RICE LAKE SQUARE  
WHEATON, IL

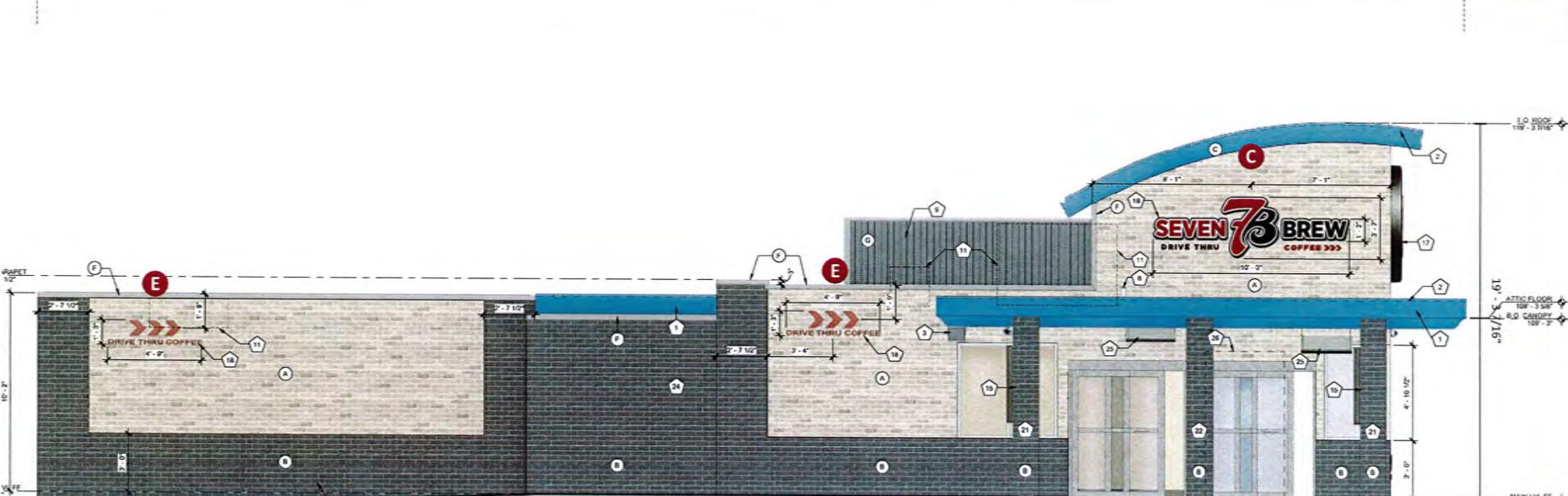
Date: 7/31/25  
Contact: WLF/TMZ  
Designer: JMC

**Sign Item**

Scale:

## Revision Notes

72° - 6.75°



#### DRIVE THRU ELEVATION

SCALE: 3/16" = 1'-0"

## Information Required for Production

#### Customer Approval

Signature

MM/DD/YYYY

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**A** S/F ILLUMINATED MEDALLION SIGN  
ONE [1] REQUIRED - MANUFACTURE & INSTALL

SCALE: 3/4" = 1'-0"  
28.27 Sq.Ft. CIRCLE



SIMULATED NIGHT VIEW



4" DEEP FABRICATED ALUMINUM SIGN CABINET - RETURNS & BACKS PAINTED BLACK - INTERIOR PAINTED LIGHT-ENHANCING WHITE

FORMED & EMBOSSED PAN POLYCARBONATE FACES w/ TRANSLUCENT FILM GRAPHICS (SEE COLOR KEY) - BLOCKOUT FILM AS REQ'D - WHITE CIRCLE AREA TO BE DEBOSSED AROUND "7B" LOGO & COPY

INTERNALLY-ILLUMINATED w/ 7100k WHITE GE TETRAMAX LED's - REMOTE POWER SUPPLIES - CUSTOMER TO PROVIDE POWER TO SIGN

TO BE FLUSH-MOUNTED TO FRONT FASCIA w/ NON-CORROSIVE HARDWARE AS REQ'D - BLOCKING TO BE PROVIDED BY GC PRIOR TO INSTALLATION

**END VIEW**

Project ID  
**0429283A**

SEVEN BREW COFFEE  
225 RICE LAKE SQUARE  
WHEATON, IL

Date: 7/31/25  
Contact: WLF/TMZ  
Designer: JMC

**Sign Item**

**A: LOGO MEDALLION**

Scale: 3/4" = 1'-0"

**Revision Notes**

**Information Required for Production**

**Customer Approval**

Signature

MM/DD/YYYY

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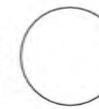
**BRAND COLORS**



PMS 202  
C: 29.54%  
M: 95.11%  
Y: 74.72%  
K: 29.59%



BLACK  
C: 0%  
M: 0%  
Y: 0%  
K: 100%



WHITE  
C: 0%  
M: 0%  
Y: 0%  
K: 0%



#### B C S/F ILLUMINATED SIGN

ONE [1] SET(S) REQUIRED - MANUFACTURE & STOCK:

5" DEEP ALUMINUM EMBOSSED-FACE, LED ILLUMINATED "SEVEN 7B BREW" WALL SIGN w/ RAISED VINYL GRAPHICS PER COLOR KEY -

1/2" DEEP FCO'S TO READ "DRIVE THRU" & "COFFEE>>>" PAINTED PER COLOR KEY - BACKS DRILLED & TAPPED FOR STUD-MOUNTING

SCALE: 3/4" = 1'-0"

32.08 Sq.Ft. EACH SET



SIMULATED NIGHT VIEW

#### "SEVEN 7B BREW":

4" DEEP SINGLE FACED ALUMINUM SIGN

CABINETS - RETURNS PAINTED BLACK -  
INTERIOR PAINTED LIGHT-ENHANCING WHITE

FORMED & EMBOSSED PAN POLYCARBONATE  
FACES W/ TRANSLUCENT FILM GRAPHICS (SEE COLOR KEY) -  
BLOCK OUT VINYL AS REQ'D  
CENTERS IN "B" ON LOGO TO BE DEBOSSED -  
SEE EXAMPLE PHOTO BELOW

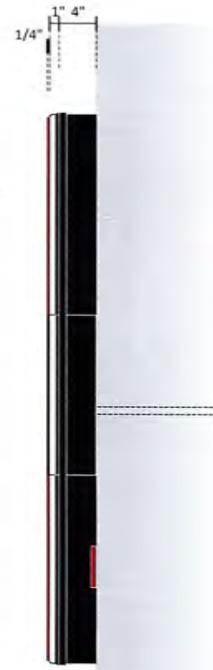
1/4" DIA. WEEP HOLES IN LOW POINTS OF  
CABINETS w/ ALUMINUM LIGHT SCREENS @  
EACH WEEP HOLE TO PREVENT LIGHT LEAKS

INTERNAL ILLUMINATED w/ 7100K WHITE GE  
TETRAMAX LED's - REMOTE POWER SUPPLIES -  
CUSTOMER TO PROVIDE POWER TO SIGN

120 - 277 VAC 20A 2-POLE SWITCH w/ BELL  
MX1050 COVER

TO BE FLUSH MOUNTED TO FASCIA w/ NON-  
CORROSIVE HARDWARE AS REQ'D

"DRIVE THRU" & "COFFEE>>>":  
1/2" DEEP ALUMINUM FLAT CUT-OUT LETTERS  
(SEE COLOR KEY) - TO BE STUD-MOUNTED FLUSH  
TO FASCIA



Project ID  
**0429283A**

SEVEN BREW COFFEE  
225 RICE LAKE SQUARE  
WHEATON, IL

Date: 7/31/25  
Contact: WLF/TMZ  
Designer: JMC

#### Sign Item

B,C: LOGO COPY  
Scale: 3/4" = 1'-0"

#### Revision Notes

Information Required  
for Production

#### Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

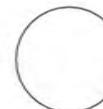
#### BRAND COLORS



PMS 202  
C: 29.54%  
M: 95.11%  
Y: 74.72%  
K: 29.59%



BLACK  
C: 0%  
M: 0%  
Y: 0%  
K: 100%



WHITE  
C: 0%  
M: 0%  
Y: 0%  
K: 0%

#### END VIEW

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SEVEN BREW COFFEE  
225 RICE LAKE SQUARE  
WHEATON, IL

Date: 7/31/25  
Contact: WLF/TMZ  
Designer: JMC

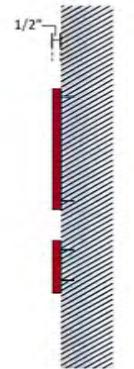
Sign Item

Scale:  
Revision Notes

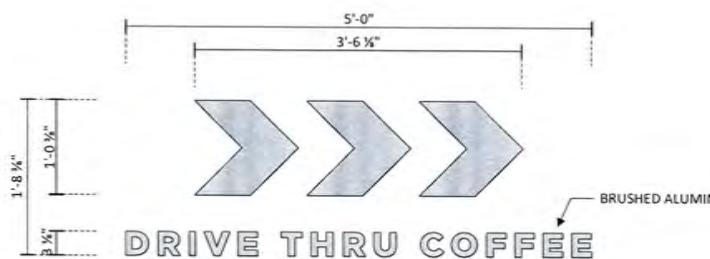


**D E** FLAT CUT-OUT SIGN  
THREE [3] SET(S) REQUIRED - MANUFACTURE & STOCK:

1/2" DEEP FCO'S TO READ "DRIVE THRU COFFEE>>>" -  
PAINTED TO MATCH PMS 202c BURGUNDY --  
BACKS DRILLED & TAPPED FOR FLUSH STUD-MOUNTING -  
NON-ILLUMINATED



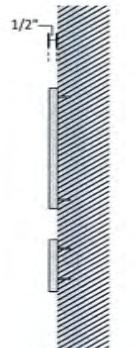
SIDE VIEW N.T.S.



**F** FLAT CUT OUT SIGN  
ONE [1] SET REQUIRED - MANUFACTURE & INSTALL:

1/2" DEEP FCO'S TO READ "DRIVE THRU COFFEE>>>" PIN MOUNT  
FLUSH TO WALL - BRUSHED ALUMINUM, HORIZONTAL GRAIN  
NON ILLUMINATED

**NOTE:** EXACT SURVEY OF INSTALL AREA REQ'D PRIOR TO MANUFACTURE  
EXACT PLACEMENT TO BE DETERMINED



SIDE VIEW N.T.S.

**BRAND COLORS**



PMS 202  
C: 29.54%  
M: 95.11%  
Y: 74.72%  
K: 29.59%



BLACK  
C: 0%  
M: 0%  
Y: 0%  
K: 100%



WHITE  
C: 0%  
M: 63%  
Y: 0%  
K: 0%



PMS 293  
C: 100%  
M: 0%  
Y: 0%  
K: 35%



BRUSHED  
ALUMINUM

**Information Required for Production**

**Customer Approval**

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

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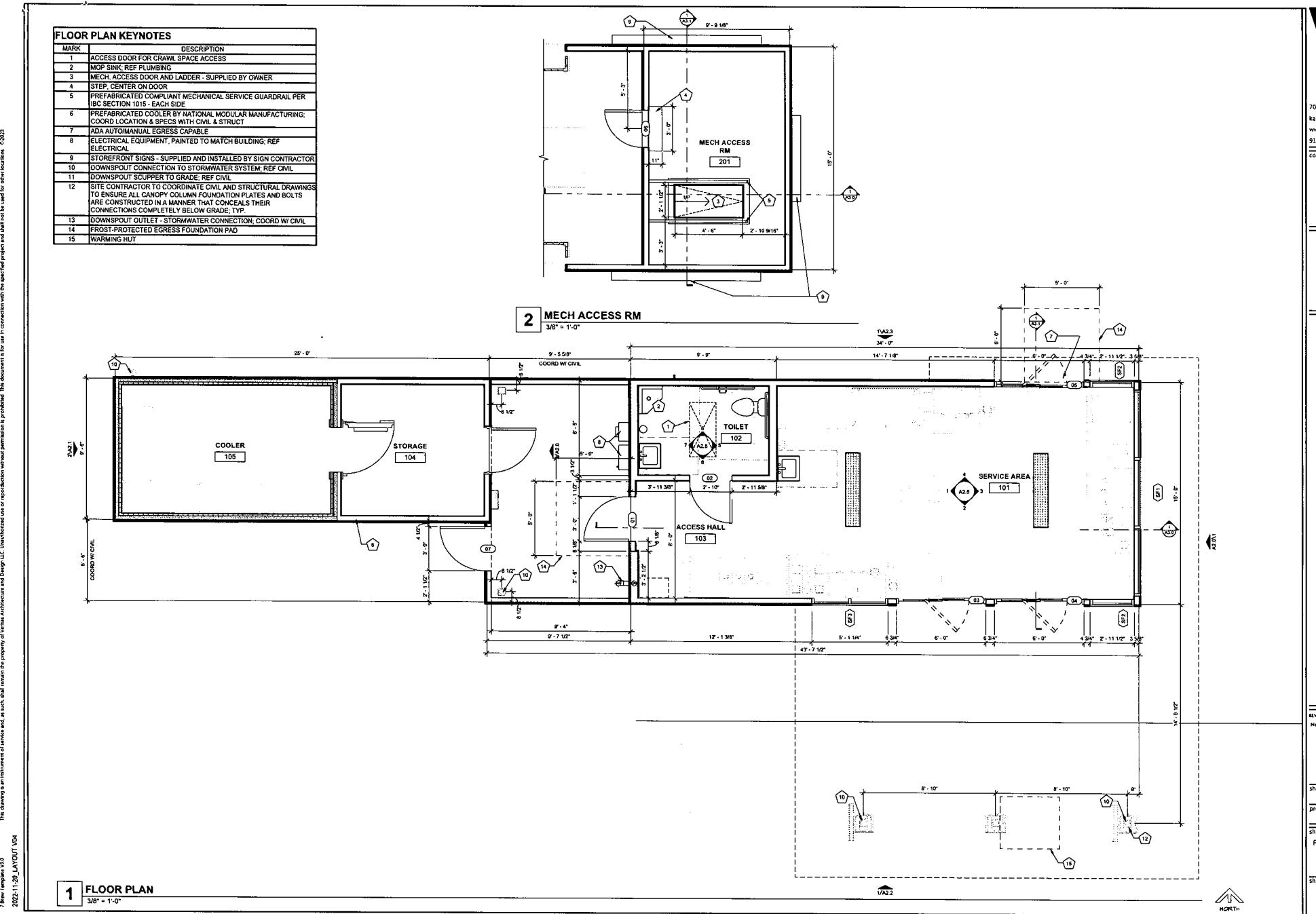
It is the Customer's responsibility to ensure that the sign installation location is suitable to accept and support the installation of the signs being ordered. Notify Pattison ID immediately if further details are required.

Pattison



1.866.635.1110

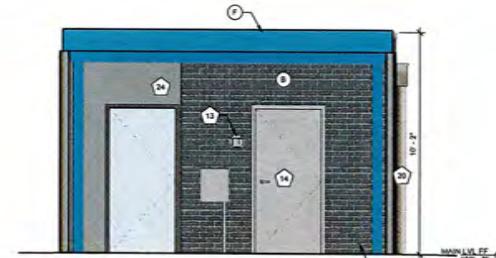
pattisonid.com







1 EXTERIOR ELEVATION - FRONT  
3/8" = 1'-0"



2 COOLER ELEVATION - FRONT  
3/8" = 1'-0"

EXTERIOR ELEVATION MATERIALS LEGEND

MARK	DESCRIPTION
A	ARCHITECTURAL CEMENT BOARD SIDING (BRK-2)
B	ARCHITECTURAL CEMENT BOARD SIDING (BRK-1)
C	BRK METAL FASCIA (MP-2)
D	SOFFIT PANELS (MP-2)
E	STANDING SEAM ROOF PANELS (MP-2)
F	METAL BRK CAP (MP-3)
G	SCREENING METAL PANEL (MP-1)

EXTERIOR ELEVATION KEYNOTES

MARK	DESCRIPTION
1	PRE-ENGINEERED ALUMINUM CANOPY BY OTHERS; REF STRUCTURAL
2	SURFACE-MOUNTED LED NEON FLEX LIGHTING AS INDICATED (SHOWN DASHED); TYP. REF ELECTRICAL
3	MONTEED SPEAKER SYSTEM; REF SYSTEMS PLAN
4	THROUGH-WALL ROOF SCUPPER; TYP
5	ADDRESS NUMBER TO BE 8" TALL x 2" BRUSH STROKE
6	ELECTRICAL EQUIPMENT, PAINTED TO MATCH BUILDING, REF ELECTRICAL
7	FROST PROOF FLUSH HOSE BIB
8	EXTERIOR WEATHERPROOF OUTLET; REF ELECTRICAL
9	GUARDRAIL; 3'-6" ABOVE ATTIC FLOOR, CLAD W/ MP-1
10	KNOX BOX
11	OUTLINE OF MECHANICAL UNIT BEYOND
12	PREFABRICATED COOLER BY NATIONAL MODULAR MANUFACTURING; COORD LOCATION & SPECS WITH CIVIL & STRUCT
13	COOLER LOCK & CONTROLS
14	36" COOLER DOOR
15	SAMSUNG DIGITAL DISPLAYS, INSTALLED IN FIELD BY IT PROVIDER; CHASE FOR DATA CABLE INSTALLED AT BUILDING MANUFACTURING FACILITY
16	SURFACE-MOUNTED LIGHTED SIGN BOX
17	ROUND STOREFRONT SIGN, SUPPLIED AND INSTALLED BY SIGN CONTRACTOR
18	1/8" BLACK ACRYLIC SIGNAGE APPLIED TO SIDING WITH VH DOUBLE SIDE TAPE
19	ILLUMINATED STOREFRONT SIGNAGE BY SIGN CONTRACTOR
20	EXPOSED DOWNSPOUT, GALVANIZED, PAINTED; CONNECT TO SUB-GRADE STORMWATER COLLECTION SYSTEM; REF CIVIL
21	STRUCTURAL CANOPY COLUMN W/ BRK-1 WRAP; RAINWATER DOWNSPOUT WITHIN; CONNECT BASE OF CANOPY COLUMN DOWNSPOUT TO STORMWATER MANAGEMENT SYSTEM; REF CIVIL
22	PAINTED STRUCTURAL CANOPY COLUMN; REF CIVIL
23	DOWNSPOUT OUTLET; CONNECT TO SUBGRADE STORMWATER CONNECTION; REF CIVIL
24	SITE CONSTRUCTED SCREEN WALL
25	CANOPY HEATER
26	WARMING HUT

7 BREW DRIVE THRU - WHEATON IL - RICE LAKE

WHOBREW, LLC

MEETING ROOM II - DRIVE THRU

sheet issue date:

05/20/2025

project no.:

23.43.25

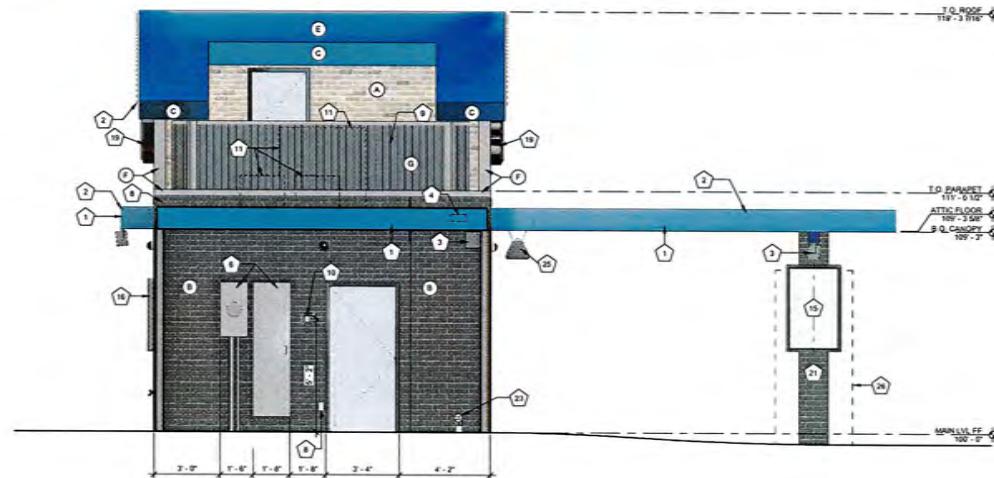
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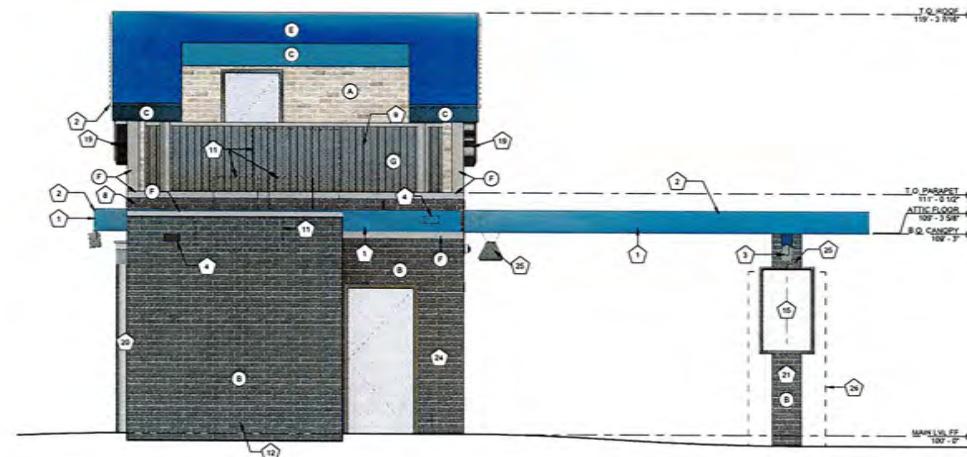
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A2.0

1 EXTERIOR ELEVATION - BACK  
3/8" = 1'-0"



2 EXTERIOR ELEVATION - BACK W/ COOLER  
3/8" = 1'-0"



#### EXTERIOR ELEVATION MATERIALS LEGEND

MARK	DESCRIPTION
A	ARCHITECTURAL CEMENT BOARD SIDING (BRK-2)
B	ARCHITECTURAL CEMENT BOARD SIDING (BRK-1)
C	BRACE METAL FASCIA (MP-2)
D	SOFFIT PANELS (MP-2)
E	STANDING SEAM ROOF PANELS (MP-2)
F	METAL BRAKE CAP (MP-3)
G	SCREENING METAL PANEL (MP-1)

#### EXTERIOR ELEVATION KEYNOTES

MARK	DESCRIPTION
1	PRE-ENGINEERED ALUMINUM CANOPY BY OTHERS, REF STRUCTURAL
2	SURFACE-MOUNTED LED NEON FLEX LIGHTING AS INDICATED (SHOWN DASHED), TYP, REF ELECTRICAL
3	MOUNTED SPEAKER SYSTEM, REF SYSTEMS PLAN
4	THROUGH-WALL ROOF SCUPPER, TYP
5	ADDRESS NUMBERS TO BE 8" TALL x 2" BRUSH STROKE
6	ELECTRICAL EQUIPMENT, PAINTED TO MATCH BUILDING, REF ELECTRICAL
7	FROST-PROOF FLUSH HOSE BIB
8	EXTERIOR WEATHER-PROOF OUTLET, REF ELECTRICAL
9	GUARDRAIL, 3'-6" ABOVE ATTIC FLOOR, CLAD WI MP-1
10	KNOX BOX
11	OUTLINE OF MECHANICAL UNIT BEYOND
12	PREFABRICATED COOLER BY NATIONAL MODULAR MANUFACTURING, COORD. LOCATION & SPECS WITH CIVIL & STRUCT CONTRACTOR
13	COIN LOCK & CONTROLS
14	SC COOLER
15	SAMSUNG DIGITAL DISPLAYS, INSTALLED IN FIELD BY IT PROVIDER, CHASE FOR DATA CABLE INSTALLED AT BUILDING MANUFACTURING FACILITY
16	SURFACE-MOUNTED LIGHTED SIGN BOX
17	ROUND STOREFRONT SIGN, SUPPLIED AND INSTALLED BY SIGN CONTRACTOR
18	1/4" THICK ACRYLIC SIGNAGE APPLIED TO SIDING WITH VH DOUBLE SIDE TAPE
19	ILLUMINATED STOREFRONT SIGNAGE BY SIGN CONTRACTOR
20	EXPOSED DOWNSPOUT, GALVANIZED, PAINTED, CONNECT TO SUB-GRADE STORMWATER COLLECTION SYSTEM, REF CIVIL
21	STRUCTURAL CANOPY COLUMN IN BRK-1 WRAP, RAINWATER DOWNSPOUT CONNECT TO SUB-GRADE STORMWATER COLLECTION COLUMN DOWNSPOUT TO STORMWATER MANAGEMENT SYSTEM, REF CIVIL
22	PAINTED STRUCTURAL CANOPY COLUMN, REF CIVIL
23	DOWNSPOUT OUTLET, CONNECT TO SUB-GRADE STORMWATER CONNECTION, REF CIVIL
24	SITE CONSTRUCTED SCREEN WALL
25	CANOPY HEATER
26	WARMING HUT

7 BREW DRIVE THRU - WHEATON IL - RICE LAKE

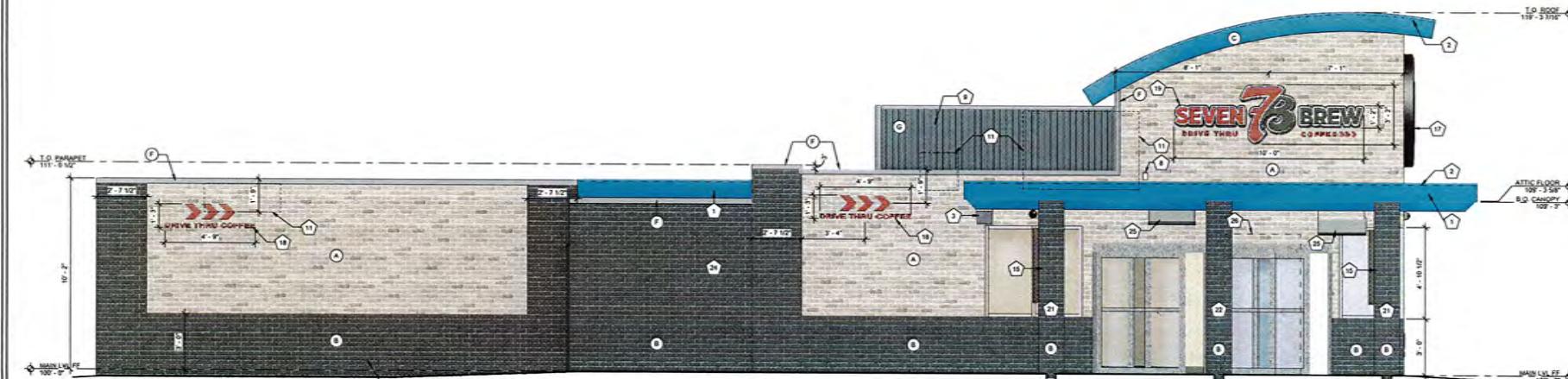
WHOBBIEW, LLC

WHEATON IL - RICE LAKE

sheet issue date: 05/20/2025  
project no. 23-4325  
sheet content: EXTERIOR ELEVATION

sheet no.:

A2.1



1 EXTERIOR ELEVATION - RIGHT

3/8" = 1'-0"

EXTERIOR ELEVATION MATERIALS LEGEND

MARK	DESCRIPTION
A	ARCHITECTURAL CEMENT BOARD SIDING (BRK-2)
B	ARCHITECTURAL CEMENT BOARD SIDING (BRK-1)
C	BRK METAL FASCIA (MP-2)
D	SOFFIT PANELS (MP-2)
E	STANDING SEAM ROOF PANELS (MP-2)
F	METAL BRAKE CAP (MP-3)
G	SCREENING METAL PANEL (MP-1)

EXTERIOR ELEVATION KEYNOTES

MARK	DESCRIPTION
1	PRE-ENGINEERED ALUMINUM CANOPY BY OTHERS, REF STRUCTURAL
2	SURFACE-MOUNTED LED NEON FLEX LIGHTING AS INDICATED (SHOWN DASHED), TYP. REF ELECTRICAL
3	MONTEED SPEAKER SYSTEM, REF SYSTEMS PLAN
4	THROUGH-WALL ROOF SCUPPER, TYP
5	ADDRESS NUMBERS TO BE 8" TALL x 2" BRUSH STROKE
6	ELECTRICAL EQUIPMENT, PAINTED TO MATCH BUILDING; REF ELECTRICAL
7	FROST-PROOF FLUSH HOSE BIB
8	EXTERIOR WEATHER-PROOF OUTLET, REF ELECTRICAL
9	GUARDRAIL, 3'-6" ABOVE ATTIC FLOOR, CLAD W/ MP-1
10	KNOX BOX
11	OUTLINE OF MECHANICAL UNIT BEYOND
12	PREFABRICATED COOLER BY NATIONAL MODULAR MANUFACTURING, COORD LOCATION & SPECS WITH CIVIL & STRUCT
13	COOLER LOCK & CONTROLS
14	36" COOLER DOOR
15	SPANNING DIGITAL DISPLAYS, INSTALLED IN FIELD BY IT PROVIDER, CONTRACTOR FOR DATA CABLE INSTALLED AT BUILDING MANUFACTURING FACILITY
16	SURFACE-MOUNTED LIGHTED SIGN BOX
17	ROUND STOREFRONT SIGN, SUPPLIED AND INSTALLED BY SIGN CONTRACTOR
18	1/4" THICK ACRYLIC SIGNAGE APPLIED TO SIDING WITH VH DOUBLE SIDE TAPE
19	ILLUMINATED STOREFRONT SIGNAGE BY SIGN CONTRACTOR
20	EXPOSED DOWNSPOUT, GALVANIZED, PAINTED, CONNECT TO SUB-GRADE STORMWATER COLLECTION SYSTEM, REF CIV
21	STRUCTURAL CANOPY COLUMN W/ BRK-1 WRAP; RAINWATER DOWNSPOUT, CONNECT TO SUB-GRADE STORMWATER COLLECTION SYSTEM, REF CIV
22	PAINTED STRUCTURAL CANOPY COLUMN, REF CIV
23	DOWNSPOUT OUTLET, CONNECT TO SUBGRADE STORMWATER CONNECTION, REF CIV
24	SITE CONSTRUCTED SCREEN WALL
25	CANOPY HEATER
26	WARMING HUT

7 BREW DRIVE THRU - WHEATON IL - RICE LAKE

WHOBREW, LLC

sheet issue date:

05/20/2025

project no.:

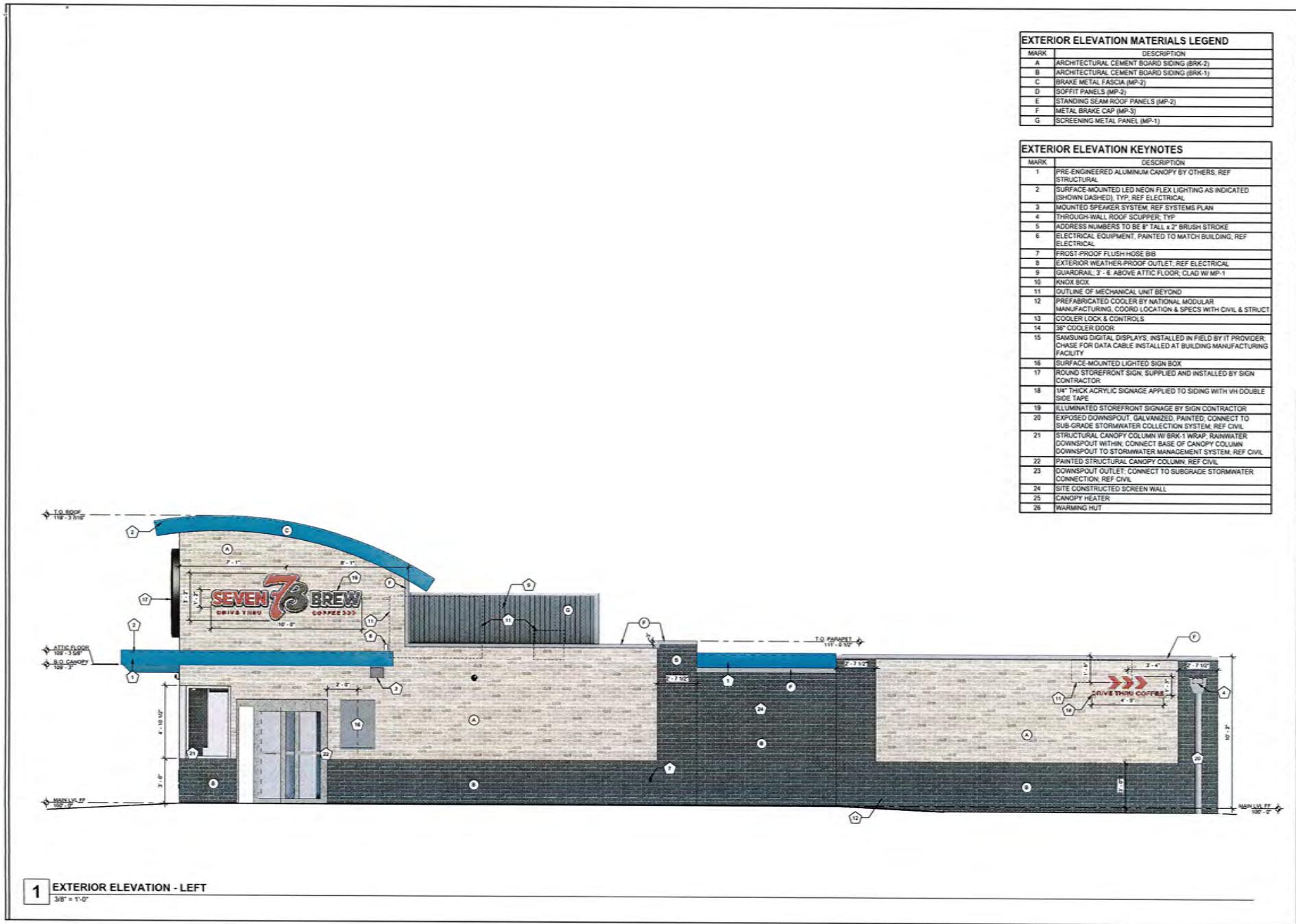
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EXTERIOR ELEVATION

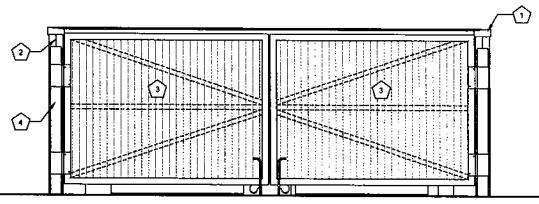
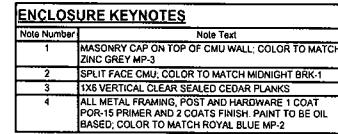
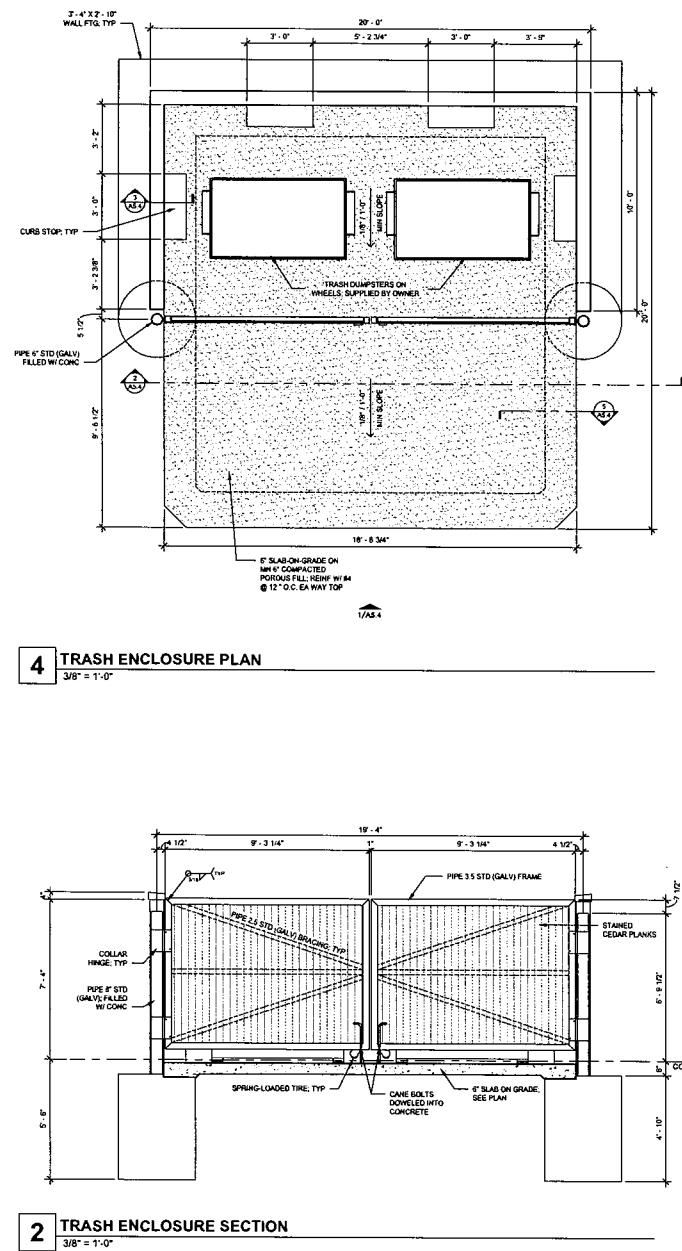
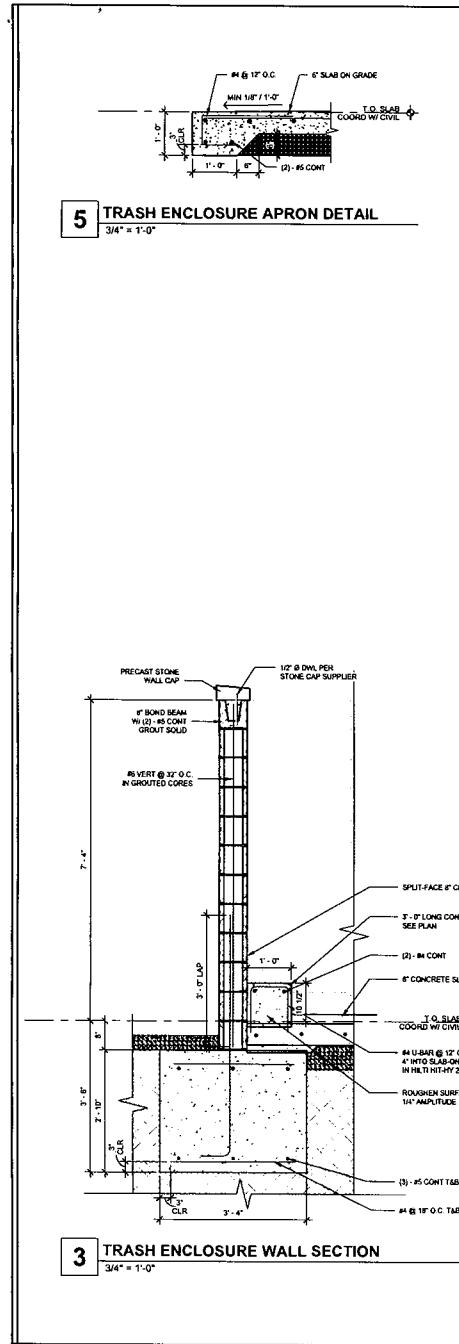
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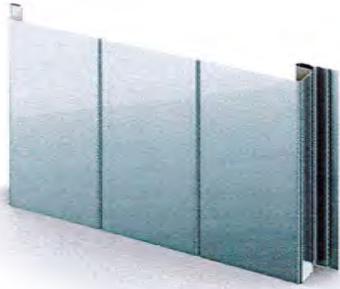
A2.2



A2.3







SCREENING METAL PANEL MP-1

BRAND: BERRIDGE  
COLOR: ZINC GREY  
FINISH: LOW SHEEN SMOOTH - REFLECTIVITY .39



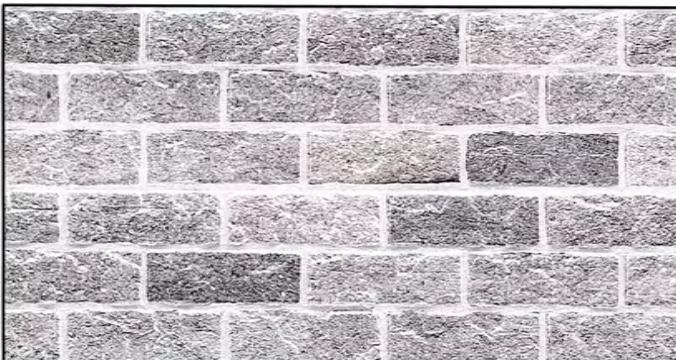
BLUE METAL PANEL MP-2

BRAND: BERRIDGE  
COLOR: ROYAL BLUE  
FINISH: LOW SHEEN SMOOTH - REFLECTIVITY .26



COPING TRIM METAL MP-3

BRAND: BERRIDGE  
COLOR: ZINC GREY  
FINISH: LOW SHEEN SMOOTH - REFLECTIVITY .39



FIBER-CEMENT PANEL SIDING - BRK-2

BRAND: NICHIA  
COLOR: SHALE BROWN  
FINISH: CANYON BRICK



FIBER-CEMENT PANEL SIDING - BRK-1

BRAND: NICHIA  
COLOR: MIDNIGHT  
FINISH: MODERN BRICK

23.43.25  
7 BREW DRIVE THRU -  
WHEATON IL - RICE  
LAKE  
05/20/2025

MATERIAL COLOR  
BOARD



23.43.25  
7 BREW DRIVE THRU -  
WHEATON IL - RICE  
LAKE  
05/20/2025

RENDERS

# Traffic Impact Study Proposed 7 Brew Coffee Shop

Wheaton, Illinois



Prepared For:



**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.

August 20, 2025

# 1. Introduction

This report summarizes the methodologies, results, and findings of a traffic impact study conducted by Kenig, Lindgren, O'Hara, Aboona, Inc. (KLOA, Inc.) for a proposed 7 Brew coffee shop in Wheaton, Illinois.

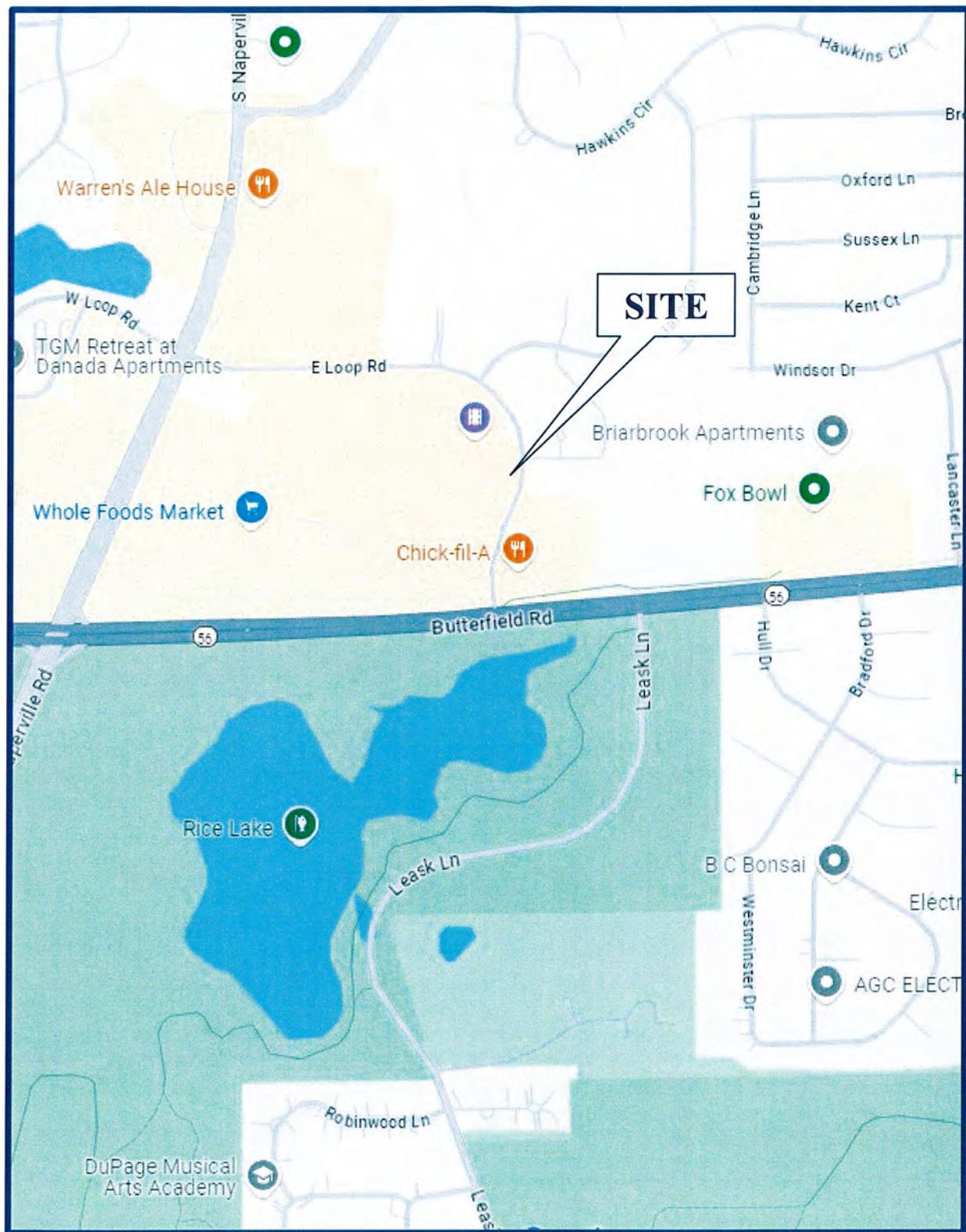
The site, which is an outlot parcel within the Rice Lake Square shopping center, is located on the west side of East Loop Road north of Butterfield Road and currently contains parking spaces. As proposed, the site will be developed to provide an approximately 515 square-foot 7 Brew coffee shop with dual drive-through lanes. 7 Brew locations do not provide indoor seating and all orders are facilitated through the drive-through. Access to the site will be provided via the existing access system serving the shopping center.

The purpose of this study was to examine background traffic conditions, assess the impact that the proposed coffee shop will have on traffic conditions in the area, evaluate the adequacy of the drive-through stacking and determine if any roadway or access improvements are necessary to accommodate the traffic generated by the proposed development. **Figure 1** shows the location of the site in relation to the area roadway system. **Figure 2** shows an aerial view of the site. The sections of this report present the following:

- Existing roadway conditions
- A description of the proposed development
- Directional distribution of the development traffic
- Vehicle trip generation for the proposed development
- Future traffic conditions including access to the development
- Traffic analyses for the weekday morning, weekday evening, and Saturday midday peak hours
- Recommendations with respect to adequacy of the site access and adjacent roadway system
- Evaluation of the drive-through usage and stacking

Traffic capacity analyses were conducted for the weekday morning, weekday evening, and Saturday midday peak hours for the following conditions:

1. Existing Conditions – Analyzes the capacity of the existing roadway system using existing peak hour traffic volumes in the surrounding area.
2. Year 2031 No-Build Conditions – Analyzes the capacity of the existing roadway system using the ambient area growth not attributable to any particular development and any additional developments not associated with the development.
3. Year 2031 Projected Conditions – Analyzes the capacity of the future roadway system using the projected traffic volumes that include the existing traffic volumes, ambient traffic growth, and the traffic estimated to be generated by the full buildup of the proposed development.



Site Location

Figure 1

Proposed 7 Brew Coffee Shop  
Wheaton, Illinois



Aerial View of Site

Figure 2

Proposed 7 Brew Coffee Shop  
Wheaton, Illinois

## 2. Existing Conditions

The following provides a description of the geographical location of the site, physical characteristics of the area roadway system including lane usage and traffic control devices, and existing peak hour traffic volumes.

### Site Location

The site, which is an outlot parcel that is currently occupied by a parking field serving the Rice Lake Square shopping center, is bounded by E. Loop Road to the east. Access to the shopping center is currently provided via two access drives off E. Loop Road, a full-movement access drive off Butterfield Road, and via a cross-access connection to Danada Square East shopping center. Land uses within the vicinity of the site are primarily commercial in all directions and include Taco Bell, Potbelly, BP fuel center, Chick-fil-A, and Wash U Car Wash to the south/southeast.

### Existing Roadway System Characteristics

The characteristics of the existing roadways near the site are described below and illustrated in **Figure 3**.

*Butterfield Road (IL 56)* is an east-west principal arterial roadway that in the vicinity of the site provides two travel lanes in each direction with a raised median. At its signalized intersection with E. Loop Road, Butterfield Road provides an exclusive left-turn lane and two through lanes on the eastbound approach and two through lanes and an exclusive right-turn lane on the westbound approach. At its unsignalized intersection with the unsignalized full-movement access drive serving Rice Lake Square shopping center, Butterfield Road provides an exclusive left-turn lane and two through lanes on the eastbound approach and two through lanes and an exclusive right-turn lane on the westbound approach. Butterfield Road is under the jurisdiction of the Illinois Department of Transportation (IDOT), is classified as a Strategic Regional Arterial (SRA) route, carries an annual average daily traffic (AADT) volume of 26,800 vehicles (IDOT 2023), and has a posted speed limit of 45 miles per hour.

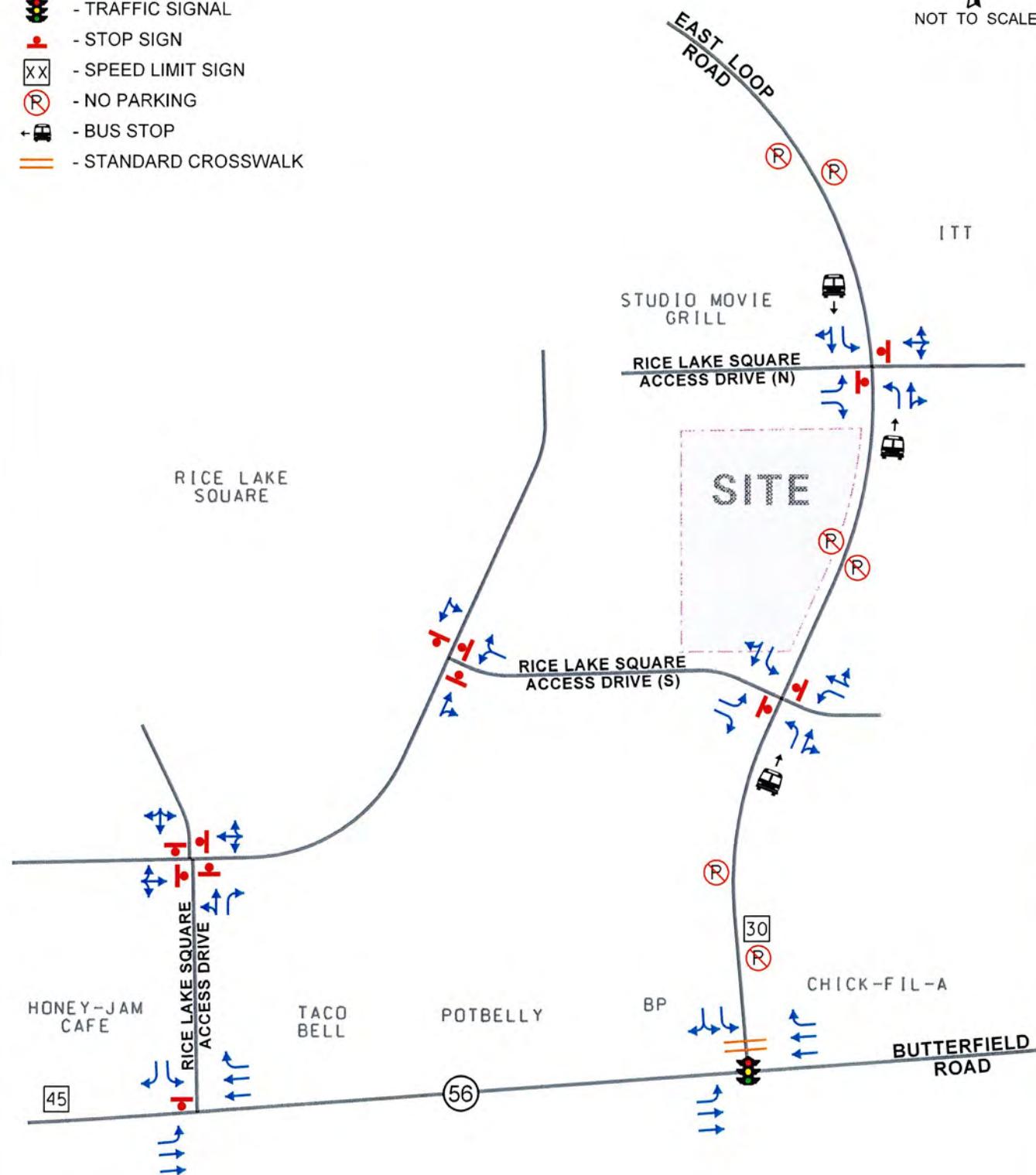
*E. Loop Road* is a circulation roadway that extends from Butterfield Road to the north of the Rice Lake Square, Danada Square East, and Danada Square West shopping centers where it intersects Naperville Road. E. Loop Road is classified as a major collector roadway and extends from its signalized intersection with Butterfield Road north and west to its signalized intersection with Naperville Road. At its signalized intersection with Butterfield Road, E. Loop Road provides an exclusive left-turn lane and a shared left-turn/right-turn lane on the southbound approach. At its unsignalized intersections with the northern and southern Rice Lake Square access drives, E. Loop Road provides an exclusive left-turn lane and a through lane on the northbound and southbound approaches. E. Loop Road is under the jurisdiction of the City of Wheaton, carries an AADT of 7,050 vehicles (IDOT 2024), and has a posted speed limit of 30 miles per hour.

LEGEND

- TRAVEL LANE
- TRAFFIC SIGNAL
- STOP SIGN
- SPEED LIMIT SIGN
- NO PARKING
- BUS STOP
- STANDARD CROSSWALK



NOT TO SCALE



7- Brew  
Wheaton, Illinois

Existing Roadway Characteristics

**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.  
Job No: 25-148 Figure: 3

## Existing Traffic Volumes

In order to determine current traffic conditions in the vicinity of the site, KLOA, Inc. conducted peak period traffic counts on Thursday, June 26, 2025 during the weekday morning (7:00 to 9:00 A.M.) and weekday evening (4:00 to 6:00 P.M.) peak periods and on Saturday, June 28, 2025 during the midday (12:00 to 2:00 P.M.) peak period at the following intersections:

- East Loop Road with Butterfield Road
- East Loop Road with Rice Lake Square Access Road (north)
- East Loop Road with Rice Lake Square Access Road (south)
- Butterfield Road with Rice Lake Square full-movement access drive
- Two internal intersections within the shopping center

The results of the traffic counts indicate that the weekday morning peak hour of traffic occurs from 8:00 A.M. to 9:00 A.M., the weekday evening peak hour of traffic occurs from 4:15 P.M. to 5:15 P.M., and the Saturday midday peak hour of traffic occurs from 12:45 P.M. to 1:45 P.M. **Figure 4** illustrates the existing peak hour traffic volumes. Copies of the traffic count summary sheets are included in the Appendix. The Year 2025 traffic volumes were compared to traffic counts previously conducted at the intersection of East Loop Road with Butterfield Road in June 2022. The results of the comparison indicated that the Year 2025 traffic volumes at the intersection are consistent during the weekday morning and weekday evening peak hours and are approximately five percent lower during the Saturday midday peak hour.

It should be noted that at the time the traffic counts were conducted that the Illinois Institute of Technology was not in session. Therefore, in order to reflect existing traffic conditions in which the Rice Campus is being utilized, the trips estimated to be generated by the campus were estimated and assigned to the study area roadway network based on the directional distribution identified in the following section. The IIT traffic assignment was combined with the existing traffic volumes.

## Crash Data Summary

KLOA, Inc. obtained crash data for the past five years (2019 to 2023) for the intersections of E. Loop Road with Butterfield Road. **Table 1** provides a summary of the crash data at the intersection and no fatalities were reported.<sup>1</sup>

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<sup>1</sup> IDOT DISCLAIMER: The motor vehicle crash data referenced herein was provided by the Illinois Department of Transportation. Any conclusions drawn from analysis of the aforementioned data are the sole responsibility of the data recipient(s).

LEGEND

00 - WEEKDAY AM PEAK HOUR (8:00-9:00 AM)  
 (00) - WEEKDAY PM PEAK HOUR (4:15-5:15 PM)  
 [00] - SATURDAY MIDDAY PEAK HOUR (12:45-1:45 PM)



NOT TO SCALE

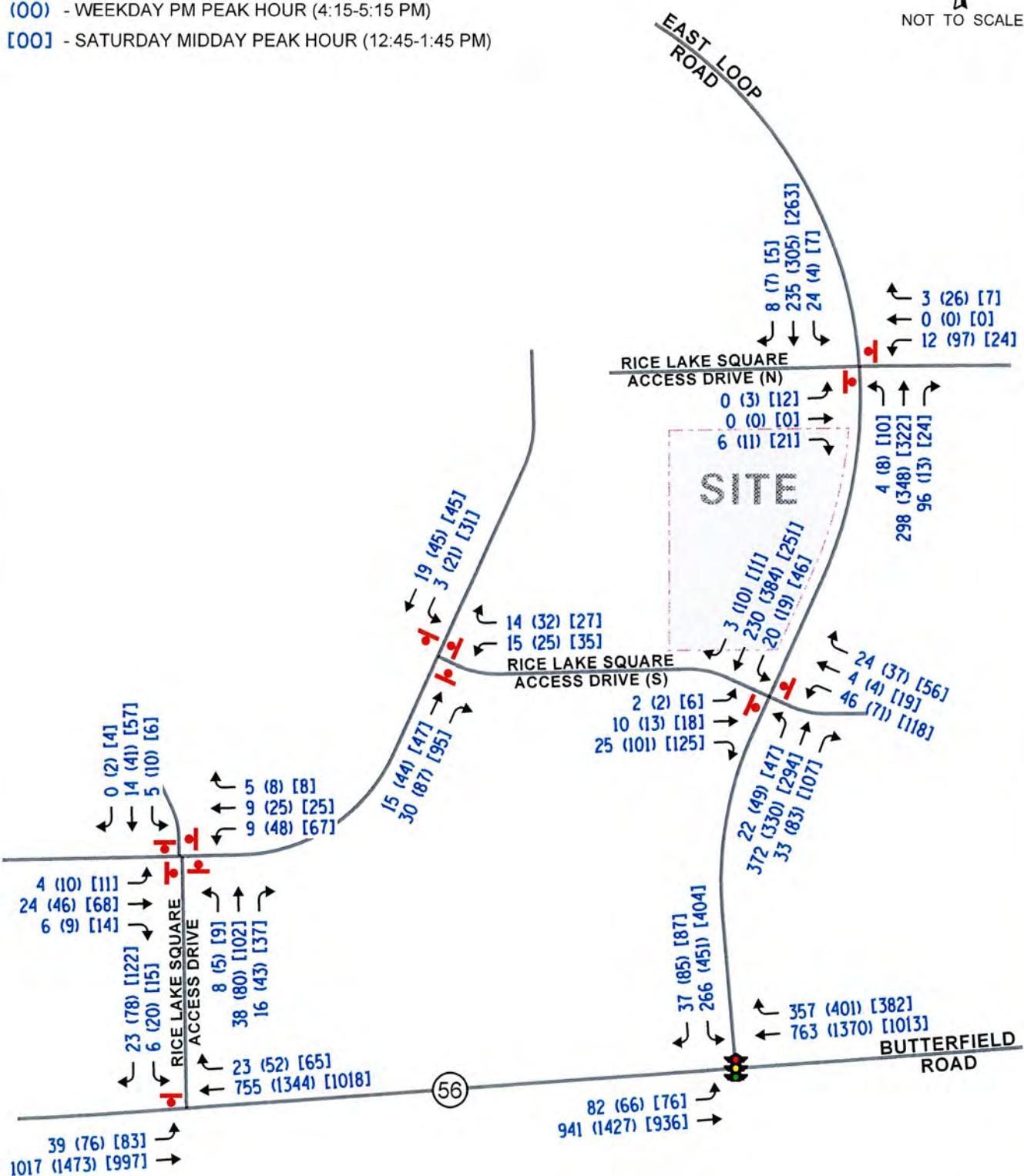


Table 1  
E. LOOP ROAD WITH BUTTERFIELD ROAD CRASH SUMMARY

Year	Type of Crash Frequency							Total
	Angle	Object	Rear End	Sideswipe	Turning	Other		
2019	0	0	1	0	3	0	4	
2020	0	0	1	1	1	0	3	
2021	0	0	2	0	3	0	5	
2022	0	0	1	0	2	0	3	
2023	<u>0</u>	<u>0</u>	<u>6</u>	<u>1</u>	<u>5</u>	<u>0</u>	<u>12</u>	
<b>Total</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>2</b>	<b>14</b>	<b>0</b>	<b>27</b>	
<b>Average/Year</b>	--	--	<b>2.2</b>	<b>&lt;1.0</b>	<b>2.8</b>	--	<b>5.4</b>	

### 3. Traffic Characteristics of the Proposed Development

In order to properly evaluate future traffic conditions in the surrounding area, it was necessary to determine the traffic characteristics of the proposed development, including the directional distribution and volumes of traffic that it will generate.

#### Proposed Site and Development Plan

As proposed, the site will be developed to provide an approximately 515 square-foot 7 Brew coffee shop with dual drive-through lanes. 7 Brew locations do not provide indoor seating and all orders are facilitated through the drive-through. Access to the site will be provided via the existing access system serving the Rice Lake Square retail center, which consists of the following:

- A full-movement access drive off East Loop Road that is aligned opposite the access drive serving Chick-fil-A and a Wash U Car Wash, 475 feet north of Butterfield Road. This access drive provides one inbound lane and two outbound lanes striped for an exclusive left-turn lane and an exclusive right-turn lane. The east leg of the intersection provides one inbound lane and two outbound lanes striped for an exclusive left-turn lane and a shared through/right-turn lane. Both approaches are under stop sign control.
- A full-movement access drive off East Loop Road that is aligned opposite the access drive serving IIT Rice Campus, 880 feet north of Butterfield Road. This access drive provides one inbound lane and two outbound lanes striped for an exclusive left-turn lane and an exclusive right-turn lane. The east leg of the intersection provides an approach wide enough to accommodate left- and right-turn movements simultaneously. Both approaches are under stop sign control.
- A full-movement access drive off Butterfield Road located 660 feet west of East Loop Road. This access drive provides one inbound lane and two outbound lanes striped for an exclusive left-turn lane and an exclusive right-turn lane. Outbound movements are under stop-sign control.

Furthermore, the shopping center is served by a circulation road that bisects the shopping center. This ring road provides one travel lane in each direction and has four all-way stop sign controlled intersections.

As previously indicated, the proposed 7 Brew coffee shop is a drive-through coffee shop with no indoor seating and customers are served only via the drive-through. Therefore, the 12 parking spaces provided within the site influence area are only intended to be utilized by team members. To accommodate the anticipated peak queue of the 7 Brew, the site has been sized and designed to accommodate stacking for 44 vehicles. A thorough discussion of the drive-through design, operations, and available and estimated stacking is included later in this report.

A copy of the preliminary site plan is included in the Appendix.

## Directional Distribution

The directions from which vehicles will approach and depart the site were estimated based on existing travel patterns, as determined from the traffic counts. **Figure 5** illustrates the directional distribution of the site-generated traffic.

## Trip Generation Estimates

The number of peak hour trips estimated to be generated by the proposed coffee shop was based on the following:

- Vehicle trip generation rates contained in *Trip Generation Manual*, 11<sup>th</sup> Edition, published by the Institute of Transportation Engineers (ITE). The “Coffee/Donut Shop with Drive-Through Window and No Indoor Seating” (Land-Use Code 938) trip rates were utilized.
- Trip generation surveys conducted at the existing 7 Brew locations at 1203 Iroquois Avenue in Naperville, 880 S. Rand Road in Lake Zurich, and 12980 IL Route 47 in Huntley.

**Table 2** summarizes the trips projected to be generated by the proposed development based on each methodology during the peak hours and daily. As can be seen from Table 2, the trip generation surveys yield the highest trip generation and, as such, the average trips based on the trip generation surveys were utilized as the base trip generation for the purposes of this evaluation.

It should be noted that based on information provided by ITE, a high percentage of trips made to drive-through coffee shops are diverted from the existing traffic on the area roadway system according to ITE surveys. This is particularly true during the weekday morning and weekday evening peak hours when traffic is diverted from home-to-work and work-to-home trips. Such diverted trips are referred to as pass-by traffic. However, for the purposes of this evaluation, no pass-by reduction was applied.

Furthermore, given that the subject site is an outlot parcel within a larger shopping center, it is anticipated that trips generated by 7 Brew will be multi-purpose trips to other land uses within the shopping center. However, no interaction reduction was applied to the estimated trip generation.

Lastly, it should be noted that this trip generation is conservatively high as the 7 Brew coffee chain is new to the Chicagoland area, which results in attracting customers from a larger trade area than established stores in other markets in the United States. As such, the trip generation for the four existing stores is higher-than-average trip generation for a typical 7 Brew coffee shop. As more 7 Brew locations open within the Chicagoland area, it is anticipated that the trip generation rates will decrease and stabilize. However, for the purposes of this evaluation, no reduction was applied to the trip generation to account for this in order to provide a conservative (worst-case) scenario.

LEGEND

00% - PERCENT DISTRIBUTION  
00' - DISTANCE IN FEET



NOT TO SCALE

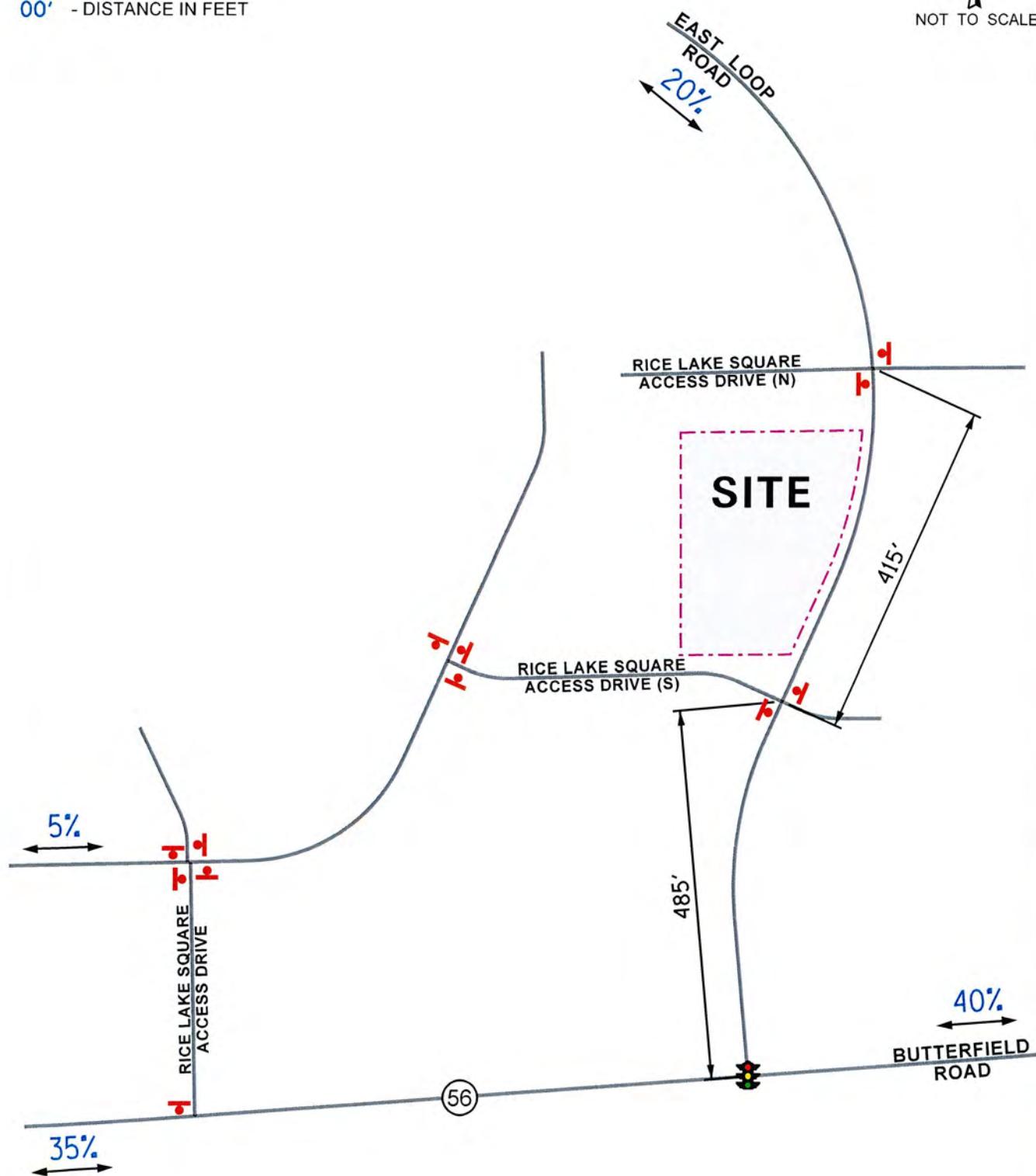


Table 2  
PROJECTED SITE-GENERATED TRAFFIC VOLUMES – PEAK HOURS

Methodology	Weekday Morning Peak Hour <sup>1</sup>			Weekday Evening Peak Hour <sup>1</sup>			Saturday Midday Peak Hour <sup>1</sup>		
	In	Out	Total	In	Out	Total	In	Out	Total
ITE Land-Use Code 938 (2 Drive-Through Lanes)	44	45	89	15	15	30	--	--	--
Trip Generation Surveys (Naperville 7 Brew)	93	89	182	94	98	192	108	110	218
Trip Generation Surveys (Lake Zurich 7 Brew)	79	82	161	64	68	132	79	81	160
Trip Generation Surveys (Huntley 7 Brew)	103	97	200	86	95	181	94	92	186
<b>Trip Generation Surveys (Average)</b>	<b>92</b>	<b>89</b>	<b>181</b>	<b>81</b>	<b>87</b>	<b>168</b>	<b>94</b>	<b>94</b>	<b>188</b>

1 – Peak hour of adjacent roadway traffic

## 4. Projected Traffic Conditions

The total projected traffic volumes include the existing traffic volumes, increase in background traffic due to growth, and the traffic estimated to be generated by the proposed development.

### Site Traffic Assignment

The estimated peak hour traffic volumes that will be generated by the proposed development were assigned to the roadway system in accordance with the previously described directional distribution (Figure 5). The new site traffic assignment is illustrated in **Figure 6**.

### Background (No-Build) Traffic Conditions

The existing traffic volumes (Figure 4) were increased by a regional growth factor to account for the increase in existing traffic related to regional growth in the area (i.e., not attributable to any particular planned development). Based on Average Daily Traffic (ADT) projections provided by the Chicago Metropolitan Agency for Planning (CMAP), the existing traffic volumes were increased by an annually compounded growth rate of 0.35 percent per year for six years (buildout year plus five years) for a total of approximately two percent to project Year 2031 background conditions. A copy of the CMAP 2050 projections letter is included in the Appendix.

Furthermore, the trips estimated to be generated by the vacant 6,600 square-foot restaurant that was formerly occupied by Houlihan's was generated based on information provided in the ITE *Trip Generation Manual*, 11<sup>th</sup> Edition and assigned to the area roadway network based on the previously discussed directional distribution. These trips were included in the background traffic conditions. **Figure 7** illustrates the Year 2031 no-build conditions.

### Total Projected Traffic Volumes

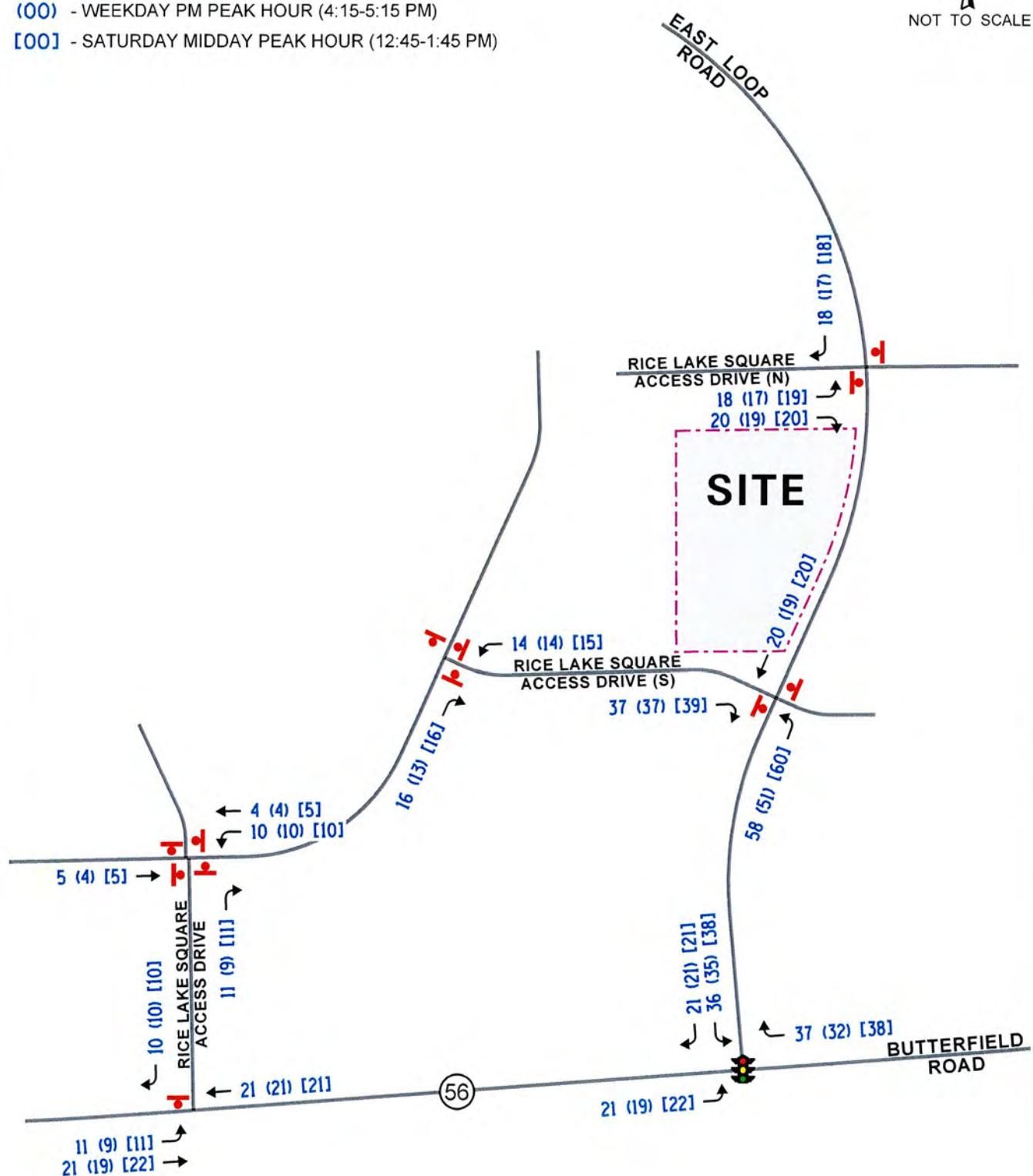
The site-generated traffic (Figure 6) was added to the existing traffic volumes increased by the regional growth factor (Figure 7) to determine the Year 2031 total projected traffic volumes, shown in **Figure 8**.

LEGEND

00 - WEEKDAY AM PEAK HOUR (8:00-9:00 AM)  
(00) - WEEKDAY PM PEAK HOUR (4:15-5:15 PM)  
[00] - SATURDAY MIDDAY PEAK HOUR (12:45-1:45 PM)



NOT TO SCALE

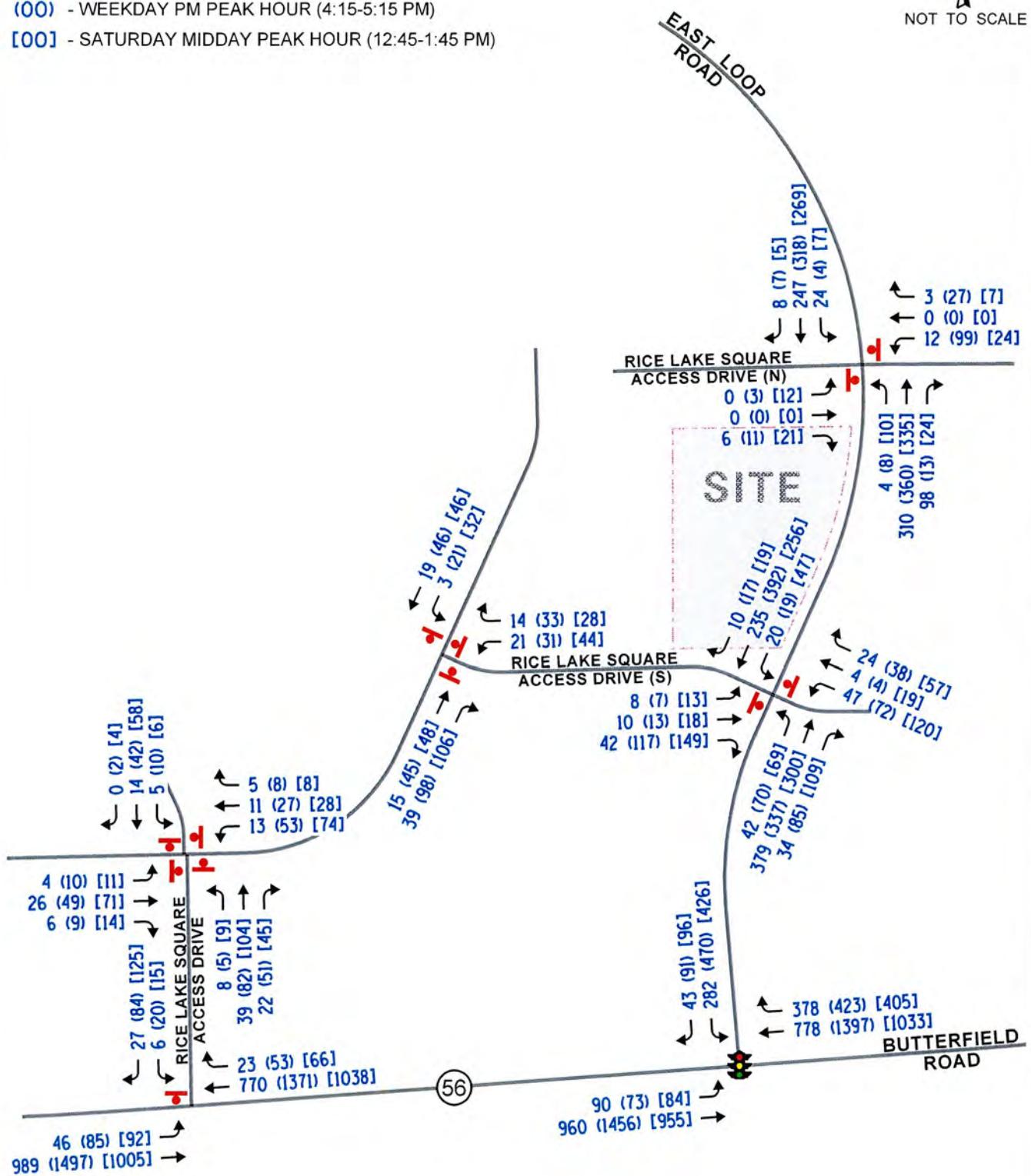


LEGEND

00 - WEEKDAY AM PEAK HOUR (8:00-9:00 AM)  
 (00) - WEEKDAY PM PEAK HOUR (4:15-5:15 PM)  
 [00] - SATURDAY MIDDAY PEAK HOUR (12:45-1:45 PM)



NOT TO SCALE



LEGEND

00 - WEEKDAY AM PEAK HOUR (8:00-9:00 AM)  
 (00) - WEEKDAY PM PEAK HOUR (4:15-5:15 PM)  
 [00] - SATURDAY MIDDAY PEAK HOUR (12:45-1:45 PM)



NOT TO SCALE



## 5. Traffic Analysis and Recommendations

The following provides an evaluation conducted for the weekday morning, weekday evening, and Saturday midday peak hours. The analysis includes conducting capacity analyses to determine how well the roadway system and access drives are projected to operate and whether any roadway improvements or modifications are required.

### Traffic Analyses

Roadway and adjacent or nearby intersection analyses were performed for the weekday morning, weekday evening, and Saturday midday peak hours for the existing (Year 2025), no-build, and future projected (Year 2031) traffic volumes.

The traffic analyses were performed using the methodologies outlined in the Transportation Research Board's *Highway Capacity Manual (HCM)*, 7<sup>th</sup> Edition and analyzed using Synchro/SimTraffic 12 software.

The analyses for the unsignalized intersections determine the average control delay to vehicles at an intersection. Control delay is the elapsed time from a vehicle joining the queue at a stop sign (includes the time required to decelerate to a stop) until its departure from the stop sign and resumption of free flow speed. The methodology analyzes each intersection approach controlled by a stop sign and considers traffic volumes on all approaches and lane characteristics.

The ability of an intersection to accommodate traffic flow is expressed in terms of level of service, which is assigned a letter from A to F based on the average control delay experienced by vehicles passing through the intersection. The *Highway Capacity Manual* definitions for levels of service and the corresponding control delay for signalized intersections and unsignalized intersections are included in the Appendix of this report.

Summaries of the traffic analysis results showing the level of service and overall intersection delay (measured in seconds) for the existing, Year 2031 no-build, and Year 2031 total projected conditions are presented in **Tables 3 through 6**. A discussion of the intersections follows. Summary sheets for the capacity analyses are included in the Appendix.

Table 3  
CAPACITY ANALYSIS RESULTS  
BUTTERFIELD ROAD WITH EAST LOOP ROAD – SIGNALIZED

	Peak Hour	Eastbound		Westbound		Southbound		Overall
		L	T	T	R	L	R	
Existing Conditions	Weekday Morning	A 4.7	A 5.9	A 9.6	B 10.6	E - 57.1		B - 14.0
		A - 5.8		A - 9.9				
	Weekday Evening	B 11.3	B 13.1	B 19.3	B 16.9	D - 53.0		C - 21.3
		B - 13.1		B - 18.7				
	Saturday Midday	A 8.0	A 9.3	B 15.1	B 15.8	D - 48.2		B - 18.8
		A - 9.2		B - 15.3				
No-Build Conditions	Weekday Morning	A 5.1	A 6.3	B 10.2	B 11.5	E - 56.8		B - 14.7
		A - 6.2		B - 10.6				
	Weekday Evening	B 12.8	B 13.9	C 20.5	B 18.0	D - 52.9		C - 22.3
		B - 13.8		B - 19.9				
	Saturday Midday	A 8.9	B 10.0	B 16.9	B 17.9	D - 47.5		B - 20.0
		A - 9.9		B - 17.2				
Projected Conditions	Weekday Morning	A 6.3	A 7.2	B 11.7	B 13.8	E - 55.8		B - 16.6
		A - 7.1		B - 12.5				
	Weekday Evening	B 18.7	B 14.6	C 22.7	C 20.6	D - 54.2		C - 24.3
		B - 14.9		C - 22.2				
	Saturday Midday	B 10.4	B 10.8	B 18.4	C 20.3	D - 47.3		C - 21.5
		B - 10.8		B - 19.0				

Letter denotes Level of Service    L – Left Turn    R – Right Turn  
Delay is measured in seconds.    T – Through

Table 4

## CAPACITY ANALYSIS RESULTS – EXISTING CONDITIONS – UNSIGNALIZED

Intersection	Weekday Morning Peak Hour		Weekday Evening Peak Hour		Saturday Midday Peak Hour	
	LOS	Delay	LOS	Delay	LOS	Delay
<b>Butterfield Road with Rice Lake Square Access Drive<sup>1</sup></b>						
• Southbound Left Turn	C	19.2	E	47.8	D	26.2
• Southbound Right Turn	B	11.1	C	17.4	B	14.5
• Eastbound Left Turn	A	9.6	B	14.7	B	11.5
<b>East Loop Road with Rice Lake Square Access – South<sup>1</sup></b>						
• Eastbound Approach	B	11.3	B	13.5	B	12.4
• Westbound Approach	B	13.8	C	19.8	C	21.0
• Northbound Left Turn	A	7.8	A	8.4	A	7.9
• Southbound Left Turn	A	8.3	A	8.3	A	8.4
<b>East Loop Road with Rice Lake Square Access – North<sup>1</sup></b>						
• Eastbound Approach	A	9.6	B	11.2	B	11.0
• Westbound Approach	B	12.7	C	16.6	B	12.8
• Northbound Left Turn	A	7.8	A	8.0	A	7.8
• Southbound Left Turn	A	8.3	A	8.1	A	8.0
<b>Rice Lake Square Access Drive with Circulation Roadway – South<sup>2</sup></b>						
• Overall	A	7.4	A	8.0	A	8.5
• Eastbound Approach	A	7.3	A	7.8	A	8.3
• Westbound Approach	A	7.3	A	8.1	A	8.6
• Northbound Approach	A	7.6	A	8.0	A	8.6
• Southbound Approach	A	7.4	A	7.9	A	8.3
<b>Rice Lake Square Access Drive with Circulation Roadway – North<sup>2</sup></b>						
• Overall	A	7.0	A	7.5	A	7.6
• Westbound Approach	A	7.1	A	7.5	A	7.5
• Northbound Approach	A	6.9	A	7.4	A	7.6
• Southbound Approach	A	7.2	A	7.7	A	7.8

LOS = Level of Service

1 – Two way stop sign control

Delay is measured in seconds.

2 – All way stop sign control

Table 5

## CAPACITY ANALYSIS RESULTS – NO-BUILD CONDITIONS – UNSIGNALIZED

Intersection	Weekday Morning Peak Hour		Weekday Evening Peak Hour		Saturday Midday Peak Hour	
	LOS	Delay	LOS	Delay	LOS	Delay
<b>Butterfield Road with Rice Lake Square Access Drive<sup>1</sup></b>						
• Southbound Left Turn	C	19.8	F	51.7	D	27.5
• Southbound Right Turn	B	11.2	C	18.1	B	14.9
• Eastbound Left Turn	A	9.7	C	15.3	B	11.7
<b>East Loop Road with Rice Lake Square Access – South<sup>1</sup></b>						
• Eastbound Approach	B	11.6	B	14.2	B	13.1
• Westbound Approach	B	14.6	C	22.6	D	25.0
• Northbound Left Turn	A	7.9	A	8.5	A	8.0
• Southbound Left Turn	A	8.3	A	8.4	A	8.4
<b>East Loop Road with Rice Lake Square Access – North<sup>1</sup></b>						
• Eastbound Approach	A	9.7	B	11.3	B	11.2
• Westbound Approach	B	12.9	C	17.2	B	13.1
• Northbound Left Turn	A	7.8	A	8.0	A	7.9
• Southbound Left Turn	A	8.3	A	8.2	A	8.1
<b>Rice Lake Square Access Drive with Circulation Roadway – South<sup>2</sup></b>						
• Overall	A	7.5	A	8.0	A	8.6
• Eastbound Approach	A	7.3	A	7.9	A	8.4
• Westbound Approach	A	7.4	A	8.2	A	8.8
• Northbound Approach	A	7.6	A	8.0	A	8.6
• Southbound Approach	A	7.5	A	8.0	A	8.4
<b>Rice Lake Square Access Drive with Circulation Roadway – North<sup>2</sup></b>						
• Overall	A	7.0	A	7.6	A	7.7
• Westbound Approach	A	6.9	A	7.6	A	7.8
• Northbound Approach	A	7.1	A	7.5	A	7.6
• Southbound Approach	A	7.2	A	7.7	A	7.9

LOS = Level of Service

1 – Two way stop sign control

Delay is measured in seconds.

2 – All way stop sign control

Table 6

## CAPACITY ANALYSIS RESULTS – PROJECTED CONDITIONS – UNSIGNALIZED

Intersection	Weekday Morning Peak Hour		Weekday Evening Peak Hour		Saturday Midday Peak Hour	
	LOS	Delay	LOS	Delay	LOS	Delay
<b>Butterfield Road with Rice Lake Square Access Drive<sup>1</sup></b>						
• Southbound Left Turn	C	20.6	F	55.4	D	28.9
• Southbound Right Turn	B	11.5	C	18.9	C	15.4
• Eastbound Left Turn	A	9.9	C	15.9	B	12.0
<b>East Loop Road with Rice Lake Square Access – South<sup>1</sup></b>						
• Eastbound Approach	B	12.0	C	15.7	B	14.6
• Westbound Approach	C	17.3	D	34.9	E	45.3
• Northbound Left Turn	A	8.1	A	8.8	A	8.3
• Southbound Left Turn	A	8.3	A	8.4	A	8.4
<b>East Loop Road with Rice Lake Square Access – North<sup>1</sup></b>						
• Eastbound Approach	B	11.3	B	12.3	B	11.7
• Westbound Approach	B	13.1	C	17.5	B	13.2
• Northbound Left Turn	A	7.9	A	8.1	A	7.9
• Southbound Left Turn	A	8.3	A	8.2	A	8.1
<b>Rice Lake Square Access Drive with Circulation Roadway – South<sup>2</sup></b>						
• Overall	A	7.6	A	8.1	A	8.7
• Eastbound Approach	A	7.5	A	8.0	A	8.6
• Westbound Approach	A	7.6	A	8.3	A	9.0
• Northbound Approach	A	7.6	A	8.1	A	8.7
• Southbound Approach	A	7.5	A	8.0	A	8.5
<b>Rice Lake Square Access Drive with Circulation Roadway – North<sup>2</sup></b>						
• Overall	A	7.2	A	7.7	A	7.8
• Westbound Approach	A	7.5	A	7.8	A	8.0
• Northbound Approach	A	7.0	A	7.6	A	7.7
• Southbound Approach	A	7.3	A	7.8	A	8.0

LOS = Level of Service

1 – Two Way Stop Sign Control

Delay is measured in seconds.

2 – All way stop sign control

## Discussion and Recommendations

The following summarizes how the intersections are projected to operate and identifies any roadway and traffic control improvements necessary to accommodate the site-generated traffic. It should be noted that the results of the capacity analyses are reflective of a worst-case evaluation given that (1) no pass-by reduction was applied to the estimated vehicle trip generation, (2) no interaction reduction was applied to the estimated vehicle trip generation, and (3) the trip generation was not reduced to account for a stabilized Chicagoland market in which more 7 Brew locations are constructed and operational.

### *Butterfield Road with East Loop Road*

The results of the capacity analysis indicate the following:

- The intersection overall currently operates at Level of Service (LOS) B during the weekday morning and Saturday midday peak hours and at LOS C during the weekday evening peak hour.
- All of the movements currently operate at LOS D or better except for the southbound approach during the weekday morning peak hour which operates at LOS E. However, this level of service is expected due to the long cycle length provided at this intersection.
- Under no-build conditions, the intersection overall is projected to continue operating at existing levels of service during the peak hours. All movements are projected to continue operating at LOS D or better except for the southbound approach during the weekday morning peak hour which is projected to continue operating at LOS E.
- Under total projected conditions, the intersection overall and all movements are projected to operate at LOS D or better during the peak hours except for the southbound approach during the weekday morning peak hour which is projected to continue operating at LOS E.
  - The volume to capacity ratio for the southbound approach is projected to be less than one during all three peak hours indicating the approach has sufficient capacity to accommodate the projected traffic volumes.
  - The 95<sup>th</sup> percentile queues for the southbound approach are projected to be 209, 340, and 279 feet during the weekday morning, weekday evening, and Saturday midday peak hours, respectively.
    - These queues are projected to be one to two vehicles longer than no-build conditions.
    - A review of the simulation indicate that these queues clear the intersection with every southbound green phase.

- These queues are not projected to extend beyond the southern access drive to the Rice Lake Square shopping center/Chick-fil-A access drive, which is approximately 400 feet north of the southbound stop bar.
- The 95<sup>th</sup> percentile queues for the eastbound left-turn movement are projected to continue to be accommodated within the left-turn lane storage provided.

Overall, this intersection has sufficient reserve capacity to accommodate the traffic estimated to be generated by the proposed 7 Brew. As previously indicated, the trip generation surveys conducted at the existing 7 Brew locations were utilized as is, without taking any reduction in trip generation to account for additional 7 Brew locations to be constructed in the Chicagoland area, as discussed in the following section. Therefore, the results of the capacity analysis represent a conservative (worst-case) analysis.

#### *Butterfield Road with Full-Movement Access Drive*

The results of the capacity analysis indicate the following:

- All of the critical movements at this intersection currently operate at LOS D or better during the peak hours except for the southbound left-turn movement during the weekday evening peak hour, which operates at LOS E. However, this level of service is expected for an access drive that has an unsignalized intersection with a major roadway such as Butterfield Road.
- Under no-build and total projected conditions, all of the critical movements are projected to continue operating at LOS D or better during the peak hours except for the southbound approach during the weekday evening peak hour, which is projected to operate at LOS F.
  - This level of service is expected for a left-turn movement from an unsignalized access drive onto a major arterial roadway such as Butterfield Road.
  - The 95<sup>th</sup> percentile queues for the southbound left-turn movement are projected to be one to two vehicles and the volume to capacity (v/c) ratio is projected to be less than 1.0, indicating that the approach has sufficient capacity.

Overall, this access drive will be adequate in accommodating the traffic estimated to be generated by the proposed 7 Brew and no roadway or traffic control improvements are required.

#### *East Loop Road with South Access Drives*

The results of the capacity analysis indicate the following:

- The eastbound and westbound approaches and northbound and southbound left-turn movements currently operate at LOS C or better during the weekday morning, weekday evening, and Saturday midday peak hours.

- Under no-build conditions, the eastbound and westbound approaches and northbound and southbound left-turn movements are projected to operate at LOS D or better during the peak hours.
- Under total projected conditions, the eastbound and westbound approaches and northbound and southbound left-turn movements are projected to operate at LOS D or better during the peak hours except for the westbound approach during the Saturday midday peak hour, which is projected to operate at LOS E.
  - The 95<sup>th</sup> percentile queues for all movements are projected to be one to two vehicles except for left-turn movements from the Chick-fil-A/Wash U access drive, which are projected to be four to five vehicles during the Saturday midday peak hour and two to three vehicles during the weekday evening peak hour.
  - These queues will be accommodated within the turn lane storage provided for all movements.

As such, the southern Rice Lake Square access drive will be adequate in accommodating the traffic estimated to be generated by the proposed 7 Brew and will ensure efficient and flexible access is provided to the site. No roadway or traffic control improvements will be required.

As previously indicated, southbound queues on East Loop Road at Butterfield Road are not projected to extend beyond the location of these access drives. Similarly, northbound left-turn movements are projected to be one to two vehicles, which can be accommodated with the turn lane storage provided on East Loop Road and will not impact the through movements along East Loop Road. Therefore, these access drives and their intersections with East Loop Road will not result in undue queueing along the corridor under total projected conditions.

Furthermore, it should be noted that when the total projected traffic volumes are compared to the peak hour traffic signal warrant (Warrant 3) published in the *Manual on Uniform Traffic Control Devices* (MUTCD), a traffic signal is not warranted at this intersection. Similarly, a traffic signal is not needed at this intersection as the traffic study has shown that the critical movements at this intersection currently and are projected to continue to generally operate at good levels of service with limited delay and queuing and the spacing of the signal is not ideal (580 feet) when 1,000-foot spacing for traffic signals is desired.

#### *East Loop Road with North Access Drives*

The results of the capacity analysis indicate the following:

- The eastbound and westbound approaches and northbound and southbound left-turn movements currently operate at LOS C or better during the weekday morning, weekday evening, and Saturday midday peak hours.

- Under no-build conditions, the eastbound and westbound approaches and northbound and southbound left-turn movements are projected to operate at LOS D or better during the peak hours.
- Under total projected conditions, the eastbound and westbound approaches and northbound and southbound left-turn movements are projected to operate at LOS D or better during the peak hours.
- The 95<sup>th</sup> percentile queues for all movements are projected to be one to two vehicles. These queues will be accommodated within the turn lane storage provided for all movements.

As such, the existing design of this access drive, which includes exclusive left-turn lanes on East Loop Road, will allow for efficient and flexible access to the site, will reduce the volume of traffic traversing the southern access drive, and the site-generated traffic volumes will not impact the through traffic along East Loop Road. Furthermore, the critical movements at this intersection currently and are projected to continue to generally operate at good levels of service with limited delay and queuing and do not require any geometric or traffic control improvements.

#### *Rice Lake Square Internal Intersections*

The results of the capacity analysis indicate that under existing, no-build, and total projected conditions, these intersections overall and all approaches operate at LOS A during the peak hours. As such, this intersection has sufficient reserve capacity to accommodate the traffic projected to be generated by 7 Brew.

#### *Overall Access Evaluation*

The location of the site as an outlet parcel within a larger shopping center provides for excellent site access flexibility that allows for numerous locations for site-generated traffic to travel to/from the area roadway network. As can be seen from the results of the capacity analyses, this access flexibility results in a limited impact on the overall roadway network and limits the impact of the site at one specific location.

Furthermore, the site location allows for direct access to Butterfield Road and for interaction to occur between the Rice Lake Square and Danada Square East shopping centers and their associated outlots.

#### **Drive-Through Evaluation**

As previously indicated, the site will provide dual drive-through lanes. Typical of all 7 Brew sites, there is no ordering board or ordering speakers and all orders are taken by team members via iPads within the drive-through lanes. Payment is taken at the time of ordering. Vehicles circulate the site and pick up their orders at the front of the drive-through queue where team members walk orders to the vehicles. At the proposed site, the order pick-up area is located on the northwest side of the site and vehicles will circulate the site in a counterclockwise direction with queues extending along the east and south sides of the site.

In order to determine the projected peak stacking of vehicles, observations were conducted at two existing 7 Brew locations in Naperville in March 2025 and Lake Zurich in May 2025 during the hours of operation on Thursday, Friday, Saturday, and Sunday. The results of the observations indicated that the peak observed queuing at the Naperville location was 71 vehicles, which occurred Sunday at 4:30 P.M., and the peak queue observed at the Lake Zurich location was 45 vehicles, which occurred on Saturday at 3:15 P.M.

However, it should be noted that the current queues resulting at the Naperville and Lake Zurich locations (as well as other Chicagoland locations) are a result of 7 Brew coffee shops being new to the Chicagoland region with only four locations open as of July 2025 and the popularity of the product in this market. Therefore, as more 7 Brew locations are constructed, the trips generated and on-site queueing by the Chicagoland locations will reduce and stabilize. As of July 2025, there are 13 other approved or under construction 7 Brew locations with the closest locations in Joliet, Lockport, Bolingbrook, and Bloomingdale with numerous other locations planned.

As such, to determine what the queue of the proposed 7 Brew location will be in the future when additional locations are constructed and the Chicagoland market has stabilized, KLOA Inc. reviewed the following:

- A 7 Brew operations memorandum prepared by Stonefield Engineering and Design, LLC, dated October 15, 2024, for an established 7 Brew location in Sinking Spring, Pennsylvania.
- Sales and zip code data for the Naperville and Lake Zurich locations and three other national average established 7 Brew locations.

#### *7 Brew Observation Technical Memorandum*

In this memorandum, Stonefield Engineering and Design, LLC conducted operational observations at the existing 7 Brew location at 3582 Penn Avenue in Sinking Spring, Pennsylvania during peak activities of the store on a Friday and Saturday in April 2024. It should be noted that there are only two 7 Brew locations within this area with the other store located approximately six miles from the study location. The following summarizes the key findings of the observations:

- The average transaction time during the review period ranged from three minutes and 44 seconds to four minutes and 36 seconds, with a maximum transaction time of 15 minutes and 23 seconds.
- The maximum queue observed during the review period was 15 vehicles, with an average queue of 10 vehicles.

### *Sales and Zip Code Data for 7 Brew Locations*

The existing sales volume of the Naperville and Lake Zurich 7 Brew locations were compared to the following three established 7 Brew locations nationally:

- 217 N. Thompson Lane in Murfreesboro, Tennessee 37129
- 1815 N. Main Street in Shelbyville, Tennessee 37160
- 552 Island Ford Road in Madisonville, Kentucky 42431

The sales and transaction data for the four locations over a two-week period was reviewed. The review of the data indicates the following:

- Weekly sales at the national average locations were approximately 53 to 58 percent less than the Naperville location.
- While the Monday through Thursday sales at the national average locations are consistent with the Lake Zurich location, on Friday through Sunday the sales at the national average locations are 13 to 22 percent less than the Lake Zurich location.
- On a weekly basis, the national average locations have approximately 56 percent less sales than the Naperville location and ten percent less sales than the Lake Zurich location.

In addition to the transaction data, the zip code origins of Naperville and Lake Zurich customers over a two-week period were compared to the three national average locations. The following summarizes the comparison of the data:

- At the Naperville location, one percent of customers originate within one mile, four percent originate between one and two miles, 15 percent originate within two and five miles, 25 percent originate within five to ten miles, and 55 percent originate over 10 miles from the location (80 percent over five miles).
- At the Lake Zurich location, five percent of customers originate within one mile, three percent originate between one and two miles, 16 percent originate within two and five miles, 40 percent originate within five to ten miles, and 36 percent originate over 10 miles from the location (76 percent over five miles).
- At the three established locations on average, five percent of customers originate within one mile, 13 percent originate between one and two miles, 30 percent originate within two and five miles, 16 percent originate within five to ten miles, and 36 percent originate over 10 miles from the location (52 percent over five miles).
- As previously indicated, there are currently 13 other approved or under construction 7 Brew locations in the Chicagoland area.

- Four of the approved locations are expected to result in at least 13 to 16 percent reduction in sales at the Naperville location.
- Three approved 7 Brew locations are expected to result in an approximately 14 to 18 percent reduction in sales at the Lake Zurich location.

#### *Estimated Peak Queue Reductions*

As can be seen from the above, the Naperville and Lake Zurich locations are pulling a higher percentage of customers from a wider trade area than the other three national average locations which are resulting in higher trip generation, vehicle queueing, and sales compared to national average locations.

Therefore, it is anticipated that with the opening of the Wheaton location and the previously identified and soon to be constructed locations (13 total) and when sales at the existing locations become more reflective of a national average location, the peak queues are projected to be reduced as follows:

- The Naperville peak queue is anticipated to be reduced by at least 53 percent. As such, the peak queue for the Naperville location in a stabilized market is estimated to be 33 vehicles.
- The Lake Zurich peak queue is anticipated to be reduced by 25 to 30 percent. As such, the peak queue for the Lake Zurich location in a stabilized market is estimated to be 31 to 34 vehicles.

As previously indicated, approximately 55 percent and 36 percent of sales at the Naperville and Lake Zurich locations, respectively, have zip codes greater than ten miles from each location. Of which, approximately 49 percent and 31 percent are within a radius of 10 to 30 miles, respectively. When the percentages for this radius are compared to the sale of the national average locations, an average of 25 percent of sales occur within this radius. Therefore, it is anticipated that the peak queues are anticipated to be further reduced.

However, to mitigate concerns related to vehicle queueing at the subject location, the site has been designed to provide more than adequate stacking (44 vehicles) to accommodate the estimated peak queue of 33 to 34 vehicles based on surveys conducted at existing 7 Brew locations and a review of sales data available for the existing two locations and three national average locations.

## 6. Conclusion

Based on the preceding analyses and recommendations, the following conclusions have been made:

- Access to the site will be provided via the existing access system serving the Rice Lake Square shopping center which primarily consists of two full-movement access drives off East Loop Road and a full-movement access drive off Butterfield Road. Additional access to East Loop Road and cross-access to Danada Square East is also provided.
- The signalized intersection of Butterfield Road with East Loop Road has sufficient reserve capacity to accommodate the traffic estimated to be generated by 7 Brew and no roadway improvements or signal modifications are required.
- The volume of traffic estimated to be generated by 7 Brew, based on surveys conducted at the Lake Zurich location, will have a limited impact on the available capacity of the access system serving the shopping center.
- It is anticipated that with additional 7 Brew locations built in the Chicagoland region, the existing trip generation and queueing as surveyed at the Naperville and Lake Zurich locations will be reduced.
- Based on a review of queueing surveys conducted at the Naperville and Lake Zurich 7 Brew locations and sales/zip code information for the Naperville and Lake Zurich locations and three national average locations, it is anticipated that the peak queue for the subject 7 Brew site will be up to 34 vehicles.
- The proposed stacking for 44 vehicles will provide more than adequate stacking to accommodate the peak queue projected for the subject 7 Brew location.

MEMORANDUM TO: Chris George  
Who Brew LLC

FROM: Brendan S. May, PE, PTOE  
Principal

Luay R. Aboona, PE, PTOE  
Principal

DATE: December 17, 2025

SUBJECT: Trip Generation and Drive-Through Queue Summary - Update  
7 Brew  
Naperville, Illinois

This memorandum provides an updated summary of trip generation surveys and drive-through stacking observations conducted by Kenig, Lindgren, O'Hara, Aboona, Inc. (KLOA, Inc.) for the 7 Brew drive-through coffee shop located at 1203 Iroquois Avenue in Naperville, Illinois. The purpose of this memorandum is to determine the most recent existing trip generation for the drive-through coffee shop, determine the average and peak drive-through queueing per day, and determine the estimated time queuing occurs on Iroquois Avenue.

### Existing Site Characteristics

The site contains an approximately 915 square-foot drive-through only coffee shop with dual drive-through lanes. Access to the site is provided via a single access drive on Iroquois Avenue, approximately 185 feet south of the Iroquois Avenue stop bar at Ogden Avenue. The coffee shop currently operates from 5:30 A.M. to 10:00 P.M. Sunday through Thursday, and 5:30 A.M. to 11:00 P.M. on Friday and Saturday.

During off-peak times, vehicles will pull around the site to the west side of the building where an employee will take the order. The vehicle then remains stopped in this location until their order is fulfilled. While the orders of the front two vehicles are prepared, an employee will take orders of vehicles located within the queue.

During times of peak activity, additional employees are utilized to take orders farther into the queue on the east/southeast sides of the building.

## Trip Generation Surveys

To determine the daily and peak hour trip generation for the coffee shop, trip generation surveys were conducted for four days (Thursday through Sunday). The surveys were conducted during the hours of operation for the coffee shop starting on Thursday, November 6, 2025 and concluding on Sunday, November 9, 2025. It should be noted that Thursday through Sunday was selected as previous surveys conducted by KLOA, Inc at the coffee shop in March 2025 indicated that Thursday through Sunday were the peak days for the coffee shop.

**Table 1** summarizes the hourly results of the trip generation survey per day and the weekday and weekend average trip generation. **Figure 1** illustrates the total hourly trip generation for all four days. **Figure 2** illustrates the average hourly trip generation for Thursday through Sunday for March 2025 and November 2025. The 15-minute count summary sheets are included in the Appendix.

The following summarizes the key findings of the trip generation surveys:

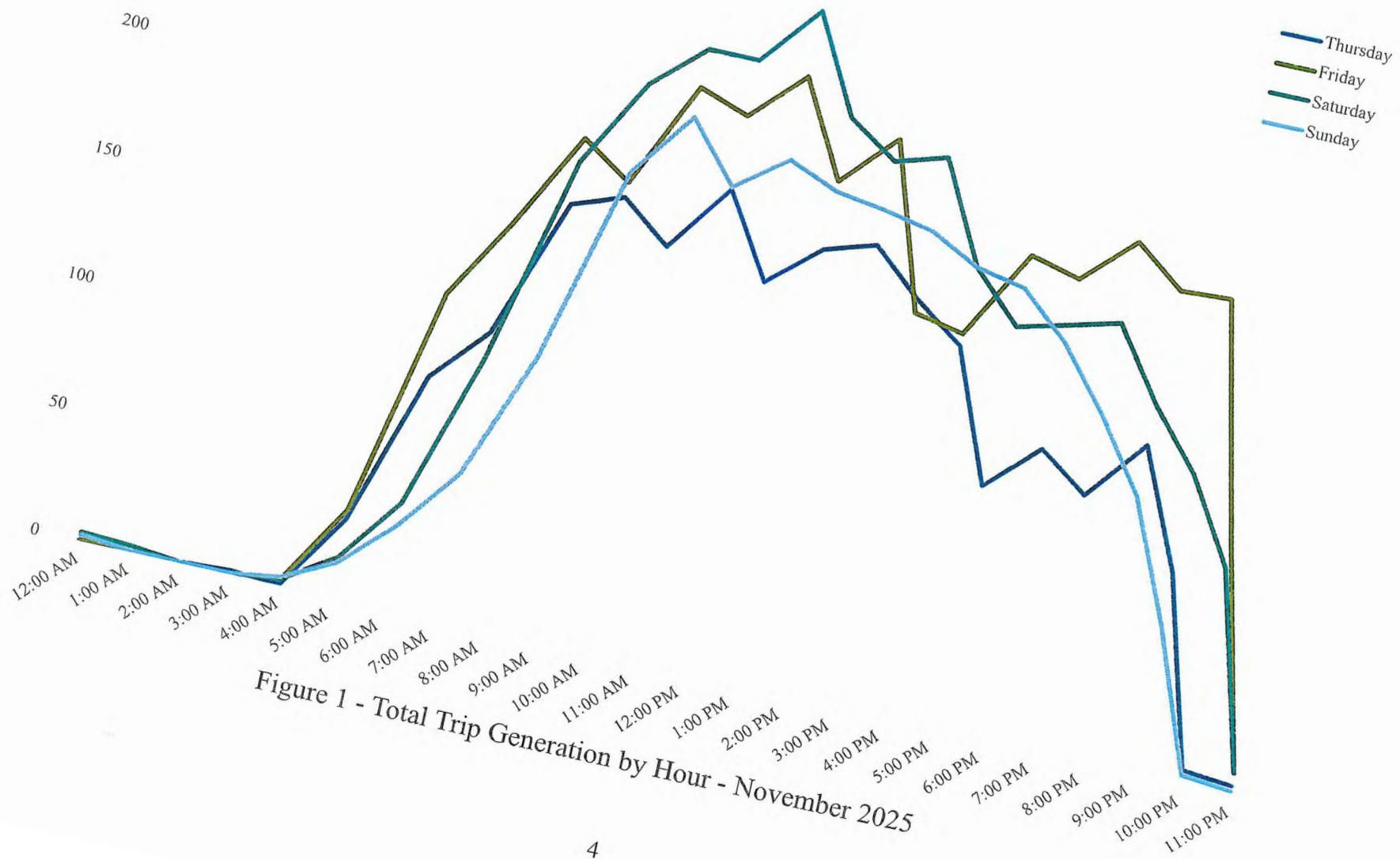
- The peak day of trip generation for the site was Friday with a total of 3,140 trips. Comparatively, the peak day of trip generation for the site in March 2025 was Friday with a total of 3,391 trips.
- The lowest day of trip generation for the site was Thursday with a total of 2,262 trips. Comparatively, the trips generated on Thursday in March 2025 was 3,097 trips.
- On Saturday, the site generated a total of 2,983 trips. Comparatively on Saturday in March 2025, the site generated a total of 3,026 trips
- On Sunday, the site generated a total of 2,386 trips. Comparatively on Sunday in March 2025, the site generated a total of 2,755 trips
- Consistent between March 2025 and November 2025, the peak activity for the site generally occurred between 8:00 A.M. and 3:00 P.M., with secondary peaks occurring on select days between 5:30 P.M. and 8:30 P.M.
- Consistent between March 2025 and November 2025, the peak hours of trip generation for the site generally occurred between 10:00 A.M. and 1:00 P.M.

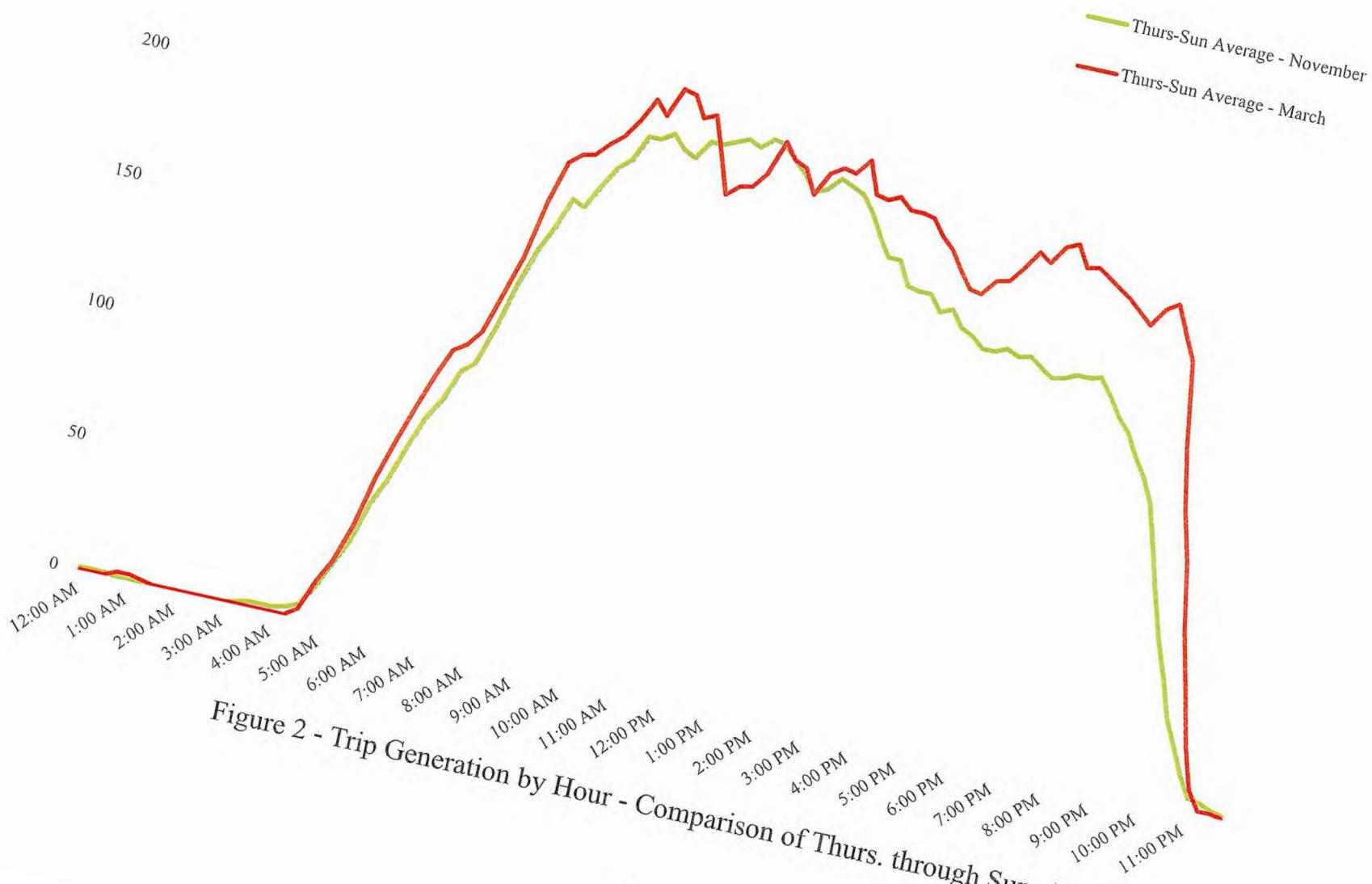
As can be seen from the above, this location has seen an approximately 12 percent decrease in trip generation on Thursday through Sunday between March 2025 and November 2025 with an up to 27 percent reduction in trips for the location on Thursday. This is likely the result of the opening of six additional 7 Brew locations in the Chicagoland area, reducing the sales generated by the Naperville location. With over 30 stores proposed/planned or under construction in the Chicagoland area, it is anticipated that the trip generation will continue to decrease.

Table 1  
TRIP GENERATION SURVEYS – DAILY BY HOUR

Time	Thursday			Friday			Saturday			Sunday			Weekday Average			Weekend Average		
	In	Out	Total	In	Out	In	Out	In	Out									
12:00 AM	0	0	0	0	0	0	0	3	3	0	2	2	0	0	0	0	3	3
1:00 AM	0	0	0	0	0	0	1	1	2	0	0	0	0	0	0	1	1	2
2:00 AM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3:00 AM	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
4:00 AM	0	0	0	1	1	2	1	1	2	2	1	3	1	1	2	2	1	3
5:00 AM	20	10	30	20	14	34	9	6	15	7	6	13	20	12	32	8	6	14
6:00 AM	50	41	91	65	59	124	24	17	41	20	12	32	58	50	108	22	15	37
7:00 AM	57	56	113	84	73	157	56	47	103	29	28	57	71	65	136	43	38	81
8:00 AM	84	84	168	100	94	194	93	92	185	60	48	108	92	89	181	77	70	147
9:00 AM	83	92	175	89	92	181	112	108	220	94	91	185	86	92	178	103	100	203
10:00 AM	90	70	160	114	109	223	122	116	238	111	100	211	102	90	192	117	108	225
11:00 AM	92	95	187	111	105	216	121	117	238	94	94	188	102	100	202	108	106	214
12:00 PM	73	82	155	109	127	236	129	133	262	100	103	203	91	105	196	115	118	233
1:00 PM	85	87	172	104	95	199	110	114	224	99	96	195	95	91	186	105	105	210
2:00 PM	86	92	178	108	112	220	106	105	211	95	97	192	97	102	199	101	101	202
3:00 PM	84	77	161	75	81	156	108	109	217	94	94	188	80	79	159	101	102	203
4:00 PM	71	76	147	77	75	152	84	94	178	81	97	178	74	76	150	83	96	179
5:00 PM	50	46	96	96	91	187	82	77	159	87	87	174	73	69	142	85	82	167
6:00 PM	57	58	115	92	90	182	82	82	164	79	78	157	75	74	149	81	80	161
7:00 PM	48	53	101	100	101	201	78	91	169	68	65	133	74	77	151	73	78	151
8:00 PM	61	64	125	94	92	186	73	68	141	46	59	105	78	78	156	60	64	124
9:00 PM	39	40	79	85	102	187	56	62	118	27	31	58	62	71	133	42	47	89
10:00 PM	0	5	5	45	50	95	37	48	85	0	3	3	23	28	51	19	26	45
11:00 PM	1	2	3	1	7	8	2	6	8	0	1	1	1	5	6	1	4	5
<b>Daily Total</b>	<b>1132</b>	<b>1130</b>	<b>2262</b>	<b>1570</b>	<b>1570</b>	<b>3140</b>	<b>1486</b>	<b>1497</b>	<b>2983</b>	<b>1193</b>	<b>1193</b>	<b>2386</b>	<b>1356</b>	<b>1354</b>	<b>2710</b>	<b>1347</b>	<b>1351</b>	<b>2698</b>
Weekday Morning Peak Hour <sup>1</sup>	8:00 AM			8:00 AM			--			--			8:00 AM			--		
Weekday Evening Peak Hour <sup>1</sup>	84	84	168	100	94	194	--	--	--	--	--	--	92	89	181	--	--	--
Peak Hour of Generator <sup>2</sup>	4:00 PM			5:00 PM			--			--			4:15 PM			--		
	71			96			--			--			80			--		
	10:45 AM			12:00 PM			12:00 PM			9:45 AM			10:45 AM			11:45 AM		
	98	100	198	109	127	236	129	133	262	112	104	216	103	108	211	115	119	234

1 -- Peak Hour of Adjacent Street Traffic between 7:00 A.M. and 9:00 A.M. or 4:00 P.M. to 6:00 P.M. 2 -- Highest Generating Hour for the Entire Day





## Sales Data Comparison

To determine if any correlation exists between the reduction in trip generation as a result of sales, the transaction data between the Thursday through Sunday in April 2025 was compared to that of the four days surveyed in November 2025. Overall, the Naperville location has seen an approximately 27 percent reduction in sales on Thursday through Sunday, with Saturday and Sunday seeing a 29 percent reduction in sales.

## Drive-Through Observations

To determine the most recent frequency, duration, and length of drive-through queues, and their impact on Iroquois Avenue (and if they continue to impact Naperville Wheaton Road), observations were conducted on the same days as the trip generation surveys during the hours of operation for the coffee shop.

Given that queues frequently extend from the site onto Iroquois Avenue the queue observations were conducted summarizing the cumulative time a queue occurred into designated zone during the hours of operation on each day observed. These zones are illustrated in **Figure 3**. **Table 2** summarizes the results of the queue summary by day in November 2025 and **Table 3** summarizes the results of the queue summary by day from the March 2025 surveys. **Figure 4** illustrates the average queues (by zone) per minute for Friday through Sunday for both the March 2025 and November 2025 surveys. The approximate queue resulting from the various zones are summarized as follows:

- On-Site: Queue is contained on site and does not exceed 26 vehicles
- Zone 1: Queue of 1 to 9 vehicles on Iroquois Avenue
- Zone 2: Queue of 10 to 16 vehicles on Iroquois Avenue
- Zone 3: Queue of 17 to 23 vehicles on Iroquois Avenue
- Zone 4: Queue of 24 to 30 vehicles on Iroquois Avenue
- Zone 5: Queue of 31 to 37 vehicles on Iroquois Avenue
- Zone 6: Queue of one to eight or more vehicles on Naperville Wheaton Road



Queue Zones

Figure 3

Table 2  
SUMMARY OF QUEUE OBSERVATIONS – NOVEMBER 2025

Day of Week	Percent of Time Spent in Zone <sup>1</sup>						
	On-Site	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Thursday	100%	0%	0%	0%	0%	0%	0%
Friday	94.71%	5.29%	0%	0%	0%	0%	0%
Saturday	73.43%	20.48%	5.57%	0.52%	0%	0%	0%
Sunday	65.15%	9.75%	10.10%	10.66%	4.34%	0%	0%

1 – Percentage of time during the hours of operation in which the peak drive-through queue was observed to be located within the designated zone.

Table 3  
SUMMARY OF QUEUE OBSERVATIONS – MARCH 2025

Day of Week	Percent of Time Spent in Zone <sup>1</sup>						
	On-Site	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Monday	80.76%	16.52%	2.63%	0.10%	0%	0%	0%
Tuesday	99.19%	0.81%	0%	0%	0%	0%	0%
Wednesday	91.21%	6.36%	2.42%	0%	0%	0%	0%
Thursday	91.82%	8.03%	0.15%	0%	0%	0%	0%
Friday	30.67%	41.24%	14.10%	9.95%	4.05%	0%	0%
Saturday	21.52%	10.43%	13.38%	15.14%	15.72%	16.43%	7.38%
Sunday	27.47%	2.32%	6.46%	10.91%	15.66%	25.76%	11.41%

1 – Percentage of time during the hours of operation in which the peak drive-through queue was observed to be located within the designated zone.

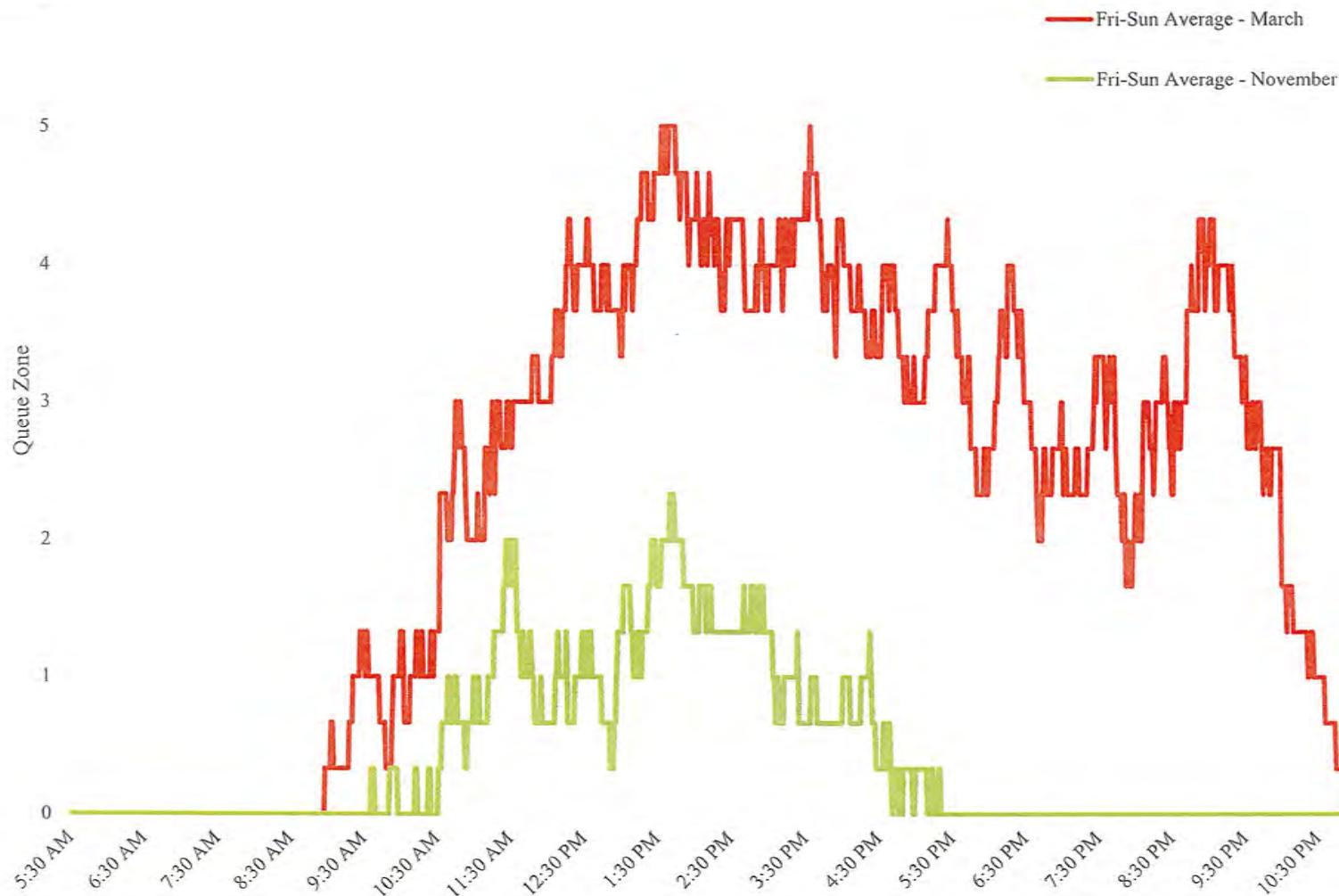


Figure 4 - Average Queue (by Zone) Per Minute - Comparison

The total vehicle queues on Iroquois Avenue are dependent on if gaps are left at access drives along the east side of the roadway. A total of 35 to 40 vehicles can queue on Iroquois Avenue. The following summarizes the key findings of the queue summary:

- The peak queue for each day is as follows:
  - Thursday: All vehicle queues were contained on site. Comparatively, the peak queue on Thursday in March 2025 was 38 vehicles (12 vehicle queue onto Iroquois Avenue).
  - Friday: 34 vehicles (8 vehicle queue onto Iroquois Avenue). Queues extended onto Iroquois Avenue intermittently between 10:10 A.M. and 9:30 P.M. (a few minutes at a time with a limited queue) with the peak queue of 8 vehicles on Iroquois Avenue occurring between 10:32 A.M. and 10:47 A.M. Comparatively, the peak queue on Friday in March 2025 was 54 vehicles (28 vehicle queue onto Iroquois Avenue).
  - Saturday: 44 vehicles (18 vehicle queue onto Iroquois Avenue). Queues extended onto Iroquois Avenue on and off between 9:00 A.M. and 4:00 P.M. with queues never extending onto Naperville Wheaton Road. Comparatively, the peak queue on Saturday in March 2025 was 71 vehicles (queue extended eight vehicles onto Naperville Wheaton Road) with queues extending onto Iroquois Avenue between 9:00 A.M. and 11:00 P.M. and extending onto Naperville Wheaton Road on and off between 12:30 and 3:45 P.M. and again between 9:00 and 9:10 P.M.
  - Sunday: 55 or more vehicles (29 vehicle queue onto Iroquois Avenue). Queues extended onto Iroquois Avenue between 10:00 A.M. and 4:00 P.M and never extended onto Naperville Wheaton Road. Comparatively, the peak queue on Sunday in March 2025 was at least 71 vehicles (queue of at least eight vehicles onto Naperville Wheaton Road). Additionally, these queues extended onto Iroquois Avenue generally between 9:00 A.M. and 11:00 P.M. with queues extending onto Naperville Wheaton Road on and off between 12:20 and 5:20 P.M.
- Consistent with observations conducted in March 2025, during peak times observations indicated that one of the two lines can clear three or four cars while the other line is blocked by a vehicle waiting on an order. With no pull ahead or bypass lane available, on-site queues can be exacerbated by orders that take longer to fulfill. However, it was observed that unlike March 2025, a striped off area on-site was utilized as a pull-ahead area to have a car with a large order pull ahead, allowing vehicles to clear the site more efficiently. With space for only one vehicle, the full efficiency of this area was limited.
- Consistent with observations conducted in March 2025, on occasion, large gaps are created in the on-site queue by orders being taken in the southeast corner of the building without advancing vehicle forward before/while taking the order.

## Summary of Queue Observation Comparison

As can be seen from the above, on Thursday, all queues were contained on site. With similar characteristics occurring Monday through Thursday in March of 2025, it is anticipated that queues are generally contained on site Monday through Thursday, with queue spillover continuing to occur on Friday, Saturday, and Sunday.

However, the site is experiencing a 40 percent reduction in peak queue on Friday and Saturday, and a 23 percent reduction in peak queue on Sunday. Looking at the percentage of time queues extended on to Iroquois Avenue, queues are on site an additional 64 percent on the time on Friday, 52 percent of the time on Saturday, and 38 percent of the time on Sunday. On Friday and Saturday, the queue spillover is generally contained to Zone 1, while on Sunday these queues extended through Zones 2 and 3 more frequently.