

**28231 DIEHL ROAD – 7 BREW DRIVE-THROUGH COFFEE SHOP**

February 19, 2026

**Project No.**

PZ2025-0029

**Applicant**

Who Brew LLC  
 100 Powell Place #1230  
 Nashville, TN 37204

**Property Owner**

Menard Inc  
 5101 Menard Drive  
 Eau Claire, WI 54703

**Subject Property Location & Info.**

28231 Diehl Road

Located east of the southeast corner of Diehl Road and Davis Parkway.

PIN: 07-02-405-006  
 Approximate Parcel Size: 2.69 acres

**Existing Zoning**

S-D Special Development  
 Commercial Center District

**Approvals Sought**

- Major Planned Unit Development Amendment for the proposed 7 Brew drive-through and related improvements;
- Site-Specific Amendments to
  - Increase the maximum sign size from 22.875 square feet to approximately 32.08 square feet
  - Increase the permitted sign length from 25% of the façade to approximately 67% of the façade.



LOCATION MAP

**PROJECT DESCRIPTION**

Who Brew LLC, “the Applicant,” is seeking approval of:

- A major Planned Unit Development (PUD) for the proposed 7 Brew coffee shop;
- Site-specific amendment to:
  - Increase the maximum sign size from 22.875 square feet to approximately 32.08 square feet; and
  - Increase the permitted sign length from 25% of the façade to approximately 67% of the façade.

The requested zoning relief will entitle a 7 Brew drive-through coffee shop and related improvements at 28231 Diehl Road, “the Subject Property.” Project documents are available on the *City Private Development Projects* webpage at:

<https://www.warrenville.il.us/997/28231-Diehl-Road-7-Brew-Development>

The public hearing for this request began at the January 22, 2026, Plan Commission / Zoning Board of Appeals meeting. After conducting the public hearing, the Plan Commission voted to continue the public hearing to the February 19, 2026, meeting. It is important to note that this staff report does not reflect any public input that may be received during the February 19, 2026, public hearing, and therefore should be reviewed with this in mind. Any additional

### **Attachments**

- Attachment A – Preliminary/Final PUD Fillable Form
- Attachment B – Plat of Survey
- Attachment C – Civil Engineering Plans
- Attachment D – Floor Plan and Elevations
- Attachment E – Sign Package
- Attachment F – Traffic Impact Study
- Attachment G – Traffic Impact Study Supplemental Intersection Evaluation
- Attachment H – Photometric Plan
- Attachment I – Promotional Days Drive-Through Operational Plan
- Attachment J – Engineering Review Memo
- Attachment K – Warrenville Fire Protection District Review Memo

information concerning the application that may be provided up to and at the public hearing will need to be reviewed and taken into consideration.

The Plan Commission is responsible for making recommendations to the City Council for major PUD amendment and site-specific amendment requests.

### **BACKGROUND**

In April 2004, the City approved final PUD plans for Cantera Subarea I Lot 4 for a McDonald's, multi-tenant restaurant building, and related improvements via O2050 and O2127. O2050 includes architectural guidelines and sign regulations specific to the Subject Property. O2127 approved final PUD plans for the existing site conditions.

The site operated with a McDonald's, Chipotle, and a rotating list of restaurant tenants in the remaining tenant space, currently Madurai Kitchen, until the fall of 2023, when the McDonald's closed. The building has remained vacant and the site has been marketed by two different real estate groups. The building size (approximately 4,000 square feet) and configuration have not aligned with current fast casual and retail space needs.

In August 2025, the Applicant participated in a Pre-Application Meeting for a 7 Brew drive-through only coffee shop. After receiving feedback, the Applicant submitted a formal zoning application. Subsequently, staff worked with the Applicant to revise plans in preparation for a public hearing.

### **ANALYSIS**

The Applicant proposes a 7 Brew drive-through only coffee shop (see Attachment C and Attachment D). The proposed development includes demolishing the former McDonald's drive-through building and replacing it with a 748 square foot building, drive through canopy, and related queueing lanes. The lanes measure 24 feet in width and include a 4-foot striped zone. The updated civil engineering plans show a slightly shortened queueing lane in favor of an intake lane/apron. Page C6.3 of the civil engineering plans is a passenger vehicle turning exhibit showing adequate room for passenger truck turning. The updated queueing lane accommodates 45 stacking spaces, four fewer than the previous proposal. 18 overflow queueing spaces are provided by wrapping around the parking spaces west of the development. 16 parking spaces are provided, three of which are ADA-compliant spaces. The Applicant proposes enlarging the existing landscape island to meet updated standards since the original development of the property. 7 Brew employees will take orders throughout the queueing lanes using tablet devices while walking along the sidewalk adjacent to the interior queueing lane and the 4-foot-wide striped zone. Drinks will be served under the canopy.

The site landscaping includes a mix of trees and shrubs (see page C5.1 in Attachment C). The interior landscape island, surrounded by the queueing lanes, includes four shade trees, four ornamental trees, and ten purple lilac shrubs. A mix of juniper and viburnum shrubs border portions of the queueing lane.

The 7 Brew building itself will consist of two shades of fiber-cement panel siding in a brick style as well as blue metal panel accents (see Attachment D). The Applicant updated the dumpster enclosure to match the color and materials of the 7 Brew building (see Attachment D).

To address staff and commission feedback, the Applicant submitted an updated sign package (see Attachment E). The Applicant proposes two identical wall signs, one on the north façade and one on the west façade. Each sign is approximately 32.08 square feet. Two site-specific amendments are required for the north façade due to its narrow profile – one to increase the maximum size of the sign from 22.875 square feet to 32.08 square feet and to increase the sign length from 25% of the length of the façade to approximately 67% of the length of the façade. The Applicant removed the “DRIVE-THRU COFFEE” chevron signs and therefore the small convenience sign variance is no longer required. The canopy and portions of the building will be outlined in LED neon flex lighting. The lighting band will be shielded to meet City photometric performance standards.

7 Brew typically operates from 5:30 a.m. to 10:00 p.m., Sunday through Thursday, and from 5:30 a.m. to 11:00 p.m. on Fridays and Saturdays. 7 Brew offers a variety of beverages including coffees, sodas, energy drinks, teas, lemonades, smoothies, shakes, etc. To address staff and commission concerns pertaining to high volume days, the Applicant submitted a promotional days drive-through operational plan (see Attachment I). The plan proposes additional 7 Brew staff and contracting third party traffic control support, such as the Warrenville Police Department, subject to a hire-back agreement, to direct traffic and overflow stacking. Staff confirmed with the Police Department that they are open to and experienced with such an arrangement.

## **I. MAJOR PLANNED UNIT DEVELOPMENT AND SITE-SPECIFIC AMENDMENTS**

In recommending approval or conditional approval of a major amendment with site-specific amendments to previously approved final PUD plans, the Zoning Ordinance and Cantera Development Control Regulations require the Plan Commission to transmit to the City Council written findings of fact that the application meets all of the criteria below or will meet them when the Commission’s conditions are fulfilled. The City Council shall, in granting approval or conditional approval, also find that all of the following criteria are met or will be met when the conditions to which the approval is made subject are fulfilled (Community Development Department staff intends to develop and submit its finding to these approval criteria after the initial public hearing for this proposal is conducted):

### **1. SUPERIOR DESIGN**

The PUD represents a more creative approach to the unified planning of development and incorporates a higher standard of integrated design and amenity than could be achieved under otherwise applicable zoning district and subdivision regulations, and solely on this basis modifications to the use and design standards established by such regulations are warranted.

*Staff believes the proposed 7 Brew development and related improvements incorporate a higher standard of design and amenity required of Planned Unit Developments. The building itself meets the architectural guidelines set forth in Ordinance O2050. It includes a mix of materials including two variations of fiber-cement panel siding, finished as brick, and two colors of metal panels. The building includes architectural features such as a curved roof and canopies, accented by metal panels, windows, and building modulation. The rooftop mechanical units are completely screened by the rooftop parapet. The dumpster enclosure materials and colors match the building itself.*

*The site design includes a 45-car queuing lane. The interior peninsula will be planted with four shade trees, four ornamental trees, and lilac shrubs. The Applicant proposes enlarging the west landscape peninsula to*

*meet current code requirements. Additional shrubs will be located along the perimeter of the queueing lane and around the dumpster enclosure.*

## 2. MEETS PUD REQUIREMENTS

The PUD meets the requirements for Planned Unit Developments set forth in this Ordinance, and no modifications to the use and design standards otherwise applicable are allowed other than those permitted herein.

*Other than the requested site-specific amendments to increase the maximum size of the wall sign on the north façade from 22.875 square feet to approximately 32.08 square feet and to increase the maximum sign length from 25% of the length of the façade to approximately 67% of the length of the façade, the proposed PUD plans meet those PUD requirements including those outlined in the Cantera Development Control Regulations and in ordinances O2050 and O2127.*

## 3. CONSISTENT WITH CITY PLAN

The PUD is generally consistent with the objectives of the City Comprehensive Plan as viewed in light of any changed conditions since its adoption.

*The proposed development is not consistent with the City's 1984 Comprehensive Plan as it designates the Subject Property as "office/research." However, it is consistent with the existing pattern of commercial development in Cantera Subarea I and with the underlying Commercial Center Use designation.*

## 4. PUBLIC WELFARE

The PUD will not be detrimental to the public health, safety, morals, or general welfare.

*After reviewing traffic and trip generation data, staff and City traffic consultants concur that the proposed PUD plans and promotional day drive-through operational plan (see Attachment I) will adequately address queueing and circulation concerns. Based on the traffic study and supplemental Dodge Drive and Davis Parkway intersection analysis, submitted by KLOA and reviewed by City traffic consultants (see Attachments F and G), the proposed 45-vehicle stacking lane exceeds the projected 37 required stacking spaces. Additionally, the traffic study shows the existing intersections of Dodge Drive and Davis Parkway and Diehl Road and Davis Parkway have operating capacity to serve the proposed 7-Brew development without changing level of service.*

*The promotional days drive-through operational plan proposes additional mitigation measures including additional 7 Brew staffing and contracting the Warrentville Police Department or another third-party traffic control company to help direct traffic on all promotional days. The Warrentville Police Department is open to contracting with 7 Brew for private traffic control services.*

*Staff believes the proposed PUD plans will not be detrimental to public health, safety, morals, or general welfare of the existing uses at or adjacent to the Subject Property nor the community at large.*

## 5. COMPATIBLE WITH ENVIRONS

Neither the PUD nor any portion thereof will be injurious to the use and enjoyment of other properties in its vicinity, seriously impair property values or environmental quality in the neighborhood, nor impede the orderly development of surrounding property.

*Staff believes the proposed PUD plans and requested site-specific amendments are consistent with the existing context. Based on the submitted traffic study, site plan, and promotional days drive-through operational plan, staff and City traffic consultants believe the proposed PUD plans are compatible with the adjacent restaurant and retail uses throughout Cantera Subarea I. Staff believes the requested site-specific amendments are consistent with the existing retail environment. The uniquely small building requires the requested sign-related site-specific amendments. The size and length of the proposed sign would otherwise be permitted on adjacent retail spaces.*

## 6. NATURAL FEATURES

The design of the PUD is as consistent as practical with the preservation of natural features of the site such as flood plains, steep slopes, natural drainage ways, or other areas of sensitive or valuable environmental character.

*There are no natural features on site to preserve.*

## 7. CIRCULATION

Streets, sidewalks, off-street driveways, and off-street loading as appropriate to the planned land uses are provided. They are adequate in location, size capacity, and design to ensure safe efficient circulation of automobiles, trucks, garbage trucks, and snowplows as appropriate without blocking traffic, creating unnecessary pedestrian-vehicular conflict, creating unnecessary through traffic within the PUD, or unduly interfering with the safety or capacity of adjacent streets.

*Staff believes the proposed PUD plans, supporting traffic study, and promotional days drive-through operational plan will adequately manage traffic generated by the 7 Brew development. The Applicant proposes 45 stacking spaces, eight more than required as determined by the traffic study. 18 overflow stacking spaces are provided throughout the shared parking lot. For the grand opening, promotional days, and other busy days, the Applicant indicates additional 7 Brew staff and third-party traffic control will be used to direct overflow stacking. To ensure adequate room for turning movements, the Applicant revised the stacking lane to include an intake lane/apron. A passenger truck turning exhibit is included in the civil engineering plans (see Attachment C).*

## 8. OPEN SPACES AND LANDSCAPING

The quality and quantity of public and common open spaces and landscaping provided are consistent with the higher standards of design and amenity required of a PUD. The size, shape, and location of a substantial portion of the total public and common open space provided in residential areas render it useable for recreation purposes.

*Staff believes the proposed landscaping and open space are consistent with the higher design standard and amenity required of a PUD. The Applicant proposes four shade trees, four ornamental trees, and juniper shrubs in the internal landscape island surrounded by the stacking lanes. Shrubs will line the south and east portions of the stacking lanes. A mix of grasses, trees, and shrubs will screen the dumpster enclosure. To meet updated code requirements, the Applicant proposes increasing the size of the interior parking lot landscaping island to meet updated code requirements. Finally, O2127 requires 0.7 acres of landscape coverage on the Subject Property. The Applicant's proposal results in 0.74 acres of landscaping coverage.*

## 9. COVENANTS

Where individual parcels are to be later sold, adequate provision has been made in the form of deed restrictions, homeowners or condominium associations, or the like for:

- a. The preservation and maintenance of any open spaces, thoroughfares, utilities, water retention or detention areas, and other common elements not to be dedicated to the City or another public body.
- b. Such control of the use and exterior design of individual structures, if any, as is necessary for continuing conformance to the PUD Plan, such provision to be binding on all future ownership.

*The Applicant does not propose subdividing the Subject Property for sale. Should the property owner wish to pursue subdivision, City review and approval is required.*

## 10. PUBLIC SERVICES

The land use and improvements are consistent with the anticipated ability of the City to support police and fire protection, water supply, sewage disposal, and other public facilities and services without placing undue burden on existing residents and businesses.

*Staff believes the proposed use will not require additional fire protection, water supply, police services, or other public services to a level not consistent with similar retail uses. During events that are likely to cause overflow stacking, the Applicant proposes mitigation actions such as additional staffing and contracting with the Police Department or another third-party traffic control service to address traffic and circulation concerns.*

## 11. PHASING

Each development phase of the PUD can, together with any phases that preceded it, exist as an independent unit that meets all of the foregoing criteria and all other applicable regulations herein even if no subsequent phase should ever be completed. The provision and improvement of public or common area improvements, open spaces, and amenities—or the provision of financial sureties guaranteeing their improvement—is phased generally proportionate to the phasing of the number of dwelling units or amount of non-residential floor area.

*Staff's understanding is that, if approved, this project would be developed in a single phase.*

## **II. CITY STAFF REVIEW COMMENTS**

### ***Planning and Zoning***

Planning staff provided the following comments and conditions to the Applicant to review:

#### Elevations

- Clarify the elevation directions. What is labeled as the south elevation on sheet A2.0 of the veritas architecture submittal appears to be the north elevation on the civil engineering plans.

#### Signs

- City staff is supportive of the requested sign-related site-specific amendments.
- The Sign Package should be updated to reflect the proposed building prior to City Council final action (i.e. cooler location and building elevation colors).

#### Photometric Plan

- The site is considered a medium activity level with requirements including a minimum at any point of 0.5 f/c, an average not to exceed 2.0 f/c, and a uniformity ratio between 3:1 and 4:1. The site's minimum is 0.6 f/c, average is 2.3 f/c, and uniformity ratio of 3.9. The site photometrics include light poles and fixtures that are not on the property and thus the higher average is allowed with administrative approval. The average is 18.72 f/c and maximum is 29 f/c. While this exceeds the average generally allowed, it is within the allowable values for gas station canopies, which this canopy can be treated as such.

#### Dodge Drive and Davis Parkway Intersection

- Staff requests the Applicant explore opportunities with adjacent property owners to restripe the Dodge Drive and Davis Parkway intersection.

### ***Engineering Department***

Engineering and Public Works review comments are found in the Engineering/SWM/Public Works Review Memo #3 dated February 12, 2026 (see Attachment J). Additionally, the City's traffic engineering consultant, Kimley-Horn, reviewed the supplemental Dodge Drive and Davis Parkway intersection data and concurs with the findings that the proposed development will not change the intersection's level of service.

***Warrenville Fire Protection District***

The Warrenville Fire Protection District provided a review memo for this project (Attachment K). The district has no comment at this time.

***Police Department***

Police Department staff indicated they are open to entering a "Hire Back Agreement" to allow 7 Brew to hire off-duty Warrenville Police officers to assist in traffic and stacking during promotional days and other high-volume days.

**CONCLUSION**

***Based on the findings outlined in this report and contingent on any feedback received at the February 19, 2026, public hearing, staff recommends approval of the following motion:***

***The Plan Commission recommends City Council approval of the major planned unit development amendment and site-specific amendments for the 7 Brew development at 28231 Diehl Road in accordance with the City staff review comments in the February 19, 2026, staff report.***

**Attachment A – Preliminary/Final PUD Fillable Form**

**Attachment B – Plat of Survey**

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**Attachment H – Photometric Plan**

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