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September 9, 2014

Village of Arlington Heights
Department of Planning & Community Development
33 South Arlington Heights Rd.
Arlington Heights, Illinois 60005

RECEIVED

SEP 10 2014

PLANNING & COMMUNITY
DEVELOPMENT DEPARTMENT

RE: Plan Commission Marking Study
Proposed Savory Salads, Inc.
2932 West Euclid Avenue, Arlington Heights, Illinois (Esplanade Center)

Dear Department of Planning & Community Development,

Included herein, please find marketing information used by Savory Salads, Inc. when considering placement of a store at the above referenced location. Euclid Avenue is a primary connecting roadway between the Village of Arlington Heights to its primary corridor, surrounding villages, as well as interstate access. Between Cook Counties Third Municipal Courthouse as well as Arlington Park alone, a countless number of vehicles travel the West Euclid stretch, not including everyday residents and employment commuters. Savory Salads wants to capitalize on the high volume of morning, afternoon, and evening commuters, and by placing their establishment at this location, customers traveling along West Euclid Avenue can conveniently, quickly, and safely access the store in order to fulfill their transaction.

This following identifies the Arlington Heights market, including: Population, Households, Incomes, Transportation, and Consumer Restaurant Expenditure.

Population:

Population within 1-mile is 16,097

Population within 2-miles is 53,613, and;

Population within 3-miles is 123,324

Households:	3,387 households within 1-mile 20,621 households within 2-miles, and; 44,629 households within 3-miles
Incomes:	Average Household Income within 1-mile is \$84,348 Average Household Income within 2-miles is \$88,401, and; Average Household Income within 3-miles is 92,454
Transportation:	87.6% of the population within 1-mile drive to work (or carpool) 88.1% of the population within 2-miles drive to work, and; 89.3% of the population within 3-miles drive to work
Consumer Restaurant Expenditure:	Consumer Restaurant Expenditure within 1-mile is \$3,334,525 Consumer Restaurant Expenditure within 2-miles is \$55,185,556 Consumer Restaurant Expenditure within 3-miles is \$113,705,637

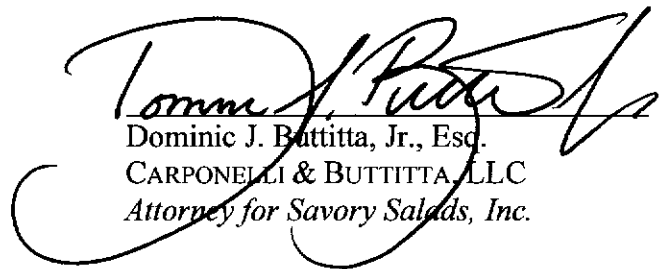
Furthermore, competition within the area includes a Subway and a Starbucks located approximately .1 miles north of, adjacent to, and in the same Esplanade Center, as this location on Arlington Heights Road. The next closest food establishment is a Mexican restaurant located 1.9 miles away near the intersection of Kirchoff Road and Meadow Drive, followed by an Italian restaurant located 2.5 miles away near the intersection of West Euclid Avenue and Illinois Route 14. Savory Salads will be able to directly cater to not only surrounding residents but also visitors of Rolling Meadows Third Municipal Courthouse, Arlington Park, and a future hotel development believed to be located .3 miles away near the intersection of Euclid and Rohlwing Road.

Savory Salads is requesting a "Special Use" to establish an additional option to the already limited number of food alternatives located in the direct vicinity of 2932 West Euclid Road. As mentioned supra, the closest restaurant that offers a similar form of food offerings is Subway that is also located in the Esplanade Center, however, Savory Salads does not hold itself out to be a sub shop nor are Savory's offerings comparable in presentation. Savory Salads focus relates more towards the offering of homemade soups, fresh salads, Panini type sandwiches, and flatbreads which offer a greater and more "organic" variety than what is offered at any surrounding competitor. Savory Salads believes that the establishment of their restaurant would be prosperous and continue to maintain the long-standing tradition of quality restaurants with superb food in the Arlington Heights area.

Thank you, in advance, for your time and consideration, and please let me know if you need any additional information to process our request.

Respectfully Submitted,

SAVORY SALADS, INC.



Dominic J. Buttitta, Jr., Esq.
CARPONELLI & BUTTITTA, LLC
Attorney for Savory Salads, Inc.