



BARGHAUSEN
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**CORE
STATES**

Project Narrative **Major Site Plan Modification Review**

Dutch Bros Coffee (AZ1618)

PREPARED BY

Barghausen Consulting
Engineers, LLC

PREPARED FOR

Dutch Bros, LLC

CLIENT ADDRESS

1930 Rio Salado Parkway, Tempe, AZ 85281

SITE ADDRESS

SEC. of South Power
Road & East Elliot Road,
Mesa, Arizona 85212

PROJECT NO.

23749

DATE

08/18/2025

JURISDICTION

City of Mesa

Project Overview

The project proposes to develop a 0.77-acre parcel for construction of a 1,025-square-foot Dutch Bros Coffee with double drive-through lanes to accommodate up to 22 vehicles in the queue. A separate covered service window will be offered for walk-up customers on the southern side of the building opposite the drive-through service window. Surface parking for 11 vehicles, including one (1) ADA spot and two (2) cross-access parking spots, is provided. The ADA spot is located directly in front of the Dutch Bros Coffee building with an ADA-accessible ramp leading to the customer walk up window.

The property is zoned Limited Commercial (LC). The lot previously received Site Plan approval and Dutch Bros is proposing modifications to the plan to adapt to Dutch Bros standards. The City determined the changes proposed qualify as major; therefore, a Major Site Plan Modification is required for entitlement approval. The Dutch Bros Coffee site is proposing changes to the parking arrangement, landscape features, and pedestrian and vehicle connections, which are reviewed as a Major Modification to the previously approved site plan. This submittal requests approval of the modifications because the changes proposed still maintain the intent of the original site plan and are compliant with the City's Code.

Site Amenities

A separate covered service window will be offered for walk-up customers on the southern side of the building opposite the drive-through service window. A walkway connection east of the walk-up service window leads to the overall development sidewalk, which allows customers to travel safely between sites by foot. The ADA path is clearly marked and crosses the drive-through lanes to lead pedestrian customers up to the walk-up customers' window. In addition, well-designed site landscaping and a landscaped screen wall will minimize the visibility of vehicles in the drive-through queue.

Queuing and Stacking

Approximately 448 feet of stacking space is available behind the drive-through window to provide queuing for up to twenty-two (22) vehicles. Dutch Bros Coffee will implement a runner system at the proposed facility that is designed to increase speed and efficiency in serving drive-through customers. Dutch Bros Coffee employees travel from vehicle to vehicle to greet customers and take orders. These "runners" utilize a handheld device to transmit customers' orders to the multiple drink stations inside the building. Additionally, runners will charge individuals while in line, so by the time they arrive at the service window, they may pick up their order and be on their way. This system decreases wait times, while allowing the runners to have a more personal face-to-face interaction with customers.

The drive-through lanes are located on the opposite side of the site as to not interfere with onsite parking and to promote efficient site circulation. A secondary exit is located on the southwestern edge of the site to allow customers access to the adjacent site. The additional egress is located near the entrance of the drive-through queuing lanes that allow customers to exit before approaching the service window, therefore effusing site circulation. Allowing the additional egress to the southwest of the site ensures that circulation on the site is effective and mitigates against any potential congestion that may occur on site and off site.

The drive-through will not include any speaker boxes. All customer orders are taken in person either at the window or with a runner that carries a handheld device to transmit orders to the kitchen. This ordering process minimizes noise impacts and decreases the amount of vehicle idling at menu boards that are common at traditional drive-through facilities.

Operational Measures

The Dutch Bros Coffee site is proposing an extensive directional sign package that will direct customers throughout the site. In addition, the layout of the site was designed to create the best possible flow and the maximum queuing possible to reduce spillover onto neighboring properties or the public roads. In addition, there is an escape lane proposed near the entrance of the drive-through entrance that leads to the overall development internal road, which allows customers to exit to the east. The additional egress allows customers to exit the Dutch Bros Coffee site so they can avoid vehicle turnaround to exit at the dual access at the northwest corner of the project site.

All staff are required to attend a monthly shop meeting to discuss traffic plans in detail. In addition, the staff will gather before each shift to ensure the traffic strategy is set.

Approximately three (3) or four (4) staff members will be dedicated to the parking area throughout the day to take orders and receive payments. In addition, one (1) person's sole responsibility will be traffic control. Tactics will include instructing all vehicles to pull forward as close as possible to utilize the maximum queuing available, directing cars into the waiting area or the escape lane if needed, and ensuring no cars are blocking the road or areas they are not allowed to block.

These measures, in addition to implementing the runner system described above, will reduce customers' time at the window to 30 to 45 seconds. If customers are taking longer than that timeframe, the drink runners will bring drinks to the customers in line behind the window to allow those customers to exit via the bypass lane. This means customers are not required to reach the drive-through window to receive their order and exit the site. Installation of a exit only escape lane near the entrance of the drive-through lane allows customers to exit earlier and avoid turning around to exit at the northwest corner access. These measures significantly minimize the potential for queuing spillover outside the dedicated drive-through lanes.

The typical hours of operation are 5am to 11pm each day of the week. Please note the proposed facility may extend business hours of operation to 24 hours on a seasonal or permanent basis in the future.

Site Design and Orientation

The proposed Dutch Bros Coffee will be constructed as a part of a larger commercial development. Access will be from the west from South Power Road to the shared drive aisle of the overall development shared the adjacent sites. The access will lead vehicles to the south where they will enter the drive-through lane, wrapping around counterclockwise east then west to the service window where customers will exit on the through the same internal access point. The project will include a separate customer window that is oriented to the south of the site to serve pedestrian walk-up traffic only.

Architecture

The proposed building is visually interesting and will be constructed with a variety of high-quality building materials and painted with simple, bold colors. The design as proposed aligns with the style architecture of neighboring businesses which includes stonework columns. Vertical and horizontal façade breaks, building massing, and modulation have all been incorporated into the design of the building. Canopy awnings are provided over all entrances and service doors. The building features modulation with a tower element, building wall articulation, and building materials that are aesthetic and compatible with other newer developments in the community. Colorful and visually interesting wall signs depicting the Dutch Bros Coffee logos will be installed on all sides of the building.

Signs and Lighting

Signs proposed for use at the project site will conform to the City of Mesa Development Code. Signs proposed to be installed at the project site include wall signs, menu signs, drive-through, parking lot, and directional signs. Signs will be constructed with high-quality materials and properly installed under separate permits.

Site lighting will be provided at the project site for the safety and security of all customers, pedestrians, and employees. Outdoor lighting and illumination at the site will include parking lot security lighting and pedestrian scale lighting within the patio space and along the pedestrian pathway. Exterior building lighting will be installed on the building façade. The drive-through area will be provided with security lighting. All lights will include shields to direct light toward the project site and keep glare away from the adjacent land uses and rights-of-way.

Site Plan Modification Review Findings

1. *The project is consistent with and conforms to the adopted General Plan and any applicable sub-area or neighborhood area plans (except no analysis of the use if it is permitted in the zoning district on the property), is consistent with the development standards of this Ordinance, and is consistent with and meets the intent of any applicable design guidelines.*

Response: The proposed development is consistent with the standards of Quality Development Design Guidelines that are intended to create commercial spaces with an attractive, engaging, and distinctive streetscape. The proposed building is visually interesting and will be constructed with a variety of high-quality building materials and painted with simple, bold colors. Vertical and horizontal façade breaks, building massing, and modulation have all been incorporated into the design of the building along with visually pleasing landscaping. Additionally, the building features a customer walk-up window and large patio area with canopy coverage that connects to the overall development's pedestrian path, allowing customers to travel between sites safely. The project is designed to satisfy all development standards of the applicable ordinances and Goals and Policies detailed in the Mesa General Plan. Below are policies and strategies from the Mesa General Plan that demonstrate compatibility with the City's vision.

Neighborhood P1: Encourage the appropriate mix of uses that will bring life and energy to neighborhoods while protecting them from encroachment by incompatible development.

Neighborhoods S4: Establish and maintain ongoing process for improving connections and walkability in existing neighborhoods by installing sidewalks where needed and improving the amount of shade and other amenities along sidewalks.

Redevelopment P2: Encourage and facilitate infill development that improves the quality of the neighborhood.

Economic Development S1: Uphold a business service approach that facilitates the successful attraction, expansion, and retention of businesses in Mesa

Character Areas P2: In areas with the Neighborhood Village Center character, development will be reviewed for the opportunity to: (i) provide needed services to the surrounding neighborhoods, (ii) increase connections with the surrounding neighborhoods, (iii) maintain the health and viability of the surrounding neighborhood, provide a greater sense of place and identity to the center and surrounding neighborhood, and (iv) improve the viability of businesses within the center, and will also be reviewed for compliance with any approved sub-area or neighborhood plan for the specific area.

2. *The project is consistent with all conditions of approval imposed on the property whether by ordinance, resolution or otherwise.*

Response: The overall design of the project will enhance the appearance of the vacant site and surrounding commercial environment by providing visually pleasing landscaping, adequate site lighting and a visually interesting building façade. The 1,025-square-foot building will be human scaled to demonstrate compatibility with commercial area while also demonstrating distinct design features to appeal to the broader community. Screen and landscape walls will be installed on the western side of the property along South Power Road and along the northern edge of the drive-through to minimize the visual presence of vehicles from the right-of-way and the neighboring sites. The proposed sidewalk location is positioned to facilitate a safe clear path of travel that serves as a connection to the overall development, to the public transit stop, and trash enclosure. Safety and efficiency are determining factors for the location.

3. *The overall design of the project, including but not limited to the site layout, architecture of the buildings or structures, scale, massing, exterior design, landscaping, lighting, and signage, will enhance the appearance and features of the site and surrounding natural and built environment.*

Response: The Dutch Bros Coffee building will be constructed with a variety of high-quality building materials and painted with simple, bold colors, vertical and horizontal façade breaks, building wall articulation, and aesthetically pleasing materials that will be visible from all streets and public areas. The signature Dutch Bros Coffee tower is oriented to face the right-of-way to provide visual appeal to patrons traveling on South Power Road along with enhanced landscaping on the property frontage.

4. *The site plan is appropriate to the function of the project and will provide a suitable environment for occupants, visitors, and the general community.*

Response: The project design incorporates sufficient parking, landscaping, pedestrian connections, and a trash and recycling enclosure to accommodate the function of the use and provide a suitable environment for all customers. Designated employee parking is shown on the site plan along with a bicycle rack to accommodate a variety of travel methods and Dutch Bros Coffee staff. A designated pedestrian path leads to the overall development's sidewalk as well as the trash enclosure to ensure safe travel throughout the site which is situated to provide an safe path of travel away from the convergence point in the queuing lanes.

5. *Project details, colors, materials, and landscaping are internally consistent, fully integrated with one another, and used in a manner that is visually consistent with the proposed architectural design.*

Response: The building will be constructed with high-quality materials and the project will optimize landscaping to create a safe, attractive, and inviting environment. Landscaped screening provides a buffer between the overall development's sidewalk and the drive-through vehicle queue creating a distinct visual area for cars and pedestrians on foot. The attractive landscaping and clearly defined path invite customers and create an easily understood delineation between vehicle and pedestrian areas.

6. *The project is compatible with neighboring development by avoiding big differences in building scale and character between developments on adjoining lots in the same zoning district and providing a harmonious transition in scale and character between different districts.*

Response: The proposed Dutch Bros Coffee will have a harmonious relationship with its surrounding properties by using compatible building materials and upholding similar building scale with other uses in the surrounding zoning districts. Drive-through restaurants are permitted in the Limited Commercial zone, and this proposal demonstrates that Dutch Bros Coffee is a compatible addition to the zoning district and commercial area.

7. *The project contributes to the creation of a visually interesting built environment that includes a variety of building styles and designs with well-articulated structures that present well designed building facades, rooflines, and building heights within a unifying context that encourages increased pedestrian activity and promotes compatibility among neighboring land uses within the same or different districts.*

Response: The proposed Dutch Bros Coffee will have a pedestrian pathway on the site leading to the development's public walkway and a separate covered service window will be offered for walk-up customers, which is effectively isolated from vehicle areas and oriented towards the parking area, where customers may choose to park their vehicle and purchase drinks through the walk-up window, which will alleviate the amount of cars stacking in the queuing lanes. This design provides a safe and inviting space for customers and promotes compatibility with the surrounding community.

8. *The project creates visual variety and relief in buildings and avoids a large-scale, bulky, or box-like appearance.*

Response: The proposed Dutch Bros Coffee building is 1,025 square feet in area and includes a tower element along with a variation of colors and materials that provide variety and relief across all façades. In combination with the range of materials on the structure, the Dutch Bros Coffee building will be a dynamic but compatible design addition to the commercial development.

9. *The streetscapes, including street trees, lighting, and pedestrian furniture, are consistent with the character of activity centers, commercial districts, and nearby residential neighborhoods.*

Response: The proposed landscaping, street trees, and site lighting are designed to satisfy the City of Mesa standards for commercial uses in the Limited Commercial Zoning district. The development is designed to be compatible with the overall commercial development as well as the existing sites in the vicinity to ensure a harmonious addition of the Dutch Bros Coffee.

10. *Street frontages are attractive and interesting for pedestrians and provide for greater safety by allowing for surveillance of the street by people inside buildings and elsewhere.*

Response: The project design implements building features, lighting, and pedestrian spaces that create an attractive and inviting space for employees and customers during all operational hours. The building is constructed to invite pedestrians, bicyclists, and automobile in a legible way to ensure that visitors understand where to go to maximize site efficiency. The street frontage will be landscaped to invite customers to the new commercial space with a clearly marked pedestrian walkway leading to all sites in the development. The street frontage is screened to minimize the presence of vehicles from the right-of-way.

11. *The proposed landscaping plan is suitable for the type of project and site conditions and will improve the appearance of the community by enhancing the building and site design; and the landscape plan incorporates plant materials that are drought-tolerant, will minimize water usage, and are compatible with Mesa's climate.*

Response: The proposed project landscaping will improve the appearance of the community by providing beautiful scenery from public view while utilizing plant materials that are drought-tolerant, minimize water usage, and are compatible with Mesa's climate. Landscape screening is provided on the northern edge of the drive-through aisles to mitigate the view of vehicle queuing from the internal shared road for the overall development.

Conclusion

The proposed 1,025-square-foot Dutch Bros Coffee will enhance and complement the City of Mesa's design principles. Dutch Bros Coffee is a successful business that will promote improvement of the existing commercial area. Dutch Bros Coffee locations are known to be clean and well maintained, providing quick service from friendly staff. The proposed coffee shop will provide excellent products and service, along with enhanced landscaping areas, lighting, and pedestrian open space at the project site that will benefit all customers and users in the immediate vicinity and the surrounding areas. The above narrative demonstrates how the proposal meets the City's standards and complies with the intended measures of the previously approved site plan, which will increase the overall quality of the project site and positively impact the citizens and businesses of the surrounding community and the City of Mesa.