



BARGHAUSEN

Project Narrative & Statements

Dutch Bros Coffee

PREPARED BY

Barghausen Consulting
Engineers, Inc.

PREPARED FOR

City of Mesa Design Review Board

CLIENT ADDRESS

110 SW. 4th St.
Grants Pass, OR 97526

SITE ADDRESS

3406 S. Ellsworth Rd.
Mesa, AZ 85212

JURISDICTION

City of Mesa

DATE

01/05/2024

PROJECT NO.

22255

Project Overview

The project proposes construction of a new 950 square-foot Dutch Bros Coffee with dual drive-through lanes to accommodate up to 26 vehicles. A separate covered service window will be offered for walk-up customers on the opposite side of the drive-through service window. Additional site improvements include perimeter and interior landscaping, a trash and recycling enclosure, surface parking, and an ADA accessible pedestrian path throughout the site.

The project site consists of an approximate 45,513 square-foot parcel (Pad 1) that is located within a shopping center at the southwest corner of Ellsworth Road and Peterson Avenue. The property is currently zoned as Limited Commercial (LC). Limited service restaurants with drive-through facilities are permitted in the LC district.

Dutch Bros Characteristics

Dutch Bros Coffee, known for their upbeat baristas and genuinely caring service, are a growing drive-through coffee company with more than 700 locations in 15 states and over 16,500 employees. Their three main values include speed, quality, and service. All Dutch Bros Coffee locations serve Private Reserve Coffee, White Coffee, and Decaf Coffee as espresso options, all roasted in Grants Pass, Oregon. Along with coffee, the menu includes a variety of Dutch Bros Blue Rebel energy drinks, lemonade, and tea. Limited packaged food items will be provided such as muffin tops and granola bars.

Queuing and Stacking

Approximately 500 feet of dual stacking space is available behind the drive-through window to provide queuing for up to 26 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 that, 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 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.

The drive-through also includes a bypass/exit lane that is paved and striped. This allows customers who receive their orders while behind the drive-through window to bypass vehicles waiting at the window. This area can also serve as a waiting area for customers with larger orders, freeing up the drive-through window. This is another way Dutch Bros Coffee increases their service rate.

Operational Measures

The Dutch Bros Coffee site is proposing an extensive directional sign package that will guide customers throughout the site. In addition, the layout of the site is designed to create an efficient vehicle flow with sufficient queuing capacity and operational measures that minimize the potential for spillover onto neighboring properties or the public roads.

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 are 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 closely as possible in order to utilize the maximum queuing available, directing cars into the waiting area or the bypass/exit 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 above-described runner system, will reduce customers' time at the window to 30 to 45 seconds. If a customer's order takes longer than said timeframe, the drink runners will bring drinks to other customers in line behind the window to allow those customers to exit via the bypass/exit lane. This means customers are not required to reach the drive-through window to receive their order and exit the site. These measures significantly minimize the potential for queuing spillover outside the dedicated drive-through lanes.

During times of high heat, Dutch Bros has operational measures in place to care for their employees. If the temperature is above 115 degrees, Dutch Bros employees are allowed to remain inside the conditioned building instead of taking customer orders within the stacking lanes. If the temperature is between 100 to 114 degrees, outdoor positions must wear an "Ice Hug" or ice vest and rotate every 30 minutes. If the temperature is between 90 to 99 degrees, the outdoor positions must wear Ice Hugs and rotate every 60 minutes.

The typical business hours for Dutch Bros Coffee are from 5:00 a.m. to 11:00 p.m. each day of the week. Please note that the proposed facility may extend its hours of operation to 24 hours on a seasonal or permanent basis in the future.

Architecture

The proposed building is visually interesting, 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. Canopy awnings are provided over all entrances and service doors, including a large 300-square-foot canopy over the customer walk-up service window providing weather protection. The building features modulation with a tower element, building wall articulation, and building materials that are aesthetically pleasing 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

The signs proposed for use at the project site will conform to the City of Mesa Zoning Code. The signs proposed to be installed at the project site include one pylon sign, as well as wall, menu, and directional signs. These signs will be constructed with high-quality materials and properly installed under separate permits.

Site lighting will be provided 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 be Dark Sky compliant and will include shields to direct light toward the project site and to keep glare away from the adjacent land uses and rights-of-way.

Findings For Design Review Board Approval

The committee when approving a project shall consider the following:

1. *The project is consistent with:*
 - a. *Applicable goals, objectives and policies of the general plan and any applicable sub-area or neighborhood area plans;*
 - b. *All of the development standards of this ordinance;*
 - c. *Other adopted Council policies, as may be applicable; and*
 - d. *Any specific conditions of approval placed on the zoning of the property.*

Response: The proposed development is consistent with the goals and policies of Chapter 4 of the City Design Guidelines that are intended to create commercial spaces with 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 is oriented towards the right-of-way to create an attractive and inviting streetscape. The project is designed to satisfy all development standards of the applicable ordinances.

2. *The overall design of the project including its scale, massing, site plan, exterior design, and landscaping will enhance the appearance and features of the project site, the street type, and surrounding natural and built environment.*

Response: The overall design of the project will enhance the appearance of the project site and surrounding natural-built environment by providing visually pleasing landscaping, adequate site lighting, and a visually interesting building façade.

3. *The overall design will create a distinctive and appealing community by providing architectural interest in areas visible from streets, sidewalks, and public areas.*

Response: The Dutch Bros 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.

4. *The project 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 use and to provide a suitable environment for all customers.

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 and creates a safe, attractive and inviting environment at the ground floor of buildings on sides used by the public.*

Response: The building will be constructed with high-quality materials and the project will optimize landscaping to create a safe, attractive, and inviting environment.

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 will have a harmonious relationship with its surrounding neighbors by utilizing compatible building materials and by upholding similar building scale with other uses in the surrounding zoning districts.

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 on all sides, 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 will have a pedestrian pathway on the site; a separate covered service window will be offered for walk-up customers that is effectively isolated from vehicle areas and oriented towards the public infrastructure within the right-of-way. This design provides a safe and inviting space for pedestrians and promotes compatibility with the surrounding community spaces.

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 building is 950 square feet in area and includes a tower element as well as a variation of colors and materials that provide variety and relief across all façades.

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, sidewalks, and site lighting are designed to satisfy the City of Mesa Standards for Commercial Uses in the Limited Commercial Zoning district.

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 in proximity to the right-of-way with clear sight lines that create enhanced visibility into the site.

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 for the public view while utilizing plant materials that are drought tolerant, that minimize water usage, and that are compatible with Mesa's climate.

12. *The project has been designed to be energy efficient including, but not limited to, building siting, and landscape design. The project also mitigates the effects of solar exposure for users and pedestrians. For purposes of this criterion, buildings that meet environmental standards such as LEED™, Green Globes, or equivalent third-party certification are considered to be energy efficient.*

Response: The project will implement a landscape and building design that is intended to be energy efficient.

Findings for Airport Overflight Area Three (AOA3) Approval

- A. *Avigation Easement. The owners of any property, including mortgagees, other lien holders and easement holders, located within the Airfield Overlay District shall execute an avigation easement prior to or concurrently with the recordation of any subdivision final plat, or issuance of any building permit, whichever occurs first. The easement shall be in a form approved by the Mesa Planning Director and City Attorney. This easement shall hold the City, the public and the associated Airport harmless from any damages caused by noise, vibration, fumes, dust, fuel, fuel particles, or any other effects that may be caused by aircraft landing, departing, or operating at or near a designated Airport, not including the physical impact of aircraft or parts thereof.*

Response: The City of Mesa Avigation and Release for Pheonix-Mesa Gateway Airport was recorded May 18, 2017, and is enclosed in this submittal.

- B. *Notification of Buyers. No person shall sell or offer for sale any property located within the Airfield Overlay District unless the prospective buyer has been notified of the fact that the property is located within the Airfield Overlay District.*

Response: Notification that the subject property is located within the Airfield Overlay District was given in the Site Survey and Schedule "B" of the Title Report.

- C. *Disclosure. The following notice shall be provided in accordance with paragraphs one (1) and (2) below for all single and multiple residence housing and other noise sensitive uses. "This property, due to its proximity to a designated Airport, will experience aircraft overflights, which is expected to generate noise levels that may be of concern to some individuals. The mix of aviation activities and types of aircraft expected to be located at the airport now and in the future may include: scheduled and unscheduled commercial charters, commercial air carriers and commercial air cargo operations, all of which are expected to use large commercial aircraft, corporate and executive jets, helicopters, general aviation aircraft, aviation flight training schools using training aircraft and high performance military jets. The size of aircraft and frequency of use of such aircraft may change over time depending on market and technology changes."*

- a. *Final Subdivision Plats and Public Reports. For all areas within an AF overlay district, final subdivision plats and public reports filed with the Arizona Department of Real Estate shall provide notice that discloses the location of the Airport and the potential for aircraft overflights and objectionable aircraft noise and shall include, at minimum, the disclosure in Subsection C above.*
- b. *Real Estate and Similar Sales and Leasing Offices. Sales and leasing offices shall provide notice to all prospective buyers and lessees stating that the project is located within an Overflight Area. Such notice shall consist of a sign at least 4-foot x 4-foot installed at the entrance to the sales office or leasing office at each project. The sign shall be installed prior to commencement of sales or leases and shall not be removed until the sales office is permanently closed or leasing office no longer leases units in the project. The sign shall state the disclosure in Subsection C above letters of at least 2" in height.*

Response: Dutch Bros Coffee is not a noise sensitive use requiring disclosure pursuant to the criteria in Item C.

D. *Noise Level Reduction. A building permit shall not be issued for any structure requiring a Certificate of Occupancy or designed for habitation, within the Airfield Overlay District, until the plans and specifications accompanying the application for the building permit have been certified by a registered Professional Engineer or registered Professional Architect in the State of Arizona as demonstrating that indoor noise levels attributable to airport operations shall not exceed 45 db for all portions of a structure where the public is received, office areas, public assembly rooms, sleeping areas, noise-sensitive areas and other areas where the ambient noise level is expected to be low. Plazas, courtyards, outside displays, covered/partially enclosed work areas, storage areas, loading bays, and similar areas are excluded.*

Response: Prior to Building permit submittal, the plans and specification will be certified by a registered Professional Engineer at Barghausen Consulting Engineers, Inc., demonstrating compliance with the noise level limit.

E. *Provisions. Notwithstanding any other provisions of this Chapter and in compliance with CFR 14 Part 77, no use may be made within any area affected by this Chapter in such a manner as to obstruct navigable airspace, interfere with navigational signals, impair radio communication between the Air Traffic Control Tower and aircraft, impair visibility in the vicinity of the Airport, create bird strike hazards, or otherwise materially endanger or interfere with the landing, takeoff, operation or movement of aircraft.*

Response: The proposed Dutch Bros Coffee shall not interfere with any aspects of Airport operations. The equipment and functions of the drive-through coffee shop are negligible and do not create any impacts to airport procedures. All lights on site are provided to ensure the safety and security of staff. All lights will be Dark Sky compliant and will include shields to direct light toward the project site and to keep glare away from the adjacent land uses and rights-of-way.

Conclusion

The proposed 950 square-foot Dutch Bros Coffee will enhance and complement the City of Mesa's design principles. Dutch Bros Coffee is a successful business that promotes improvement of the existing commercial area. Dutch Bros Coffee locations are known to be clean and well maintained, while providing quick service from friendly staff. The proposed coffee shop will provide excellent products and service, along with landscaped areas 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 and findings demonstrate how the proposal will increase the overall quality of the project site and positively impact the citizens and businesses of the surrounding community.

January 09, 2024

City of Mesa
Department of Planning
55 N. Center St.
Mesa, AZ 85201



ADN Architects
Armet Davis Newlove & Associates

Re: **Justification Letter for the Proposed Elevations for the Dutch Bros Coffee Stand**
Dutch Bros AZ1408
Ellsworth Rd. & Peterson Ave.
Mesa, AZ 85212
APN: 304-03-0846L

Dear Planning Staff,

Please accept this letter as justification that we are meeting items (b) and (c) of MZO section 11-6-3(B). The architectural building design of the Dutch Bros Coffee Shop has been modified to be cohesive with the entire development. Dutch Bros corporate colors typically consist of Dutch Bros Blue and variations of gray tones but have modified them to incorporate the materials and colors being used within the development. While we have kept the corporate DB Blue tower, we have incorporated stucco finishes and colors at the body of the building as well as a block veneer at the wainscot and columns and modified our prototypical awnings and canopy fascia to match the color used by the rest of the development. While this building is only 950sf we have also modified the parapets with cornices and bumped out sections toward the back of the building at the alternating stucco transitions to create varying planes to work cohesively with the rest of the development.

We appreciate the opportunity to submit this proposed development for your review. Please do not hesitate to contact me if you have any questions.

Sincerely,

John Dodson AIA

Date: January 09, 2024