



BARGHAUSEN

Project Narrative

PREPARED BY

Site Plan and Design
Review
Dutch Bros Coffee

Barghausen Consulting Engineers, Inc.

PREPARED FOR

Dutch Bros LLC

CLIENT ADDRESS

110 S.W. 4th Street
Grant Pass, OR 97526

SITE ADDRESS

2750 East University
Drive
Mesa, AZ 85213

JURISDICTION

Meza, AZ

DATE

07/30/2024

PROJECT NO.

23429

Project Overview

The project proposes to develop a 0.82-acre parcel for the construction of a 950 square-foot Dutch Bros Coffee with double drive-through lanes to accommodate up to fifteen (15) vehicles in the queue. A separate covered service window will be offered for walk-up customers on the western side of the building opposite the drive-through service window. Surface parking for fourteen (14) including one (1) ADA spot is provided.

The property is currently zoned Limited Commercial (LC). A drive-through food establishment is permitted subject to Site Plan Review and Design Review approvals with a public hearing before the Design Review Board.

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. It is adjacent to a walkway connection leading to the public sidewalk to attract the attention of passersby or customers visiting the neighboring businesses. The ADA path is clearly marked and crosses the drive-through exit to lead pedestrian customers up to the walk-up customers' window. In addition, a shade tree and well-designed landscaping will be provided to create beautiful scenery.

Queuing and Stacking

Approximately 315 feet of stacking space is available behind the drive-through window to provide queuing for up to fifteen (15) 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 customer's 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 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.

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 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 customer's 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. 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 on a vacant site. Access will be from the east from the shared parking lot road to the existing shopping center, which connects to East University Drive from the south. The access will lead vehicles to the west where they will enter the drive-through lane, wrapping around north to the service window where customers will exist on the eastern portion of the property. The project will include a separate customer window that is oriented to the west 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 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 Dutch Bros Coffee shop complies with all standards set forth for drive-through establishments in the Limited Commercial zone and Neighborhood Village to ensure harmonious development of the vacant lot. As proposed, the site complies with the minimum fifteen foot landscaped setback and provides pedestrian connection to the existing sidewalk along East University Drive. Given the site's proximity to residential properties and connection to adjacent commercial uses, the proposed Dutch Bros Coffee shop provides a convenient choice for customers in the vicinity by foot or vehicle. Dutch Bros proposes a small building footprint of 950 square feet, which does not increase the scale and intensity of the existing intended for the Limited Commercial Zone.

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

Response: The drive-through coffee use is consistent with the provisions laid out in the development code. Title 11 Chapter 6 – Commercial and Mixed-Use Districts of the Zoning Ordinance establishes that commercial businesses in the LC zone are intended to serve residents within a one to ten-mile radius and allows for fast-food restaurants. The proposed Dutch Bros will be constructed in a vacant lot in an established commercial retail center, which aims to best serve the local residents by offering convenient and enjoyable products either at the welcoming walkup service window or by the quickly served drive-through option. Dutch Bros is a small-scale development that aligns well with the neighborhood aspect the city envisions for the subject area.

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 proposed development is consistent with the standards set forth in the Zoning Ordinance that are intended to create commercial spaces with attractive, engaging, 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.

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: Dutch Bros Coffee is a reputable business due to the friendly customer service, exceptional menu items, and employment opportunities. Any harmful effects brought on by the development will be mitigated through strategic action and proactive designs. For example, the potential of negative impacts associated with drive-throughs is diminished by monthly traffic plan meetings and daily traffic strategy discussions with staff. The proposed drive-through is located fully on the property and is oriented so that potential overflow is contained on the site. The enhanced landscaping buffer measuring a minimum of fifteen feet from the street alleviates any potential vehicle and pedestrian connectivity by relegating any walkup traffic to the landscaped area and the drive-through service from the already established vehicle area.

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: Dutch Bros Coffee creates a visually appealing and compatible development with the surrounding uses where customers visiting the commercial area may also choose to visit the site. The property improves the vacant lot by installing attractive landscaping along the perimeter to attract customers, which also matches the properties in the vicinity thus creating a uniform development along East University Drive and North Lindsey Road.

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 950 square-foot building is compatible with the adjacent commercial plaza as demonstrated in this application by the high quality design and human scale of the proposed coffee shop. Dutch Bros Coffee aims to improve the commercial area by developing a currently vacant lot to accommodate a reputable business and enhanced landscaping.

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 project encourages pedestrian activity as well as adds visual interest to a vacant site. The Dutch Bros Coffee building abuts East University Drive and connects to the public sidewalk where walkup customers are welcomed through enhanced landscape features where easily order Dutch Bros beverages. Dutch Bros Coffee prioritizes an efficient site layout and scenic landscape in an effort to welcome customers and create a visually appealing addition to the Mesa community.

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

Response: Enhanced landscaping and pedestrian furniture are consistent with commercial area and aim to provide a safe and welcoming environment for customers. A large canopy is provided on site to offer weather protection to customers, which is flanked by enhanced landscape features. Site lighting is offered for safety to guide customers and Dutch Bros staff safely around the site. A forty-inch barrier wall separates the frontage landscape buffer and the existing bus route stop to create a visual separation for pedestrians to distinguish the separate uses while maintaining a human scale.

9. 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 proposed Dutch Bros Coffee project will improve the currently vacant site to create an attractive street frontage that welcomes pedestrians either by foot traffic or by vehicle travel. The inviting coffee shop will connect to the public sidewalk and bus stop, which will increase pedestrian activity therefore putting more eyes on the street. Walk-up customers may enjoy a shaded canopy area in front of the service window which faces the East University Drive frontage, creating a more welcoming environment for the Mesa community.

10. 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: Site improvements include scenic landscaping on street frontages utilizing drought tolerant plant materials in an effort to minimize water usage. Installed landscaping will also emphasize the character of Mesa by providing beautiful desert appropriate trees and shrubs similar to commercial sites in the surrounding area.

Design Review Findings

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;
 - d. Any specific conditions of approval placed on the zoning of the property.

Response: The proposed development is consistent with the standards of Quality Development Design Guidelines that are intended to create commercial spaces with attractive, engaging, 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 East University Drive to create an attractive and inviting streetscape. 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 the 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 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 vacant site and surrounding commercial environment by providing visually pleasing landscaping, adequate site lighting and a visually interesting building façade. The 950 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.

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. The proposed building location complies with the required setbacks and landscaping standards while abutting East University Drive. The building location invites pedestrians to visit the Dutch Bros site using the pedestrian walkway connecting to public sidewalk.

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 the use and 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 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 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 Coffee will have a pedestrian pathway on the site leading to the 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 public infrastructure within the right-of-way. 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 950 SF in area and includes a tower element and a variation of colors and materials that provide variety and relief across all facades. In combination with the range of materials on the structure, the Dutch Bros Coffee building will be a dynamic but compatibly design addition to the neighborhood.

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. Residential neighborhoods in the area are greeted with scenic landscaped site where they may walk to enjoy Dutch Bros Coffee is a clearly understood layout with site lighting to provide a safe path of travel.

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. A 40-inch barrier wall creates a visual distinction between the public tight-of-way along East University Drive, but the installation of enhanced landscaping and a clear path of travel invites pedestrians to visit 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 from public view while utilizing plant materials that are drought-tolerant, minimize water usage and 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.

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 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 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.