

## PROJECT DESCRIPTION LETTER

### Proposal

The applicant proposes to demolish an existing structure at 57154 Twentynine Palms Highway and construct a 950 square foot Dutch Bros. Coffee with one drive-through window, dual drive-through lanes accommodating 22 cars for queuing, an early exit/bypass lane, one pedestrian/walk-up window, and associated site improvements including landscaping, curbing, and a 240 square foot trash/recycle enclosure, on a 0.53 acre parcel currently occupied by a shuttered restaurant and parking. The existing fire hydrant, water meters, backflow prevention devices and grease interceptors are proposed to remain. Direct access is proposed from Twentynine Palms Highway and indirect access from Dumosa Avenue.

### Dutch Bros. Coffee Introduction

Dutch Bros. Coffee, known for its upbeat “broistas” and genuine-caring service, is a growing drive-through coffee company with more than 500 locations in eleven states and over 12,000 employees. The three main company values are speed, quality, and service. In addition to serving drinks, the company strives to excel in philanthropy benefitting not only the communities where they are located but also larger efforts such as the Muscular Dystrophy Association. They give back through fundraisers, grants and donations.

### Service

All Dutch Bros. Coffee locations serve coffee that is roasted in Grants Pass, Oregon. Along with hot and cold brewed coffee drinks, the menu includes a variety of Dutch Bros. Blue Rebel energy drinks, cocoa, lemonade, soda, smoothies and tea options. Packaged food items such as muffin tops and granola bars are also part of the menu.

### Site Design and Orientation

The layout of a site is designed to create the best possible flow and the maximum queuing of vehicles possible to reduce the impact and spillover onto adjacent properties and public roads. In addition to the drive-through window with double queuing lanes, Dutch Bros. Coffee includes a separate customer window that is oriented to the opposite side of the structure to serve pedestrian traffic only. Parking stalls are accommodated on site and a public transit stop is adjacent to the site. There are sidewalks on both Dumosa Avenue and Twentynine Palms Highway. Pedestrian connectivity is proposed to Twentynine Palms Highway sidewalks. The site is also designed to preserve the existing native plants.

### Traffic

The proposed project is projected to generate approximately 87 new daily vehicle trips and is presumed to cause a less-than-significant impact to the local vehicle miles of travel. It is estimated 60% of inward and outbound trips from the site will utilize the Dumosa Avenue driveway and 40% the Twentynine Palms Highway driveway.

### Architecture

The proposed building is designed to be visually interesting and will be constructed with a variety of quality building materials offering simple yet bold colors. Vertical and horizontal façade breaks, building massing, and modulation have all been incorporated into the design. Canopy awnings are provided over entrances and service doors, including a large canopy over the pedestrian customer window providing weather protection.

### **Signs and Lighting**

Colorful and visually interesting wall signs depicting the Dutch Bros. Coffee logos are proposed for all sides of the building. Signs proposed for use at the project site will conform to the zoning code. Signs proposed to be installed at the project site include wall, menu, drive-through, parking lot, and directional signs. Signs will be constructed with quality materials and properly installed under separate permits.

Site lighting is important for the safety and security of customers, pedestrians, and employees. Outdoor lighting and illumination at the site 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.

### **Hours of Operation and Employees**

Dutch Bros. Coffee will be open twenty-four hours a day unless restrictions prohibit continual operation. A typical store will have three shifts with 4-12 employees per shift, based on size and how busy the shop is. Usually there are 3-4 full time positions and 25-30 part time positions created with a new store.

### **Customers**

While Dutch Bros. Coffee does not have daily customer count data for the region, the peak hours are anticipated to be 7am-9am and 3pm-5pm. Based on available data at established sites in Northern California, it is common to observe a maximum queue of up to 14 vehicles during the morning peak hours and up to 12 vehicles in the afternoon peak hours. This site accommodates up to 22 vehicles in the queue.

To satisfy the company value of "speed," Dutch Bros. Coffee employs a comprehensive sign package, tailored to each site, to direct customers efficiently to and through the site. There is no standard electronic/speaker menu board ordering system; only person-to-person ordering is implemented.

In addition to the signage, staff are stationed outside to help alleviate congestion. All staff are required to attend a monthly shop meeting to discuss traffic plans in detail. The staff also gather before each shift to ensure the traffic strategy is set and employees understand their duties. During the peak hours, one employee's sole responsibility is traffic control which includes utilizing Dutch Bros blue traffic cones to redirect traffic should vehicles start to back up and block drive aisles or driveways, 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/exit lane if needed, and ensuring no cars are blocking the roads or other areas. Three or four staff are also dedicated to the drive-through area throughout the day to take orders, receive payments, and sometimes deliver drinks allowing customers to exit via the bypass/exit lane; these employees are referred to as "runners."

The number of employees manning the drive-through lanes varies and increases as the number of vehicles in the drive-through lanes increases. The goal is to process 20 vehicles (orders) in 12 minutes during peak business hours which equates to a service capacity rate of 100 vehicles per hour.

These measures have proven effective in reducing customer time at the window to 30 to 45 seconds and efficiently controlling traffic, significantly minimizing the potential for queuing spillover outside the dedicated drive-through lanes.

### **Solid Waste Collection Plan**

Dutch Bros. Coffee proposals include a 20' x 12' trash and recycle enclosure designed to be consistent with the colors and materials for the overall development and accessible by truck from the front with a pedestrian access point on the side. Typical service includes one 4-yard dumpster and one 3-yard recycling canister.

### **Conclusion**

The Dutch Bros. Coffee project is proposed to enhance the repurpose the parcel and serve as commercial in-fill. Dutch Bros. Coffee is a successful business that will promote improvement of the existing commercial area; the company sites are known to be clean and well maintained, providing quick service from friendly staff. The proposed coffee shop will provide enhanced landscaping areas, lighting, and pedestrian open space at the project site while preserving the adjacent native plants.