



BARGHAUSEN

PROJECT NARRATIVE

Site Development Plan Review Submittal Dutch Bros Coffee

8570 West Lake Mead Boulevard
Las Vegas, NV 89128

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July 28, 2023

Our Job No. 22625

23-0155
07/31/2023

Project Overview

The project proposes to develop a portion of Parcel 1 of the South Shores Shopping Center for construction of a new 950-square-foot Dutch Bros Coffee with dual drive-through lanes and associated site improvements, including a trash enclosure, parking, landscaping, and various site amenities.

This project site is currently zoned Limited Commercial (C-1). A Site Development Plan Application is required for use approvals.

Site Amenities

A separate covered service window will be offered for walk-up customers on the southeastern side of the building opposite the drive-through service window. It faces the main entrance and sidewalk to the overall development to attract the attention of nearby pedestrians. The canopy provides shade and weather protection when customers are ordering. A bench will be provided under the canopy for seating options. In addition, shade trees and well-designed landscaping will be provided to create beautiful scenery.

An ADA path will connect to the main sidewalk and will include clearly marked crosswalks to cross the entrance and exit of the drive-through lanes. The ADA path also extends to the parking lot and adjacent parcels to provide the maximum pedestrian access from all surrounding areas. A bus stop with shelter will be located along Rampart Boulevard, adjacent to the site.

Queuing and Stacking

Approximately 400 feet of stacking space is available behind the drive-through window to provide queuing for up to 16 vehicles (25 feet per vehicle). 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 time at the window to 30 to 45 seconds. If customers are taking longer than that timeframe, the drink

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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 proposed hours of operation are 24 hours a day. If the market does not support those hours, operations may be reduced to 5am to 11pm

Site Design and Orientation

The proposed Dutch Bros Coffee will include a separate customer window that is oriented to the southeastern side of the site to serve pedestrian walk-up traffic only. The vehicle drive-through lane wraps around the north and west property lines with the window and exit located on the southwest side of the property.

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. 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 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 Las Vegas Zoning 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.

Justification

A coffee shop is a permitted use in the Limited Commercial zone and is consistent with the General Plan. Site access and circulation will not have a negative impact on adjacent roadways or neighboring traffic, the site is designed with dual drive-through lanes to accommodate queuing of up to 16 vehicles. Runners will be available to direct traffic and take drink orders. Many patrons will receive their order prior to reaching the drive-through window and be able to exit using the escape/bypass lane.

There are several Dutch Bros locations in Las Vegas, the closest location being approximately 3.5 miles away. The new store will provide relief to the existing coffee stands by giving the surrounding community a closer place to buy coffee and result in reduced queuing in other nearby locations. The shopping center is pedestrian friendly, and the coffee shop is compatible with the existing uses within the center which includes restaurants, thrift stores, retail stores, a bank, dance studio, gas station, car wash, etc. The landscaping will be practical for the local area, the new trees will provide shade and the landscaping layout will enhance

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the site and offset the surrounding asphalt areas. Electric Vehicle recharging spaces and bicycle parking will be provided only as required by the Green Building Code.

Conclusion

The proposed Dutch Bros Coffee will enhance the commercial character and quality of life of the Limited Commercial (C-1) district. 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. Dutch Bros takes pride in being part of the community and actively gives back by having fund raisers, grants and donations. They are committed to providing the best experience and enjoy positively interacting with every customer. 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 Las Vegas.

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