

Dutch Bros. on Olive Avenue: CU23-05
North of the northeast corner of 91st Avenue and Olive Avenue





RE: CVP - Olive DB, LLC Conditional Use Permit Application Narrative

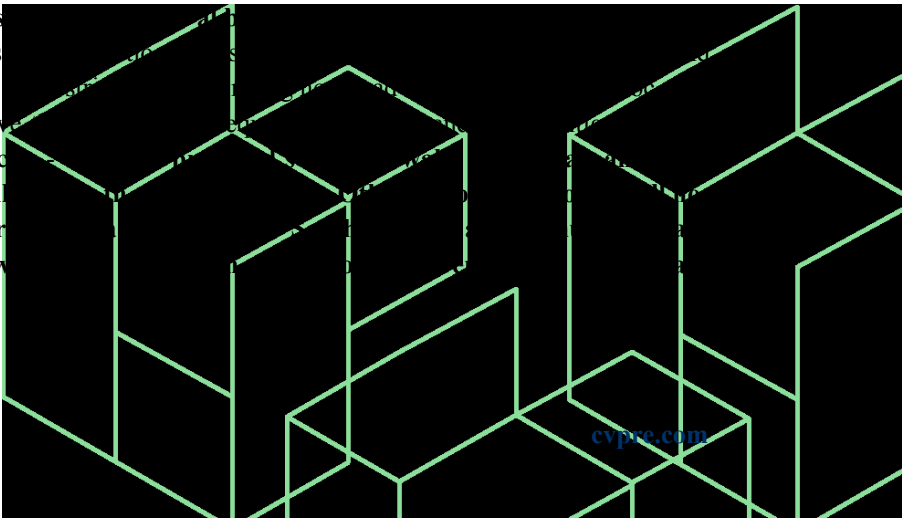
City of Peoria - Planning and Community Development Department:

As per your suggestion during the pre-application meeting held on Wednesday June 22, 2022, we would like to apply for a Conditional Use Permit for our proposed Dutch Bros Coffee shop at NEC of 91st Ave and W Olive Way, Peoria, AZ 85345; APN: 142-37-971. Our current zoning is C2 - Intermediate Commercial District, which has certain development standards according to Section 21-505 of the City of Peoria Zoning Ordinance. Currently our proposed site plan for the Dutch Bros Coffee has 26 parking spaces and room for 28 cars queueing in the double-drive-thru. The store will operate out of a 935 SF building with a front patio with outdoor seating for its customers.

A Dutch Bros store typically employs 40-50 employees, with 4-8 working at any given time. Typical store operation hours are from 5AM to 11 PM, however these can be modified per the city’s regulations. Dutch Bros Coffee is a predominantly takeaway operation, with some occasional on-site coffee and beverage consumption at the outdoor patio. A big part of Dutch Bros Coffee’s success is their quick speed of service, which is maintained by “runners” with tablets taking orders along the middle sidewalk in the drive thru. Drinks are made by the staff within the building, and are picked up by the customer as they pull up to the drive thru window. There is also an optional “escape lane” which allows for customers to exit the drive thru early in the event the drink is ready early and a runner is able to bring the drink to the customer before they reach the drive thru window.

Section 21-503 restricts the use of drive thru (within 200’ of residential) -without a specific use permit, which we require to operate the proposed Dutch Bros Coffee Shop. Per sections 21-505.B.2 & 21-505.B.3 the city requires the following as parameters to be maintained under this section. Please see our responses to these below -

1. All drive-through lanes, menu boards, speaker box, and other related elements shall be located at least 50 feet from any residentially zoned property or use. Speakers at a drive-through shall not be audible from residentially zoned property. Sound shall be mitigated through the use of sound attenuation walls, landscaping, or other measures. - **noise will be minimal as the proposed store does not have a speaker box ordering system like most drive thru restaurants. As seen on the attached site plan, the drive thru lane is located more than 50’ away from the nearest residential development. Orders are taken by employees via Tablet/iPad in the double-drive thru.**
2. The drive-through lane shall be separated from parking areas and driving lanes by a minimum 5-foot wide landscaping island or other alternative as approved by the Planning Manager. - **As seen on the on the site plan, the drive thru lane is separated from the parking areas and driving lanes by landscape islands at multiple locations.**
3. Drive-through canopies and other appurtenances shall be architecturally compatible with the principal building. - **The canopies follow a similar color palette and materials**
4. Through the Conditional Use Permit (CUP) process Zoning Commission may include, but are not limited to: **of the drive-through, modification of the minimum drive thru lane width, and other measures appropriate to the relevant circumstances. boundaries of the site to minimize glare from headlights. not exceed ambient conditions. Additionally, as per the site plan, screening the east side of the property to reduce unwa**



Development done right.



COLE VALLEY

PARTNERS

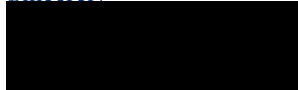
showing a proposed “man-gate” on our plans allowing for one pedestrian access point between the Church property and our property.

5. No Conditional Use Permit is required when the exterior wall or area of the patio or seating area is located at least two-hundred (200) feet from the nearest residentially-zoned lot, not including common area tracts. - **As marked on the site plan the seating area is located 200’ away from the nearest residential lot.**
6. Such areas shall be located adjacent to the restaurant or establishment to which it is an accessory use. - **Please refer to the site plan.**
7. The use shall not interfere with pedestrian access, fire lanes, driveways, or traffic visibility at driveways or street intersections. - **Our proposed 28 car drive thru lane will help us keep a large volume of customers within our site boundary and avoid any spillover traffic. Our proposal also includes additional pedestrian connectivity from 91st Avenue to our site, and from our site to South Peoria Baptist Church property, thus improving the overall pedestrian connectivity.**
8. Through the Conditional Use Permit (CUP) process, the conditions considered for imposition by the Planning and Zoning Commission may include, but is not limited to, a restriction on operating hours, additional screening, re-location of the outdoor dining and seating area, noise and visual mitigation and other measures appropriate to the relevant circumstances. **Our outdoor dining area has a minimal seating capacity of 8 people and will not exceed ambient conditions. It is located 200’ away from the nearest residential lot and the site is screened on the East and West.**

As illustrated above our proposed use does not cause any adverse impact to the residents in the vicinity as required in the city’s code. Therefore, we request a Conditional Use Permit (CUP) for Drive Thru and Outdoor Dining within 200’ of residential development.

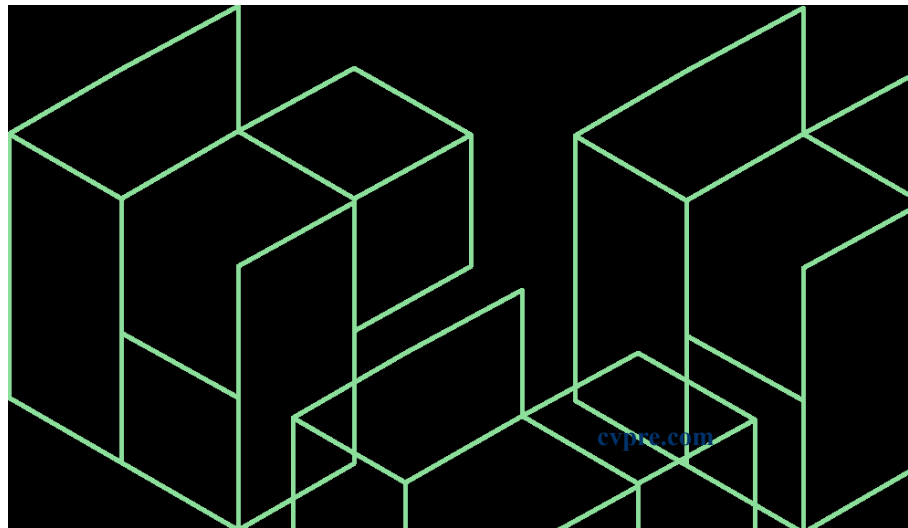
We have worked with [Dutch Bros Coffee](#), our civil engineering team - Trico Engineering LLC, and our architects - PHNX Design LLC, to develop this proposal for the Conditional Use Permit.

Sincerely



Mitchell Reynolds
CVP - Olive DB, LLC
Development Manager

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