Staff Summary Report



Development Review Commission Date: 02/22/2011 Agenda Item Number: ____

> A request for a Development Plan Review for DUTCH BROTHERS COFFEE located at SUBJECT:

> > 6461 South Rural Road.

DOCUMENT NAME: DRCr_DutchBrothers _022211 PLANNED DEVELOPMENT (0406)

COMMENTS: Request by DUTCH BROS. COFFEE (PL100344) (John Bebbling, property owner; Bill

> Cantieri, Piazza Builders, applicant) for a new 371 s.f. coffee shop with a 225 s.f. patio and a drive-thru located within an existing retail center at 6461 South Rural Rd, in the PCC-1, Planned Commercial Center Neighborhood District, including the following:

DPR11017 - Development Plan Review including site plan, building elevations and

landscape plan.

PREPARED BY: Sherri Lesser, Senior Planner (480-350-8486)

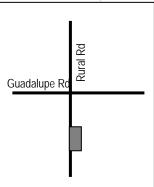
Lisa Collins, Community Development Deputy Director (480-350-8989) **REVIEWED BY:**

LEGAL REVIEW BY: N/A

> FISCAL NOTE: N/A

RECOMMENDATION: Staff - Approval, subject to conditions

ADDITIONAL INFO:



Total Building area 371 s.f.

Lot Coverage 19 % (50% maximum allowed in PCC-1) **Building Height** +/- 20 ft (35 ft maximum allowed in PCC-1)

Building Setbacks +13' front, +/-310' & 50' shopping center sides, +335' shopping

center rear (0, 0, 10 min.)

Landscape area 25% (15% minimum required)

Shopping Center approved as Park by Demand Vehicle Parking

Bicycle Parking 2 spaces (2 minimum required)

A neighborhood meeting is not required with this application.

PAGES: 1. List of Attachments

2. Comments/Reasons for Approval

3-6. Reason for Approval / Conditions of Approval

7. History & Facts / Zoning & Development Code Reference

ATTACHMENTS: 1. Location Map

2. Aerial Photo

3-5. Letter of Explanation

6. Site plan

7. Enlarged Site Plan

8. Site Plan of Shopping Center

9. Floor plan

10. Building Elevations11. Landscape Plan

12. Grading & Drainage Plan

COMMENTS

The applicant is requesting an approval for a Development Plan Review for a new coffee shop with a drive-through to be added in the existing parking lot. The site has an approved Shared Parking Model for these uses.

PUBLIC INPUT

None received.

PROJECT ANALYSIS

The project is located in the Tempe Decorator Center along the Rural Road frontage. The Shopping Center is located at the southeast corner of Guadalupe Rd and Rural Rd with office uses to the east and south, single-family residential to the southeast and commercial across Rural Road to the west.

DEVELOPMENT PLAN REVIEW

Site

The Tempe Decorator Shopping Center is situated along two street frontages; Guadalupe Road and Rural Road. The Dutch Brothers building is to be located at the street edge along Rural Road. The drive-thru is on the east side of the building accessible by an existing drive aisle. The refuse container is located on the north side of the building. The opening of the refuse enclosure aligns with the drive aisle at a thirty-three degree (33°) angle which has been approved by the refuse collection department as an acceptable alterative to the twenty-seven degree (27°) angle standard. Predominant access to the coffee shop will be by vehicle; however, the sidewalk access provides convenient access for pedestrians and transit users along Rural Road. The proposed parking and building configurations comply with city development standards and have been reviewed for circulation, refuse collection and fire safety.

Building

The proposed new Dutch Brothers Coffee shop is a stand alone building. The building elements have proper scale with the site and surroundings. The building mass is divided into smaller components that create a human-scale as viewed from the sidewalk. The proposed elevations incorporate some materials and elements found in the architecture of the Tempe Decorator Center. The proposed materials and colors include a gray stucco design finish with white trim, stone columns and a blue standing seam roof. The proposed EFIS material color does not match the existing tan color of the shopping center. Staff is requiring a condition to modify the proposed stucco color for the Dutch Brothers building to Benjamin Moore, "Shelburne Buff" #HC-28 (approved center color) or a similar color to match. In addition, staff is requiring a condition to add an offset stucco base with a similar design and color scheme of the shopping center, utilizing Benjamin Moore, "Alexandria Beige" #HC-77 or a similar color to match. The blue gabled roof as proposed is an allowable deviation from the center colors. Staff recommends deletion of the white trim color. The stone material to match the center, Southern Ledgestone- Cultured Stone ICC 5749 or comparable color and appearance by another manufacturer.

Landscape

The proposed landscape plan keeps existing trees and adds Desert Museum Palo Verde trees to the street front. All new trees will be 24" box specimens. A combination of low water using shrubs and ground covers are proposed that add year round color with a variety of heights and textures. The plant species are listed in the conditions of approval.

Conclusion

The request complies with the zoning classification PCC-1. The proposed building design, with conditions will fit with the surrounding commercial context and additional landscape material and improved lighting will be added as a result of the new building.

REASONS FOR APPROVAL:

The project meets some of the Section 6-306 D Approval Criteria for Development Plan Review:

- 1. The placement of building maximizes natural surveillance and visibility of pedestrian areas (building entrances, pathways, parking areas, etc.), and facilitates pedestrian access and circulation.
- 2. Buildings and landscape elements have proper scale with the site and surroundings
- 3. The building mass is divided into smaller components that create a human-scale as viewed from the sidewalk
- 4. The building has a distinct base and top, as identified by ground floor elements, roof forms, and detailing.

- 5. Building facades have architectural detail and contain windows at the ground level to create visual interest and to increase security of adjacent outdoor spaces by maximizing natural surveillance and visibility
- Accessibility is provided in conformance with the Americans with Disabilities Act (ADA).
- 7. Vehicular circulation is designed to minimize conflicts with pedestrian access and circulation. Traffic impacts are minimized in conformance with the city transportation policies, plans and design criteria.
- 8. Safe and orderly circulation separates pedestrian and bicycles from vehicular traffic.
- 9. Plans appropriately integrate crime prevention principles such as territoriality, natural surveillance, access control, activity support, and maintenance.
- 10. Landscape accents and separates parking, buildings, driveways and pedestrian walkways.

EACH NUMBERED ITEM IS A CONDITION OF APPROVAL. DEVELOPMENT REVIEW COMMISSION MAY MODIFY, DELETE OR ADD TO THESE CONDITIONS.

DPR11017 CONDITIONS OF APPROVAL

General

1. Your drawings must be submitted to the Development Services Building Safety Division for building permit by February 22, 2012 or Development Plan approval will expire.

Site Plan

- 2. The refuse enclosure is approved for an opening that aligns with the drive aisle at a thirty-three degree (33°) angle.
- 3. Utility equipment boxes for this development shall be finished in a neutral color (subject to utility provider approval) that compliments the coloring of the buildings.

Building Elevations

4. The color scheme and materials modified and approved for the following: Main building stucco color - Benjamin Moore, "Shelburne Buff" #HC-28 or similar color to match Wood Beam Shade Trellis and Drive Canopy- EIFS –Medium Brown Standing seam metal roof–Firestone Metal Roofing- "Award Blue"

Canopy Columns- Southern Ledgestone- Cultured Stone ICC 5749 or comparable color and appearance by another manufacturer

Except that main colors and materials that exceed light reflectance value of 75 percent shall be revised to be not greater than 75 percent. Submit any additions or modifications for review during building plan check process. Planning inspection staff will field verify colors and materials during the construction phase.

- 5. Provide an popped out/offset stucco building base, similar in design of the shopping center building base, in a color to match Benjamin Moore "Alexandria Beige #HC-77.
- 6. Provide secure roof access from the interior of the building. Do not expose roof access to public view.
- 7. Conceal roof drainage system within the interior of the building. Minimize visible, external features, such as overflows, and where needed design these to enhance the architecture of the building.
- 8. Incorporate lighting, address signs, incidental equipment attachments (alarm klaxons, security cameras, etc.) where exposed into the design of the building elevations so that the architecture is enhanced by these elements.
- 9. Locate the electrical service entrance section (S.E.S.) inside the building or inside a secure yard that is concealed from public
- 10. Exposed conduit, piping, etc. is not allowed unless a creative conduit surface design that compliments the architecture is reviewed and approved by the Development Review Commission.

Lighting

11. Illuminate all building entrances from dusk to dawn to assist with visual surveillance at these locations.

Landscape

12. The preliminary landscape palette approved for the following:

Trees:

Shrubs and Accents:

New

- Desert Museum Palo Verde
- All new trees would be 24" box

New

Large Shrubs

Rio Bravo Texas Ranger

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Existing

- African Sumac
- Bottle Bush Tree
- Chilean Mesquite

Medium and Small Shrubs

- Green Carpet Natal Plum
- Regal Mist Deer Grass
- Baja Ruella

Groundcover

- New Gold Lantana
- Dwarf Rosemary

Accents

Perry's Agave

All existing shrubs and ground cover are to remain. Any existing plants that fail to thrive shall be replaced with the appropriate plant from the above list.

13. Irrigation notes:

- a. Provide pipe distribution system of buried rigid (polyvinylchloride), not flexible (polyethylene). Use of schedule 40 PVC mainline and class 315 PVC ½" feeder line is acceptable. Class 200 PVC feeder line may be used for sizes greater than ½" (if any). Provide details of water distribution system.
- b. Place exterior, freestanding reduced pressure and double check backflow assemblies in pre-manufactured, pre-finished, lockable cages (one assembly per cage). If backflow prevention or similar device is for a 3" or greater water line, delete cage and provide a masonry or concrete screen wall following the requirements of Standard Detail T-214.
- c. Locate valve controller in a vandal resistant housing.
- d. Hardwire power source to controller (a receptacle connection is not allowed).
- e. Controller valve wire conduit may be exposed if the controller remains in the mechanical yard.
- f. Repair existing irrigation system (on site or in the adjacent public right of ways) where damaged by work of this project. Provide temporary irrigation to existing landscape for period of time that irrigation system is out of repair. Design irrigation so existing plants on site or in frontages are irrigated as part of the reconfigured system at the conclusion of this construction.
- 14. Include requirement in site landscape work to de-compact soil in planting areas on site and in public right of way and remove construction debris from planting areas prior to landscape installation.
- 15. Top dress planting areas with a rock or decomposed granite application. Provide rock or decomposed granite of 2" uniform thickness or less. Provide pre-emergence weed control application and do not underlay rock or decomposed granite application with plastic.

CODE REQUIREMENTS

THE BULLETED ITEMS REFER TO EXISTING CODE OR ORDINANCE THAT PLANNING STAFF OBSERVES ARE PERTINENT TO YOUR CASE. THE

BULLET ITEMS ARE INCLUDED TO ALERT THE DESIGN TEAM AND ASSIST IN OBTAINING A BUILDING PERMIT. THESE ITEMS ARE NOT AN EXHAUSTIVE LIST.

- Specific requirements of the Zoning and Development Code are not listed as a condition of approval, but will apply to any
 application. To avoid unnecessary review time, and reduce the potential for multiple plan check submittals, it is necessary that the
 applicant be familiar with the Zoning and Development Code (ZDC), which can be accessed through www.tempe.gov/zoning, or
 purchased at Development Services.
- Verify all comments by the Public Works Department, Development Services Department, and Fire Department given on the
 Preliminary Site Plan Reviews dated 11/03/2010. If questions arise related to specific comments, they should be directed to the
 appropriate department, and any necessary modifications coordinated with all concerned parties, prior to application for building
 permit. Construction Documents submitted to the Building Safety Department will be reviewed by planning staff to ensure
 consistency with this Design Review approval prior to issuance of building permits.
- Security Requirements: Design building entrance to maximize visual surveillance of vicinity. Limit height of walls or landscape
 materials, and design columns or corners to discourage to opportunity for ambush. Distances of 20'-0" or greater, between a
 pedestrian path of travel and any hidden area allow for increased reaction time and safety. Follow the design guidelines listed
 under appendix A of the Zoning and Development Code. In particular, reference the CPTED principal listed under A-II Building
 Design Guidelines (C) as it relates to the location of pedestrian environments and places of concealment.
- Standard Details:
 - Tempe Standard "T" details may be accessed through www.tempe.gov/engineering or purchased from the Engineering Division, Public Works Department.
 Tempe Standard "DS" details for refuse enclosures may be accessed through www.tempe.gov or may be obtained at Development Services.
- 100 year onsite retention required for area within scope of work, coordinate design with requirements of the Engineering Department.
- Verify location of any easements, or property restrictions, to ensure no conflict exists with the site layout or foundation design.
- Refuse enclosure indicated on site plan is exclusively for refuse. Construct walls, pad and bollards in conformance with Standard Detail DS-116.
- Any curbs, driveways or sidewalks within scope of work "area of disturbance" to be repaired.
- Provide parking loop/rack per standard detail T-578. Provide 2'-0" by 6'-0" individual bicycle parking spaces. One loop may be used to separate two bike parking spaces. Provide clearance between bike spaces and adjacent walkway to allow bike maneuvering in and out of space without interfering with pedestrians, landscape materials or vehicles nearby.
- A security vision panel shall be provided at service and exit doors with a 3" wide high strength plastic or laminated glass window, located between 43" and 66" from the bottom edge of the door.
- Measure height of buildings from top of curb along front of property (as defined by Zoning and Development Code).
- Avoid upper/lower divided glazing panels in exterior windows at grade level, particularly where lower (reachable) glass panes of a
 divided pane glass curtain-wall system can be reached and broken for unauthorized entry. Do not propose landscaping or screen
 walls that conceal area around lower windows. If this mullion pattern is desired for aesthetic concerns, laminated glazing may be
 considered at these locations.
- Complete landscape plans must be submitted to Planning Plan Check for review, including all specified plant species and locations. All dead or missing plant material must be replaced. All landscape islands street frontages and perimeter landscape areas shall have required number of trees, and adequate coverage of shrubs and ground cover to meet City of Tempe Design

Guidelines (Appendix A Section A-IV.)

- Follow the guidelines listed under appendix E "Photometric Plan" of the Zoning and Development Code.
- Indicate the location of all exterior light fixtures on the site, landscape (and photometric) plans. Avoid conflicts with lights in order to maintain illumination levels for exterior lighting.
- Signs:
 - Refer to Zoning and Development Code Section 4-902E regarding sign area measurement, which includes all logos and text.
 - Obtain sign permit for any identification signs as well as for internally (halo) illuminated address signs.
 - Directional signs (if proposed) may not require a sign permit, depending on size. Directional signs are subject to review by planning staff during plan check process.

HISTORY & FACTS:

July 9, 2007.

The Development Review Commission Staff approved for Tempe Decorator Center a request for an exterior building modification for the partial upgrade of the shopping center consisting of the portions owned by one owner along Rural Road frontage and a portion of Guadalupe frontage. The site is located at 6485 South Rural Road in the PCC-1, Planned Commercial Center District.

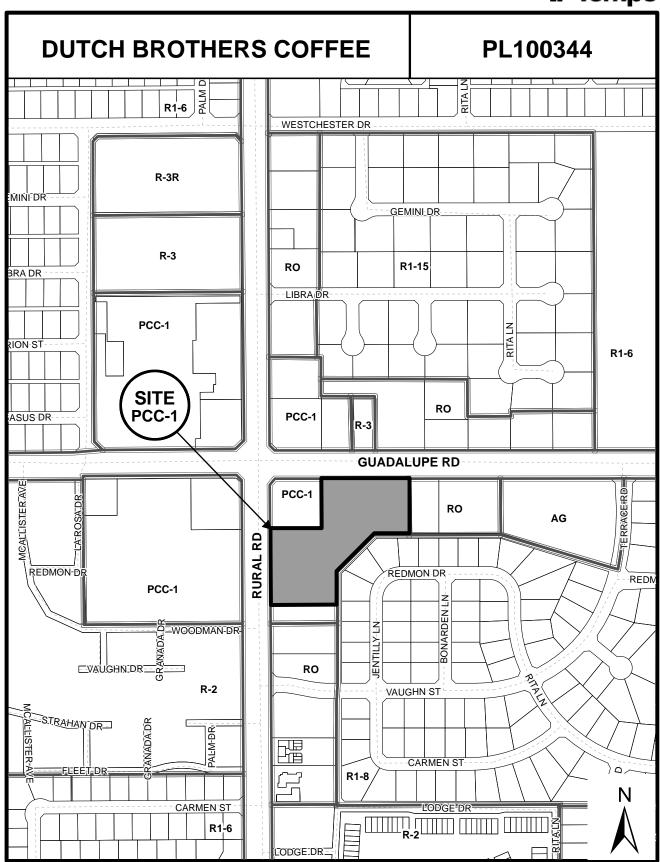
January 26, 2011. Community Development Department staff approved a shared parking analysis for Tempe Decorator Center/ Dutch Brothers Coffee located at 6461 South Rural Road in the PCC-1, Planned Commercial Center.

ZONING AND DEVELOPMENT CODE REFERENCE:

Section 6-306, Development Plan Review

PL100344 – DUTCH BROTHERS February 22, 2011

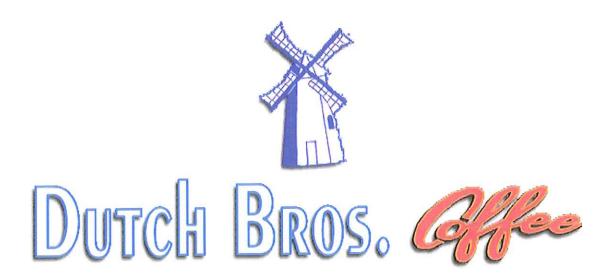




Location Map



DUTCH BROTHERS COFFEE (PL100344)



PROJECT NARRATIVE for the City of Tempe

Dutch Bros. Coffee

January 17, 2011

Prepared by:

Bill Cantieri

PIAZZA

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Prepared for:

City of Tempe

Development Services Division

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480-350-8331

I. Introduction

The purpose of this narrative is to request Development Department approval for a third **Dutch Bros. Coffee** building in the City of Tempe.

The Property Owners are: John & Barbara Bebbling, 6485 S Rural Road, Tempe, AZ 85283, 480-363-0203.

The Tenant is: Rural Road/Guadalupe DB LLC, dba: Dutch Bros. Coffee, 27915 N. 100th Place, Scottsdale, AZ 85252, 480-595-9082.

II. Location

The assigned address is of the project is 6461 S Rural Road. It is located just south of the southeast corner of Rural and Guadalupe Roads, and is the westernmost portion of parcels 301-48-354 D & J comprised of 10,550 SF of land.

III. Dutch Bros. Coffee Proposed Use

Dutch Bros. Coffee is an espresso beverage franchise based in Grants Pass, OR. Beginning with a single stand in southern Oregon nineteen years ago, Dutch Bros has grown to 156 drive-thru restaurants in seven states. The franchisor is also a coffee roaster and provides beans to all of their franchisees throughout the system. The products served are gourmet coffee, espresso, cappuccino, ice-blended espresso beverages, fruit smoothies, Italian sodas, and pre-packaged baked goods. They use no cooking equipment.

The keys to their success are: providing a consistent high-quality product---via their own beans; fun—they find outgoing people, train them rigorously, and encourage them to play great music; and speed of service---the average customer transaction taking less than 90 seconds to complete resulting in reduced traffic congestion on the property.

As a result of these keys, **Dutch Bros. Coffee** has had zero store failures, unlike most restaurant chains.

Their buildings do not use a "call box" or "speaker." Every transaction is face to face at the window and consumers get to watch their espresso beverage being prepared from their vehicle. The added benefit to deleting the call box is that early morning business does not disturb any nearby residential areas.

Dutch Bros. Coffee primary customer base is "convenience customers;" consumers who prefer to save time by getting their morning coffee without leaving their vehicle, and parents traveling with children. Their restaurant model is also designed to cater to pedestrian and cyclist traffic with a walk up window at the side of the building and a bicycle rack adjacent to the patio.

IV. Zoning Code and General Plan

The property is Zoned PCC-1 Planned Commercial Center Neighborhood District as defined in the 2030 General Plan. The proposed use as an espresso beverage restaurant is allowed in the Restaurant category of the permitted land uses table 3-202A.

V. Exterior Design and Interior Room Uses

Dutch Bros. Coffee will be constructed in front of an existing shopping center on Rural Road owned by John and Barbara Bebbling. The standard Dutch Bros. colors have been modified to complement the existing shopping center. They have deleted their standard split face block wainscot, added tapered cultured stone columns to match the center, and wood stained shade structures.

There are only three rooms inside **Dutch Bros. Coffee**, the Service Area, Storage, and Restroom. The Drink Prep area includes hot and cold beverage equipment, a warewashing area, and walk-in cooler. The dry storage area stores non perishable consumables. The restroom is for employee use only and also houses the mop sink, cleaning chemicals, and a hot water heater. The air handler unit is hidden from public view in the attic portion of the building gable; and the condenser for the walk in cooler has been sized so it is not visible beyond the parapet wall.

VI. Environmental

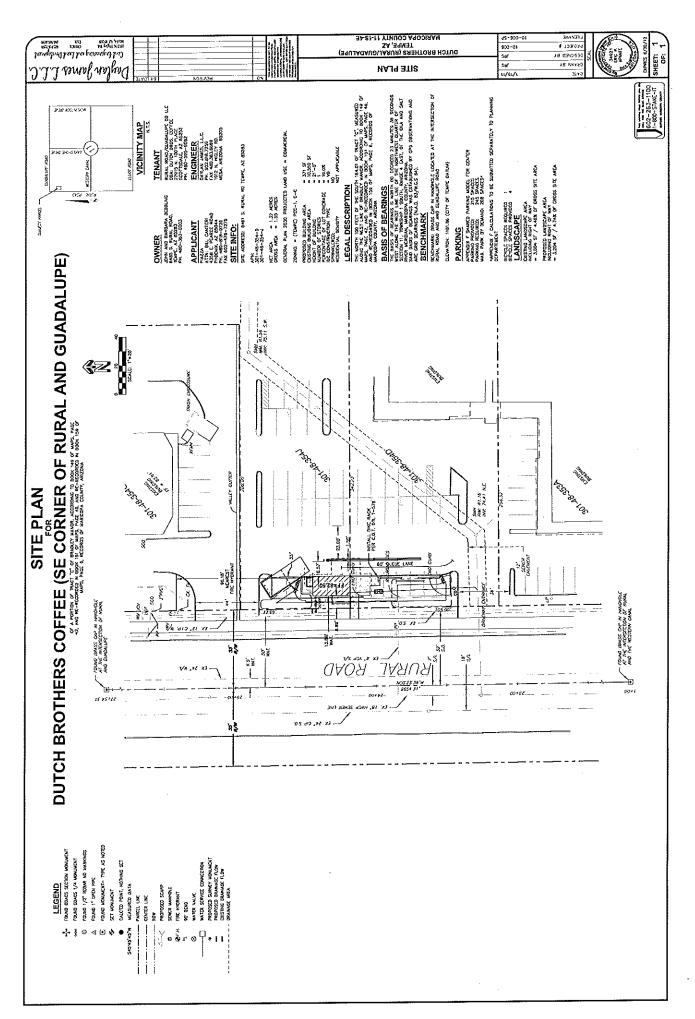
As the building is only 377 SF, we are able to dedicate a significant portion of our lot to landscape area with decomposed granite. We will use a white roof material on the flat roof portion of the building to minimize heat gain in the building. Wood trellis type canopies have been added over the drive through window, walk up window, and patio to provide additional shade.

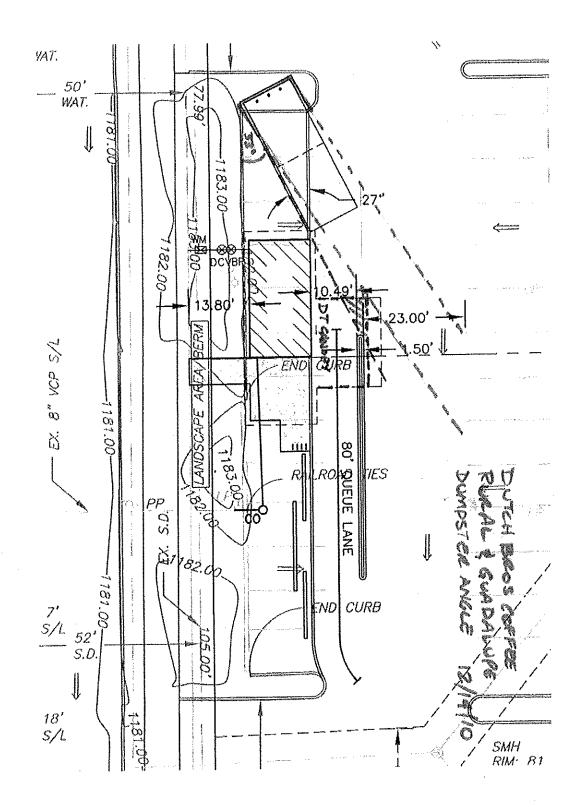
A patio area with is included on the plan south of the front window for bicycle or pedestrian customers. Seven new trees will provide additional shade. All plantings shown on the landscape plan are from the low water use plant list to further conserve water.

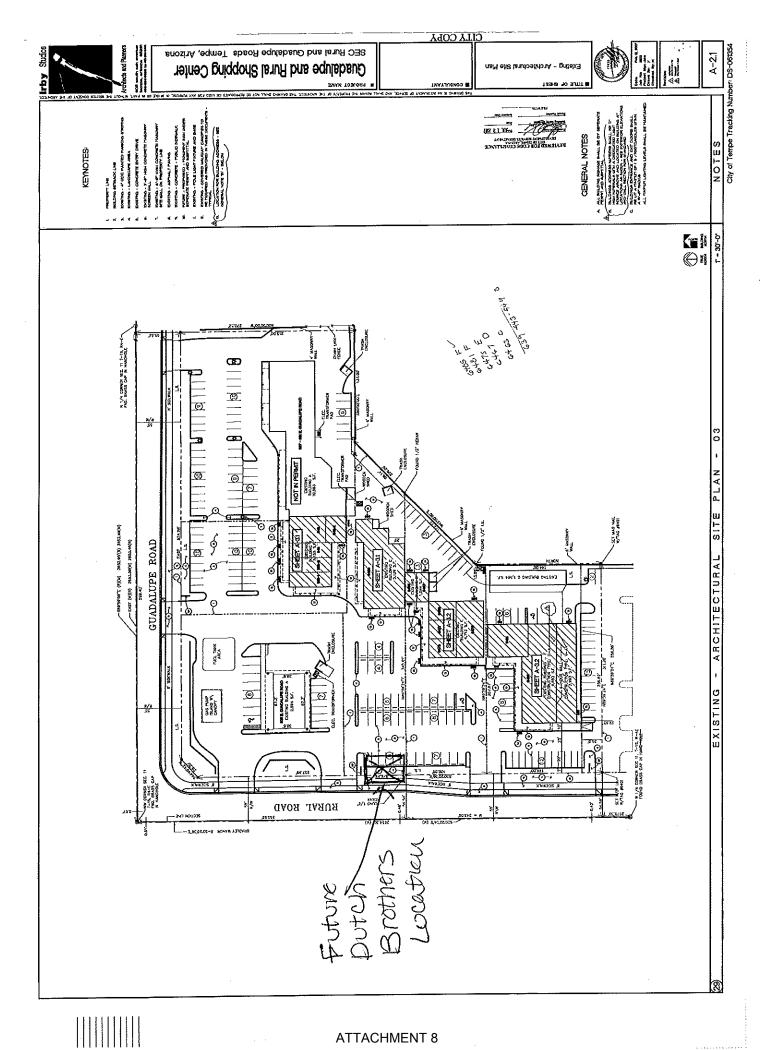
VII. Conclusion

There are two **Dutch Bros. Coffee** buildings open in Tempe and six total throughout the Valley. They are an active member in the community giving back a minimum of 1% of their annual sales to charity, plus additional fund raising campaigns for special events such as Breast Cancer Awareness Month.

Their use is compatible with current and future development according to the General Plan and we believe they will be a long-term member of the neighborhood and Tempe Community.



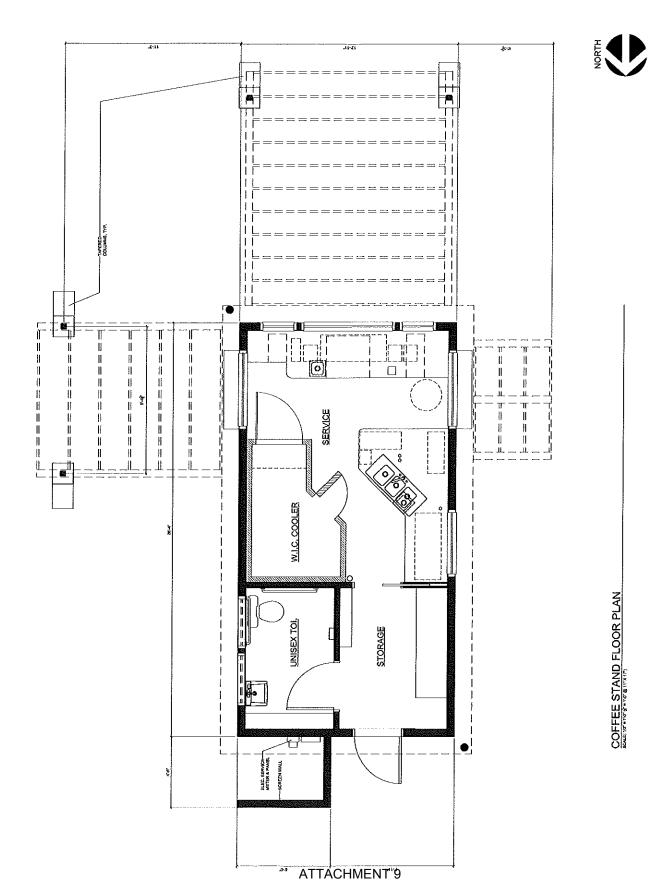






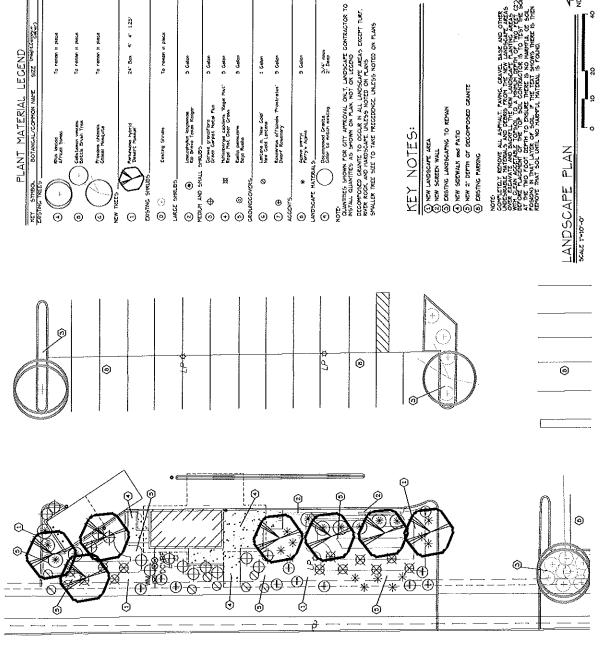






ATTACHMENT 11

RURAL ROAD



(602) 263-1100

Campbell | president

Dutch Bros Coffee Rural & Conduips Rd. Temps, Artaban

Landscape Plan

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