

# PROJECT NARRATIVE

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## **Pre-Submission Conference Dutch Bros Coffee**

2124 Pacific Avenue S.E.  
Olympia, Washington 98506

Prepared by:  
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Our Job No. 22231

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## **Project Overview**

The project proposes building and site alterations to accommodate a new 1,558-square foot Dutch Bros Coffee with drive-through service window. 2,800-square-foot commercial building with a drive-through window and canopy is currently on the site. The project proposes demolish a portion of the existing 2,800-square foot building to provide one (1) large, covered patio on the east side of the site. The existing drive-through window will be shifted to the south to maximize queuing capacity. The project will stripe the existing drive-through asphalt improvements to accommodate dual drive-through lanes and a bypass lane. Additional site improvements include a restripe of the existing parking lot and construction of a new masonry trash enclosure. The existing retaining wall, trees, and landscape berm are proposed to remain.

The property is currently zoned as High Density Commercial 2 (HDC-2). The drive-through use is permitted when the existing building has drive-through facilities that comply with the fast-food vehicular stacking requirements per Olympia Municipal Code Section 18.38.100.

## **Queuing and Stacking**

Approximately 250 feet of stacking space is available behind the drive-through window to provide queuing for up to 12 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 customers' 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 5 a.m. to 11 p.m. each day of the week. The hours of operation may be expanded in the future to operate 24 hours per day.

## **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, 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 Olympia Municipal 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.

## **Questions**

As we are in the feasibility stage of the project, we respectfully request answers to the following questions:

### **A. Planning and Land Use/Entitlements**

1. Please discuss the entitlement approval process including identifying submittal requirements, fees, as well as the projected timeframe for staff review.
2. Please identify if permit applications may be processed concurrently with the above application(s) at the applicant's risk.
3. Please describe any environmental processes the project will be required to submit.
4. Please review the Site Plan and provide feedback on any modifications that may be required to obtain entitlement approvals.
5. Please identify if signage allowances are reviewed as part of the land use entitlement process or if a separate application is required.
6. Please identify any hours of operation restrictions.
7. Should your preliminary review indicate the need for any variances or administrative exceptions, please provide details on the process itself, including applicable criteria.
8. Please identify any special architectural design standards that will be required.
9. Please identify any signage restrictions for signs that may be applicable to this project.
10. Please discuss the conditions for relocating/modifying the drive-through service window or stacking lanes.

B. Building/All Departments

1. Please identify all permits required for this project; describe the submittal process and review timeframe.
2. Please identify any available process to expedite plan reviews during the Building Permit Application.
3. Discuss any accessibility requirements relevant to the site plan.

C. Engineering and Utilities

1. Please identify any circulation and LOS issues, define their relevance to the drive-through layout, and any proposed mitigations.
2. Identify any special requirements for access, grading, erosion control, and stormwater system design and water quality controls.
3. Identify if a separate civil engineering review is required prior to or concurrent with the building permit process and describe submittal requirements and review timeframe.

D. Fire Marshal

1. Please discuss the adequacy of current hydrants and the need/location for additional hydrants.
2. Please confirm the adequacy of fire flow and/or water supplies for fire-fighting needs.
3. Please describe any additional Fire Permit requirements.