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LETTER OF INTENT

Site Development Plan Dutch Bros Coffee

7510 Falcon Market Place
Falcon, CO 80831

Prepared by:
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Our Job No. 21917

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Project Overview

The project proposes to develop a 30,884-square-foot parcel located at 7510 Falcon Market Place in Falcon, Colorado for construction of a new 950-square-foot Dutch Bros Coffee with a double drive-through and surface parking for eight (8) vehicles. A separate covered service window for walk-up customers will be offered on the eastern side of the building opposite the drive-through service window.

The property is currently zoned as Commercial Regional (CR). A Dutch Bros Coffee, being considered a drive-through restaurant, is a permitted use in the CR Zone and requires a Site Development Plan.

Queuing and Stacking

Approximately 260 feet of stacking space for up to 13 vehicles is available behind the drive-through window in the dedicated queuing lane. 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 are able to 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 our 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.

Site Design and Orientation

The proposed Dutch Bros Coffee building is located approximately 35 feet from the western property line, with a drive-through beginning on the northeastern corner of the project site and wrapping around to the western side of the building. The project will include a separate customer window to serve pedestrian walk-up traffic only on the eastern side of the building.

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 330-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 El Paso County Land Development Code. Signs proposed to be installed at the project site include a freestanding sign, 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.

Conclusion

The proposed Dutch Bros Coffee will enhance the commercial character of the Commercial Regional district. Dutch Bros Coffee is a successful business that will promote improvement of the existing and planned 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. 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 El Paso County.