



Project Narrative

Bell Road east of 59th Avenue
Glendale, AZ

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Development Team

Prepared for:

Dutch Bros Coffee

Prepared by:

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1. Project Overview

Dutch Brothers Coffee is proposed within the WINCO shopping center, located on the north side of Bell Road, east of 59th Avenue in the City of Glendale.

Exhibit A: Vicinity Map / Aerial Photograph



2. Project Description & Development Concept

The project envisions converting an existing parking lot within the WINCO Shopping Center into a Dutch Brothers Coffee shop. Dutch Brothers Coffee has seen great success in the Valley of the Sun and is looking to continue its success by developing an additional store in the popular Bell Road Corridor in Glendale. The existing parking lot is overflow parking that typically is not utilized except for overflow parking by existing businesses located east (retail space) and west (bank).

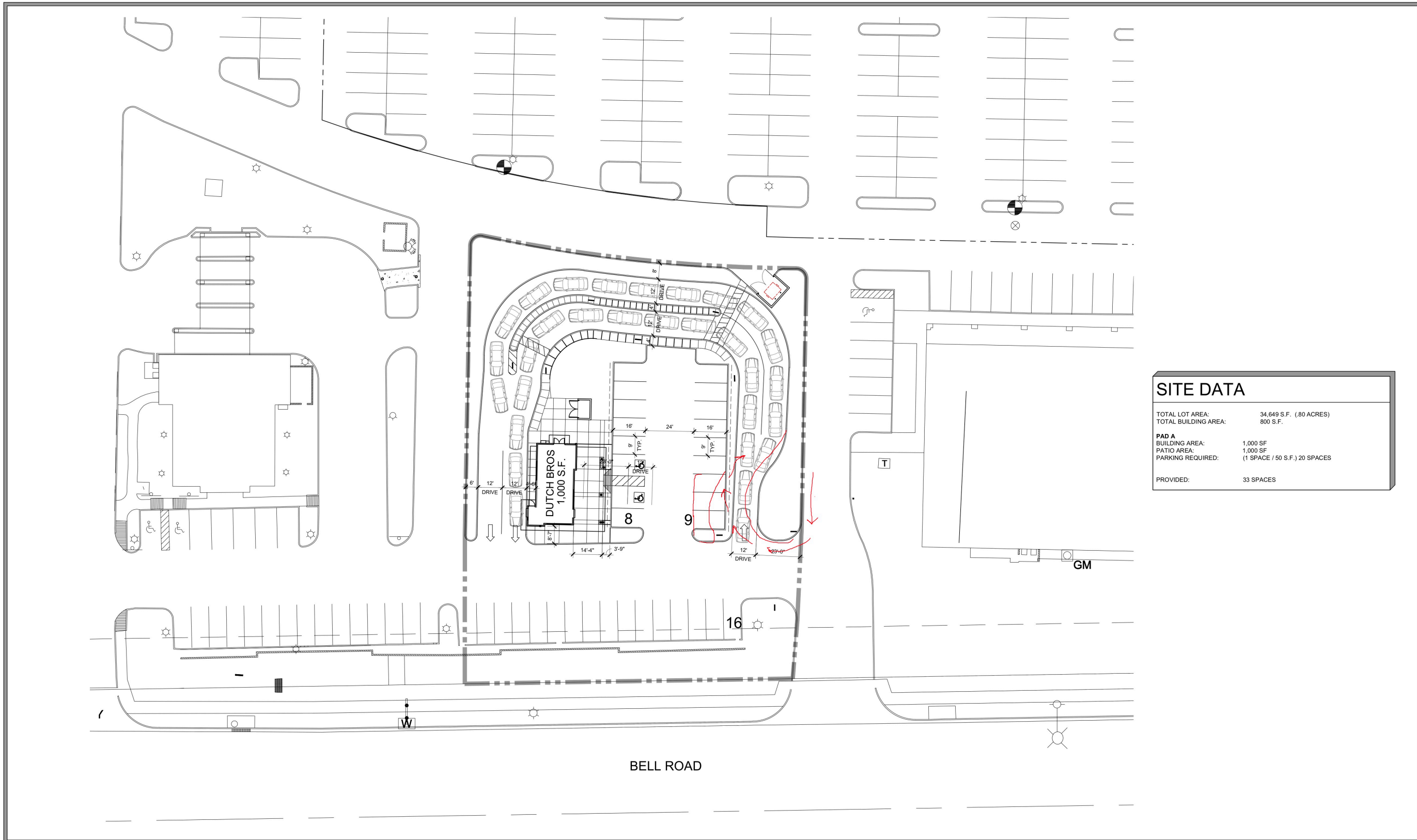
Building and Finishes:

Exterior finishes will comply with City of Glendale design guidelines, will complement existing development and will be subject to Design Review. The building proposed consists of a main coffee production area, a covered patio and a canopy over the drive through window. Parapet walls in the back half of the building will fully conceal the rooftop mechanical units.

Site Design:

The site is approximately 0.80 acres. The drive through entrance has been separated from the main parking lot in order to minimize congestion within the parking area and to maximize the queuing length to contain up to 30 vehicles. The drive-thru will comply with Glendale Drive-Thru Design Expectations.

Exhibit B: Proposed Site Plan



SITE DATA	
TOTAL LOT AREA:	34,649 S.F. (.80 ACRES)
TOTAL BUILDING AREA:	800 S.F.
PAD A	
BUILDING AREA:	1,000 SF
PATIO AREA:	1,000 SF
PARKING REQUIRED:	(1 SPACE / 50 S.F.) 20 SPACES
PROVIDED:	33 SPACES



PROPOSED SITE PLAN
DUTCH BROS
 59TH AVE AND BELL ROAD
 GLENDALE, ARIZONA



DATE: 05.24.19

SCALE: 1" = 20'-0"

PLAN: SITE PLAN



Operation, Hours and Products:

Dutch Brothers hours of operation are typically 5 am to 11 pm on weekdays and 12 am on weekends. Dutch Brothers Coffee does not utilize a drive through intercom system, rather orders are taken by Baristas on the sidewalks along the drive through lanes who text in the order with an iPod device. This significantly increases the speed of service to an average of 60 seconds or less per vehicle. The products served are Espresso based beverages (Latte's, Cappuccino, Mocha's, etc.) as well as Tea, Energy Drinks and Fruit smoothies. There is no food production on site nor interior dining room. The business model is predominantly drive through, but a large patio has been included in the design due to the popularity of the patio at other locations.

Access and Circulation:

The site includes a generous double drive thru lane and a parking lot. The lot proposed contains 33 parking spaces, 2 of which are handicap accessible spaces. Vehicular access to the property would be along the south side of the property along Bell Road.

3. Conclusion:

Dutch Brothers Coffee has been very successful all over the valley. There are no coffee shops within the shopping center at Bell Road and Bell Road, so the Dutch Brothers development will fulfill a need that is lacking in the current development. Additionally, Dutch Brothers are typically known for the speed at which they can provide service to customers. This will make the development particularly attractive to customers when choosing where they want to buy coffee, tea, and smoothies in this portion of Glendale.