

CORE STATES

GROUP

Project Narrative

Land Development Permit and Discretionary
Design Review
Dutch Bros Coffee (NM0506)

PREPARED BY
Core States Group

PREPARED FOR

Dutch Bros Coffee

CLIENT ADDRESS

1930 West Rio Salado Parkway
Tempe, AZ 85281

SITE ADDRESS

2640 Carlisle Boulevard
Northeast, Albuquerque,
NM 87110

PROJECT NO.

DBC.26.46671.01

DATE

03/24/2026

JURISDICTION

City of Albuquerque

Project Overview

The project proposes the demolition of an existing vacant building to develop a 28,745-square-foot (0.66 acres) parcel for the construction of a new 986-square-foot (interior dimension; 1,025 square feet exterior dimension) Dutch Bros Coffee with dual drive-through lanes and associated site improvements, including a new trash enclosure, parking, landscaping, and various site amenities. The parcel is currently occupied by a vacant building that previously operated as a Pizza Hut restaurant.

This project is located on the southeastern corner of Phoenix Avenue Northeast and Carlisle Boulevard Northeast. A public park is located adjacent to the eastern site border. The property is currently zoned as Mixed-Use – Moderate Intensity (MX-M). Drive-through restaurants are permitted in the MX-M zone subject to Site Plan Review.

Site Amenities

A separate covered service window will be offered for walk-up customers on the northern side of the building opposite the drive-through service window. The canopy provides shade and weather protection for customers who are ordering outside of the drive-through.

An ADA path will connect to the main sidewalk, to the parking lot, and adjacent parcels to provide the maximum pedestrian access from all surrounding areas.

Queuing and Stacking

Approximately 348 feet of stacking space is available behind the drive-through window to provide queuing for up to 18 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 customers' 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.

Mobile Orders

Dutch Bros' implementation of mobile ordering via the Dutch Bros mobile app has been hugely popular among customers as it allows them to place their order ahead of time. Upon customers' arrival at a Dutch Bros Coffee location, their drink will be ready for them. This has improved not only customer experience but also drive-through wait times. Whenever a customer places their order on the Dutch Bros mobile app, an estimated time for their drink to be ready is displayed, as well as a few alternative time options that the customer may choose for when they want to pick up their drink. Depending on what time the customer chooses, the Broistas will begin making the drinks before the customer arrives at the walk-up window.

Once the customer arrives at the store location, multiple options are available for order pick-up. Customers can pull into the drive-through lane and a Broista will greet them; the customer can then inform the Broista that they have placed a mobile order and may proceed to collect their drink at the drive-through window. A Broista may also bring their mobile order to their vehicle as the customer waits in the drive-through lane, no longer requiring the customer to stop at the drive-through window to collect their beverage. Another option for the customer is to park in the predesignated mobile order spot that informs the Broista which order they need to deliver to the customer's car parked in the "Mobile Order" pick-up parking spot. Whenever a mobile order is placed, the customer may opt to park in one of the mobile ordering stalls; the app will then assign a number for one of the parking spaces, thus informing the customer where to park upon arrival at the site. Finally, the customer may park their car and walk up to the walk-up window and inform staff of their mobile order to be fulfilled right there at the walk-up window.

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 drive-through and 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 5:00 a.m. to 11:00 p.m. each day of the week. Please note the proposed facility may extend business hours of operation to 24 hours on a seasonal or permanent basis in the future.

Site Design and Orientation

The proposed Dutch Bros Coffee will include a separate customer window that is oriented to the northern side of the site to serve pedestrian walk-up traffic only. The vehicle drive-through lane wraps around the west property line with the window and exit located on the northern edge of the property.

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 300-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 City of Albuquerque Integrated Development Ordinance. 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:

Planning and Land Use/Entitlements

1. Please confirm the required land use approval process, and whether a public hearing will be required. Please identify submittal requirements, fees, and the projected timeframe for staff review per each round of review.
2. Is a separate parcel required for the Project site?
3. Please identify any opportunities for seeking an expedited plan review schedule.
4. Please confirm that permit applications may be processed concurrently with the land use process for entitlements, if required, at the applicant's risk.
5. Please confirm whether there are environmental review requirements.
6. Please review the Site Plan and provide feedback on any modifications that may be required to obtain entitlement approvals.
7. Please identify any special trash enclosure requirements such as minimum dimensions, building design, or roof requirements. The existing trash enclosure is proposed to remain.
8. Please identify if signage allowances are reviewed as part of the land use entitlement process or if a separate application is required.

9. Please identify any hours of operation restrictions.

Traffic and Circulation

1. Please identify any circulation and LOS issues, define their relevance to the site design, and any proposed mitigations.
2. Please identify any right-of-way dedications, frontage improvements, access restrictions, and/or permits associated with off-site improvements.
3. Please quantify any applicable traffic impact and/or mitigation fees.
4. Please confirm if a traffic analysis is required. If so, please identify the specific scope of work to be addressed by a traffic engineer.

Fire Marshal

1. Please discuss the need/location for any new hydrants.
2. Please confirm the adequacy of fire flow and/or water supplies for fire-fighting needs.
3. Please identify any requirements for special alarm systems and/or sprinklers.

Building

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.

Engineering and Utilities

1. Identify any special requirements for access, grading, erosion control and stormwater system design, and water quality controls. Proposed site changes are minor.
2. Please confirm if any improvements to the existing trash enclosure are required.
3. Please identify the nearest available utilities to serve the project site. Describe any special requirements for water, sewer, power, and/or telephone service such as easements or permits.
4. Identify if a separate civil engineering review is required prior to or concurrent with the building permit process; describe submittal requirements and review timeframe.
5. Identify and quantify, if possible, all utility impact and/or mitigation fees.