

PROJECT NARRATIVE

Pre-Application Meeting
Dutch Bros Coffee (CO1604)

PREPARED BY
Core States Group

PREPARED FOR

Dutch Bros, LLC.

CLIENT ADDRESS

1930 West Rio Salado Parkway
Tempe, AZ 85281

SITE ADDRESS

I-25 & Crystal Valley Parkway
Castle Rock, Colorado 80104

PROJECT NO.

DBC.26.48129.01

DATE

09/09/2026

JURISDICTION

City of Castle Rock

Project Overview

The project proposes the construction of a new 986 square-foot (interior dimension, 1,025 square-foot exterior dimension) Dutch Bros Coffee with dual drive-through lanes that accommodate up to 16 vehicles in the queue. A total of 26 parking spaces is proposed, including one (1) ADA-compliant space and three (3) Mobile Order spaces. The Project site is located on an undeveloped dirt lot that is part of the proposed Dawson Trails planned development to be completed under separate projects. Proposed on-site improvements include a new trash enclosure allocated for the Dutch Bros Coffee use, parking, landscaping, and directional signage. A patio area with a covered canopy is proposed to the southwest of the building, opposite the drive-through service window.

The project site is approximately 35,590 square feet (0.82 acres) in size and zoned Dawson Trails Planned Development in the City of Castle Rock.

Operational Characteristics

Dutch Bros Coffee, known for their upbeat baristas and genuinely caring service, is a growing drive-through coffee company with more than 1,181 locations in 25 states and over 32,000 employees. Their three main values include speed, quality, and service. All Dutch Bros Coffee locations serve Private Reserve Coffee, White Coffee and Decaf Coffee as espresso options, all roasted in Grants Pass, Oregon. Along with coffee, the menu includes a variety of Dutch Bros Blue Rebel energy drinks, lemonade, and tea. Limited packaged food items will be provided such as muffin tops and granola bars.

Dutch Bros Coffee continues to grow; wherever it does, the love, donations and smiles grow with it. The company donates over \$3.5 million a year to its local communities and non-profit organizations. Dutch Bros Foundation and Dutch Bros Coffee are both about people first and actively engage in its communities through giving and action in four core areas: youth, music, health, and origins.

Queuing and Stacking

Approximately 320 feet of stacking space is available behind the drive-through window. 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 chooses 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 from 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.

Site Design and Orientation

The proposed Dutch Bros Coffee building will be situated on an approximately 35,590-square-foot (0.82 acre) parcel that is undeveloped. Vehicular access to the site and drive-through is proposed to the southwest of the site via a proposed future internal drive aisle for the overall development. Customers will enter the Dutch Bros Coffee site, then travel west and north to enter the drive-through lanes. The drive-through will wrap around the northern property line, leading to the drive-through window on the northern side of the building.

Architecture

The proposed exterior is visually interesting and will be implemented 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. The building features modulation with two tower elements, building wall articulation, and building materials that are aesthetically pleasing and compatible with other newer developments in the community, as well as the overall development. 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 Castle Rock Zoning 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.

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 zoning, 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. Please verify if any variances will be necessary to accommodate the current site layout.
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 preliminary 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.
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.
4. Please confirm whether a public restroom is required if outdoor seating is provided.

Engineering and Utilities

1. Identify any special requirements for access, grading, erosion control and stormwater system design, and water quality controls.
2. Please confirm whether the trash enclosure will require a drain and/or a roof.
3. Please confirm whether a grease interceptor is required.
4. 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.
5. Identify if a separate civil engineering review is required prior to or concurrent with the building permit process; describe submittal requirements and review timeframe.
6. Identify and quantify, if possible, all utility impact and/or mitigation fees.