



BARGHAUSEN
A DIVISION OF CORE STATES GROUP

**CORE
STATES**

Project Narrative

Entitlement (CA7803)
Dutch Bros Coffee

PREPARED BY

Barghausen Consulting
Engineers, LLC

PREPARED FOR

Dutch Bros Coffee

CLIENT ADDRESS

110 SW 4th Street
Grant Pass, OR 97526

SITE ADDRESS

NEC 405 Freeway &
Atlantic Boulevard, Signal
Hill, California

PROJECT NO.

23959

DATE

09/24/2025

JURISDICTION

Signal Hill, CA

Project Overview

The proposed project entails the development and operation of a 1,025 square-foot (outside dimensions) Dutch Bros Coffee drive-through facility, located on a 0.77-acre parcel at the northeast corner of 405 Freeway and Atlantic Boulevard. The subject property will be part of the existing shopping center. The parcel that is proposed to be allocated for the Dutch Bros Coffee use is currently part of the parking lot for the existing Gateway Center North Shopping Center with Target as the anchor tenant.

The primary objective of the project is to provide a high-quality, efficient, and customer-centric coffee service in a convenient drive-through format. The Dutch Bros Coffee brand is recognized for its focus on quick service and high customer engagement, largely facilitated by its streamlined operations and mobile customer service model. The project will cater to both vehicular traffic utilizing the dual-lane drive-through and order-ahead option, as well as pedestrian customers through a designated walk-up ordering window. Notably, no indoor seating will be provided as part of the project, with the emphasis remaining on drive-through efficiency and outdoor customer convenience. The proposed facility is designed to enhance the existing commercial corridor by introducing a vibrant and popular food and beverage use that complements the surrounding retail offerings and provides a walkable option for nearby residents.

The site is zoned Commercial General (CG) and is part of the Gateway Center North Specific Plan (SP-12). Fast food restaurants, including drive-throughs, are permitted in the Commercial General zone subject to a Conditional Use Permit and Site Plan and Design Review.

Site Amenities

The Dutch Bros Coffee drive-through in Signal Hill is designed to provide a streamlined and efficient customer experience while incorporating key site amenities that enhance convenience, comfort, and aesthetics. As part of its operational model, the facility will not include any indoor seating. Instead, the project will focus on drive-through service, order-ahead pick-up, and a designated walk-up ordering area to accommodate both vehicle and pedestrian customers. To serve customers arriving on foot, a covered walk-up service window will be located on the west side of the building, opposite the drive-through service window.

The project will incorporate landscaping enhancements to improve the visual appeal of the site. A combination of shrubs, groundcovers, and trees will be used, improving the aesthetics while reinforcing a cohesive site design for the overall development shopping center.

To enhance safety, visibility, and the overall customer experience, the site will include exterior lighting strategically placed throughout the property. This lighting will illuminate drive-through lanes and pedestrian pathways, ensuring a well-lit environment that promotes security and ease of navigation during evening and early morning hours.

Drive-Through Service and Queue Management

The drive-through component of the proposed Dutch Bros Coffee facility has been carefully designed to optimize efficiency, minimize traffic congestion, and enhance the overall customer experience. Unlike most drive-throughs, Dutch Bros Coffee does not utilize a speaker box or static menu board for ordering. Instead, customers place their orders directly at the service window or through Dutch Bros Coffee's innovative "runner" system, where employees take orders in the queue using handheld point-of-sale devices to expedite service.

East-bound vehicles on East 33rd Street will enter the site via a shared driveway with the overall development shopping center then enter the Dutch Bros Coffee site via a right turn, traveling west then south to enter the drive-through. A bypass lane is striped after the merge point, allowing vehicles to exit the queue early. When the runner system is in use, employees engage with customers in line, transmitting orders in real-time to the interior drink preparation stations so beverages are ready before customers reach the service window. Runners may also process payments ahead of time to further streamline the pickup process. The absence of speaker boxes reduces noise impacts and decreases vehicle idling time, supporting both operational efficiency and environmental sustainability.

To further enhance drive-through functionality and traffic management, Dutch Bros Coffee implements several proactive measures. Staff members attend monthly shop meetings to review traffic management protocols, ensuring they are well-prepared to maintain an orderly queue. Before each shift, employees meet to discuss the day's traffic strategy and address any site-specific considerations.

Throughout the day and depending on customer demand, employees are assigned specifically to the drive-through and parking areas, focusing on taking orders, processing payments, and maintaining steady traffic flow. Additionally, one staff member will be dedicated exclusively to traffic control, directing vehicles to pull forward to maximize the designated queuing area.

These traffic management strategies, combined with the runner system during peak periods, significantly reduce customer wait times and maximize throughput. The operational goal is to limit the amount of time a vehicle spends at the service window to approximately 30 to 45 seconds. If a customer requires additional time, runners deliver completed orders directly to the vehicle further back in the queue, allowing them to exit via the bypass lane without needing to stop at the drive-through window. This approach ensures that the drive-through lanes remain fluid, reducing the likelihood of queuing spillover beyond the designated stacking area.

Parking

The Dutch Bros Coffee site includes a total of 30 parking spaces that will be shared with the overall development shopping center, including one designated ADA parking space. Two standard spaces will be reserved as "Order Ahead" spaces to facilitate efficient pick-up for customers using mobile ordering.

Business Operation Plan

The Dutch Bros Coffee drive-through will operate seven days a week, offering early morning and late-night service to accommodate a diverse customer base. The typical hours of operation are 5:00 a.m. to 11:00 p.m. Any changes to the hours of operation would be implemented in accordance with local regulations.

The facility is expected to operate across three shifts per day, with staffing levels ranging from 4 to the maximum 12 employees per shift, depending on the time of day and projected customer demand. Peak morning and afternoon hours will have the highest staffing to ensure swift service and efficient order processing.

Dutch Bros Coffee provides a plethora of beverage options from Dutch Bros special coffees, classic coffees, energy drinks, lemonades, teas, shakes, and smoothies. Pre-packaged food provided but limited to muffin tops, cookies, bread, cakes, and granola bars. Please see the enclosed menu detailing all of Dutch Bros Coffee's beverage and food items available for customers.

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

The project will include signage and lighting to enhance visibility, guide customers efficiently through the site, and ensure safety for both pedestrians and vehicles. All signage proposed for the project will conform to the Zoning Code and will be constructed using high-quality materials to ensure durability and aesthetic consistency with the surrounding shopping center.

The project will feature a variety of signage types to facilitate wayfinding and reinforce branding. Wall signs will be installed on the building façade to identify the business and provide clear visibility from the surrounding roadways. Menu boards will be positioned within the drive-through lanes to display ordering options, while directional signs will guide vehicles smoothly through the dual-lane drive-through configuration. Additional signage will be placed within the parking lot to direct customers to appropriate areas, ensuring a well-organized traffic flow. The walk-up service window will also feature on-building signage to make it easily identifiable for pedestrian customers.

Site lighting will be strategically installed to provide a safe and secure environment for all customers, employees, and pedestrians. Parking lot security lighting will be included to enhance visibility and safety for those accessing the site during early morning and evening hours. Pedestrian-scale lighting will be placed along walkways to ensure a well-lit and inviting atmosphere for those utilizing the walk-up service window. Exterior building lighting will be installed along the building façade to highlight entrances and improve nighttime visibility.

The drive-through area will be equipped with security lighting to maintain clear visibility for customers and employees navigating the queue. To minimize light spillover onto adjacent properties and public rights-of-way, all lighting fixtures will be equipped with shields that direct illumination toward the project site. These measures will ensure that lighting remains effective for site operations while preventing glare and disruptions to nearby land uses.

Conclusion

The proposed Dutch Bros Coffee drive-through represents a well-planned development that will enhance the existing commercial area and provide a pedestrian-friendly outdoor area. Dutch Bros Coffee is a well-established and successful company that will attract customers, generate economic activity, and improve the overall appearance of the commercial area through thoughtful design and landscaping enhancements.

Dutch Bros Coffee locations are known for their clean and well-maintained facilities, efficient service, and friendly staff. The Signal Hill location will uphold these high standards, providing a modern and inviting coffee shop that seamlessly integrates into the existing retail environment within the existing shopping center. The combination of a streamlined drive-through, a walk-up service window, and outdoor seating will ensure convenience and accessibility for a wide range of customers while maintaining smooth traffic circulation within the site.

Through its high-quality design, efficient operations, and customer-focused service model, the Dutch Bros Coffee drive-through will serve as a valuable addition to the area. By bringing a popular and well-regarded business to the site, the project will contribute positively to the local economy and the continued success of the surrounding commercial area.

COFFEE BAR

DUTCH FAVES™

Golden Eagle®

Caramel & Vanilla w/ Caramel Drizzle
Cal. 450-760

Kicker®

Irish Cream
Cal. 420-630

Caramelizer®

Caramel Mocha
Cal. 400-700

Annihilator®

Chocolate Macadamia Nut
Cal. 420-630

Cocomo®

Coconut Mocha
Cal. 370-650

MEDIUM
HOT / ICED

4.95 | 6.05

4.65 | 5.75

4.65 | 5.75

4.65 | 5.75

4.65 | 5.75



CLASSICS

Latte

Cal. Hot 260 / Iced 190

Protein Latte

Cal. Hot 310 / Iced 230

Mocha

Cal. Hot 430 / Iced 310

Americano Black Coffee

Cal. Hot 10 / Iced 10

Chai Latte

Cal. Hot 310 / Iced 230

Cold Brew

Cal. 15

Nitro Cold Brew

Cal. 20

Hot Cocoa

Cal. 530

MEDIUM
HOT / ICED

4.65

5.65

4.65

3.25

4.95

4.75

5.45

3.25

FREEBIES

FLAVORS
Chocolate, Caramel, Vanilla, etc.

NON-DAIRY MILKS
Oat, Almond, or Coconut

TOPPINGS
Whipped Cream, Cinnamon Sprinkles

EXTRAS

EXTRA SHOTS
+.70¢

PROTEIN MILK
+1.00

SOFT TOP™
+1.00

REBEL ENERGY / LEMONADE / TEA

STEP 1

CHOOSE YOUR BASE:

Dutch Bros Rebel	
	MEDIUM 24oz
Iced	5.65
Cal. 160-480	
Blended	5.85
Cal. 300-650	
Iced Zero Sugar	5.65
Cal. 10-270	

LEMONADE

Iced	3.55
Cal. 170-410	
Blended	4.35
Cal. 420-650	

TEA / SODA

Iced Tea	2.95
Cal. 0-400	
Sparkling Soda	3.35
Cal. 0-590	

STEP 2

CHOOSE YOUR FLAVOR:

FLAVOR COMBOS

Electric Berry™

Blue Raspberry, Lime

Aftershock™

Strawberry, Blackberry, Raspberry, Lime

Tropical

Passion Fruit, Coconut, Blue Raspberry

Vampire Slayer

Strawberry, Pomegranate

Double Rainbro™

Strawberry, Peach, Coconut

Shark Attack™ (+.30¢)

Blue Raspberry, Coconut, Lime w/ Pomegranate Float

OG Gummy Bear

Pomegranate, Passion Fruit, Watermelon, Grapefruit

Palm Beach

Pomegranate, Peach

CLASSIC FLAVORS

Blackberry	Peach
Blue Raspberry	Pineapple
Coconut	Pomegranate
Kiwi	Raspberry
Lime	Strawberry
Orange	Vanilla
Passion Fruit	Watermelon

ZERO SUGAR

Strawberry Zero
Peach Zero
Raspberry Zero
Coconut Zero
Vanilla Zero

DOWNLOAD THE APP TO CHOOSE FROM 25+ FLAVOR COMBOS

STEP 3

CHOOSE YOUR EXTRAS:

Poppin' Boba

(+1.00)

Sweet Cream

(+1.00)

Soft Top™

(+1.00)

Flavor Float

(+.30¢)

Any Flavor



SHAKES

KIDS 2.95

MEDIUM 5.45

Chocolate

Cal. Kids 270 Medium 690

Cotton Candy

Cal. Kids 320 Medium 730

Birthday Cake

Cal. Kids 280 Medium 680



SMOOTHIES

KIDS 2.95

MEDIUM 5.45

Strawberry

Cal. Kids 190 Medium 450

Mango

Cal. Kids 230 Medium 540

SNACKS

Muffin Tops 2.95

Chocolate Chip Cal. 540

Lemon Poppyseed Cal. 460

DOWNLOAD APP TO SEE THE FULL MENU



ADDITIONAL NUTRITION AND ALLERGEN INFORMATION AVAILABLE AT DUTCHBROS.COM. PRODUCTS MAY CONTAIN COMMON ALLERGENS. NO GUARANTEE OF ALLERGEN-FREE PRODUCTS. 2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY. STATED AMOUNTS DO NOT INCLUDE SALES TAX; SALES TAX SEPARATELY STATED ON RECEIPT.



LOCALLY MADE BAKED GOODS

LOAVES ^{3⁵⁰}

- BANANA WALNUT LOAF *Cal. 355*
- COOKIES & CREAM LOAF *Cal. 386*
- HAZELNUT LOAF *Cal. 488*



MADE W/ GLUTEN FREE FLOUR
BANANA WALNUT LOAF

CUSTOMER FAVES ^{3⁵⁰}

- BLUEBERRY MUFFIN *Cal. 477*
- CINNAMON SWIRL COFFEE CAKE *Cal. 388*



FEATURED GOODIES ^{3⁵⁰}

- RED VELVET MUFFIN *Cal. 391*
- RASPBERRY OAT BAR *Cal. 586*



COOKIES ^{2⁷⁰}

- CHOCOLATE CHIP *Cal. 354*
- SNICKERDOODLE *Cal. 357*



CUSTOMER FAVORITE
CHOCOLATE CHIP

The products we offer are prepared in a commercial kitchen that processes gluten, nuts & dairy. Therefore, we cannot guarantee menu items are 100% allergen-free.

IT'S ALL GOODIES®

MUFFIN TOPS ^{2⁹⁵}

- CHOCOLATE CHIP *Cal. 540*
- LEMON POPPYSEED *Cal. 460*
- ORANGE CRANBERRY *Cal. 470*

GRANOLA BAR

^{2⁹⁵} | *Cal. 410*



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