

Freedom Point Dutch Bros Operations

January 2024

A 950-square-foot drive-thru Dutch Bros coffee kiosk is proposed on the 2.0-acre Parcel 3A south of Freedom Way near Washington Boulevard in the Freedom Point/Parcel 49 commercial center. Operations of the proposed Dutch Bros are described below.

Menu. Dutch Bros offers coffee, blended iced or hot drinks, specialty coffee, and snacks.

Drive-Thru. The drive-thru service window is on the building's north and east sides. Drive-thru customers will enter the drive-thru southeast of the building and proceed around the building counter-clockwise. The drive-thru accommodates 22 vehicles in two lanes that merge into a single lane on the north side of the building near the service window on the north side of the building. The proposed two lanes provide approximately 228 feet of stacking.

Vehicles enter the drive-thru, and customer orders are taken in person by Dutch Bros employees circulating among the vehicles. There are no menu boards with amplified speakers for customer orders. Instead, Dutch Bros employees (runners) use hand-held tablets to take customer orders and payments face-to-face with the customer while they are in the queue. Customer drink orders are often ready before the vehicle reaches the drive-thru pick-up window, and the runner delivers the order to the customer directly.

Walk-Up Window. Some customers will use the covered walk-up window on the south side of the building. The walk-up window is adjacent to a small patio with outdoor seating. Most customers will utilize the drive-through. Some customers will use the walk-up window. Customers are not permitted inside the building.

Access. Vehicles will access the site from Freedom Way via a driveway extending from Freedom Way to the Dutch Bros. Vehicles entering Parcel 49 from Washington Boulevard will travel on Freedom Way through the roundabout and via a driveway south of Pad T opposite Living Spaces. No direct vehicle access to Washington Boulevard is proposed.

Pedestrian Access. The site is accessible from the sidewalk on Freedom Way, which links the overall Parcel 49 pedestrian path system to the bike path southwest of the site. A direct pedestrian connection from the park and ride lot to Washington Boulevard is also available.

Parking. The Zoning Ordinance requires one (1) off-street parking space per 100 sf of building area for a drive-through restaurant. Based on the parking requirement and the 950 sf building size, the project requires ten (10) parking spaces, and the Dutch Bros project includes twelve spaces adjacent to the building and in adjoining parking aisles. As part of the Freedom Point/Parcel 49 project, the parcel will have reciprocal access and parking arrangements with adjacent parcels. A bicycle rack with two bicycle parking spaces will be at the kiosk.

Solid Waste. Southeast of the buildings are enclosures for solid waste and organics bins. The City of Roseville Solid Waste Services will service the bins.

Noise. Other Dutch Bros locations feature outdoor speakers on the patio for customer enjoyment. This Dutch Bros location will not include outdoor speakers. To further reduce noise impacts, Dutch Bros does not use a menu board with amplified speakers for customer orders. A noise assessment is underway for the project.

Hours of Operation. Hours of operation are 5 am to 11 pm daily.

Employees. Three shifts will include six to seven employees each. Employees work in the coffee kiosk, outdoors in the drive-thru lane, and on the patio. The number of employees working in the drive-thru lane varies with drive-thru activity.

Deliveries. Deliveries will occur in the morning by small delivery trucks. Dutch Bros will receive deliveries through a door on the east side of the building.