

# Memo

To: Ms. Olga Chernomorets, AICP  
Planning and Development Manager  
Town of Addison

From: Donald J. Szczesny, PE, PTOE  
Sr. Discipline Lead (Traffic)  
Dunaway Associates, LLC

Date: April 5, 2021

Dunaway #: 7043.001

Re: Proposed Dutch Bros Coffee Shop – Queuing Analysis



*Donald J. Szczesny*  
4/5/2021

Dunaway Associates, LLC is pleased to provide this memo to discuss the available queuing for the proposed Dutch Bros Coffee Shop to be constructed on an outparcel in the Brookhaven Shopping Center. The proposed Coffee Shop is a 950 ft<sup>2</sup> building with walk-up and drive-thru service only. The memo will focus on the available queuing for two scenarios – opening week and normal operations.

## PROJECT DESCRIPTION

The proposed project includes the construction of a 950 ft<sup>2</sup> coffee shop with dual drive-thru lanes. The propose site plan is included as an **Attachment** to this memo. The development will be accessible through an existing intersection along Marsh Lane and a proposed driveway located to the north of the development. In addition to the direct access from Marsh Lane, the proposed development is also accessible through the Brookhaven Shopping Center parking lot. The development includes 43 parking spaces and on-site queuing for an additional 29 vehicles.

## TRAFFIC CONTROL PLAN – OPENING WEEK

As with any new development of this type, the traffic expected during the opening or go-week is typically higher and will eventually normalize over time. Included is an **Attachment** which illustrates the potential queuing that may occur during opening or go-week. The purpose of this exhibit is to identify the potential amount of queuing space that is available, while keeping the adjacent streets (Marsh Lane and Spring Valley Road) clear. As shown in the exhibit, as traffic volumes increase, the queuing plan will utilize the existing driveway aisles in the shopping center to manage the demand. This will require internal communication with Dutch Bros employees located at strategic points within the shopping center. The plan includes using the new driveway located to the north of the proposed development and continuing to the north towards Spring Valley Road, using the driveway aisle along the outside boundary, which will minimize the potential impact on motorists shopping at other

businesses in the shopping center. Another section of the parking lot includes the driveway aisle just to the east of the Coffee Shop. Motorists from Marsh Lane will use this section and join the potential queue to the northeast of the Coffee Shop. The proposed Traffic Control Plan includes space for 67 vehicles, and this will be totally contained within the existing shopping center.

During opening week, the proposed driveway to the north will be closed to all traffic to prevent queuing along Marsh Lane and all vehicles exiting the drive-thru lane will be required to make consecutive right-turns and use the existing driveway at Marsh Lane to exit.

### **TRAFFIC CONTROL PLAN – NORMAL OPERATIONS**

After time, the traffic expected to and from the Coffee Shop will normalize and closely match the traffic volumes as predicted by trip generation rates identified in the Institute of Transportation Engineers, Trip Generation, 10<sup>th</sup> Edition. To accommodate everyday traffic, an **Attachment** is included which also illustrates the available queuing that can be provided on-site. For the purposes of this exhibit, on-site includes the proposed right-in/right-out driveway along Marsh Lane to the north and the existing driveway aisle directly to the east of the proposed development. The exhibit indicates that there is available queuing for 44 vehicles with little or no impact to the existing shopping center. For those motorists exiting the drive-thru, it is suggested that they proceed with a right-turn to the new driveway, where they have the option of either turning right or left to exit.

### **SUMMARY**

Research conducted online on other Dutch Bros and Starbuck coffee shops indicates the queuing typically ranges from between 10 and 20 vehicles during peak hours. The proposed Coffee Shop includes available queuing for 29 vehicles on-property. Based on this, queuing for normal operations should be totally contained within the site. During times when queuing exceeds the 29 vehicles, additional queuing spacing is available as indicated in the exhibits.

Djs/DJS

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Proposed Concept Plan  
Traffic Control Plan – Grand Opening Week  
Traffic Control Plan – Normal Operations

cc: File

FULL PATH: G:\projects\4000\007000\043\001\CD\Drawings\plan\_sheets\product\4000\007000\043\001\CD\Drawings\plan\_sheets\Site  
 PLOTTED BY: JBB  
 PLOTTED AT: 10:46:41 AM  
 PLOTTED WITH: DWG TO PDF.PCS

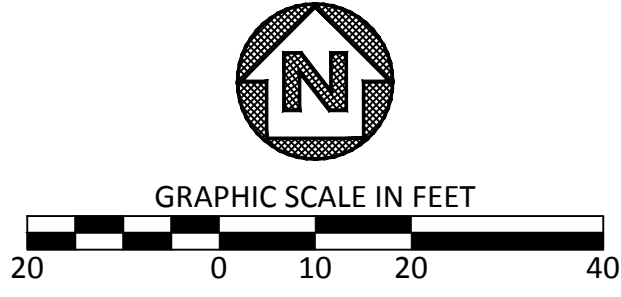


**\*\*WARNING\*\***  
 UNDERGROUND UTILITIES  
 IN THIS AREA!! CONTRACTOR  
 TO CONTACT UTILITY LOCATING  
 SERVICES 72 HOURS PRIOR  
 TO CONSTRUCTION ACTIVITY.



VICINITY MAP  
 SCALE: N.T.S.

SITE LEGEND	
	PROPERTY BOUNDARY
	ADJOINERS
	BUILDING SETBACK
	YARD SETBACK
	EASEMENT
	FIRE LANE
	PROPOSED CURB
	PROPOSED RETAINING WALL
	TAS COMPLIANT ROUTE
	PARKING COUNT



NO.	DATE	DESCRIPTION

**CONCEPT PLAN**

**DUTCH BROS COFFEE  
 BROOKHAVEN SHOPPING CENTER**  
 14380 MARSH LANE  
 ADDISON, TEXAS

**DUNAWAY**  
 550 Bailey Avenue • Suite 400 • Fort Worth, Texas 76107  
 Tel: 817.335.1121  
 Fax: 817.335.1114

PRELIMINARY FOR REVIEW ONLY  
 THESE DOCUMENTS ARE FOR DESIGN REVIEW AND NOT INTENDED FOR CONSTRUCTION, BIDDING OR PERMIT PURPOSES. THEY WERE PREPARED BY, OR UNDER THE SUPERVISION OF:  
 AUSTIN M. CARR  
 P.E. # 133775  
 DATE: February 5, 2021

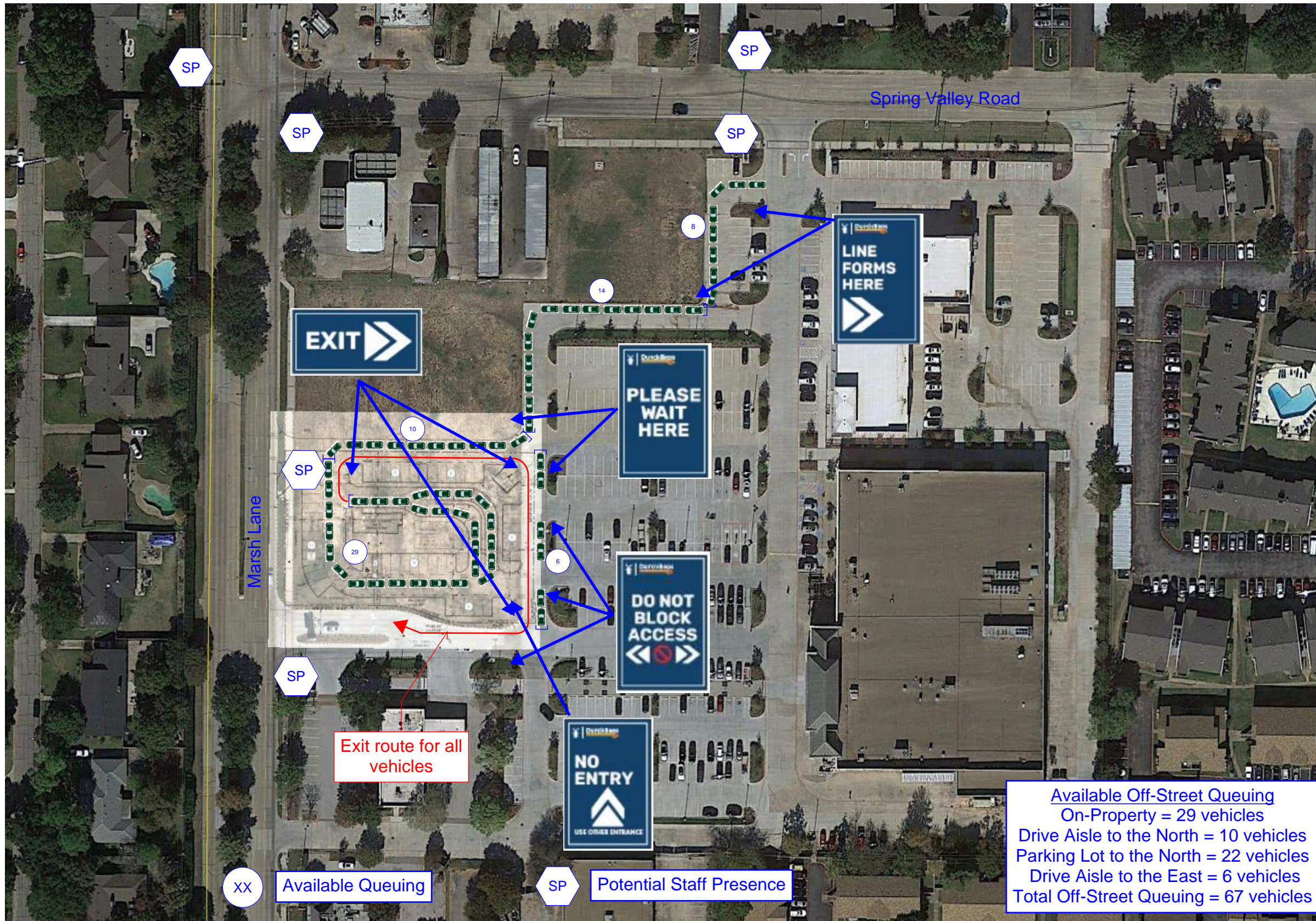
JOB NO.	B0007043.001
DESIGNED BY:	JBB / BS
DRAWN BY:	JBB
CHECKED BY:	AMC
DATE:	FEBRUARY 5, 2021
SHEET:	<b>C1.0</b>

TOWN PROJECT NUMBER

SUBDIVISION  
 BROOKHAVEN SHOPPING CENTER, PHASE 2  
 LOT 2, BLOCK 1, .867 AC.

DUTCH BROS COFFEE  
 JEFFREY BENNETT  
 110 4TH STREET  
 GRANTS PASS, OR 97526  
 214.842.1588

DUNAWAY ASSOCIATES  
 CIVIL, LANDSCAPE  
 550 BAILEY  
 FORT WORTH, TX 76107  
 817.335.1121



Available Off-Street Queuing  
 On-Property = 29 vehicles  
 Drive Aisle to the North = 10 vehicles  
 Parking Lot to the North = 22 vehicles  
 Drive Aisle to the East = 6 vehicles  
 Total Off-Street Queuing = 67 vehicles



DUTCH BROS - ADDISON, TEXAS  
 Traffic Control Plan - "Grand Opening Week"  
 Town of Addison, Texas



DO NOT BLOCK ACCESS

NO ENTRY  
USE OTHER ENTRANCE

Exit routes for vehicles

xx

Available Queuing

Available On-Site Queuing  
 On-Property = 29 vehicles  
 Drive Aisle to the North = 9 vehicles  
 Drive Aisle to the East = 6 vehicles  
 Total On-Site Queuing = 44 vehicles