MEMORANDUM

TO: ARCHITECTURAL REVIEW COMMITTEE

FROM: ANDREW PEREZ, ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF ARCHITECTURAL REVIEW 20-001; EXTERIOR ALTERATIONS TO AN EXISTING DRIVE-THRU RESTAURANT; LOCATION – 1259 E. GRAND AVENUE; APPLICANT – DUTCH BROS COFFEE; REPRESENTATIVE – BRADEN BERNARDS

DATE: MARCH 2, 2020

SUMMARY OF ACTION:
Recommendation of approval to the Community Development Director will allow for alterations to the existing commercial structure to accommodate a Dutch Bros. Coffee restaurant.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:
None.

RECOMMENDATION:
It is recommended the Architectural Review Committee (ARC) review the proposed project and make a recommendation to the Community Development Director.

BACKGROUND:
The subject property is zoned Gateway Mixed-Use (GMU) and requires review by the Architectural Review Committee (ARC) because the project proposes changes to a structure located in a commercial zone (Attachment 1). The 16,587 square foot property is developed with a 2,040 square foot restaurant building with a drive-thru (formerly Broadway Bagels), a front outdoor dining area, and a fourteen (14)-space parking lot.

ANALYSIS OF ISSUES:
Existing Conditions
The structure has a relatively simple design with the lone customer entrance in the front and a service entrance at the rear of the building. A five-foot (5’) stucco parapet wall on the north elevation hides the rooftop equipment. The customer area of the restaurant has four (4) windows along the eastern elevation with green cloth awnings above and a single west-facing window to allow sunlight inside the restaurant. A second west-facing window is utilized for drive-thru service. An
outdoor dining area surrounded by a low stucco wall occupies the fifteen feet (15’) area between the restaurant and the front property line. Two (2) driveways provide ingress and egress from the property. Circulation through the site is a one-way pattern, with the entrance at the western driveway and the exit from the eastern driveway.

**Proposed Renovations**

The most significant changes proposed are the construction of a furred-out tower element on the northeast corner of the building, and the replacement of storefront windows with overhead garage doors. The remainder of the proposed exterior renovations consist of new awnings and eyebrow elements along the north and west elevations, a new metal awning over the drive-thru, and new paint throughout. No changes are proposed to the landscaping, nor does the project propose to increase the footprint of the existing structure.

The proposed tower element would be clad with a fiber cement horizontal siding that has the appearance of wood. The tower is proposed to be eighteen feet (18’) tall, but would not be an increase to the height of the existing structure. The existing stucco on the remainder of the building will be repaired as necessary, and painted. A new awning will be installed above the front entrance and wrap around to the western elevation, ending after the first window. The awning element would be aluminum and include a blue LED tube mounted underneath to provide down lighting. The existing stucco wall enclosing the front patio would be resurfaced with a stone veneer, compatible with the rest of the improvements. The material used on the tower element is a light gray, and the stucco would be painted a darker shade of gray. The awning is proposed to be blue and the metal awnings are proposed to be a dark, unfinished metal. Material and color samples will be available at the meeting.

Proposed changes to the parking lot include the addition of a trash enclosure to the southwest corner of the site. The trash enclosure would have space for both the trash and recycling containers, which have historically been left out in the open along the eastern property line. The addition of a trash enclosure will eliminate two (2) of the existing fourteen (14) parking spaces, but since the parking requirement for this use is only ten (10) spaces, the Municipal Code requirement is still being met. The addition of the trash enclosure will not effect the dedicated drive-thru lane, which is capable of queueing twelve (12) cars, four (4) more than what is required by the Municipal Code. Dutch Bros. will offer drive-thru service, however an employee will take customers’ orders rather than utilizing a speaker system, in order to improve efficiency and eliminate potential noise concerns from the residential development immediately adjacent to the south of the project site.
Design Guidelines
Although the proposal does not include the construction of a new building, the renovations align with the objectives of the Design Guidelines and Standards for Mixed-Use Districts (Design Guidelines) (Attachment 2). For example, the applicant plans on retaining the front dining area and adding bike racks to promote pedestrian use and encourage alternative modes of transportation. The overhead doors proposed for the storefront increase the amount of fenestration as encouraged by the Design Guidelines. With regards to building design, the tower element provides a three-dimensional detail to create visual interest, and maintains the use of awnings, both of which are encouraged by the Design Guidelines.

Signage
Signage for the business is depicted on two sides of the building in the plan set, but will be processed under a separate application.

ADVANTAGES:
The project complies with the requirements of both the Arroyo Grande Municipal Code and the Design Guidelines, while improving the appearance of the existing commercial building.

DISADVANTAGES:
None identified.

ENVIRONMENTAL REVIEW:
The project was reviewed in accordance with the California Environmental Quality Act (CEQA) and determined to be categorically exempt per Section 15301(a) of the Guidelines regarding minor exterior alterations to existing structures.

PUBLIC NOTIFICATION AND COMMENTS:
The Agenda was posted at City Hall and on the City’s website in accordance with Government Code Section 54954.2.

ATTACHMENTS:
1. Project location
2. Design Guidelines p. 6-11
3. Project plans
II. GATEWAY MIXED USE (GMU)

Purpose of this Design Overlay District
The primary purpose in applying these guidelines for this district is to facilitate build out in a district emphasizing mixed- multi-family residential and commercial use with an emphasis on financial services, restaurants and retail uses. A continued development of a larger scale store-front commercial gateway area will accommodate buildings with distinctive design on a larger scale than elsewhere in the City.

Special Considerations

A Concept Enhancement Plan for the GMU is included in Attachment “A” to facilitate the goals for the district. The Plan shows identified enhancement elements including potential areas for improved and enhanced pedestrian access areas, encouraged uses and shared parking.

Site Design
1. Buildings should enclose streets, plazas or paseos and contribute to well defined and walkable blocks. Building placement, streetscape elements and landscaping each define the public realm. Consideration should be given to connectivity between adjacent developments.

2. Projects should integrate porches, balconies, decks and seating areas that are located to promote pedestrian use of the street edge by providing weather protection, comfort, security, and safety. Design shall incorporate handicap accessible access, considerations for walkers (e.g. lockers), bicyclists (e.g. bike racks) and transit patrons.
3. Parking shall be located away from E. Grand Avenue and shared by multiple owners/uses.

4. The desired configurations and locations for off-street parking lots, in order of preference, are:

   a. Shared double loaded aisle to side or rear of building partially on-site and part off-site on neighboring parcel.
   b. Shared off-site or public parking lot within 500 feet.
   c. Double loaded aisle to side, rear, above or below of building on-site.

\[ 	ext{Image of outdoor eating area enclosed by decorative railings} \]

\[ 	ext{Image of parking behind building} \]

\[ 	ext{Diagram of gateway mixed use (GMU)} \]

\[ 	ext{Image of parking below accessed from behind building} \]

\[ 	ext{Diagram of compaction development with shared parking} \]
Building Design

1. Buildings shall be two to three stories, with active fronts (e.g. articulated entries, detailed facades). A three-story component may be appropriate within a project located on a large lot and when it can be appropriately integrated considering adjacent buildings and uses. The maximum height of a building should not exceed 35 feet except if additional height is needed to accommodate a design feature that contributes to both the character of the building and the surrounding area, and if upper-floors are recessed and/or massing is well articulated. For example, an additional story or tower element on a building at a key intersection may delineate a corner landmark building.

Lower level buildings or elements provide a transition to surrounding development

2. Ground floors should have clear articulation and a tall ceiling height (e.g. 10-15 feet.), and have a high percentage fenestration (arrangement of windows/doors - 40-60% of the facade). Awnings and overhangs are encouraged.

A variety of architectural styles may be accommodated with an emphasis on simple-plane (limited jogs) form with street-front articulation by shop fronts and entry areas (ground floor) and balconies (upper floors.)

Plazas can provide aesthetic and economic value to successful developments.
3. Emphasize three-dimensional detailing on facades such as cornices, window moldings, and reveals to cast shadows and create visual interest on the façade.

   a) Avoid blank solid end walls or side walls visible from public view.

   Examples of building detailing

   b) Use a repetitive rhythm of windows, doors, and other wall features in relation to adjacent uses to tie together paths for pedestrian safety and continued interest.

   c) Incorporate corner landmarks, where feasible; or emphasize corner entrances through building design.

   d) Roofs should include parapets or cornice features for visual effect. Peaked roofs may be appropriate for corner landmarks.

4. The number of colors used on a building or project should be kept to a minimum, to include a base body color, trim color and accent colors.

5. Color and materials samples shall be submitted as part of the permitting process. The use of florescent, “neon” or “day-glo” colors on building facades is not encouraged.

6. Color palettes should be compatible with those of adjoining buildings.
Examples of Architectural Elements

Plaza area in the GMU district with public area and detailed façade

Façade articulation and street furniture example in the GMU district

GATEWAY MIXED USE (GMU)

Architectural design, signage and canopies help continuity in the streetscape

Examples of how architectural design, signage and canopies help continuity in the streetscape
Architectural Concepts
This graphic depicts design elements discussed for the Gateway Mixed Use District (GMU). This concept plan is not a proposed development and only is included to illustrate one of many forms of mixed use development.

Redevelopment alternative for the southwest intersection of Elm and E. Grand Ave. using maximum allowable build-out scenario consistent within the GMU district. This concept incorporates mixed use plaza development with two and three-story buildings. Lower-story commercial and upper-story residential development front E. Grand Avenue. This concept incorporates a parking structure with parking on top of the largest building. Screened parking is also located at the back of the development.