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City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: DECEMBER 3, 2024

**FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARD: 6
DEPARTMENT**

**SUBJECT: PLANNING CASE PR-2023-001569 – ADOPT AN ORDINANCE FOR
CONSTRUCTION OF A 950-SQUARE-FOOT DRIVE-THRU COFFEE SHOP
(DUTCH BROS COFFEE) REZONE FROM R-1-7000 – SINGLE-FAMILY
RESIDENTIAL TO CR – COMMERCIAL RETAIL**

ISSUE:

Adopt an Ordinance for Planning Case PR-2023-001569 (Rezone) to facilitate the construction of a 950-square foot drive-thru restaurant at 4990 and 4997 Van Buren Boulevard, situated on the west side of Van Buren Boulevard, north of Wells Avenue.

RECOMMENDATION:

That the City Council adopt the attached Ordinance amending the Zoning of approximately 0.75-acres from R-1-7000 – Single-Family Residential to CR – Commercial Retail.

INTRODUCTION OF ORDINANCE:

On November 19, 2024, the City Council introduced an ordinance to amend the Zoning Map pursuant to Chapter 19.090 of the Riverside Municipal Code by rezoning approximately 0.75 acres of property located at 4970 and 4990 Van Buren Boulevard, from R-1-7000 – Single Family Residential to CR-Commercial Retail Zone. The City Council approved Planning Case PR-2023-001569 (Rezone) by a vote of 7 ayes, 0 noes, and 0 absent.

COMMISSION RECOMMENDATION:

On September 12, 2024, the City Planning Commission recommended approval of Planning Case PR-2022-001326, by a vote of 7 ayes, 1 no, and 1 abstention, with the following modification to the recommended conditions of approval (Attachments 2, 3, and 4).

1. Project shall extend the existing median along Van Buren Boulevard near project site starting from the existing median nose to 100' north.

BACKGROUND:

The 0.75-acre project site is comprised of two contiguous parcels, developed with a vacant single-family residence, to be demolished. The single-family residence was constructed in 1946 and has been vacant since 2020. The site is a remnant parcel of R-1-7000 – Single-Family Residential Zoning; the surrounding parcels were rezoned from single-family residential zones to commercial and multi-family zones throughout the 1980s and 1990s. There are no other parcels zoned R-1-7000 that front Van Buren Boulevard for over a mile stretch, spanning Van Buren Boulevard from Arlington Avenue to Challen Avenue.

Surrounding land uses include a vehicle fuel station and multi-family residences to the south and east (across Van Buren Boulevard), and commercial uses to the east and north, including a drive-through restaurant (McDonald's) and Walmart.

DISCUSSION:

The applicant is requesting approval of a Rezone, Conditional Use Permit and Design Review to facilitate the construction of a 950-square foot Dutch Bros Coffee drive-thru with surface parking stalls and landscape improvements.

The proposed site plan includes two 12-foot-wide drive-thru lanes with stacking capacity for approximately 29 vehicles, and 9 parking spaces. The drive-thru pick up window is located on the south side of the proposed building and a walk-up order window and queue is located on the west side of the building, under a metal canopy.

Building elevations reflect a contemporary architectural style, consisting of stucco, cement siding, and a stone veneer. The conceptual landscape design features a variety of trees and water efficient shrubs. A three-foot-tall masonry wall and tiered landscaping is proposed to screen the drive-thru lane from Van Buren Boulevard.

Vehicle access to the project site will be provided via a two-way driveway on Van Buren Boulevard. In the event that queuing exceeds on-site capacity, the applicant has provided a traffic management plan to address. Cones will be placed at the driveway entrance and Dutch Bros. staff will direct traffic to queue on the adjacent Walmart property to ensure vehicles do not stack on Van Buren Boulevard.

The drive-thru restaurant is anticipated to operate seven days a week from 5:00 a.m. to 11:00 p.m. and will operate 24-hours a day on a seasonal basis. Up to 24 to 32 employees are anticipated to be employed by the proposed Dutch Bros Coffee, with approximately 8 employees per shift during peak hours. Dutch Bros implements a "runner system" for customer orders where they dedicate 3 to 4 staff members to take customer orders and receive payment. An additional employee will be solely dedicated to traffic control on-site. The runner system reduces customers' time at the drive-thru pick up window to 30 to 45 seconds.

STRATEGIC PLAN ALIGNMENT:

This project contributes to the Envision Riverside 2025 City Council Strategic Priority 3 – Economic Opportunity (Goal 3.3 – Cultivate a business climate that welcomes innovation, entrepreneurship and investment and Goal 3.4 - Collaborate with key partners to implement policies and programs that promote local business growth and ensure equitable opportunities for all).

This item aligns with the following Cross-Cutting Threads:

1. Community Trust: The proposed project will be reviewed at public meetings held by the City Planning Commission and City Council and the public is able to provide comments.

2. Equity: The proposed project will provide a service available to all residents and visitors of the City.
3. Fiscal Responsibility: All project costs are borne by the applicant and will increase business tax revenue to the City when the drive-thru restaurant is open for business.
4. Innovation: The proposed project revitalizes a vacant site, arterial streets and provides a mix of uses to the City.
5. Sustainability and Resiliency: All new construction will meet the most up-to-date Building Codes.

FISCAL IMPACT:

There is no fiscal impact associated.

Prepared by: Jennifer A. Lilley, Community & Economic Development Director

Approved as to form: Jack Liu, Interim City Attorney

Attachment: Ordinance Amending the Zoning Map