



REPORT TO PLANNING COMMISSION

To: Honorable Chair and Members of the Planning Commission

From: Damaris Abraham, Community Development Director

Prepared by: Jesse Rodriguez, Assistant Planner

Date: April 15, 2025

Subject: Planning Application No. 2024-04 (Dutch Bros Coffee Lakeshore) – A Conditional Use Permit and a Commercial Design Review for a New 980 Square-Foot Drive-through Dutch Bros Coffee Shop on a 0.71-Acre Parcel Located at 16758 Lakeshore Drive

Applicant: Sabrina Rushing, Barghausen Consulting Engineers

Recommendation

1. Find that the proposed project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15303 (Class 3, New Construction or Conversion of Small Structures);
2. Adopt A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LAKE ELSINORE, CALIFORNIA, APPROVING CONDITIONAL USE PERMIT NO. 2024-03 TO ALLOW A NEW 980 SQUARE-FOOT DRIVE-THROUGH DUTCH BROS COFFEE SHOP IN THE NEIGHBORHOOD COMMERCIAL (C-1) DISTRICT LOCATED AT 16758 LAKESHORE DRIVE (APN: 378-290-015); and
3. Adopt A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LAKE ELSINORE, CALIFORNIA, APPROVING COMMERCIAL DESIGN REVIEW NO. 2024-01 FOR THE CONSTRUCTION OF A NEW 980 SQUARE-FOOT DRIVE-THROUGH DUTCH BROS COFFEE SHOP IN THE NEIGHBORHOOD COMMERCIAL (C-1) DISTRICT LOCATED AT 16758 LAKESHORE DRIVE (APN: 378-290-015).

Project Location

The project is located on an existing 0.71-acre parcel that is within the existing Stater Bros. Market commercial center on Lakeshore Drive which includes a variety of retail, restaurant, and personal service businesses. The project site is currently zoned Neighborhood Commercial (C-1) within

the Lake View District and is located near the intersection of Lakeshore Drive and Riverside Drive at 16758 Lakeshore Drive, which includes Assessor Parcel Number (APN: 378-290-015).

Environmental Setting

	EXISTING LAND USE	GENERAL PLAN	ZONING
Project Site	Commercial	General Commercial (GC)	Neighborhood Commercial (C-1)
North	Residential	General Commercial (GC)	Neighborhood Commercial (C-1)
South	Vacant	Specific Plan	Specific Plan
East	Commercial	General Commercial (GC)	Neighborhood Commercial (C-1)
West	Commercial	General Commercial (GC)	Neighborhood Commercial (C-1)

Table 1: Environmental Setting

Project Description

Planning Application No. 2024-04 is a request for a Commercial Design Review (CDR No. 2024-01) to construct a new 980 square-foot drive-through coffee shop and related site improvements including parking and landscaping. The application also includes a request for a Conditional Use Permit (CUP No. 2024-03) to permit the operation of the drive-through, as required by the C-1 zoning land use regulations. The project site would be accessed by two (2) existing shared driveways along Lakeshore Drive.

The proposed coffee shop will also feature a walk-up ordering window. No indoor customer access or seating area is proposed. Business hours of operation would be 5:00 AM to 11:00 PM, Monday through Sunday.

Analysis

The following analysis provides a discussion of the proposed project's consistency with the commercial development standards and requirements pursuant to the Lake Elsinore Municipal Code (LEMC) as well as the General Plan. In addition, the Design Review Committee, including Staff from Planning, Building and Safety, Fire, and Engineering Departments and the Elsinore Valley Municipal Water District, has reviewed the project and has included recommended conditions of approval to ensure compliance with adopted plans, policies, and regulations.

General Plan and Municipal Code Consistency

The project site has a General Plan land use designation of General Commercial (GC). This designation provides for retail, services, restaurants, professional and administrative offices, hotels and motels, mixed-use projects, public and quasi-public uses, and similar and compatible uses, with a max Floor Area Ratio (FAR) of 0.40. The project proposes to establish a drive-through coffee shop, with 0.03 FAR, that sells specialty coffees, smoothies, and pastries. Therefore, the project is consistent with the General Plan.

The current zoning designation for the subject property is Neighborhood Commercial (C-1). The C-1 zone is intended to provide locations for general retail and office uses which offer the sale of goods and services to the general public and which, through characteristics of their operation, serve primarily the day-to-day shopping needs of the local residents. Per LEMC Section 17.120.030, coffee shops with a drive-through in the C-1 zone are conditionally permitted uses subject to the approval of a Conditional Use Permit.

Staff has reviewed the proposed development plans for compliance with the C-1 development standards and has determined that the proposed development conforms to the C-1 requirements as shown in Table 2 as well as the drive-through establishment standards contained in LEMC Section 17.148.060.

Development Standard	Required	Proposed
Floor Area Ratio (FAR)	0.40 maximum	0.03
Front Setback	Average of 20 feet (ft.) but not less than 15 ft.	33 ft. 6 inches (in.)
Right Side, Interior	0 ft.	68 ft. 10 in.
Left Side, Interior	0 ft.	55 ft. 10 in.
Building Height	35 ft. maximum	24 ft.
Drive-through Establishments:		
Drive-through planter separation (from driveways, parking and property lines)	5 ft. minimum	6 ft. to 21 ft. 7 in.
Drive-through Stacking	20 ft. minimum per vehicle	Over 20 ft. per vehicle
Drive-through Storage	8 vehicles minimum	18 vehicles
Parking	Customer Area: one space per 45 sq. ft. Non-customer Area: one space per 200 sq. ft. Total Required = 13 spaces	25 spaces

Table 1: Development Standards

Architecture and Site Design

The architectural design of the proposed building complies with the Nonresidential Development Standards (Chapter 17.112) of the LEMC. The proposed building design is Dutch Bros Coffee Shop's typical prototype building which is similar to the existing Dutch Bros Coffee Shop located in the City on Mission Trail. The proposed building is rectangular and will feature a flat roof with a parapet. The main body of the building exterior would consist of dark and light gray metal panel siding, stone veneer, metal awning projections, and space for tenant wall signage. Accent blue metal siding would be provided on the proposed tower element. The exterior architecture, including colors and materials, has been designed to be harmonious and compatible with

surrounding development. Furthermore, the proposed landscaping improvements complement the proposed building design, provide shade and break-up expanses of pavement. The proposed site design is cohesive and functional for the proposed use.

Traffic

A focused traffic analysis dated January 14, 2025 was prepared by Kittelson & Associates, Inc. for the project. The purpose of the analysis is to assess the project's potential traffic impacts, if any, to the surrounding road network, specifically the existing intersection of Lakeshore Drive and Riverside Drive and the project site driveways. The analysis concluded that the project would not adversely affect existing traffic levels of service in the study area including the Lakeshore Drive and Riverside Drive intersection.

Additionally, based on survey data, the study determined that the proposed drive-through stacking capacity of 18 vehicles is sufficient to accommodate peak hours of operations which are typically in the morning and lunch time. Furthermore, the Engineering Division reviewed the focused traffic analysis and determined that the anticipated traffic generated by the Dutch Bros Coffee Shop would be minimal, and no roadway or intersection modifications or other traffic improvements are necessary. Therefore, the project is consistent with the circulation goals and policies of the General Plan and is not expected to negatively impact the safety or efficiency of surrounding roadways.

To ensure safe and efficient onsite circulation, particularly during peak hours and the grand opening, Dutch Bros will implement a proactive traffic management plan. There would be an employee dedicated to managing the drive-through queue by taking orders in advance and helping to keep the line moving smoothly. This is typical of how other Dutch Bros location (including the existing one on Mission Trail) are operated to ensure the drive-through queue line flows efficiently to prevent "spillover" traffic onto the public street as well as ensure that access to adjacent businesses and residential areas are not obstructed. Additionally, Dutch Bros implements speed and service time expectations to further minimize any potential congestion. The project has also been conditioned to submit a Queueing Management Plan prior to occupying the building and would be required to comply with said management plan at all times. Should the use result in concerns related to parking and traffic, a condition of approval has been included to refer the CUP back to Planning Commission for a subsequent review at a public hearing.

Environmental Determination

The proposed project is exempt from the California Environmental Quality Act (Cal. Pub. Res. Code §§21000 et seq.: "CEQA") and the CEQA Guidelines (14 C.C.R. §§ 15000 et seq.) pursuant to Section 15303 (Class 3, New Construction or Conversion of Small Structures). Class 3 consists of construction and location of limited numbers of new, small facilities or structures... (c) A store, motel, office, restaurant or similar structure not involving the use of significant amounts of hazardous substances, and not exceeding 2,500 sq. ft. in floor area. The proposed project involves the new construction of a 980 square-foot coffee shop and onsite improvements including a drive-through lane, a parking area, landscaping, and utility extensions to serve the new

construction. All necessary public services and facilities are available and the surrounding area is not environmentally sensitive.

MSHCP Consistency

The project is consistent with the Western Riverside County Multiple Species Habitat Conservation Plan (MSHCP). The project site is completely disturbed and is developed with an existing commercial center. The project site is not located in a Criteria Cell and was not required to be processed through the Lake Elsinore Acquisition Process (LEAP) and Joint Project Review (JPR) processes. The project complies with all other applicable requirements of the MSHCP.

Public Notice

Notice of the public hearing for this application has been published in the Press-Enterprise newspaper and mailed to property owners within 300 feet of the subject property. As of the writing of this report, no written comments concerning this application have been received by staff.

Attachments

- Attachment 1 – CUP Resolution
- Attachment 2 – CDR Resolution
- Attachment 3 – Conditions of Approval
- Attachment 4 – GIS Exhibits
- Attachment 5 – Project Plans
- Attachment 6 – Public Notice Materials