



April 30, 2021

RE: CVP - Jenks DB Appearance Review Committee Submission

Dear Appearance Review Committee:

We are excited to present the attached Appearance Review Committee submission for a [Dutch Bros Coffee](#) stand on approximately 0.55 acres in Jenks, OK at 305 S. Elm Street.

The site layout will accommodate 11 parking spaces and room for 20 cars queueing in the double-drive-thru. Dutch Bros Coffee will operate out of a 950 SF building with a front patio with outdoor seating for its customers. Dutch Bros Coffee takes pride in their speed and quality of service; employees will take orders via iPad within the drive-thru and typically will deliver the drinks to the customers before they even make it up to the building.

We have met with Marcae and the Planning and City staff, and understand that within this Appearance Review corridor, high quality materials such as brick are desired. Our attached elevations showcase the brick veneer, fiber cement board panel siding in ash and Dutch Bros blue, as well as the light gray canopy and metal awnings. Typical building signage is shown on the elevations.

Our signage designer has drafted up a proposed freestanding pylon sign with a stone base (to match the building's brick). The sign will feature a 12' steel pole above the stone base, with a 10' tall internally-illuminated pylon cup sign atop the pole, meant to mimic the Dutch Bros Coffee cups. Our understanding of the CG zoning is that we are allowed 2 SF of signage face per 1 foot of street frontage. Our parcel has approximately 100' of frontage on S. Elm, and our proposed ground sign falls under that allowable signage face sizing.

We are excited to work with the City of Jenks on this project and hope that our initial draft of the exterior design of this project meets the aesthetic standards of this committee. Additionally, if the building exterior is approved and there are comments on the signage, we would like to proceed with building approval, and will coordinate the signage approvals under a separate permit and application.

Sincerely,

A handwritten signature in blue ink that reads "Mitchell Reynolds".

Mitchell Reynolds
CVP - Jenks DB, LLC
Cole Valley Partners, LLC
Project Manager