

Town of Brownsburg Board of Zoning Appeals Project Synopsis

TO: Board of Zoning Appeals; Tricia Leminger

FROM: Todd A. Barker, AICP

DATE: June 6, 2011

RE: CASE # BZDV-6-11-1074 / 2011-06BZA

GENERAL INFORMATION:

APPLICANT: Starbucks Coffee Company

STATUS OF APPLICATION: Pending a vote before the Board of Zoning Appeals

REQUESTED ACTION: Development Standard Variance

DATE OF APPLICATION: June 15, 2011

PURPOSE: Requesting a variance from the stacking requirements to reduce the Minimum Required Vehicle Stacking Spaces from the Order Box of a drive-through business from six (6) to five (5).

ORDINANCE: §155.257 (J)

PROPERTY ADDRESS: 1085 North Green Street

PARCEL ID: 32-07-02-410-001.000-016

EXISTING ZONING: C-2; Starbucks Restaurant

UTILITIES:

WATER:	Town of Brownsburg
SANITARY:	Town of Brownsburg
STORMWATER:	Town of Brownsburg

EXISTING SURROUNDING ZONING:

NORTH:	I-1
SOUTH:	C-3
EAST:	I-1
WEST:	C-3

EXISTING USES:

NORTH:	I-74
SOUTH:	Commercial; Chase Bank
EAST:	Commercial; Retail Center, Toddy Shoppe, Brickers Pub, and Elegance Restaurant
WEST:	Commercial; N. Green St., PNC Bank, Bob Evans, and St. Vincent Medical Building

NEIGHBORHOOD CHARACTERISTICS:

This portion of North Green Street is an intense commercial area with various auto oriented businesses including drive-through banks, fast-food restaurants, and strip retail centers.

<u>TOTAL PARCEL SIZE:</u>	0.69 Acres
<u>COMPREHENSIVE PLAN DESIGNATION:</u>	The Future Land Use Plan within the Brownsburg 2020 Comprehensive Plan designates this area as Commercial.
<u>THOROUGHFARE PLAN:</u>	This stretch of North Green Street is listed as a Primary Arterial
<u>GREENWAYS MASTER PLAN:</u>	This stretch of North Green Street is listed as requiring a Multi-Use Trail
<u>PUBLIC NOTICE:</u>	June 29, 2011 - The Weekend Flyer
<u>PUBLIC HEARING DATES:</u>	July 11, 2011 - 7 p.m.
<u>PUBLIC COMMENTS:</u>	No comments regarding this petition have been received as of July 5, 2011.

STATUTORY REQUIREMENTS/ FACTORS TO BE CONSIDERED:

The requirements for issuing a Dimensional / Development Standard Variance are outlined in the zoning ordinance and by Indiana Code §36-7-4-918.4. It is the responsibility of the petitioner to provide evidence that proves their request complies with the three points listed below.

DEVELOPMENT STANDARD VARIANCE

Variances from the development standards of this Ordinance may be approved only upon a determination in writing that the following apply:

1. The approval will not be injurious to the public health, safety, morals, and general welfare of the community.
2. The use and value of the area adjacent to the property included in the variance will not be affected in a substantially adverse manner.
3. The strict application of the terms of this Ordinance will result in practical difficulties in the use of the property.

PREVIOUS ACTIONS ON-SITE:

1. 2006-08P - Starbucks rezoned the property to C-3.
2. 2006 Site Development Plan was approved administratively
3. 2007-07BZA - Sign Craft Ind. & Starbucks requested a sign variance that was denied by the BZA

PREVIOUS ACTION- SURROUNDING AREA:

1. PCMA-12-09-1024 - Chase Bank rezoned a neighboring property to C-3
2. PSDP-3-10-1029 - Chase Bank Site Development Plan approval
3. PCMA-4-10-1034 - Brownsburg Village Shopping Center rezoned a neighboring property to C-3

SUPPLEMENTARY DOCUMENTATION INSERTS:

▪ APPLICATION	EXHIBIT - A
▪ DETAILED STATEMENT OF REASON	EXHIBIT - B
▪ DRIVE-THROUGH LAYOUT	EXHIBIT - C
▪ TRAFFIC ANALYSIS	EXHIBIT - D
▪ STARBUCKS CUSTOMER VOICE REPORT	EXHIBIT - E
▪ STARBUCKS TRANSACTION REPORT	EXHIBIT - F
▪ STARBUCKS SUBMITTED IMAGES	EXHIBIT - G
▪ ZONING MAP	EXHIBIT - H
▪ AERIAL INSERTS	EXHIBIT - I
▪ SITE PHOTOS	EXHIBIT - J

EXHIBIT – A
APPLICATION

BROWNSBURG
PLANNING & BUILDING
JUN 15 2011

**APPLICATION TO
THE TOWN OF BROWNSBURG
BOARD OF ZONING APPEALS**

DEVELOPMENT STANDARD VARIANCE

Docket #: BZDV-10-11-1074 / 2011-0487A Date Received: 6/15/11
Application Fee: 450.00 Receipt #: 4492 (\$450.00)

COMPLETE THE FOLLOWING

1. Applicant's Name: Starbucks Coffee Company 2. Phone: 317-852-4165
3. Mailing Address: 1085 N Green St., Brownsburg, IN 46112
4. Email Address: _____
5. Owner's Name: Brenda Woodard-Pierce Trust Dtd Dec 11, 1990 6. Phone: _____
7. Mailing Address: 4008 El Cerrito Rd, Palo Alto, CA 94306-3114
8. Email Address: _____
9. Applicant is (Check One) sole owner joint owner tenant
 agent other (specify) Purchaser
10. Premises Affected:
A. Address: 1085 N Green St., Brownsburg, IN 46112
B. Parcel Number(s): 014-102611-410001
11. Existing Zoning: C-2 12. Existing Use: Commercial store
13. Surrounding Properties:

	North	South	East	West
Zoning:	I-1	C-3	I-1	C-3
Use:	I-74	Commercial	Commercial	Commercial
14. Applicable section of the Zoning Ordinance: 155.257 (J)
(one section per application)
15. Detailed Statement of Reasons for this request: *(refer to § 155.036 of the zoning ordinance)*
See attached.

16. Notarization:
The above information and attached exhibits, to my knowledge and belief, are true and correct.
Date: June 13, 2011

[Signature]
Signature of Applicant
Scott McAdams
Print

State of Indiana)
County of Hendricks) SS:
Subscribed and sworn to before me this _____

13 day of June 2011
[Signature]
Signature of Notary

County of Residence: _____
My Commission Expires: _____

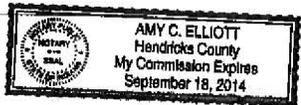
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EXHIBIT – B
DETAILED STATEMENT OF REASONS

DETAILED STATEMENT OF REASONS

FOR

STARBUCKS COFFEE COMPANY

Petitioner, Starbucks Coffee Company, owns and operates a restaurant at 1085 North Green Street. Last year, Petitioner relocated the menu/order board in order to reduce stacking and provide a quicker flow through the drive-through. It was then discovered that the Brownsburg Zoning Ordinance requires a minimum stacking order from the menu/order board to the pick up window regardless of the type of fast food restaurant. Starbucks is a custom order restaurant. No order is pre-prepared prior to the order. More time is needed between the menu/order board and the pick up window than the standard fast food restaurant which has much of the food pre-prepared and has a quick turn-around time between the order and the pick up.

Starbucks, prior to relocating the menu/order board, conducted studies on the stacking and wait time between the menu/order board and the pick up window. After relocating, Starbucks conducted the same study and the wait time had decreased and the flow of traffic had increased by 9 transactions per half hour.

In addition to relocating the menu/order board, Starbucks altered the curbing. The new curbing has helped properly navigate traffic and keep cars properly located on the property.

EXHIBIT – B
DETAILED STATEMENT OF REASONS continued

Petitioner respectfully requests a variance from the stacking requirements of the Brownsburg Zoning Ordinance, and in support therefore, states that:

- 1) the approval will not be injurious to the public health , safety, morals, and general welfare of the community because due to the custom products of Starbucks, the change in the stacking has improved the flow of traffic;
- 2) the use and value of the area adjacent to the property included in the variance will not be affected in a substantially adverse manner because the surrounding properties contain similar business and commercial uses with regular flow of traffic through their properties, many of which also have drive through services; and
- 3) the strict application of the terms of the Zoning Ordinance will result in practical difficulties in the use of the property because the terms regarding stacking do not allow for differences between custom orders and pre-prepared menu items. The data clearly reveals that the flow of traffic has improved as a result of the relocation of the menu/order board and the increased stacking between the menu/order board and the pick up window.

EXHIBIT - C
DRIVE-THROUGH LAYOUT continued

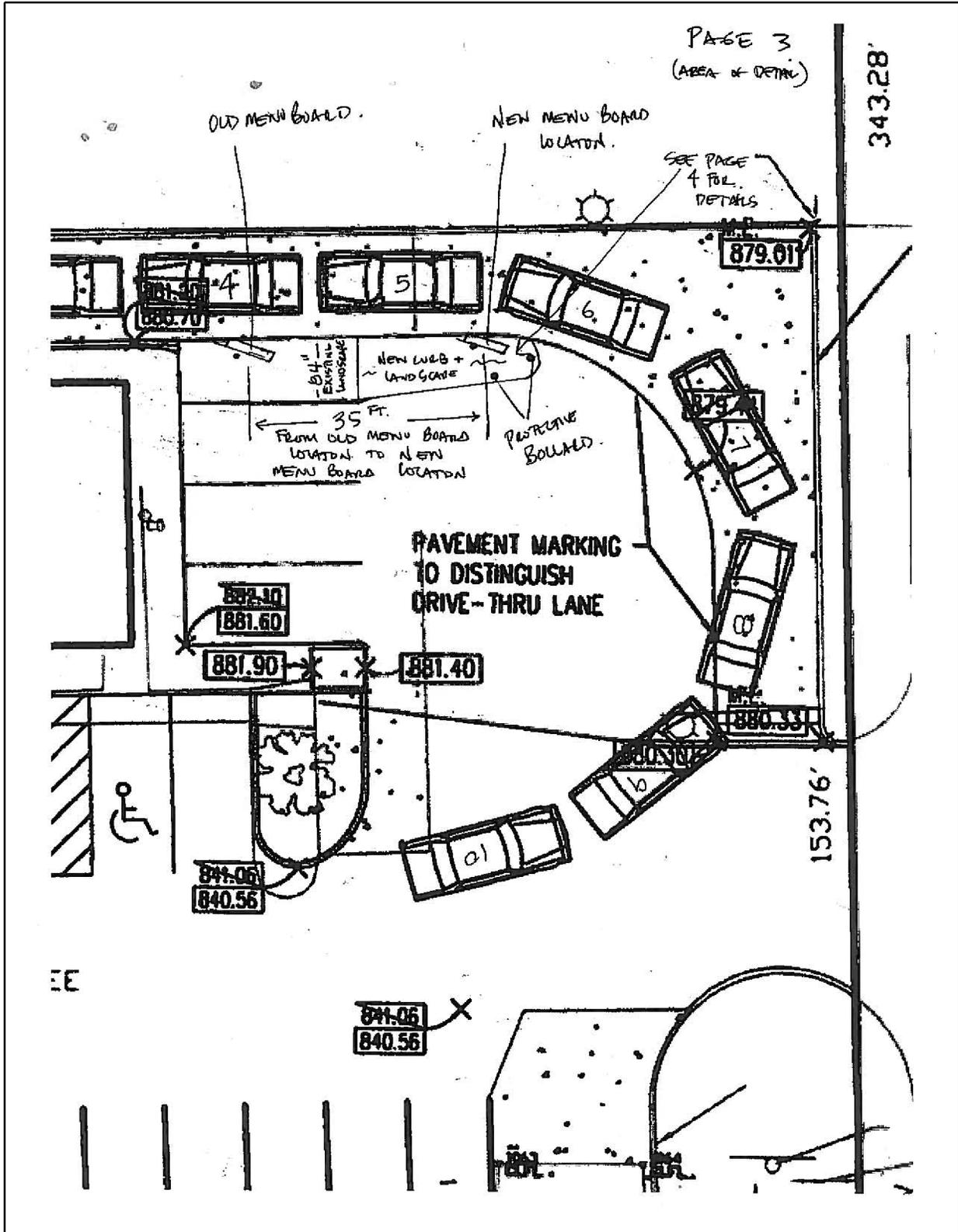


EXHIBIT – C
DRIVE-THROUGH LAYOUT continued

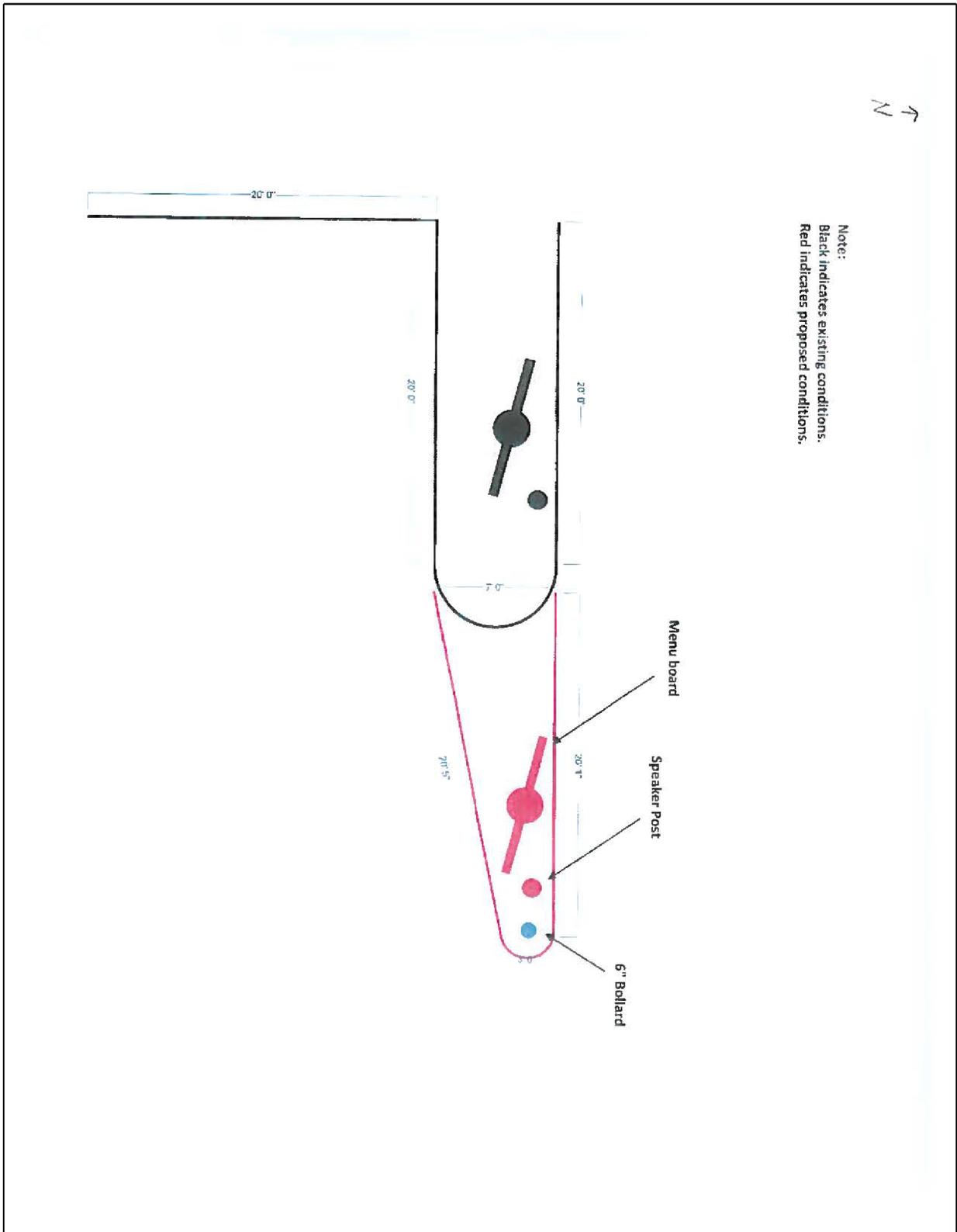


EXHIBIT – D
TRAFFIC ANALYSIS



March 28, 2011

Dear Mr. McAdams,

We have completed 48-hour daily traffic counts as requested for the Starbucks located along the east side of SR 267, just south of I-74 in Brownsburg, Indiana. The traffic counts were conducted at the following two locations between the dates of March 23rd and March 24th, 2011.

- Starbucks Entrance 1 – SR 267 Entrance (Right-in/Right-out)
- Starbucks Entrance 2 – Rear Entrance from Northfield Drive Access Road

The purpose of the data collection was to determine the volume and distribution of traffic that utilizes each entrance to the restaurant on a daily basis. Based on the traffic count data collected over a 48-hour period, 72% of the traffic entering the Starbucks site used the rear entrance on the east side of the property, while only 28% entered through the SR 267 entrance; however, the SR 267 entrance was utilized 55% of the time for vehicles leaving the site, with the rear entrance receiving only 45% of the exiting traffic (see Exhibit A). The count data recorded at each entrance does match the on-site traffic flow patterns that were observed by technicians in the field who set, checked and picked up the counters. Some vehicles were seen departing the parking lot east of Chase Bank and cutting through the Starbucks site (without stopping at the restaurant) to access SR 267. The traffic count data reports showing the volumes obtained for each entrance are attached.

It should be noted that the counters at each entrance did record a small percentage of double counts due to the geometry of the approaches. Vehicles leaving the drive-thru lane and exiting directly onto SR 267 sometimes approached the tubes at an angle, resulting in the potential for individual vehicles to be counted twice. Additionally, the close proximity of the Chase Bank entrance to the Starbucks rear entrance resulted in some double counts for those traveling between the two businesses. Unfortunately, these scenarios are common when conducting daily traffic counts at commercial entrances, although the tubes were placed at locations to minimize the amount of double counts that were recorded. Additionally, the count data was reviewed in an effort to eliminate any double counts where possible.

When necessary, turning movement counts may be completed to verify the results of traffic data obtained from automatic traffic recorders. The turning movement counts are conducted by traffic technicians on-site for the duration of the count period, utilizing hand-held traffic data collectors. Although turning movement counts are more costly, the accuracy of the data may be much greater than automatic traffic recorders placed in areas

4275 North High School Road Indianapolis, Indiana 46254
(317) 293-3542 Tel (317) 293-4737 Fax
www.vseengineering.com

EXHIBIT – D
TRAFFIC ANALYSIS continued

where site layout and entrance geometrics impact the quality of the tube counts recorded. Turning movement counts are recommended if the traffic volumes collected do not generally reflect the number of sales completed by the Starbuck's restaurant on March 23rd and 24th.

Please feel free to contact me at (317) 293-3542, Ext. 143 or at kmiller@vsengineering.com if you have any questions regarding the traffic data collection results detailed herein.

Sincerely,



Kevin L. Miller, P.E.
Traffic Project Manager
VS Engineering, Inc.

EXHIBIT – D
TRAFFIC ANALYSIS continued

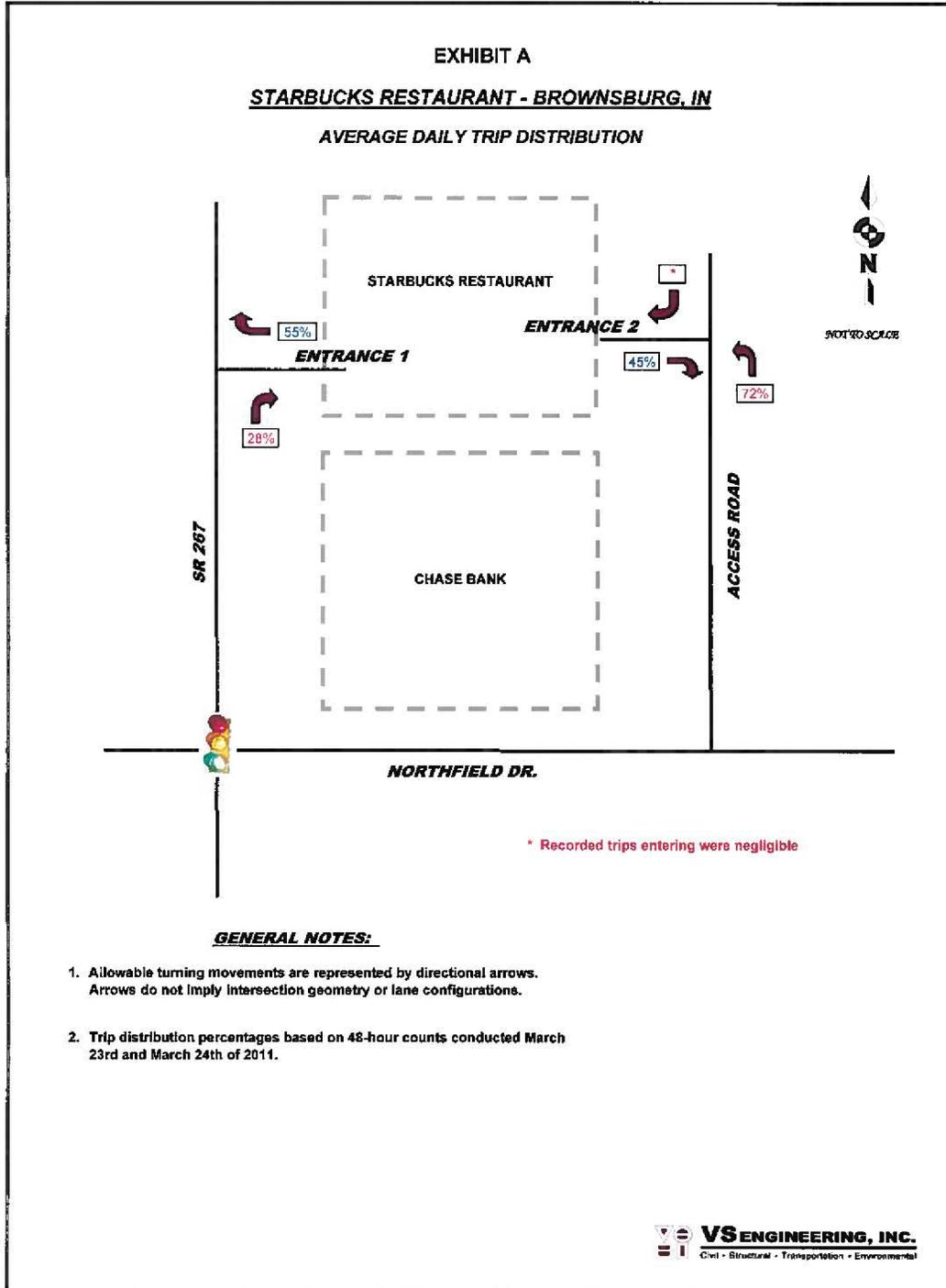


EXHIBIT – D
TRAFFIC ANALYSIS continued

VS ENGINEERING, INC.
4275 N. High School Road
Indianapolis, IN 46254
(317) 293-3542



Station ID: 1
Starbucks SR 267 Entrance

Start Time	23-Mar-11 Wed	Enter	Exit	Total
12:00 AM		0	0	0
01:00		0	2	2
02:00		0	2	2
03:00		0	0	0
04:00		0	0	0
05:00		6	11	17
06:00		24	44	68
07:00		21	56	77
08:00		36	54	90
09:00		26	38	64
10:00		16	26	42
11:00		14	27	41
12:00 PM		12	24	36
01:00		12	24	36
02:00		16	30	46
03:00		18	34	52
04:00		14	24	38
05:00		12	34	46
06:00		10	36	46
07:00		8	22	30
08:00		4	16	20
09:00		4	16	20
10:00		2	5	7
11:00		1	3	4
Total		256	528	784
Percent		32.7%	67.3%	
AM Peak	08:00		07:00	08:00
Vol.		36	56	90
PM Peak	15:00		18:00	15:00
Vol.		18	36	52

EXHIBIT – D
TRAFFIC ANALYSIS continued

VS ENGINEERING, INC.
4275 N. High School Road
Indianapolis, IN 46254
(317) 293-3542



Station ID: 1
Starbucks SR 267 Entrance

Start Time	24-Mar-11 Thu	Enter	Exit	Total
12:00 AM		0	0	0
01:00		0	2	2
02:00		0	0	0
03:00		0	0	0
04:00		2	2	4
05:00		4	12	16
06:00		13	32	45
07:00		28	79	107
08:00		39	50	89
09:00		30	40	70
10:00		22	38	60
11:00		14	24	38
12:00 PM		14	27	41
01:00		16	34	50
02:00		13	25	38
03:00		17	34	51
04:00		16	35	51
05:00		10	38	48
06:00		12	24	36
07:00		13	22	35
08:00		6	25	31
09:00		4	16	20
10:00		4	10	14
11:00		0	0	0
Total		277	569	846
Percent		32.7%	67.3%	
AM Peak		08:00	07:00	07:00
Vol.		39	79	107
PM Peak		15:00	17:00	15:00
Vol.		17	38	51
Grand Total		533	1097	1630
Percent		32.7%	67.3%	
ADT		ADT 815	AADT 815	

EXHIBIT – D
 TRAFFIC ANALYSIS continued

VS ENGINEERING, INC.
 4275 N. High School Road
 Indianapolis, IN 46254
 (317) 293-3542


 Station ID: 2
 Starbucks Rear Entrance

Start Time	23-Mar-11 Wed	Enter	Exit	Total
12:00 AM		2	0	2
01:00		2	1	3
02:00		1	0	1
03:00		0	0	0
04:00		2	1	3
05:00		16	6	22
06:00		54	25	79
07:00		74	32	106
08:00		72	44	116
09:00		47	41	88
10:00		43	30	73
11:00		40	28	68
12:00 PM		32	23	55
01:00		44	30	74
02:00		41	28	69
03:00		44	26	70
04:00		37	26	63
05:00		42	18	60
06:00		38	18	56
07:00		28	21	49
08:00		19	10	29
09:00		10	8	18
10:00		5	8	13
11:00		2	5	7
Total		695	429	1124
Percent		61.8%	38.2%	
AM Peak		07:00	08:00	08:00
Vol.		74	44	116
PM Peak		13:00	13:00	13:00
Vol.		44	30	74

EXHIBIT – D
TRAFFIC ANALYSIS continued

VS ENGINEERING, INC.
4275 N. High School Road
Indianapolis, IN 46254
(317) 293-3542


Station ID: 2
Starbucks Rear Entrance

Start Time	24-Mar-11 Thu	Enter	Exit	Total
12:00 AM		1	0	1
01:00		1	1	2
02:00		0	0	0
03:00		0	0	0
04:00		3	1	4
05:00		14	6	20
06:00		46	18	64
07:00		84	42	126
08:00		60	60	120
09:00		50	36	86
10:00		48	43	91
11:00		40	30	70
12:00 PM		32	32	64
01:00		40	28	68
02:00		34	26	60
03:00		41	27	68
04:00		52	36	88
05:00		45	23	68
06:00		34	14	48
07:00		22	14	36
08:00		34	12	46
09:00		17	18	35
10:00		6	10	16
11:00		2	8	10
Total		706	485	1191
Percent		59.3%	40.7%	
AM Peak		07:00	08:00	07:00
Vol.		84	60	126
PM Peak		16:00	16:00	16:00
Vol.		52	36	88
Grand Total		1401	914	2315
Percent		60.5%	39.5%	
ADT		ADT 1,158	AADT 1,158	

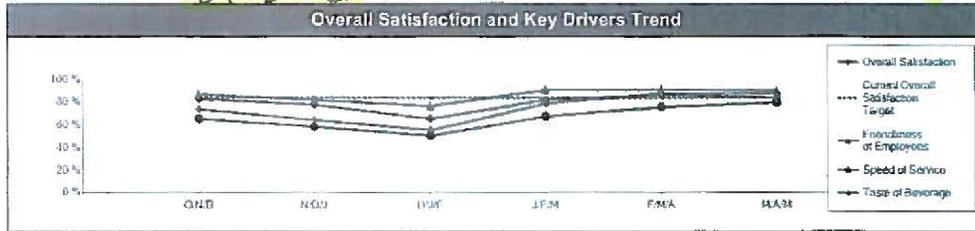
EXHIBIT – E STARBUCKS CUSTOMER VOICE REPORT

w/adjustment to DT board

Customer Voice

Rolling Three Fiscal Months Results
Store

Store: 11501 - SR 267 & Northfield
District: 0448 - Heather Strong
Area: 066 - Denise Bergunder
Current Fiscal Months: M/A/M FY10



Questions	Current 3 Fiscal Months M/A/M	Previous 3 Fiscal Months F/I/A	Target	District	Top 10%	Current 3 Fiscal Months Cafe	District Cafe	Current 3 Fiscal Months DT	District DT
Number of Customers Responding	50	45	444			25	126	25	122
Overall Experience									
Overall Satisfaction	88%	87%	84%	85%	90%	92%	83%	84%	87%
Likelihood to Return	84%	91%	89%	86%	94%	79%	83%	88%	89%
Recommend to Friends and Family	80%	77%	79%	74%	85%	83%	76%	76%	74%
Key Drivers of Overall Satisfaction									
Friendliness of Employees	90%	91%	88%	90%	95%	100%	92%	80%	90%
Speed of Service	80%	76%	80%	82%	89%	84%	84%	76%	80%
Taste of Beverage	84%	88%	81%	85%	89%	83%	85%	84%	88%
Secondary Drivers of Overall Satisfaction									
Knowledge of Packaged Coffee	100% n=3	100%	94%	71%	N/A	N/A	60%	100%	100%
Order Accuracy	90%	91%	88%	91%	94%	96%	94%	84%	89%
Overall Cleanliness	74%	71%	82%	82%	89%	80%	84%	64%	88%
Problem Resolution	67% n=3	75%	78%	67%	N/A	100%	67%	50%	75%
Skill/Knowledge in Preparing Beverage	86%	91%	85%	87%	93%	96%	92%	75%	88%
Taste of Food	100% n=12	100%	81%	82%	N/A	100%	88%	100%	85%
Temperature of Beverage	94%	94%	80%	86%	88%	95%	90%	93%	91%



All Customer Voice results are reported as the percent of highly satisfied responses, or the percent of customers who responded 5 (highly satisfied) on a 1-5 scale.

Overall Satisfaction: The percent of customers who responded 5 to the question: "Your overall satisfaction with your most recent experience at this Starbucks."

Target: Targets are set for FY10 and are based on performance during Q4 FY09 to drive for continual improvement and reflect customers' expectations for each element of their visit. Targets will remain for the year, unless there is a hierarchy reassignment, in which targets will be updated. Stores with less than 30 responses in Q4 FY09 have not been assigned a Target at this time.

Top 10% Company: Represent the Top 10% - all combined scores for stores in your Business Unit (e.g. Company Operated US, Licensed Stores Canada, etc.)

↑ ↓ Indicates measures where you have had a large increase or decrease in your highly satisfied responses compared to the previous rolling 3 periods.

Rolling 3 Fiscal Months: All scores are reported as rolling 3 fiscal month performance. Current 3 Months = current fiscal month plus previous two fiscal months. Previous 3 Months = previous 3 fiscal months. The fiscal months included in your report are reflected by the first letter of the month; for example N/D/J represents November, December and January combined.

DT and Cafe: reflects performance at DT stores only.

For questions, please contact customervoice@starbucks.com

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