

EXHIBIT – J
SITE PHOTOS



EXHIBIT – J
SITE PHOTOS continued



STAFF ANALYSIS:

The Site Development Plan that was approved for Starbucks in 2006 met the Town of Brownsburg's stacking space requirements: 4 spaces from the drive-up window to the order box and 6 spaces from the order box. As stated in the petitioners detailed statement of reasons Starbucks increased their spacing between the drive-up window to the order box but due to the configurations of the site are not also able to increase the number of spaces from the order box. The total number of cars in the stacking queue has not changed the distribution of where those cars are located however has.

Staff's primary concern for this request is the on-site traffic circulation. This is a redeveloped site that was limited in size due to the original lot configuration. This lot has two access points one off of north bound North Green Street / SR 267 and the second is off of a sharded drive with the retail center to the east of this property. Knowing the site, staff's concern has been stacking vehicles blocking the eastern drive. As can be seen in the On-Site photos in Exhibit J, it is not uncommon for vehicles to stack on to the shared access drive to the east. The photos in Exhibit J were taken at 9:30 AM on a weekday. I must also note that all of the vehicles that stacked from the Order Box in the photos had placed their orders and cleared the line in less than the time it took to take the photos and walk back to my vehicle in the parking lot. I estimate it was less than 5 minutes.

VS Engineering completed a traffic analysis for this project for the purpose of understanding the traffic circulation patterns for vehicles entering and leaving the site. A brief overview of their findings are that a majority of the entering traffic uses the east entrance however the exiting traffic is more balanced between the two access points. An onsite visit by staff did result in us witnessing our suspicions, vehicles stacking (see pictures in Exhibit - J on pages 24 & 25) off-site onto the access drive due to the high volume of traffic utilizing the eastern entrance. As noted above this condition was very temporary.

The data provided by the petitioners does not clearly state when the Order Box was relocated, making the interperation of some of the data difficult. The petitioners have provided two Starbucks Customer Voice printouts. One appears to cover January, February, and March of 2010, the second March, April, and May of 2010 (see Exhibits - E on pages 16 & 17). The Starbucks-Peak Transaction Report (see Exhibit - F on page 18) seems to represent that a change took place between May and June of 2010. If I'm understanding the two reports correctly they are not corresponding to the same time periods. The Starbucks Customer Voice report for M/A/M FY10 (page 16) indicates that customers rated the satisfaction for the "Speed of Service" at 80% which was up from 68% for J/F/M FY10 (page 17). Whereas the Starbucks-Peak Transaction Report (page 18) represents an increase in Peak transactions in May and June of 2010 over that same time period in 2009.

Based on my understanding of the site, the on-site visit, and the data provided Starbucks appears to have a solution that is efficient in terms of reducing the wait times (thereby reducing stacking) for ordering and receiving the requested product. The solution proposed by the petitioners appears to reduce the impacts of stacking vehicles on traffic circulation vs. the requirements outlined in the Zoning Ordinance. Due to the nature of the business and their procedures for producing their products, and the configuration of this site all lead to a scenario where the stacking of vehicle impact the on-site traffic circulation, as would the existing (previous) condition.

RECOMMENDATIONS:

Upon review of the request, and the surrounding properties in the area I have the following recommendations / comments:

1. Signage should be placed at the east entrance and along the westside of the retail center building near the Starbucks east entrance notifying patrons not to block the south bound travel lane and/or the exit of the Starbucks parking lot.

Therefore it is my opinion that, based on the analysis of the submitted information by the petitioner, Development Standard Variance sections of the Zoning Ordinance, my comments above, and subject to the above listed commitments, this request has SATISFIED the requirements for the approval of a Development Standard Variance according to the Zoning Ordinance and State Statute.

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