

**ARCHITECTURAL REVIEW COMMISSION
CITY OF PALM DESERT
STAFF REPORT**

MEETING DATE: December 10, 2024

PREPARED BY: Kenny Taylor, Associate Planner

SUBJECT: CONSIDERATION OF DESIGN REVIEW FOR A FAÇADE
MODIFICATION TO EXISTING STOREFRONT FOR O'REILLY AUTO
PARTS LOCATED AT 72875 HIGHWAY 111.

RECOMMENDATION:

Staff recommends the Architectural Review Commission (ARC) determines that the requirements of the findings have been met based on the analysis and approves the Design Review, with the following condition of approval:

1. The banding painted "Positive Red" in a gloss finish, shown on the north and south elevations, shall be removed or redesigned such that building color changes only occur at changes in building plane, massing, and/or decorative elements to better harmonize with the existing buildings located in the Palms to Pines Plaza East.

Alternatively, the ARC may deny the banding painted "Positive Red" based on the findings that the change of colors are not in character with the existing architecture of the building and surrounding area and do not comply within the Palms to Pines Plaza Center's architectural character.

BACKGROUND/ANALYSIS:

Executive Summary:

- **Case No.: MISC24-0017**

The project site is a former Rite Aid Pharmacy retail store at 72875 Highway 111, an existing commercial suite part of a multitenant commercial building. The commercial building is located within Palms to Pines Plaza East (Center), a 6.93-acre retail-commercial shopping center at the southeast corner of Plaza Way and Highway 111. On October 20, 1998, the Planning Commission approved Precise Plan/Conditional Use Permit 98-16 approving the remodel of the Palms to Pines Plaza East, which featured desert contemporary architecture consisting of primarily concrete blocks with a variety of earth-tone colors (Attachment 1). The Rite Aid store was subsequently revised to be completely grey. The project is subject to signage and design guidelines that regulate exterior building materials, paint color, features, and signage.

Project Summary

The Applicant, Alexis Roth, on behalf of “O’Reilly Auto Parts” retailer is proposing exterior façade modifications to the 72875 Highway 111 suite including:

- Minor demolition of existing storefront.
- New hollow metal double door and frame on back side of building, south elevation.
- New tint for existing windows on front of building, north elevation.
- Surface mounted sign (per separate permit approved by City staff).
- New overhead metal door and frame on back of building, south elevation.
- New exterior storefront door and frame system, front of building, north elevation.
- New hollow metal door and frame on back of building, south elevation.
- New wallpack light fixture on back of building, south elevation.
- Infill notch at façade, to remove relief and create a flat façade surface.
- Paint color change – Repainting the existing building and doors from grey block colors to a new palette. (Attachment 3).

Signage shown on the project plans are for reference only. The applicant will be required to submit a separate planning permit for proposed signage.

A. Property Description

The project site is an existing commercial suite which is part of a multitenant commercial building located at 72875 Highway 111 and was formerly a Rite Aid Pharmacy retail store. The existing suite is attached to existing commercial suites on each side.

B. Zoning, General Plan and Adjacent Uses

Table 1 – Adjacent Land Use and Designations

	Existing Uses	General Plan	Zoning
Project Site	Vacant Commercial Suite	Regional Retail	P.C- (3) – Planned Commercial
North	Buffalo Wild Wings Restaurant /Chase Bank	Regional Retail	P.C(3) – Planned Commercial
South	Residential	Small Town Neighborhood	P.R(6) – Planned Residential
East	Revivals Furniture Store	Regional Retail	P.C(3) – Planned Commercial
West	Dollar Tree Retail Store	Regional Retail	P.C(3) – Planned Commercial

C. Project Description

The project includes exterior façade modifications and a change in exterior paint. The façade changes are minor in nature and include new entry doors and framing and a new light fixture. The paint color modifications will replace the existing color scheme with a combination of three colors including:

- SW #6871 – Positive Red – (Gloss Finish)
- SW #6141 – Softer Tan – (Semi-Gloss Finish)
- SW #6108 – Latte – (Semi-Gloss Finish)

The proposed color changes would be painted over the existing stucco and tile finishes of the façade storefront. The entry element would be completely painted “Positive Red” in a gloss finish. No material changes are proposed as part of this modification.

The existing building features mid-grey colors which would be replaced with the currently proposed “Positive Red” color which deviates from the plaza's more muted earth-tone color palette.

ANALYSIS

Development Standards

The project is subject to the development standards set forth by the Palm Desert Municipal Code (PDMC) for the Regional Planned Commercial (PC-3) zone. No changes are proposed to the site plan, landscape plan, or existing parking facilities. The applicant has submitted a separate permit application, TIMP24-0058, for minor exterior structural modifications and interior tenant improvements to the building. All proposed modifications are consistent with the development standards for the PC-3 zone.

Section 25.68.020 of the Palm Desert Municipal Section generally requires compatibility of the proposed design with other buildings in the vicinity. This includes review of height, bulk, color, materials, site layout and orientation of the proposed development in relation to nearby development.

ZONING ORDINANCE SUMMARY

Findings for ARC decisions of design review applications are listed under Palm Desert Municipal Code (PDMC) Section 25.68.040 as follows:

- A. That the proposed development conforms to any legally adopted development standards.

The proposed project is in conformance with the legally adopted development standards set forth by the PDMC for the Regional Planned Commercial zoning district. The applicant has proposed minor structural modifications which have been deemed conforming. As summarized, the project conforms with all applicable standards of the code. Therefore,

the proposed project modifications will remain consistent with the development standards for the Planned Commercial (P.C.-3) zoning district and City General Plan.

- B. That the design and location of the proposed development and its relationship to neighboring existing or proposed developments and traffic is such that it will not impair the desirability of investment or occupation in the neighborhood; and that it will not unreasonably interfere with the use and enjoyment of neighboring existing or proposed developments and that it will not create traffic hazards or congestion.

The building is located within the Planned-Commercial (PC-3) center in an area adjacent to existing regional retail. The proposed exterior paint colors, as conditioned, maintain compatibility with the approved paint color palette for the center by utilizing a neutral, light tan building color and compatible accent colors. Colors that are not specifically listed in the design guidelines, such as the "Positive Red" color proposed on the north and south facades, are used to intensify O'Reilly's brand or corporate image within the Shopping Center. If conditioned appropriately to limit or remove the "Positive Red" change of color, the design may not affect the desirability of the center. The modifications to the existing development are aesthetic in nature and do not expand the existing use; therefore, they are not expected to generate traffic hazards or congestion.

- C. That the design and location of the proposed development is in keeping with the character of the surrounding neighborhood and is not detrimental to the harmonious, orderly, and attractive development contemplated by this title and the General Plan of the City.

As conditioned by Planning staff, limiting or removing the proposed red gloss paint would allow for better harmonization with the other proposed colors for the surrounding building and the buildings within the commercial plaza.

- D. That the design and location of the proposed development would provide a desirable environment for its occupants, as well as for its neighbors, and that it is aesthetically of good composition, materials, textures, and colors.

National chain companies frequently use colors and architectural treatments to convey their brand or corporate image and complete façade modifications to revise buildings to match their image. As conditioned by Planning staff, the proposed façade modification utilizes a color palette which is aesthetically compatible with the existing center, with exception to the "Positive Red" color being proposed. The proposed design utilizes durable finishes and features that are compatible with the adjacent buildings in terms of materials and textures.

- E. That the proposed use conforms to all the requirements of the zone in which it is located and all other applicable requirements.

The proposed project conforms with legally adopted development standards set forth by the Regional Planned Commercial District; no changes to the building are included that create new setbacks or heights.

- F. That the overall development of the land shall be designed to ensure the protection of public health, safety, and general welfare.

The proposed project did not modify the originally designed site plan, which included hard surface pedestrian pathways and connections from the public right-of-way. In addition, the overall building design does not present any adverse impacts to the protection of public health, safety, and general welfare.

ATTACHMENTS:

1. PP/CUP98-16 Elevations
2. Proposed Project Elevations
3. Color Swatches