

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

MEETING DATE: November 12, 2024

PREPARED BY: Carlos Flores, AICP, Principal Planner

SUBJECT: CONSIDERATION TO APPROVE A DESIGN REVIEW FOR A NEW ROVE
ELECTRIC VEHICLE STATION WITH A 4,500 SQUARE FOOT MARKET
WITHIN THE MONTEREY CROSSINGS SPECIFIC PLAN

RECOMMENDATION:

Staff recommends the ARC determines that the requirements of the findings have been met based on the analysis and approves the Design Review, subject to the following conditions:

- 1) The Applicant shall provide a final photometric plan with renderings, that prove conformance with the Palm Desert Municipal Code Section 24.16.035
- 2) All equipment shall be screened from public view.
- 3) The Applicant shall comply with all conditions of approval provided by the City's Land Development Division.

BACKGROUND/ANALYSIS:

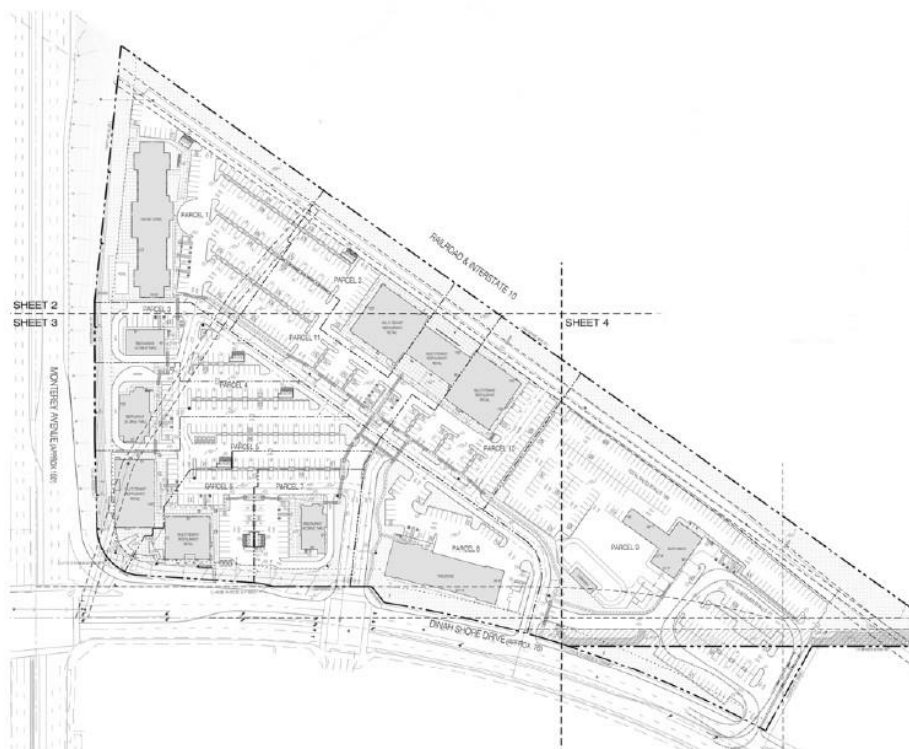
Rove Operating (Applicant) is proposing a new "Rove" electric vehicle charging station, complete with a 4,500 square foot (SF) market, restrooms, and lobby area for customers to use as they utilize electric vehicle charging stations onsite, located at the northeast corner of Dinah Shore Drive and Monterey Avenue, within Monterey Crossings.

Executive Summary:

- **Case No.: Design Review 24-0006 (DR24-0006)**

On June 8, 2017, the City Council (Council) adopted Ordinance 1323, and on May 25, 2017, adopted Resolution 2017-38, and Resolution 2017-39, which approved Specific Plan, Precise Plan, Conditional Use Permit, and Environmental Assessment 16-188 and Tentative Parcel Map 37157 for the Monterey Crossings project. This project included an 18-acre mixed-commercial center located at the northeast corner of Monterey Avenue and Dinah Shore Drive for the development of drive-through restaurants, shop and retail buildings, a potential automotive dealership, and a future four-story hotel spread out over eleven (11) parcels throughout the 18-acre development. The Specific Plan established the existing conditions of the site, existing and proposed street circulation patterns, land use and site plan, development standards, and design criteria for the development of four (4) distinct districts within the 18-acre Specific Plan project site. The following four (4) districts were established: A restaurants and shop/retail district, a Hotel district, a major retail district, and a northeast district. Figure 1 below shows the original site plan approved within the Specific Plan.

Figure 1 – Monterey Crossings Specific Plan Site Plan



The southwest corner of the project site has been developed, as well as one additional building pad adjacent to Dinah Shore, complete with internal driveways and perimeter landscaping on the south and west perimeters. A total of five (5) buildings have been constructed which includes: two (2) multi-tenant retail buildings, two (2) drive-through buildings, and a drive-through carwash. Monument signage has been installed off Dinah Shore Drive and on the north part of the project site. The areas to the north and east of the constructed developments remain vacant. The area directly west of this project site was recently approved for a new Townplace Suites hotel. The Specific Plan and Precise Plan conditions of approval establish that development of pads within Monterey Crossings are subject to Design Review approved by the City's Architectural Review Commission.

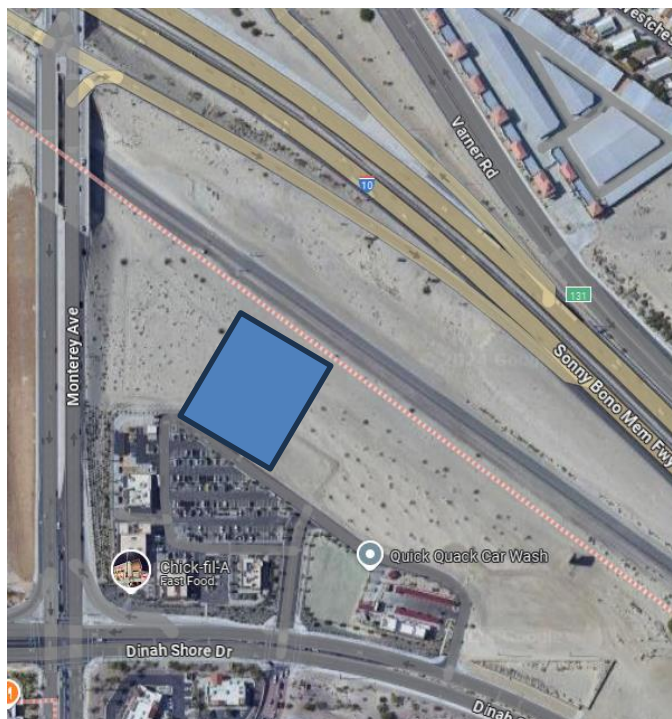
Project Summary:

The project is a Design Review request by the Applicant for approval of architecture and landscaping for the "Rove" project: A 4,500-sf market to support electric vehicle parking stalls within Monterey Crossings. The project will include 22,999 sf of landscaping, a total of sixty (60) parking stalls which includes forty (40) electric vehicle charging stalls, and pedestrian connections to adjoining properties within Monterey Crossings.

A. Property Description

The project site (Site) is a 2.30-acre vacant parcel within the Monterey Crossings specific plan. The area is identified in the Specific Plan for mixed commercial retail developments.

Figure 2 – Project Site



B. Zoning, General Plan and Adjacent Uses

Table 1 – Adjacent Land Use and Designations

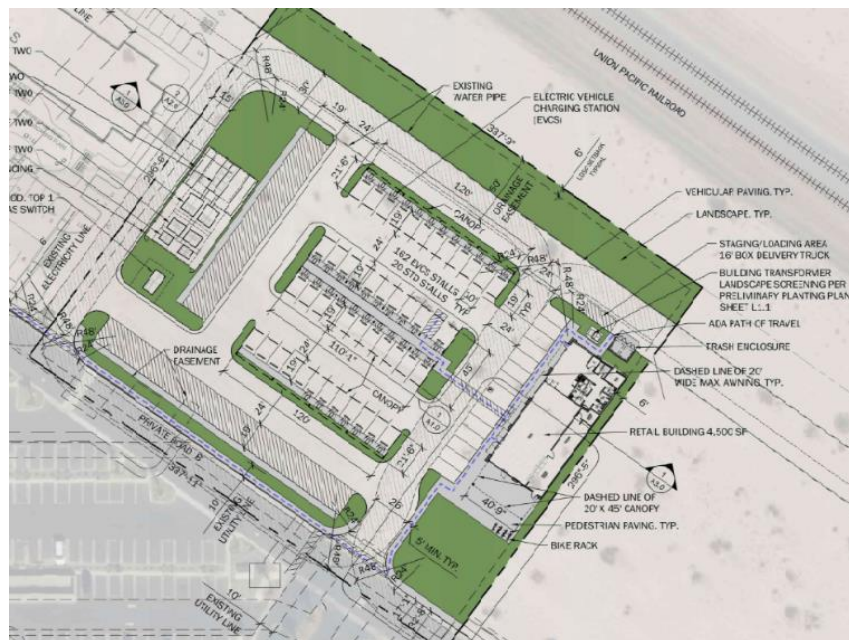
	Existing Uses	General Plan	Zoning
Project Site	Vacant	Monterey Crossings Specific Plan	Planned Commercial - 3 (PC-3) & Freeway Commercial Overlay Zone (FCOZ)
North	Vacant/Interstate 10 Freeway	Outside City Limits	Outside City Limits
South	Existing Commercial	Monterey Crossings Specific Plan	Planned Commercial - 3 (PC-3) & Freeway Commercial Overlay Zone (FCOZ)
East	Vacant	Monterey Crossings Specific Plan	Planned Commercial - 3 (PC-3) & Freeway Commercial Overlay Zone (FCOZ)
West	Vacant	Monterey Crossings Specific Plan	Planned Commercial - 3 (PC-3) & Freeway Commercial Overlay Zone (FCOZ)

C. Project Description

Site Plan

The Site Plan (Figure 3 below) shows the building location and orientation, vehicle and pedestrian access, and parking. The Specific Plan established internal vehicular circulation throughout the Specific Plan. The existing commercial land uses adjacent to Dinah Shore Drive constructed portions of this internal vehicular circulation and vehicular access for entering and exiting off Dinah Shore. The project would use the existing access off Dinah Shore Drive to access the Project Site and connect with existing internal drive aisles directly south of the Project Site. Drive aisles would be constructed on the west, east and south part of the Site to connect to the existing vehicular circulation and would be shared with future development to the west and east.

Figure 3 – Site Plan



Architecture

The proposed architecture of the 4,500-sf market building (Building) is characterized by a desert contemporary design, incorporating varying flat roofs, awnings, and an open trellis. The Building proposes a three (3) tone color palette including: “Pediment”, “Snowboard” and “Clove”. The building will have a stucco finish, incorporate a Coronado Stone Inlay, “Vitro Opti-Blue” glazing, a metal awning and aluminum storefronts. Parapets on the roof are designed to screen mechanical equipment and return on the roof to be four sided elements.

Figure 4 – Rendering



The project will also include an equipment enclosure area on the west side of the project measuring 72'-10" in length and 40'-9" in width that will hold all of the necessary electrical equipment. This area is proposed to be screened by a combination wall incorporating a 4' high block wall and a 6' high "Artic Blue Bufftech" fence. The Project will also include 21'-8" tall metal carports covering parking stalls and electric vehicle charging areas.

Landscaping

The project will include 22,999 sf of landscaping, including on the north and south perimeters of the project. The project will install Palo Verde and Desert Ironwood trees, a variety of drought tolerant shrubs, and ground covers. The project utilizes a plant palette that is consistent with the Monterey Crossings Specific Plan plant palette.

Zoning Ordinance Summary:

ARC approval of proposed Design Review applications within the Specific Plan is required per the conditions of approval of City Council Resolution No. 2017-38. Findings for ARC decisions are listed under PDMC Section 25.68.040 – Findings of the ARC. Table 2 outlines conformance of the proposed project with the Specific Plan.

Table 2 – Development Standard Conformance Summary

Development Standard	SPECIFIC PLAN STANDARD	PROJECT	CONFORMS
Landscape Coverage	20%	23%	Yes
Building Coverage	40%	4.5%	Yes
Maximum Height	35'	23'	Yes

Findings

Findings in support of the project are listed below:

To approve a design review application, the ARC shall find the following:

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

The proposed development conforms with the standards for the Monterey Crossings Specific Plan, as outlined in Table 2 above. This includes meeting standards on coverage and height. The project meets the architectural and landscaping Design Guidelines of the Monterey Crossings Specific Plan. As outlined in the Specific Plan guidelines, the project proposes a desert contemporary modern architecture with varying wall planes, roof lines, and façade modulations.

- 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 proposed project is within the Monterey Crossings Specific Plan and is surrounded by commercial uses, existing streets, and vacant uses planned for commercial. The design of the project, including land use and site design, was previously analyzed, and approved with the Monterey Crossings Specific Plan and does not currently propose a project that differs from the original intent and approval. The project has been analyzed for potential traffic impacts in the adopted Mitigated Negative Declaration for the Monterey Crossings Specific Plan and will be required to meet all mitigation measures and conditions required.

- 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.

The proposed project blends well with the surrounding neighborhood by incorporating a modern desert contemporary design and utilizes a color and landscaping palette that is harmonious with surrounding development, including the Monterey Crossings Specific Plan. The design of the building includes flat roofs, varying roof and wall planes, and façade modulations, which adds to the character of the area.

- 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.

The proposed design utilizes durable finishes and features a quality contemporary style characterized by stone veneer, metal canopies, and desert compatible colors. The buildings provide for a quality visual aesthetic along Monterey Avenue, Interstate 10 Freeway, and within the Monterey Crossings Specific Plan. The project also includes extensive onsite landscaping along perimeter frontages and pedestrian and vehicular connectivity to surrounding developments.

- 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 development conforms with all development standards of the underlying Monterey Crossings Specific Plan. The Monterey Crossings Specific Plan established this project site for development of a mixed use commercial including retail. This project meets the intent, layout, development standards, use, and design as established by the Specific Plan.

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

The site plan and grading plan have been reviewed to confirm the design provides protection of the public's health, safety, and general welfare. The site is adequately serviced by utilities and the grading plan reviewed in accordance with City requirements. The project falls in line with the design analyzed and approved within the Monterey Crossings Specific Plan.

ATTACHMENTS:

1. Project Plans