

**ARCHITECTURAL REVIEW COMMISSION
CITY OF PALM DESERT
REGULAR MEETING MINUTES**

January 28, 2025, 12:30 p.m.

Present: Commissioner James Blakeley, Commissioner Dean Wallace Colvard, Commissioner Nicholas Latkovic, Commissioner Michael McAuliffe, Commissioner Francisco Sanchez, Chair John Vuksic

Absent: Commissioner James McIntosh

Staff Present: Principal Planner Carlos Flores, Associate Planner Kenny Taylor, Recording Secretary Melinda Gonzalez

1. CALL TO ORDER

A Regular Meeting of the Architectural Review Commission was called to order by Chair Vuksic on January 28, 2025, at 12:30 p.m. in the Development Services Conference Room, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

It should be noted that due to technical difficulties the Zoom option for this meeting was unavailable to the public until approximately 2:20 p.m. starting at item 7.b.2.

2. ROLL CALL

3. NON--AGENDA PUBLIC COMMENT

Chair Vuksic opened and closed the public comment period for Non-Agenda public comment. No public comments were provided.

4. CONSENT CALENDAR

The Consent Calendar was approved as presented.

Motion by: Commissioner Colvard

Seconded by: Commissioner McAuliffe

Motion Carried (6 to 0)

4.a APPROVAL OF MINUTES

The Architectural Review Commission (ARC) regular meeting minutes of December 10, 2024, were approved as presented.

Motion by: Commissioner Colvard

Seconded by: Commissioner McAuliffe

Motion Carried (6 to 0)

5. CONSENT ITEMS HELD OVER

None

6. ACTION CALENDAR

6.a CONSIDERATION OF DESIGN REVIEW FOR A FAÇADE MODIFICATION TO EXISTING STOREFRONT FOR O'REILLY AUTO PARTS LOCATED AT 72875 HIGHWAY 111. (CONTINUED FROM DECEMBER 10, 2024)

Associate Planner, Kenny Taylor, narrated a PowerPoint presentation on the item and responded to Commission inquiries.

Chair Vuksic opened the public comment period. With no members of the public wishing to comment, Chair Vuksic closed the public comment period. Discussion on the item ensued with Commissioners providing comments on the project.

Motion by: Commissioner McAuliffe

Seconded by: Commissioner Blakeley

Motion carried to approve Case No. MISC24-0017 as presented, subject to the following conditions:

1. The "Red Powder Coat" shown on the northern and southern elevations shall be restricted to the proposed sign area.
2. The applicant shall apply for a separate sign permit prior to construction of O'Reilly signage onsite.

Motion Carried (6 to 0)

6.b CONSIDERATION TO APPROVE A DESIGN REVIEW TO DEVELOP 146 DETACHED RESIDENTIAL UNITS WITHIN UNIVERSITY PARK (CONTINUED FROM DECEMBER 10, 2024)

Commissioner Sanchez advised the need to recuse himself from the item as his firm is the Landscape Architect on record for the project and left the conference room.

Principal Planner, Carlos Flores, provided a brief introduction noting this item was continued by the ARC on December 10, 2024; subsequently the Applicant met with Commissioners Colvard and McAuliffe to go over comments provided by the Commission. Principal Planner Flores narrated a PowerPoint presentation on the item and responded to Commission inquiries. Efreem Joelson, Applicant Representative, Kevin Crook, Architect, and Jose Estrada, Landscape Architect, were present in person.

Chair Vuksic opened the public comment period and invited the applicant to speak. Efreem Joelson, Applicant Representative, Jose Estrada, Landscape Architect, and Kevin Crook, Architect, introduced themselves and answered questions from the Commission.

With no other members of the public wishing to comment, Chair Vuksic closed the public comment period. Discussion on the item ensued with Commissioners providing comments on the project.

Motion by: Chair Vuksic

Seconded by: Commissioner Colvard

Motion carried to approve Case No. MISC24-0049 as presented, subject to the following condition:

1. Windows located on front elevations that are not already recessed shall be recessed by installing 2" x 8" walls, with exception to instances where there are strong architectural reasons which were discussed in the meeting. (e.g. where the siding is next to the window)

RECUSED (1): Commissioner Sanchez

Motion Carried (5 to 0)

Commissioner Sanchez returned to the meeting at the conclusion of this item.

7. REPORTS & REMARKS

7.a ARCHITECTURAL REVIEW COMMISSIONERS

None

7.b CITY STAFF

7.b.1 PROVIDE FEEDBACK ON NEW WAYFINDING SIGNS

Principal Planner Flores briefly introduced the item, noting the City has hired a consultant, Selbert Perkins Design, to provide a design concept for new wayfinding signs for the City. City staff members, Erica Powell, Management Analyst, and Chris Gerry, Senior Project Manager, were present for this item. Brandon Reeves, Design Director with Selbert Perkins Design, narrated a presentation on the proposed new City wayfinding signs. Mr. Reeves reviewed the three design options under consideration, each of which included identity monuments signs, direction signs, and amenity signs. The following comments were provided regarding the design concepts:

1. Materials should be durable enough to withstand high winds experienced in certain areas of the City.
2. The pole style direction signs from options 1A and 1C do not stand out like the direction signs from option 1B which are more elegant and present like street art.
3. If option 1A is selected, be mindful of the image proportions and how they overlap.
4. Mountain theme is very overused throughout the Coachella Valley.

5. Actual lighting versus relying on reflective material for illumination of signs in the nighttime is preferred.
6. Consider removing "City of" and having just "Palm Desert" on monument signs.
7. The smaller horizontal monument sign in option 1B may not be legible enough.
8. The Yellow color in option 1C is obtrusive and not used much in the City. The green color in option 1B is pleasant, soft and is similar to cactus color.
9. The palm frond logo on option 1A monument sign appears oddly placed; consider lightening the paint color of the palm frond.
10. At night the 1B option has great contrast, but the contrast of the palm fronds and details are lost in the daytime.
11. Option 1B may be high maintenance because of the cutout pattern which may collect debris.
12. Consideration will need to be given for option 1B signs that are in pedestrian locations as children may put their hands and items in the cutouts which could pose a safety concern.
13. Option 1C presents as a good compromise which compliments already existing signage for the City and introduces a new element to move forward in design. Consider changing the stone from emulating a mountain to regular stone shape. The vertical element on the monument sign adds a contemporary feel and the color reaching to the ground works well giving it a strong design.

The majority of Commissioners agreed they liked the stone monument signs concept of option 1A but preferred the non-pole design of the directional and amenity signs for option 1B. They discouraged the use of the pole sign designs or mountain themed design.

7.b.2 PROVIDE FEEDBACK ON PROPOSED DESIGNS FOR FIRE STATIONS 33 AND 71

Principal Planner Flores provided a brief introduction to the item, noting the City has hired consultant PBK to design two new Fire Stations for the City. City staff, Lucero Leyva, Senior Project Manager, and Fire Chief Mike Beverlin, were present for this item. Jaime Moreno, Architect for PBK, narrated a PowerPoint presentation.

Mr. Moreno presented elevations and details for Fire Station 33 first. The following comments were provided by Commissioners:

1. Consider a heavy metal frame for the proposed Gabion baskets to give it a better design.

2. Consider the continuation of the same type of architecture over the entry, the stepped slab element, instead of incorporating a new metal brow.
3. Revisit the use of an angled brow over windows when compared to straight angled brow used at entry.

Mr. Moreno presented elevations and details for Fire Station 71 second. Commissioners were pleased with the design concept for this station and did not offer design comments for consideration.

7.c ATTENDANCE REPORT

The attendance report was provided with the agenda materials. The Commission took no action on this item.

8. ADJOURNMENT

The Architectural Review Commission adjourned at 2:59 p.m.

Respectfully submitted,

Melinda Gonzalez, Executive Administrative Assistant
Recording Secretary

ATTEST:

Carlos Flores, Principal Planner
Secretary

APPROVED BY ARC: __/__/2025