

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

MEETING DATE: February 11, 2025

PREPARED BY: Niko Romaidis, Planning Technician

SUBJECT: CONSIDERATION OF DESIGN REVIEW FOR A FAÇADE MODIFICATION TO EXISTING STOREFRONT FOR RESTORATION HARDWARE LOCATED AT 73100 EL PASEO, SUITES 3-10.

RECOMMENDATION:

Staff recommends the Architectural Review Commission find that the project satisfies all findings for design review approval and approves the project with the following condition:

- 1) The awnings shall be a “Heather Beige” color as provided in the physical material sample.

BACKGROUND/ANALYSIS:

Executive Summary:

- **Case No.: MISC24-0023**

The proposal is a request by Foust Architecture (Applicant), on behalf of “Restoration Hardware”, to improve an existing occupied commercial building (Building) located at 73100 El Paseo. The Applicant is seeking approval for exterior architectural and landscaping modifications in conjunction with a tenant improvement application submitted for an interior remodel. The Architectural Review Commission (ARC) will review the modifications of the proposed project for final consideration. The signs shown in the plan packet are for reference only; the applicant will submit final signage plans for staff review at a later date.

Project Summary:

A. Property Description

The project site is an existing commercial suite which is part of a multitenant commercial building located at 73100 El Paseo. The Building is approximated to have been built in 1979 and was most recently occupied by a “Chico’s” clothing retail store, which will be relocating to another property located at 73199 El Paseo. The project has gone through multiple façade modifications since its original construction including:

- On August 22, 2000, the ARC approved Case No. C 00-7 for a remodel and expansion with a new storefront, awning, and signage for “Chico’s” clothing store.

- On October 12, 2004, ARC approved Case No. C 04-08 for a façade remodel, including 70 linear feet of storefront and a total of 27 square feet (sf) of signage, of Chico’s clothing store.
- On September 12, 2006, ARC approved Case No. MISC 06-32 for the preliminary approval of storefront enhancement for Chico’s and Soma at El Paseo Collection North.

B. Zoning, General Plan and Adjacent Uses

Table 1 – Adjacent Land Use and Designations

	Existing Uses	General Plan	Zoning
Project Site	Retail	Downtown	D – Downtown
North	Restaurant	Downtown	D – Downtown
South	Art Studio	Downtown	D – Downtown
East	Retail	Downtown	D – Downtown
West	Restaurant	Downtown	D – Downtown

C. Project Description

The proposal is a request to improve an existing suite within an occupied commercial building (Building) located at 73100 El Paseo including architecture, hardscape, landscape, and lighting. The project includes interior and exterior renovations to the project to revise multiple elevations to create a uniform architectural design, complete with pilasters, new awnings, and a revised window design. The Site Plan (Figures 1 and 2) below show the existing building and proposed floor plan. The proposed modifications will not change the building square footage of 10,543 square feet of tenant space.

Figure 1 - Existing Site Plan and Demolition

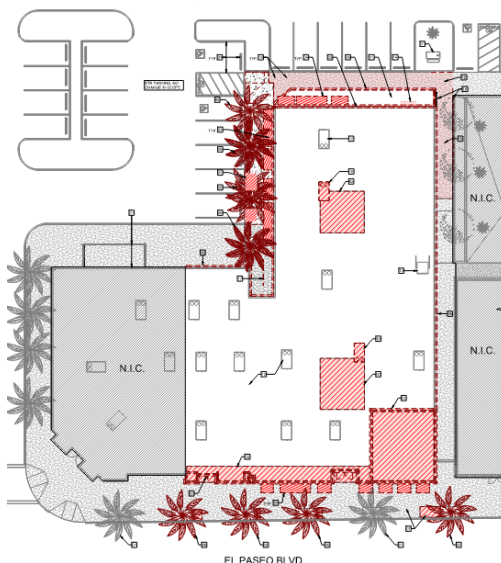
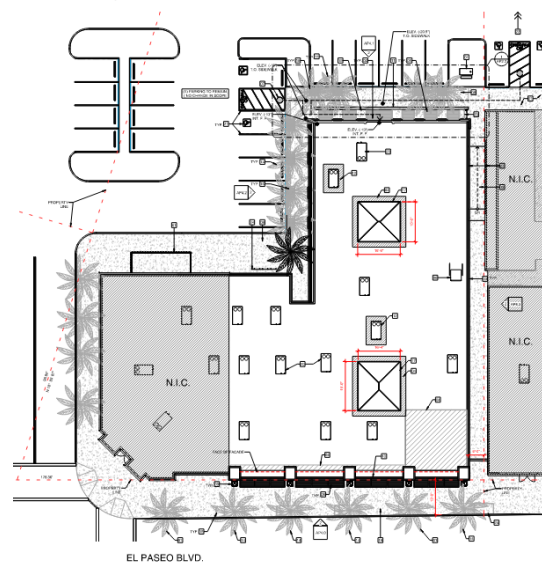


Figure 2 - Proposed Site Plan



Architecture

The Applicant is requesting approval of a design review for a façade modification to an existing occupied building to revise the façade meanwhile maintaining its contemporary architectural design.

The exterior of the building will include stucco plaster painted in “Maritime White” (OC-5), metal awnings covered with Heather Beige colored Sunbrella fabric, and bronze metal trimmed windows. The existing notches in the southern elevation façade will be demolished (see Attachment 1, page AP2.0) thereby creating a flush façade. This will not affect the overall 10,543 square footage and will be done solely on the exterior.

New pilasters are proposed to be installed along the south, north, and west elevations. The top of the pilasters on the north and west elevations will be flush with the parapet of the building (Attachment 1, pages AP4.1 and AP4.2). The pilasters on the south elevation will extend 2.5 feet above the primary parapet of the building (see Attachment 1, page AP4.0). The upper parapet will be removed and the proposed pilasters will provide architectural enhancements to the building. (see Attachment 1 pages AP1.0 and AP1.1). Table 2 below provides a breakdown of existing and proposed heights of parapets and pilasters.

Table 2 – Parapet and Pilaster Heights

	North Elevation (Height)	East Elevation (Height)	South Elevation (Height)	West Elevation (Height)
Existing Lower Parapet	21'-6 ½"	21'-6½"	21'-6½"	21'-6 ½"
Existing Upper Parapet	None	26'-3 ½"	26'-3 ½"	None
Proposed Lower Parapet	21'-6 ½"	21'-6 ½"	21'-6 ½"	21'-6 ½"
Proposed Upper Parapet	None	Removed	Removed	None
Proposed Pilaster	21'-6 ½"	24'-0" and 21'- 6 ½"	24'-0"	21'-6 ½"

Proposed revisions to the existing rooftop mechanical equipment includes one (1) new mechanical exhaust fan, demolition of two (2) HVAC rooftop units (RTUs), the relocation of three (3) RTUs, and the addition of one (1) RTU. The proposed changes also include two (2) new skylights (see pages AP3.0 and AP3.1 for all rooftop changes). All parapets will screen equipment from public view, as demonstrated on the roof plan and will be confirmed via inspection.

Windows and Awnings

The existing windows on the south elevation will be replaced with new bronze trimmed multiple panel windows and the existing fabric awnings will be replaced with bronze metal awnings with a Sunbrella (Heather Beige) fabric that will extend the full length of each window group. Each group will have a width of 17'-6" and height of 14'. The south elevation entry off El Paseo will be

revised to include three window panel groups placed between pilasters; and an additional panel group being an entry door system with a window panel on each side, creating a uniform window design that covers the entire facade in between every pilaster.

The north elevation has existing windows covering approximately half of the façade width. These windows will be replaced with single panel windows ranging from 5' to 5'-6 ½" in width and 14' in height and will run along the entire length of the façade with 3'-10" gaps in between windows. Each window will have a separate bronze metal awning. The north elevation will also include a new entrance with a 10' wide, 15'-1" high glass door entry, meant to emulate the surrounding window design.

The existing windows and awnings on the west elevation will be removed and replaced with a solid wall.

Landscape and Hardscape

The project currently has five (5) palm trees lined in front of the building and four (4) palm trees lined along the west elevation. The project proposes that the nine (9) existing palm trees will be removed and a total of 14 Medjool Date Palm trees will be installed including five (5) along the south elevation, five (5) along the west elevation, and four (4) along the north elevation (Attachment 1, page L1.2). All the proposed palm trees will align with the proposed pilasters on the building. There is a proposed metal planter (1' 0" depth x 58' 0" length x 9" tall) along the northern elevation that will contain "Leading Lime Tight Mat Rush" shrubs. The western elevation will have Creeping Fig vines along the walls in between the pilasters. Additionally, there will be five (5) gallon sized "Leading Lime Tight Mat Rush" shrubs in a landscaped area where the north and west elevations meet.

The existing grey pavers along the sidewalk at the south entrance will be removed and replaced with Medium Broom Finish (Davis Colors – 5447 Palomino) pavers, and the walkway along the north elevation will be replaced with grey pedestrian concrete (Attachment 1, page L1.2).

Lighting

All interior and exterior building lighting is controlled by preset scenes on a timed schedule. All exterior lighting will be dimmable, including architectural and merchandise lighting (see Attachment 1, page LT-1.0). The proposed lights include jamb mounted accent lights located at the rear façade door and the window jambs, surface mounted linear LED lights located on the awnings, wall mounted wall washer lights located on the rear facade pilasters, grade recessed accent lights located on the façade window jambs, grade recessed wall washer lights located on the façade pilasters, grade recessed landscape accent lights located at the base of the proposed palm trees, and curb recessed path lights located on the rear entrance curb.

Zoning Ordinance Summary:

The subject property is zoned Downtown (D) District which allows retail stores as a permitted use. Revisions to storefront facades are subject to review and approval of a design review by the Architectural Review Commission (ARC) pursuant to Palm Desert Municipal Code (PDMC) Section 25.68.020 (A)(1). Findings for ARC decisions of design review applications are listed under Palm Desert PDMC Section 25.68.040 as follows:

Findings

- 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 Downtown (D) zoning district. The proposed modification structure complies with all applicable development standards, including height, coverage, and parking. The proposed project will not create non-conforming conditions for this existing development. The Downtown (D) zoning district establishes design guidelines for buildings. The proposed building incorporates shopfronts with flat roof designs, varied wall planes, and façade modulations. Each of these elements satisfies the standards for the Downtown (D) zoning district.

- 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 design is compatible with surrounding developments and will not create additional traffic which would impair investment in the neighborhood. The proposed use is a retail use that will replace a former retail use, therefore, a substantial increase in traffic generation is not anticipated. The existing building provides for future tenants to propose unique or branded storefronts which utilize a mix of exterior building materials with an existing neutral pier system.

- 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 façade is compatible with the development pattern along El Paseo as it provides a retail storefront within a walkable pedestrian-oriented district. The land use designation is Downtown in the General Plan which promotes high intensity mixed-use development anchored by civic, cultural, entertainment, and retail activity. The intended built form and character for this district

- 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 project utilizes a good composition of new materials, textures, and colors for quality visual aesthetics, enhancing the front and rear entries with consideration of the compatibility to the existing building. Other storefronts within the existing building utilize unique storefronts featuring a mix of design elements and building materials, which are unified by a continuous building envelope which utilizes a continuous mass, form, and materiality.

- 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 Downtown (D) District. As proposed, no substantial changes would impact on the site or its surroundings, consistent with the Downtown (D) District, Title 25 Zoning Code, and General Plan regulations.

- 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 does not alter the site layout, and the public's access, however, the site plan has been reviewed to confirm the design provides protection for the public's health, safety, and general welfare.

ATTACHMENTS:

1. MISC24-0023 Project Plans