

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

MEETING DATE: February 11, 2025

PREPARED BY: Carlos Flores, AICP, Principal Planner

SUBJECT: CONSIDERATION TO APPROVE A DESIGN REVIEW FOR A FAÇADE MODIFICATION TO AN EXISTING COMMERCIAL STOREFRONT FOR LOVESAC RETAIL BUSINESS AT 73-199 EL PASEO, SUITES C-D

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 Dark Tile Plank shall remain with a “Walnut” brown finish.

BACKGROUND/ANALYSIS:

Executive Summary:

- **Case No.: MISC25-0002**

Project Summary:

Lovesac (Applicant) is requesting design review approval for a façade modification to a storefront located at 73-199 El Paseo, Suites C-D (Assessor’s Parcel Number: 627232004). The request is to modify an existing storefront to establish a new, retail tenant space for a “Lovesac” business.

A. Property Description

On April 19, 1988, the City of Palm Desert Planning Commission approved PP 88-3, for the construction of a new 15,450 square foot multitenant commercial building at the southwest corner of El Paseo and Sage. The building was subsequently constructed and operational with multiple retail and commercial tenants. The building was split up into five (5) different suites of varying sizes, including a 5,193 square foot (sf) suite (Suites A-D) on the corner of El Paseo and Segó Lane that was recently operated by “Soft Surroundings” retail business. Since its original construction, the building has gone through minor façade revisions approved at a staff level, including color changes of the awnings, revising the stone veneer at the corner, and revising the corner entry doors.

In 2024, Suites A-D were split into two suites: Suites A-B (3,000 sf) and Suites C-D (2,193 sf), to accommodate a new “Shake Shack” restaurant in Suites A-B and for a future tenant in Suites C-D to have its own storefront. This was approved at a staff level via MISC24-0006 since no significant façade modifications were occurring as part of the work.

B. Zoning, General Plan and Adjacent Uses

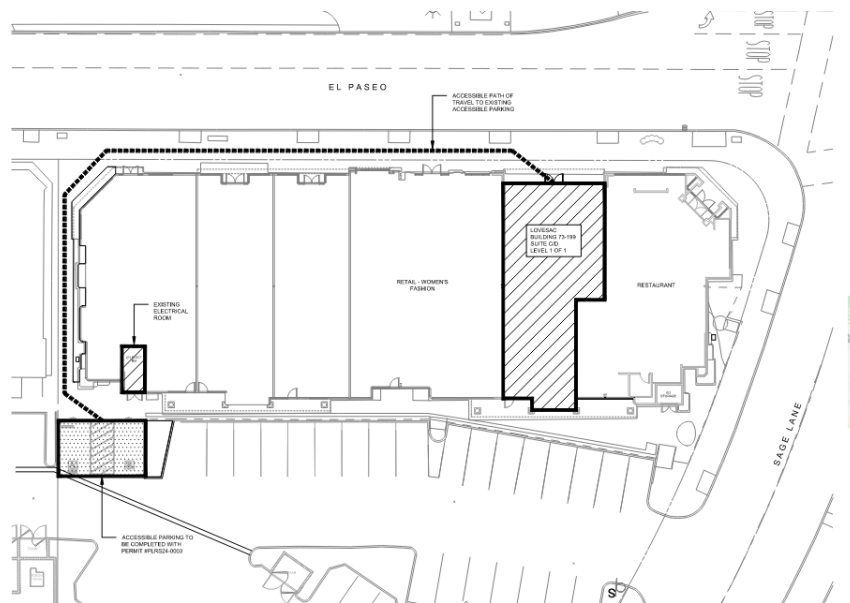
Table 1 – Adjacent Land Use and Designations

	Existing Uses	General Plan	Zoning
Project Site	Existing Commercial	Downtown	Downtown (D)
North	Existing Commercial	Downtown	Downtown (D)
South	Existing Multifamily residential	Downtown	Downtown Edge Transition Overlay (D.E.-O)
East	Existing Commercial	Downtown	Downtown (D)
West	Existing Commercial	Downtown	Downtown (D)

C. Project Description

The Applicant is proposing design review approval to revise the façade for a 2,193 sf storefront located at 73-199, Suites C-D (Suite), to accommodate for the Applicant’s retail business to operate in a newly constructed suite within an existing multitenant commercial building, as shown in Figure 1 below. The proposed design review is in conjunction with a tenant improvement application submitted for the interior of the building. The scope does not propose changes to building square footage, nor additional square footage or increase in height.

Figure 1 - Site Plan



Architecture

The proposed project includes installation of a Dark Tile plank onto the storefront façade. The tile is a 6” x 36” by ½” dark “Walnut” color wood grain plank porcelain tile installed on the entirety of the façade, from the edges of the windows to the top of the roof line, right under the existing canopy. The façade will also be revised to include glazing around the storefront entry door and windows with a powder coated metal painted “SW Splashy 6942”, as shown in Figure 2 below.

The project plans in Attachment 1 provide installation details, including flashing details and edge conditions for the tile.

Figure 2 – Façade Modification Renderings



No other revisions to the exterior of the project are proposed. The project will include a main identification sign and blade sign, which will be submitted for City staff review.

Zoning Ordinance Summary:

The subject property is zoned Downtown (D) which allows retail stores as a permitted use. The project meets all the development standards within the D District.

Findings

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:

- 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 modifications comply with all applicable development standards. The proposed project will not create non-conforming conditions for this existing development. The proposed building installs new material onto the storefront and 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 an existing retail use therefore, a substantial increase in traffic generation is not anticipated.

- 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 consists of buildings at or near the sidewalk to support easy view of storefronts.

- 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 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 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 did not alter existing parking areas, site access, nor the original site layout. The site plan has been reviewed to confirm the design provides protection for the public's health, safety, and general welfare.

ATTACHMENTS:

1. Project Plans
2. Renderings