

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

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MEETING DATE: March 25, 2025

PREPARED BY: Carlos Flores, AICP, Principal Planner

SUBJECT: CONSIDERATION TO APPROVE A DESIGN REVIEW TO MODIFY A  
FOUR-STORY STAYBRIDGE SUITES HOTEL LOCATED AT 74755  
TECHNOLOGY DRIVE

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**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 conditions:

- 1) Design is subject to review and approval of precise grading plan.
- 2) Final construction documents shall be reviewed by ARC subcommittee for conformance with the design review.

**BACKGROUND/ANALYSIS:**

**Executive Summary:**

- **Case No.: MISC25-0008**

*(Related cases: Millenium Palm Desert Specific Plan, Precise Plan 18-0002, Parcel Map 37488, MISC19-0005, and MISC21-0023)*

**Project Summary:**

PVG Architects (Applicant) is requesting design review approval for a design change to a previously approved, four-story hotel located at 74755 Technology Drive (Assessor's Parcel Number 694-190-096). Previous project history, background, and property description are summarized in the staff report presented to the Architectural Review Commission (ARC) on January 10, 2023 (Attachment 3). At its regular meeting on January 10, 2023, the ARC approved MISC21-0023 for a design review for a four-story, 96-room Staybridge Suites hotel (Hotel), subject to the following conditions:

1. Revisit massing of brown eyebrow element in relation to the top of the parapet as shown on the south elevation.
2. Provide details for perimeter site wall including color and location of columns. Add vine plantings along site wall. Site wall colors and materials should complement and match architecture.
3. Height of pool fence enclosure should be adjusted to meet all health and safety requirements.

4. Final construction documents shall be reviewed by the ARC for conformance with the design review and ARC conditions of approval prior to issuance of building permits.

The Applicant is requesting ARC design review approval to revise the MISC21-0023 approval to accommodate an additional 14 hotel rooms. The new proposal includes a total of 110 hotel rooms. The proposal revises some architectural features but does not increase the building conditioned square footage, height, pad elevations, or general layout.

#### A. Project Description

The Applicant requests design review approval to approve a modified design change for a Hotel at 74755 Technology Drive. Design review approval would supersede design approval granted for MISC21-0023.

##### Site Plan

The Site plan for the project would remain unchanged from the previous approval, with hotel configuration, circulation, parking areas, and common areas remaining in the same general location. The previous project provided 106 spaces for 96 rooms and the current proposal includes 112 spaces, with a total of 2 spaces shared with the adjacent hotel (Holiday Inn Express). Per Palm Desert Municipal Code Section 25.46.040, hotels require 1 parking space per hotel room.

##### Architecture

The Applicant has provided renderings showing the architectural changes to the building to accommodate the additional rooms and meet ARC conditions from the MISC21-0023 notice of action approval. Building materials, finishes, and color palette remain the same from the previous approval. The renderings on the next page show the approved versus proposed elevations.

Figure 1 –Elevation Changes





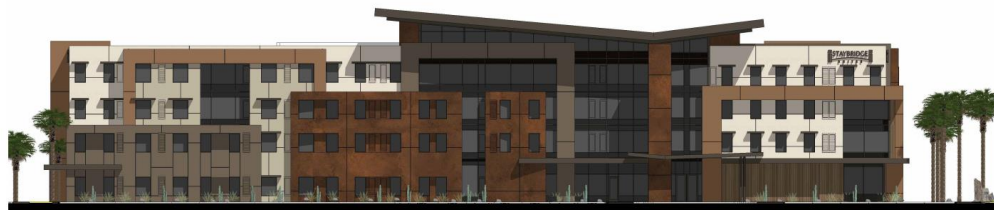
PROPOSED WEST ELEVATION



PREVIOUSLY APPROVED WEST ELEVATION



PROPOSED SOUTH ELEVATION



PREVIOUSLY APPROVED SOUTH ELEVATION

### Landscaping

There are no proposed changes to the landscaping.

### **Zoning Ordinance Summary:**

The subject property is within the Millenium Palm Desert Specific Plan (MPDSP) and meets all the requirements of MPDSP. There are no changes to the building height, pad elevation, or

square footage. Per Palm Desert Municipal Code Section 25.46.040, hotels require 1 parking space per hotel room. An increase to 110 hotel rooms is allowed within the MPDSP.

#### 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 hotel complies with the original development standards adopted per the MPDSP and is consistent with the prior entitlement approval under Planning Commission Resolution No. 2724 regarding the building height, setbacks, parking, and number of hotel rooms. The proposed hotel will have 110 rooms, the adjacent hotel has 96, totaling 206 rooms, and falls within the allowable range of the 175 to 250 rooms allowed under the MPDSP and CEQA Mitigated Negative Declaration. The proposed development conforms with legally adopted development standards set forth by Planning Area 5 of the Millennium Palm Desert Specific 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 proposed 4-story hotel is compatible with existing developments surrounding the project site. The existing site has been previously approved as a two-phased hotel development with Phase 1 (Holiday Inn Express & Suites) to the south of the proposed hotel. To the east area of the project site is a 4-story hotel, Fairfield Inn & Suites. The northeast area includes a federal building (Department of Motor Vehicles) and a local restaurant/brewery. The southern area consists of a 3-story hotel (Hampton Inn & Suites) and a multi-tenant commercial building with fast casual restaurants. The surrounding area consists of hotels and complimentary commercial uses. The proposed hotel project will utilize egress and ingress from Technology Drive. Under the MPDSP, a traffic study was prepared and identified Technology Drive as a "Collector Street" with an ultimate width of a 72-foot Right of way (ROW) which is an acceptable level of service. The site plan proposes 112 parking spaces exceeding the minimum parking requirement of 110 parking spaces.*

- 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 four-story hotel is an allowable land use within Planning Area 5 of the MPDSP. The land use and site plan were previously evaluated under Planning Commission Resolution No. 2724 which approved the second hotel on the project site, and the project conforms to all applicable development standards of the MPDSP. The architecture, landscaping, building height and scale complement the recently completed Holiday Inn Express and Suites hotel located south of the proposed project site. Existing developments within the site vicinity are a variety of mixed uses including office, retail, restaurant, four-story hotels, and nearby planned three-story multi-family apartment developments. The architecture, color palette and landscaping are designed to be harmonious, orderly, and attractive development envisioned by the General Plan and Zoning and MPDSP.*

- 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 high-quality finishes and features a contemporary style characterized by angular and layered pop-outs and complimentary contrasting earthtone exterior colors. The buildings provide a quality visual aesthetic along Technology Drive. The project proposes extensive onsite landscaping including a mix of desert appropriate live plant materials which is consistent with the existing newly built hotel to the south.*

- 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 legally adopted development standards for Planning Area 5 of the MPDSP.*

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

*The approved preliminary grading plan for PP18-0002 was utilized for the proposed hotel project to ensure the design of the project incorporates the proper improvements including adequately sized retention basins for onsite drainage. In addition, the overall building design ensures the protection of the public health, safety, and general welfare. The proposed project includes hard surface pedestrian pathways and connections from the public right of way to ensure walkability throughout.*

**ATTACHMENTS:**

1. MISC25-0008 Project Plans
2. PC Resolution No. 2724
3. MISC21-0023 Staff Report
4. MISC21-0023 Project Plans
5. MISC21-0023 ARC Notice of Action