



March 24, 2026

To all neighbors and interested parties:

Gregory Architects, on behalf of the project applicant, invites you to attend a follow-up community meeting regarding the proposed **Rock’N Avenue** bar (Case No. CUP-25-5003), located at 73-730 El Paseo, Suite C.

The project was considered by the City of Palm Desert Planning Commission at a public hearing on March 17, 2026. At that meeting, the Planning Commission continued the public hearing to a date uncertain and directed the applicant to conduct additional community outreach with nearby residents, business owners, and property owners. No final decision has been made regarding the project.

In response to this direction, the applicant will host a community meeting to provide updated project information and receive feedback from the surrounding community.

Meeting Details:

Tuesday, April 7
6:00 p.m. – 7:00 p.m.
73730 El Paseo, Suite C

The meeting will include discussion of:

1. Proposed operations and hours of operation
2. Noise management and mitigation measures
3. Parking and circulation
4. Security and queuing
5. Maintenance and sanitation
6. Overall neighborhood compatibility

Community input received at this meeting will be considered as the project and operational details continue to be refined in coordination with City staff and Planning Commission direction.

Please note that this meeting is conducted by the project applicant and is not a City-sponsored meeting or public hearing. No formal action will be taken at this meeting. A future public hearing before the Planning Commission will be scheduled following additional review.

If you are unable to attend, you are encouraged to provide comments to the project representative or to the City of Palm Desert Planning Division.

We appreciate your time and input.

Sincerely,

Geoff Gregory, AIA
Principal Architect
Gregory Architects



2nd Community Engagement Agenda

INTRODUCTIONS

- Project Applicant: Gregory Architects
Owner: Patrick Masur
Landlord: Chad Vogt
City Planning Staff: Bobby Keatinge
- NOTE: This meeting will be confined to 1 hour and conclude at 7pm. Q&A will be held at the end of our presentation. Please hold all questions until then. We will note all questions asked; any questions unanswered during this meeting will be responded to in a timely manner.

PROPOSED OPERATIONS AND HOURS OF OPERATION

- Rock'N Avenue will offer canned beer, spirits, mixed drinks, cocktails, and non-alcoholic selections.
- No kitchen will be provided. Food will not be prepared, served, or consumed on site unless future compliance with Riverside County Fire Department and Department of Environmental Health requirements is achieved.
- There will be no dedicated dance floor.

Hours of operation:

- Open daily from 2:00 PM to 2:00 AM
- Typical staffing: 2–4 employees per night, plus 2 licensed security personnel after 8:00 PM

Daily operations format

- 2:00 PM – 7:00 PM (Happy Hour):
 - Televised sports programming
 - Low-level ambient background music
 - No low-frequency amplified bass
- Beginning at 9:00 PM:
 - Transition to classic music videos (1960s–early 2000s)
 - Corresponding music played through interior speakers
 - Volume maintained within City-required limits

NOISE MANAGEMENT AND MITIGATION MEASURES

Rock'N Avenue is designed to operate as an indoor, acoustically controlled venue compatible with surrounding businesses and nearby residential areas.

Measures include:

- Acoustically rated wall and ceiling finishes throughout the space
- Acoustic curtains installed at storefront glazing
- Storefront doors closed beginning at 9:00 PM
- Only three interior speakers, oriented away from El Paseo
- No subwoofers



- Pre-opening sound testing to confirm compliance with City noise limits

Rock'N Avenue will comply with City of Palm Desert Municipal Code Section 9.24.030 sound standards:

- 7:00 AM – 10:00 PM: 65 dBA (10-minute average)
- 10:00 PM – 7:00 AM: 55 dBA (10-minute average)

The intent is to provide an engaging indoor music environment without disruption to adjacent businesses or nearby residents.

SECURITY AND QUEUE MANAGEMENT

To maintain a safe and orderly environment:

- Two licensed security personnel on site daily from 8:00 PM – 2:30 AM
- Security stationed at both entrances:
 - El Paseo entrance
 - Presidents Plaza entrance
- ID verification at both entrances
- Dress code enforced after 8:00 PM
- Security cameras installed throughout interior and exterior premises
- Cameras accessible to City Code Compliance as conditioned
- Queueing managed per approved queueing plan
- Exterior areas cleared of loitering and queueing by 1:45 AM

PARKING AND ACCESS

Patrons may access the venue from both:

- El Paseo frontage
- Presidents Plaza rear entry

Parking is available:

- Along El Paseo
- Within Presidents Plaza parking areas directly adjacent to the site

Both parking areas provide convenient pedestrian access to the venue.

SMOKING AREA AND CLOSING PROCEDURES

- A designated smoking area will be located approximately 70 feet from the nearest building within Presidents Plaza
- Smoking area inspected nightly and cleaned at closing
- Patrons will be directed off premises at closing time
- Sidewalk frontage along both El Paseo and Presidents Plaza cleaned within 30 minutes after closing

Open flames will not be permitted anywhere on the premises.



MAINTENANCE, TRASH, AND SANITATION

- Trash disposal will utilize the existing Presidents Plaza tenant trash enclosure
- Staff will monitor exterior conditions during operating hours
- Exterior frontage maintained nightly after closing

OVERALL NEIGHBORHOOD COMPATIBILITY

Rock'N Avenue is designed specifically to complement the refined and pedestrian-oriented character of El Paseo.

Key compatibility features include:

- No dance floor
- No kitchen operations
- Limited number of interior speakers
- No subwoofers
- Acoustic curtain system at storefront glazing
- Security presence at both entrances nightly
- Dress code after 8:00 PM
- Interior-focused entertainment environment

The venue is intended to serve a mature, professional, and visitor-oriented clientele, expanding both daytime and evening activity along El Paseo while supporting surrounding hotels, restaurants, and retail businesses.

QUESTIONS & ANSWERS



Community Questions & Concerns

Sheri Pierattoni, Owner of PizzaVino

- Who wrote the agenda?
The 2nd Community Engagement Meeting agenda was written by Gregory Architects.
- Who's going to police Patrick?
City of Palm Desert Code Compliance, along with the Riverside County Sheriff Department, will be available to assist with any code violations.

Dr. Levy, Resident

- How are the decibels measured? Traffic decibels are quite loud, so will the City be fair in their measurements?
Decibels will be measured as conditioned by the City. The City must remain impartial.

Scott Kuppelli, Resident

- Are these requirements similar for all bars?
Decibel requirements remain the same for all businesses within the City of Palm Desert. Additional conditions must be met by this bar, given its conditional use.

Nurse, Resident

- I can hear music from Tommy Bahama's rooftop bar from my car while driving along El Paseo. Are they allowed different decibel limits?
Decibel requirements remain the same for all businesses within the City of Palm Desert. Should the music be considered a nuisance, Code Compliance may be called to intervene.

Richard Kutcher, ShadowCliff HOA President

- We are concerned about young waiters with hotrod cars roaring around the parking lot. Who will be coming to this bar? The after-hours noise will be annoying.
While we are able to have more control of acoustics within our space, we cannot control the sounds people make outside.

Boyfriend of Sheri Pierattoni, Owner of PizzaVino

- From what I've heard, I think Patrick will be the opposite of a good neighbor.
Patrick must abide by the agreed upon conditions or risk having his Conditional Use Permit revoked by the City.

Mark Furman, Resident

- Will Patrick be an absentee owner or will he be present 12-months of the year to operate his bar?
Patrick must abide by the agreed upon conditions or risk having his Conditional Use Permit revoked by the City.



GREGORY ARCHITECTS

Rock'N Avenue 2nd Community Meeting
Case No. CUP-25-5003
April 7, 2026

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