



STAFF REPORT 4/2/2025

TO: Planning Commission Chair and Commissioners

FROM: Adrian Moreno, Associate Planner

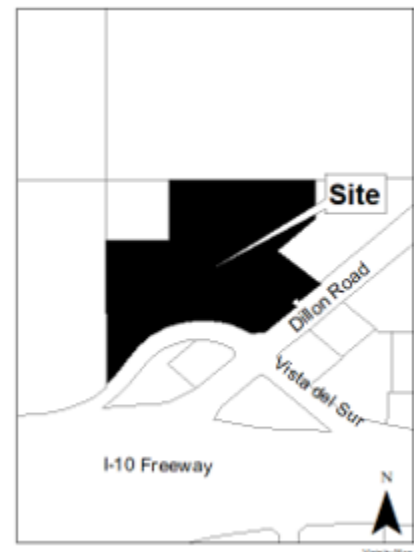
SUBJECT: Architectural Review No. 23-08 (Modification) Love's Travel Stop Façade Remodel a modification request to include an additional 350 sq. ft storage area expansion and façade improvements as part of the approved remodel for the existing Love's Travel Stop site at 45761 Dillon Road and determining that the proposed project is compliant with California Environmental Quality Act (CEQA) Guidelines Section 15301 (Existing Facilities) Applicant: Jerrod Marsh

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission approve Resolution No. PC2025-05 approving Architectural Review No. 23-08 (Modification) pursuant to the findings and conditions in the below staff report and the attached resolution.

BACKGROUND:

The Love's Travel Stop is an existing fuel station for large trucks and automobiles with an approximately 6,100 sq. ft. convenience store building and an adjoining Carl's Jr. drive thru restaurant located on a 9.75-acre site. The travel stop is heavily frequented by vehicle traffic along the I-10 freeway as it is one of the few fueling stations that lies between the Coachella Valley and Blythe. On February 21, 2024, Architectural Review No. 23-08 (Modification) Love's Travel Stop Façade Remodel project was approved for the exterior modifications to the Love's Travel Stop Exterior to include an approximately 200 sq. ft. addition at the southwest corner of the building for an observation and IT room, tower and vestibule addition at the front of the building and new color scheme at 45-761 Dillon Road.



DISCUSSION/ANALYSIS

The applicant proposes an additional 350 sq. ft. building storage area expansion to the Love's Travel Stop convenience store, in addition to approved building modifications under Architectural Review No. 23-08 at 45-761 Dillon Street. The surrounding uses are as follows:

- North:** Vacant land (R-C, Regional Commercial).
South: Del Taco Restaurant (R-C, Regional Commercial).
East: Dillon Road and Chevron fueling station and convenience store (R-C, Regional Commercial).
West: Vacant Land (R-C, Regional Commercial).

Site Plan

The existing site plan for the Love's Travel Stop includes pavement improvements with parking stalls, auto and truck fueling canopies and on-site vehicle circulation with two driveways for ingress and egress at Vista del Norte and one driveway for ingress and egress at Dillon Road. An internal driveway along the eastern portion of the site that connects the northern driveway to the southern auto parking area is currently blocked with bollards. The 350 sq. ft. building storage area expansion proposed would not add additional customer service area that would require additional parking accommodations.

Figure 1: Site Plan



Architectural Design

The architectural design of the existing Love's Truck Stop building incorporates modern architectural design with flat roof and earth tone exterior colors (figure 2). AR 23-08 was approved

for a 200 sq. ft. addition at the southwest corner of the building for an observation and IT room, and façade enhancement that would include two vertical pop-out architectural features, removal of horizontal colored banding, an entry metal canopy, and a darker tone color scheme (Figure 2). The proposed project proposes an additional 350 sq. ft. storage area expansion that matches the design of the façade improvements approved under AR 23-08. The applicant also proposes to paint the Carl's Jr. to match the proposed darker tone color scheme of the Love's Façade Improvements, which will provide consistency in design for the entire building. The total expansion of building area for this project is now 550 sq. ft.

Figure 2: Existing Front Elevation



Figure 3: Approved Front Elevation 2/21/24



Figure 4: Proposed Front Elevation Modification



Figure 4 - Red Hatched Area is the proposed 350 sq. ft. addition.

Blue hatched area shows painting of Carl's Jr. to match remodel

Landscape Design

The existing landscape areas consist of drought tolerant landscaping including gray colored gravel, sparse distribution of shrubs, mature date palms, Mexican fan palms, and Palo Verde. Site photos from 2008 include a larger quantity of shrubs and trees. The project is required as a condition of approval to provide final modified landscaping and irrigation plans for review and approval that will include decorative gravel, shade trees, landscape lighting, and flowering shrubs. The project is also required to install “Coachella” ground-mounted sign designed in coordination with the Public Information Officer.

Figure 5 and 6: Landscape Conditions



Figure 7: Conceptual Landscape Plan

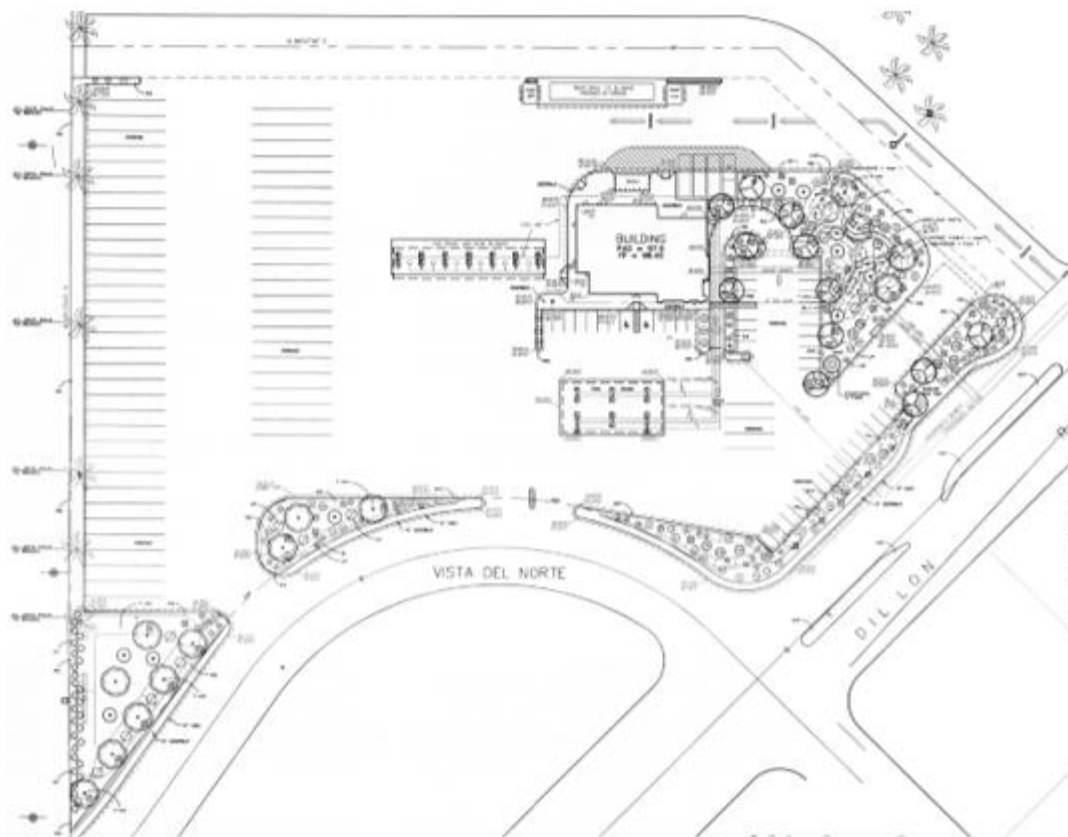


Figure 8: Conceptual Monument Sign Design



Figure 8 - Existing Monument sign (left) and New Conceptual Design (right)

ENVIRONMENTAL IMPACT CONSIDERATION

The City of Coachella has determined that the proposed project is categorically exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act as a Class 1, Existing Facilities, exemption as the project consists of the minor alteration of existing private structures (CEQA Guidelines 15301). As such, no additional environmental review or further mitigation is required for this request.

ALTERNATIVES:

- 1) Adopt Resolution No. PC 2025-05 approving Architectural Review No. 23-08 (Modification) with the findings and conditions as recommended by Staff.
- 2) Adopt Resolution No. PC 2025-05 approving Architectural Review No. 23-08 (Modification) with the findings and conditions as modified by the Planning Commission.
- 3) Deny the proposed project.
- 4) Continue this item and provide staff and the applicant with direction.

RECOMMENDED ALTERNATIVE(S):

Staff recommends alternative #1.

Attachments:

1. Resolution No. PC2025-05 for AR No. 23-08 (Modification)
2. Exhibit A – Conditions of Approval
3. Exhibit B – Development Plan Set – Love’s Travel Stop
4. Resolution No. PC2024-04
5. Conceptual Landscape Plan
6. Site Photos
7. Love’s Monument Sign Update