



STAFF REPORT 2/29/2024

To: Planning Commission Chair and Commissioners

FROM: Gabriel Perez, Development Services Director

SUBJECT: Covalda “Tripoli” Mixed-Use Project Architectural Review (AR) No. 22-04 and (CUP) 351 modification to establish a sign program for a mixed-use development consisting of 108 apartment units and four retail units on 2.8 acres of vacant DT-PV (Downtown) zoned property at the northeast corner of Cesar Chavez Street and Bagdad Avenue (APN# 778-081-003 and -001) Applicant: Chelsea Investment Corporation (**Continued from February 21, 2024**)

STAFF RECOMMENDATION:

Adopt Resolution No. PC2024-03 approving a sign program for a mixed-use development consisting of 108 affordable apartments units, with 1-3 bedroom options, and four retail spaces on 2.8 acres at the northeast corner of Cesar Chavez Street and Bagdad Avenue.

BACKGROUND:

At a public hearing on May 11, 2022 the City Council approved Change of Zone (CZ) 22-01, Conditional Use Permit (CUP) 351, Architectural Review (AR) 22-04 to amend the Official Zoning Map by adding the PUD (Planned Unit Development) Overlay Zone on 2.8 acres of vacant C-G (General Commercial) zoned property for a mixed-use development consisting of 108 apartment units and 2 retail units. The City Council approved subsequent amendments on November 9, 2022 for architectural and site plan modifications and building/unit size reduction. On February 15, 2023, the applicant requested the Planning Commission remove a requirement for an elevator in Building A to reduce project costs to finance the project and add a condition for construction of a City park at the 9th Street Imperial Irrigation District parcel with a maximum cost of \$350,000. The City Council approved the proposed revision on March 24, 2023. The project is currently under construction and a sign program will be necessary for uniform sign standards for the retail spaces and identification signage for the apartment units. The project details are identified in Table 1.



Table 1: Project Details

| | Project Details |
|--|--|
| Building A Unit Size | <ul style="list-style-type: none"> • 12 - One bedroom 542 sq. ft. • 24 - Two bedroom 702 sq. ft. • 14 - Three bedroom 932 sq. ft. <p><u>Total Units: 50 units</u></p> |
| Building B Unit Size | <ul style="list-style-type: none"> • 15 - One bedroom 542 sq. ft. • 27 - Two bedroom 702 sq. ft. • 16 - Three bedroom 932 sq. ft. <p><u>Total Units: 58 units</u></p> |
| Community Rooms/Lounges (1st Floor Only) | <p>Building A</p> <ul style="list-style-type: none"> • Merged with Building B <p>Building B 1,790 sq. ft. commercial space</p> <p><u>Total Community Space: 1,790 sq. ft.</u></p> |
| Tot Lot | 813 sq. ft. |
| Commercial Space (1st Floor Only) | <p>Building A</p> <ul style="list-style-type: none"> • 2 commercial spaces (1,031 sq. ft. each – 2,062 sq. ft. total) <p>Building B</p> <ul style="list-style-type: none"> • 2 commercial spaces (992 sq. ft. each – 1,984 sq. ft. total) <p><u>Total Retail: 4,046 sq. ft.</u></p> |
| Parking | <p>-On-Street Parking 38 spaces</p> <p>-On-Site Parking 104 spaces</p> <p><u>Total Parking: 142 spaces</u></p> |

DISCUSSION/ANALYSIS

Site Plan

The approved buildings are under construction near property line with building frontages on 6th Street, Tripoli Way, Bagdad Avenue and Cesar Chavez Street and on-site parking oriented behind the buildings consistent with goals of the Pueblo Viejo Revitalization Plan. The applicant proposes 104 on-site parking spaces and 38 on-street parking spaces.

Architectural Design

The overall architectural style of the approved project incorporates Spanish Colonial Revival design, which was amended from the original approval and the approved elevations subject to further design changes from the project conditions of approval are depicted below. The applicant requests modifications to the approved building design and requests deletion of certain conditions of approval that require improvements to the building designs.

SIGN PROGRAM ANALYSIS

The proposed sign program would serve as a sign program for the Covalda mixed-use development. The sign program allows for the following:

- **Tenant Signs:** A maximum of 4 wall signs and 4 projecting blade signs.
- **Sign Copy Area:** 2 square feet per lineal foot of lease frontage, or 50 sq. ft. whatever is less.
- **Building Identification Signs:** An approximately 170 sq. ft. main sign facing Calhoun Street and another main sign facing the parking lot inclusive of Borrego Health box signs.
- **Signs Color:** Bronze theme. Custom colors can be permitted with Owner approval.
- **Lighting** – Halo Lit letters. Blade signs will be externally illuminated.

Staff suggest that the sign program be amended to include the following provisions:

- Window signs combined shall not occupy more than $\frac{1}{4}$ area of the window frontage unless otherwise approved by the Development Services Director insofar that the signage does not detract for the visibility to the store and the exterior architectural integrity of the tenant space.
- The owner shall be responsible for ensuring abandoned wall and blade signs are removed and any damaged stucco repaired and painted to match uniformly with exterior stucco.
- Blade sign lettering and images shall be embossed from the sign blade.
- The projecting pole for the blade sign shall incorporate a twisted metal design.
- Feather signs shall be listed as a prohibited sign.

The monuments signs as proposed can be supported as they are consistent with the Ordinance as the design includes attractive architectural design with routed out letters that reduce light glare.

Figure 1: Building A (6th Street) Yellow for Blade Sign and Orange for Wall Sign

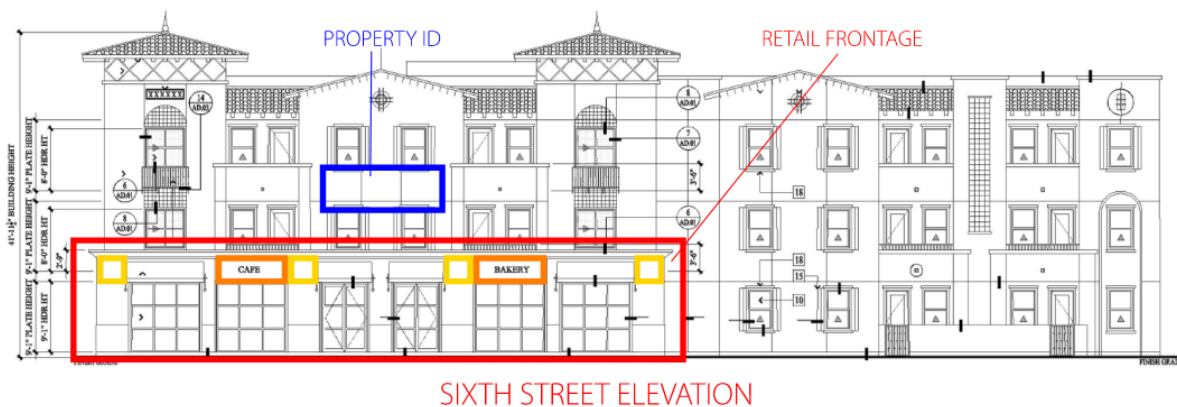


Figure 2: Building B (Cesar Chavez St) Yellow for Blade Sign and Orange for Wall Sign

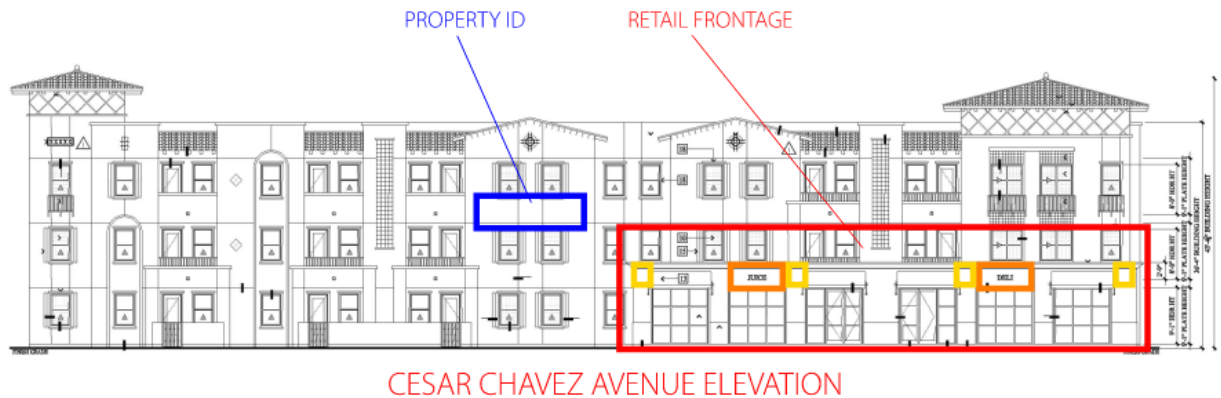
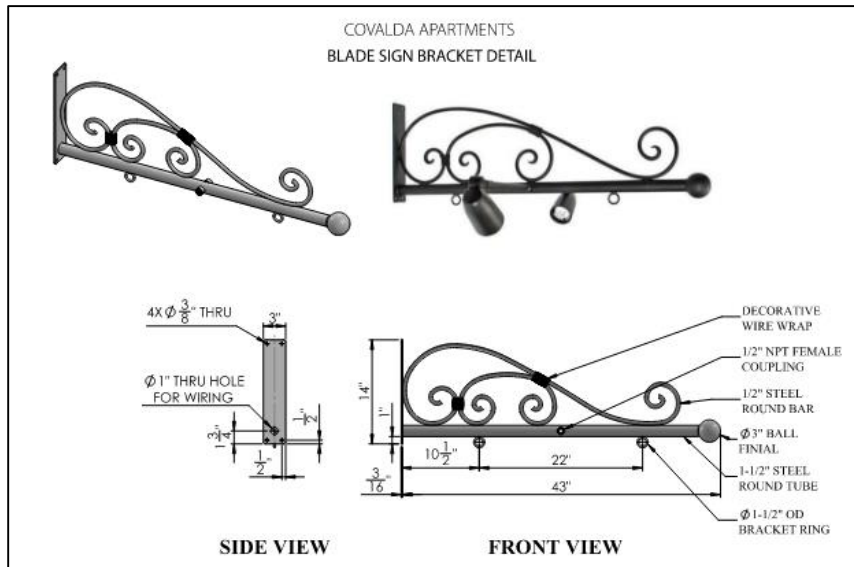


Figure 2: Blade Sign Detail



CONSISTENCY WITH ZONING

The subject site is zoned DT-PV (Downtown) zone PUD (Planned Unit Development) Overlay Zone on the 2.8 acres of vacant C-G (General Commercial) zoned property, which allows the applicant to establish flexible development standards and permitted uses insofar as it is consistent with the General Plan. The project complies with the Coachella Municipal Code Sign regulations which permit business owners with multiple tenant spaces to establish a sign program for uniform design of new signs.

ENVIRONMENTAL IMPACT CONSIDERATION

The City of Coachella has determined that the proposed project is exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15332 as an infill development because the project involves development on a site under five acres where the parcel

complies with General Plan policies and zoning regulations, and where the project site has no value as habitat for endangered, rare or threatened species, and where the site can be adequately served by all required utilities and public services, and the project will not result in any significant effects relating to traffic, noise, air quality, or water quality. The subject site is surrounded on all sides by urban uses and has no suitable habitat for endangered species. There are existing utilities and public services available to serve the site. As proposed, the project will comply with General Plan policies and zoning code regulations and the project does not result in any significant traffic, air quality, or water quality impacts. As such, no additional environmental review is required.

ALTERNATIVES:

- 1) Adopt Resolution No. 2024-03 approving a sign program and amending conditions of approval for CUP No. 351 and Architectural Review No. 22-04 with the findings and conditions as recommended by the applicant.
- 2) Adopt Resolution No. PC 2024-03 approving amendments to conditions of approval for CUP No. 351 and Architectural Review No. 22-04 as modified by the Planning Commission.
- 3) Not approve Resolution No. PC 2024-03.
- 4) Continue this item and provide staff and the applicant with direction.

RECOMMENDED ALTERNATIVE(S):

Staff recommends alternative #1.

Attachments:

1. Resolution No. PC2024-03 for CUP No. 351 and AR No. 22-04 Sign Program
Exhibit A – Conditions for Approval
Exhibit B - Sign Program