



October 11th, 2023

City of Coachella  
Development Services Department  
53990 Enterprise Way  
Coachella, CA 92236

AR No. 23-12

Panda Express  
50-120 Cesar Chavez St.  
Coachella, CA 92236

To Staff and Planning Commission:

We are requesting approval of the proposed red LED lighting strip design along the Panda Express building's curved roof element as shown in our render exhibits. We are prepared to dim the light to the lowest level to avoid any excessive light pollution onto adjacent properties. Additionally, the light's dimmer function is tampering proof and will not be modified once it is set.

This LED lighting element is an important component of this new Panda Express prototype building design moving forward nationwide. This building design is the first of its kind in California, which will attract many visitors to the City of Coachella. The red lighting component accentuates Panda Express' brand and Chinese culture attributes. It also creates a focal point for the curved roof element, which is an homage to traditional Chinese Architecture.

Based on my conversation with the curved roof manufacturer, retrofitting the LED light component will prove very challenging. Moving the light under the eave will not work because the light comes pre-wired and attached directly to the front face of the metal roof. Adding an eyebrow metal element around the light to create a halo effect will also prove challenging because the metal would need to be punctured to attach it. This could lead to future leaks and condensation within the building's structure. Plus, this would be time-consuming and lead to a delay in the store's projected opening date at the end of October.

Furthermore, Panda Express is hosting its annual charity event (Panda Cares) in the nearby city of Palm Desert at the end of October. Many of Panda Express' high stakeholders, including the owners, will be present and are looking forward to visiting this store.