



STAFF REPORT 2/5/2025

TO: Planning Commission Chair and Commissioners

FROM: Anahi Fernandez, Management Analyst

SUBJECT: Clinica Coachella Architectural Review No. 24-10, a proposal for the construction of a new single-story 6,900 SF medical office building at the Van Buren Plaza located at the northeast corner of Avenue 50 and Van Buren Street, APN 603-260-056; Applicant: Alpha Rue, LLC.

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission adopt Resolution No. PC2025-01 adopting Architectural Review (AR) No. 24-10 pursuant to the findings and conditions attached to this staff report.

BACKGROUND:

The project is proposed on a .71-acre site at the Van Buren Plaza located at the northeast corner of Avenue 50 and Van Buren Street as shown on the aerial photograph. The Van Buren Plaza commercial development was approved in 2007 as part of Conditional Use Permit No. 229 and Architectural Review No. 07-06 for 50,832 square feet of commercial space intended for retail, a drug store with double drive thru, a neighborhood grocery store, food/retail with drive thru capacity, and multi-tenant inline shopping buildings.



Discussion/Analysis:

The applicant, Alpha Rue, LLC has submitted a request to allow the construction of a 6,900 sq. ft. medical office building that will include a medical clinic and an additional commercial suite.

The construction will occur on an existing empty building pad intended for commercial use. The photographs below were taken January 2025. The first photograph was taken from Avenue 50 and shows the south side of the project site.



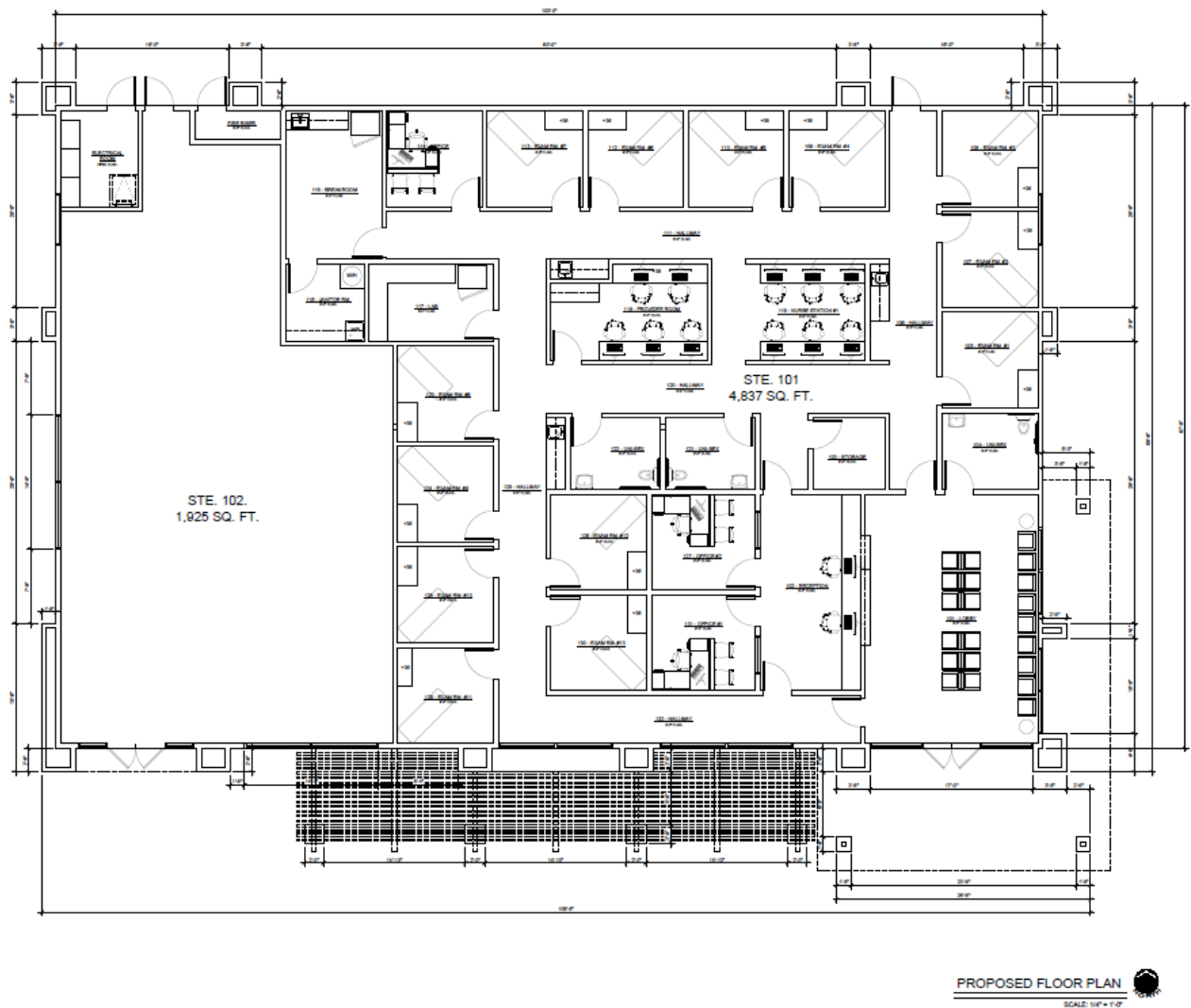
The image below depicts the northern side of the project site.



Overview of the Clinica Coachella Project: AR 24-10

AR 24-10 proposes the construction of a new medical office building. Plans include the construction of a 4,837 sq. ft. medical clinic (STE. 101) that includes a lobby/reception area,

thirteen (13) exam rooms, three (3) offices, a breakroom, a lab, and nurses stations. The plans also include an additional 1,925 sq. ft. commercial suite (STE. 102) with no current proposed tenant. Below is the proposed interior floor plan of the building.



The applicant proposes a Spanish architectural theme that matches the existing character of the general vicinity and neighboring commercial structures. The exterior façade will include sand finish plaster ("york harbor yellow"), stone veneer (eldorado ledgestone), and wood decorative beams, brackets, columns, and trellis for a detailed finish. The building will also include aluminum storefront doors and windows. Staff is supportive of the design, but has requested minor revisions to the west and east elevations to incorporate a line of projecting brown cylindrical posts extending horizontally from the exterior wall with a horizontal beam extending above the posts to reduce the appearance of blank elevations. Below are the proposed building elevations for the Clinica Coachella project.



Signage

Applicant did not submit signage details, but has been conditioned to submit a detailed sign plan to the Planning Division that includes an embossed design, individual channel lettering, or other high quality design. All signage is conditioned to comply with the approved sign program for the Van Buren Plaza.

Landscaping

Landscape will be planted to meet current City landscape requirements as shown on the exhibit below. The plant palette includes a variety of trees such as “Palo Brea”, date palms, and “Shoestring Acaia”. Shrubs and succulents include agave, “Tacoma Stains”, “Pachypodium Lamerei”, and “Texas Rangers”. Ground cover will include desert gold gravel. Staff has

Preliminary Planting Palette					WATER USAGE OF PLANTS	PLANT FACTOR OF PLANTS	EMITTER SIZE
TREES/PALMS							
IDN	BOTANICAL NAME	COMMON NAME	SIZE	QUANTITY			
01	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
02	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
03	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
04	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
SHRUBS/SUCCULENTS							
05	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
06	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
07	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
08	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
09	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
10	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
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13	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
14	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
15	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
16	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
17	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
18	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
19	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
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31	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
32	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
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59	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
60	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
61	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
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72	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
73	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
74	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
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85	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
86	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
87	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
88	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
89	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
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96	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
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99	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR
100	Acacia mangium	Acacia	4' x 4'	1	1	12	40 GAL/HR

1. DETAILED PLANTING IRRIGATION PLAN SHALL BE PART OF THE FINAL BID OF LANDSCAPE CONSTRUCTION DRAWINGS FOR THE PROJECT.

2. JEON OF TREES TO BE 18" DBL UP TO 4" KAL JEON OF PALM TREES TO BE 8" DBL. JEON OF BROWN TREES, JEON OF SHALBUL TO BE 18" DBL.

3. PLANTING DEPTH MUST BE 18" DEEPER FOR ANY TREES WITHOUT FROM ANY HARDSCAPE.

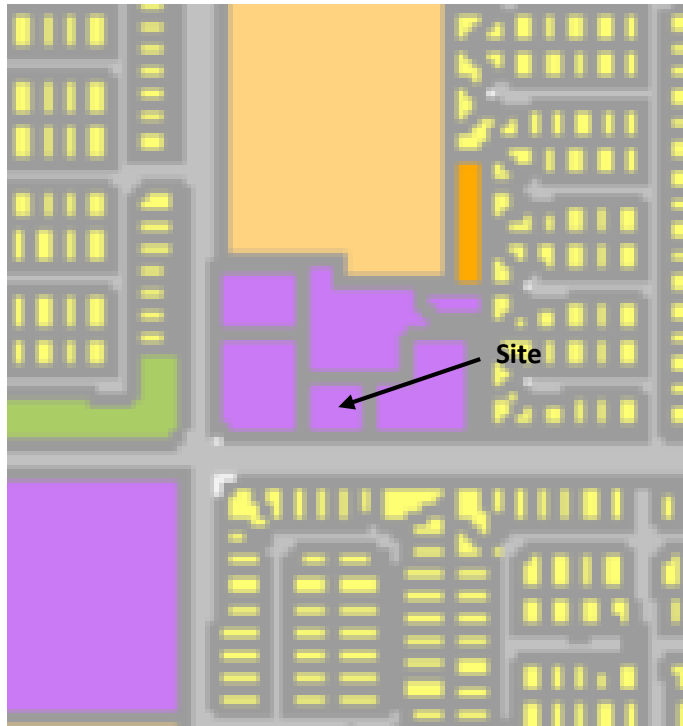
4. INERT MATERIALS, DISCOMPOSED GRANITE (2:1:1) ROCK RUBBLES, WILL BE PLACED OVER LAYER OF POLYETHYLENE.

5. BOLLUSHUBS SHALL BE 10" DIAMETER AND TIGHTLY TO TIGHTLY COVER THE UNPAVED SURFACE.

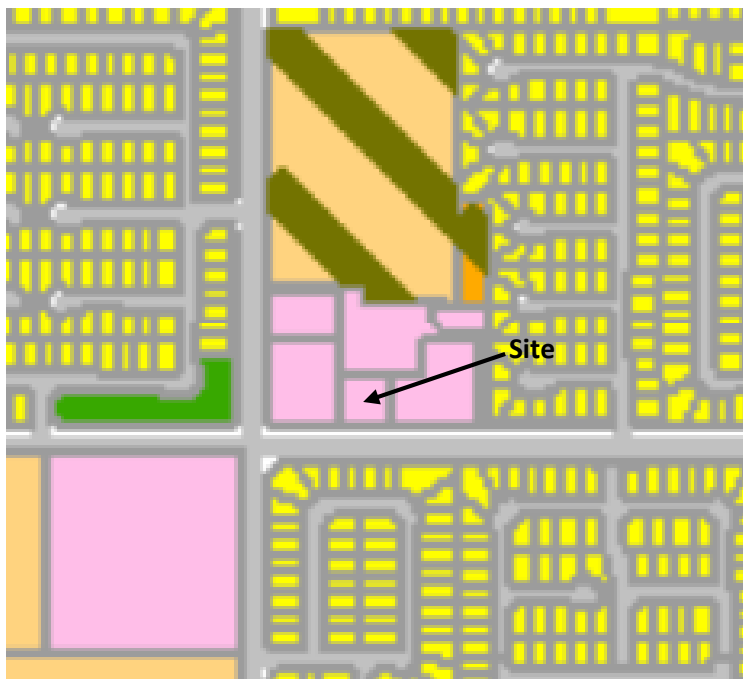
6. BOLLUSHUBS SHALL BE 18" DBL UP TO 24" DBL. JEON SHALL BE 18" DBL OF PLANTING INTO GROUND.

7. IRRIGATION SYSTEM TO BE FULLY AUTOMATED. IT SHALL BE 1/2" DBL. JEON SHALL BE 18" DBL. JEON SHALL BE 18" DBL.

5



The project site is zoned Neighborhood Commercial (C-N) as illustrated on the exhibit below. Surrounding properties to the north are zoned General Neighborhood (G-N) and properties to the south, east, and west are zoned Suburban Neighborhood (S-N).



Surrounding land uses are illustrated on the aerial photograph below.



Property to the west across Van Buren is La Morada single-family residential community, north of the site is an empty lot that is intended for residential development, to the East of the project site is the Paseo de Las Palmas single-family residential community, and south of Avenue 50 is the Valencia single-family residential community.

Consistency with the Coachella General Plan

The proposed project is within the Neighborhood Center land use designation of the General Plan 2035 Land Use Element. The Neighborhood Center designation is intended to create a concentration of commercial businesses and civic amenities—often mixed with multi-family housing—within convenient walking or biking distance of nearby neighborhoods. The project is consistent with the policies of the Land Use and Community Character's Sub-Area #3, where the Van Buren Corridor is envisioned to provide a variety of goods and services for Coachella residents as well as neighboring communities. New commercial development is intended to promote walkability and a retail area with ample parking for visitors as well as connection to surrounding new and existing residential areas.

Consistency with the (G-N) General Neighborhood Zone

The project is consistent with the development standards of the G-N, General Neighborhood zone. The project complies with the development standards of the Zoning Ordinance for parking, lot requirements, height, landscaping and drive through stacking. Table 1 below displays the development standards of the Zoning Ordinance.

Table 1 – Development Standards

	Zoning Ordinance	Proposed	Complies with Code
Parking (Minimum)	Commercial: Clinica Coachella - 28 spaces required. Requirement is 1 space for each 250 sq. ft. of gross floor area.	Clinica Coachella - 29 spaces	Yes
Lot Requirements	Minimum Lot Size 20,000 sq. ft.	Clinica Coachella – Lot size is 30,927 sq. ft.	Yes
Height (maximum)	50'	Clinica Coachella – 25'6"	Yes
Landscaping	<ul style="list-style-type: none">• Parking area or driveway abutting a street requires a 10 foot setback fully landscaped.• Internal landscaping equal to a minimum of 5% of the parking and driveway area.• Parking and driveway area in commercial zones shall be separated from building by a landscape planter.• One 15 gallon tree for every 10 parking spaces.• All landscape planter beds in interior parking areas shall be not less than five feet in width	<ul style="list-style-type: none">• 10-foot setback is met.• Internal landscaping % not identified but required by condition of approval.• Landscape planters are proposed adjacent to neighboring buildings.• More than two 15-gallon trees are proposed on site.• Landscape planters are more than 5' in width.	Yes

ENVIRONMENTAL REVIEW:

The City has determined that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15332, (Class 32) In-Fill Development Projects, of the CEQA guidelines, designations, and policies as well as zoning designations. The proposed development is within a project site of no more than five acres substantially surrounded by urban uses, the

project site has no value as habitat for endangered, rare or threatened species, and the site can be adequately served by all required utilities and public services. AR 24-10 meets the criteria for a Section 15332, Class 32 CEQA exemption.

CORRESPONDENCE

Please see Attachment No. 3 for correspondence received for this project from Imperial Irrigation District (IID) and Riverside County Fire Department.

ALTERNATIVES:

- 1) Adopt Resolution No. PC 2025-01 Architectural Review No. 24-10 with the findings and conditions as recommended by Staff.
- 2) Adopt Resolution No. PC 2025-01 Architectural Review No. 24-10 with modification to the proposed findings and conditions as recommended by Staff.
- 3) Deny Architectural Review No. 24-10.
- 4) Continue these items and provide staff and the applicant with direction.

RECOMMENDED ALTERNATIVE(S):

Staff recommends Alternative #1.

Attachments:

1. Resolution No. PC2025-01 for AR 24-10.
Exhibit A: Conditions of Approval for AR 24-10
2. Architectural Exhibits
3. Correspondence