



**STAFF REPORT**  
**10/14/2020**

**TO:** Honorable Mayor and City Council Members

**FROM:** Luis Lopez, Development Services Director

**SUBJECT:** 7-Eleven Service Station / Multi-Tenant Retail/Drive-Thru Coffee Shop Project

**SPECIFICS:**

- Resolution No. 2020-55 approving Conditional Use Permit No. 321, Conditional Use Permit No. 322, and Architectural Review No. 20-03 to allow the development of a multi-tenant restaurant/retail building including a 2,000 sq. ft. drive-thru Coffee Shop and 4,500 sq. ft. restaurant/office space, a 12-fueling position Canopy for Service Station and a 4,088 sq. ft. mini-market with alcohol sales and 24 hour operations on 3.1 acres of vacant land on partially-developed land in the C-G (General Commercial) zone located at the northeast corner of Cesar Chavez Street and First Street.
- Resolution No. 2020-56 approving Tentative Parcel Map No. 37940 to subdivide 8.25 acres (APN 778-020-007 & 778-010-017) into seven parcels for financing and development phasing purposes on property located on the Northeast corner of First Street and Cesar Chavez Street. *Coachella Retail Realty Associates, LP, Applicant.*

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**STAFF RECOMMENDATION:**

Staff recommends that the City Council open the public hearing, consider any new testimony and take the following actions:

- 1) Adopt Resolution No. 2020-55 approving Conditional Use Permit No. 321, Conditional Use Permit No. 322, and Architectural Review No. 20-03 to allow the development of a multi-tenant restaurant/retail building including a 2,000 sq. ft. drive-thru Coffee Shop and 4,500 sq. ft. restaurant/office space, a 12-fueling position Canopy for Service Station and a 4,088 sq. ft. mini-market with alcohol sales and 24 hour operations on 3.1 acres of vacant land on partially-developed land in the C-G (General Commercial) zone located at the northeast corner of First Street and Cesar Chavez Street.
- 2) Adopt Resolution No. 2020-56 approving Tentative Parcel Map No. 37940 to subdivide 8.25 acres (APN 778-020-007 & 778-010-017) of vacant land into seven parcels for financing and development phasing purposes on property located at the northeast corner

of First Street and Cesar Chavez Street. *Coachella Retail Realty Associates, LP, Applicant.*

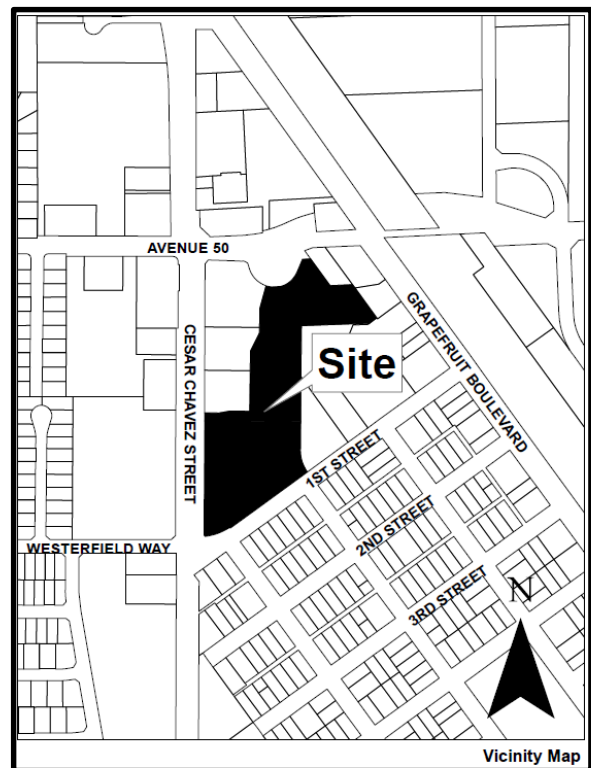
**EXECUTIVE SUMMARY:**

On July 15, 2020 the Planning Commission made a recommendation that the City Council approve the proposed development which is comprised of a vacant portion of an existing commercial development originally entitled under Conditional CUP No. 233 and Architectural Review 07-20 located on the east side of Cesar Chavez between Avenue 50 and First Street.

Both applications were approved by the Planning Commission on May 7, 2008 as a phased development. Tentative Parcel Map No. 37940 proposes to subdivide the 8.255 acres into 7 lots varying in size from 39,041 square feet, the smallest lot, to 61,747 square feet, the largest lot. Parcel numbers 1, 2, and 3 consists of 3.1 acres and the proposed shops are to be built as Phase II of the original approved project under CUP No. 233 and AR No. 07-20. Conditional Use Permit No. 321 proposes to develop a convenience store with 12 pump fueling stations and a drive-thru for a coffee shop within the proposed development.

Conditional Use Permit No. 322 is proposed for alcohol sales within the convenience store with the 12 fueling pumps (Type 20, Off-Sale Beer and Wine). The operator for the convenience store is expected to be 7-Eleven. Architectural Review No. 20-03 is for the proposed architectural design of the buildings and potential retail and/or a restaurant. Any other future alcohol uses will require a separate CUP, for instance if one of the buildings were to have a restaurant that would propose to serve alcohol, then a separate CUP would be required.

This project proposes to develop the southerly portion of the site as show on the vicinity map to the right, at the northeast corner of Cesar Chavez Street and 1<sup>st</sup> Street.



**BACKGROUND:**

At the January 15, 2020 Planning Commission meeting, staff was given direction to require a “reverse orientation” for the service station canopy and mini-market building (placing the mini-market closest to the street and the canopy behind the store) and allow a service station/ drive-thru business if it was intended for a coffee shop. The General Plan discourages certain auto-oriented uses at this location. The applicant provided exhibits for a 7-Eleven service station

building constructed in Cathedral City and the Planning Commission gave staff positive feedback. Staff believes that the elevations provided are compatible with the Walgreen's Pharmacy building.

The original Walgreen's Project was the first phase of construction, and a master site plan showing future retail pads was reviewed by the Planning Commission which at the time included a service station. The overall project included a 14,814 square foot drive-thru pharmacy (Walgreens), a 2,858 square foot drive-thru restaurant pad, a 3,243 sq. ft. service station/mini-market, and two multi-tenant retail buildings totaling 12,672 square feet. The project was then revised to modify the drive-thru component of the pharmacy and reconfigured the drive-thru for the McDonalds.

The General Plan 2035 shows the subject property as a "Downtown Center" designation which does not allow for automotive uses including service stations or gas stations and it also prohibits drive-thru establishments as illustrated on Table 4-1 General Plan designations Compatible as shown on Attachment III. The owner of Fountainhead Plaza, submitted Pre-Application 19-12 on September 23, 2019, proposing the construction of a multi-tenant restaurant/retail building including a 2,000 sq. ft. drive-thru Coffee Shop and 4,500 sq. ft. restaurant/office space, and a 12-fueling position Canopy for Service Station and a 4,088 sq. ft. mini-market on 8.25 acres of a portion of vacant land, the General Plan does prohibit gas stations and drive-thru restaurants within the Downtown Center designation.

With the adoption of the General Plan 2035, the City's Zoning Map is now inconsistent with the land use designations of the General Plan. One example of these inconsistencies with the land use designations of the General Plan and the current zoning designations is the GC (General Commercial) land use regulation versus the "Downtown Center" classification. The General Plan prohibits gas stations and drive-thru restaurants within the Downtown Center while the current zoning designation (C-G) allows the construction and operation of gas stations, car washes, and restaurants with drive-thru service with the approval of a conditional use permit, in accordance with section 17.74.010 of the Coachella Municipal Code.

#### **TENTATIVE PARCEL MAP NO. 37940:**

Tentative Parcel Map No. 37940 is a request to subdivide the southern and eastern portions of the Walgreen's development (8.25 acres) into seven (7) parcels. Parcels 1, 2, and 3 will be developed with the drive-thru coffee/retail store/service station respectively and Parcels 4, 5, 6, and 7 will be reserved for future commercial development. Parcel 7 contains the common-area retention basin that provides storm-water drainage needs of the existing developed properties (Walgreen's, Taco Bell and McDonalds).

The information below shows the proposed parcel (lot size) area breakdown and an exhibit of the proposed subdivision showing the new building areas and the “future” development areas.

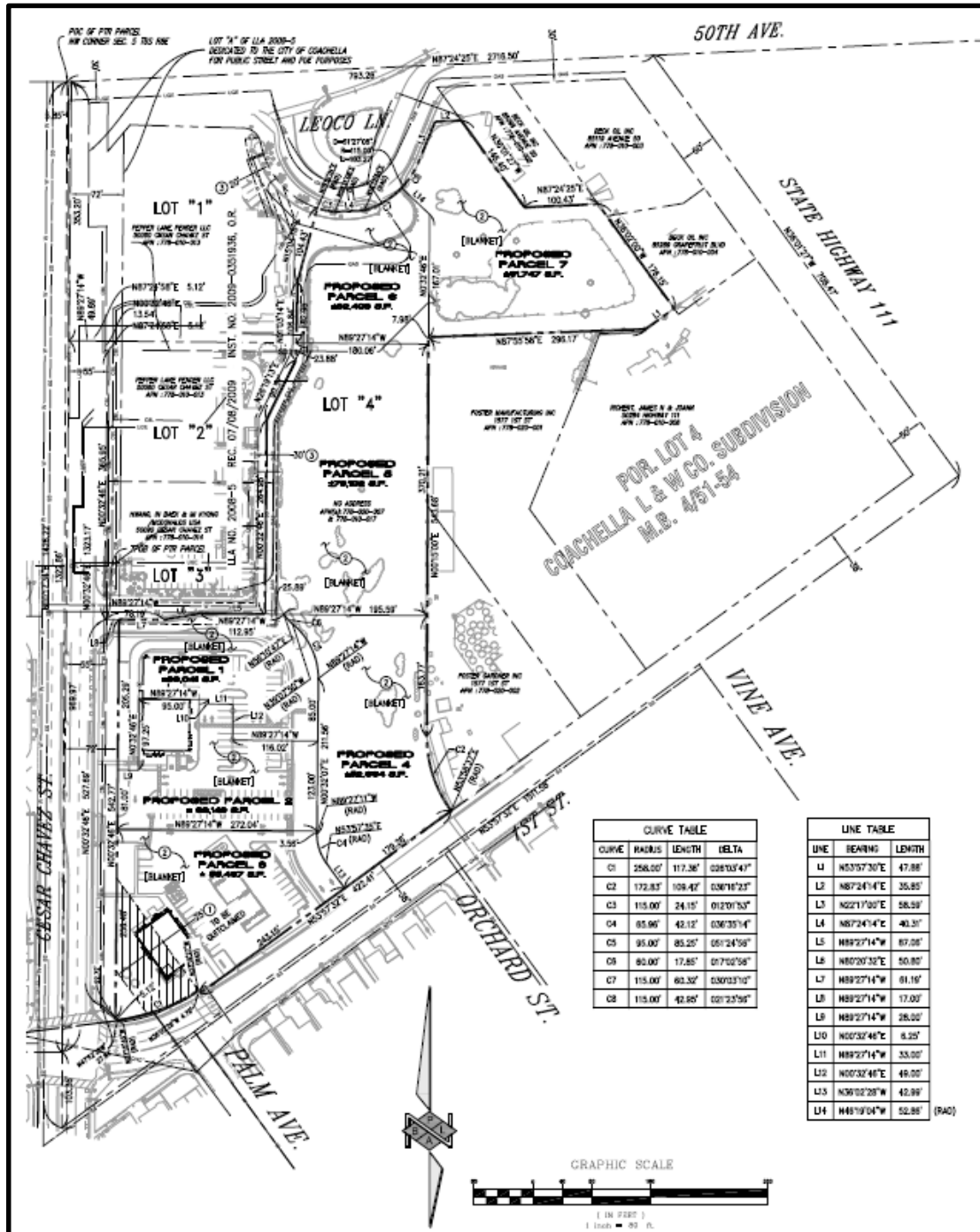
Lot No. 1	39,041 sf.
Lot No. 2	39,149 sf.
Lot No. 3	55,467 sf.
Lot No. 4	52,664 sf.
Lot No. 5	79,102 sf.
Lot No. 6	32,403 sf.
Lot No. 7	61,747 sf.

### **AREA:**

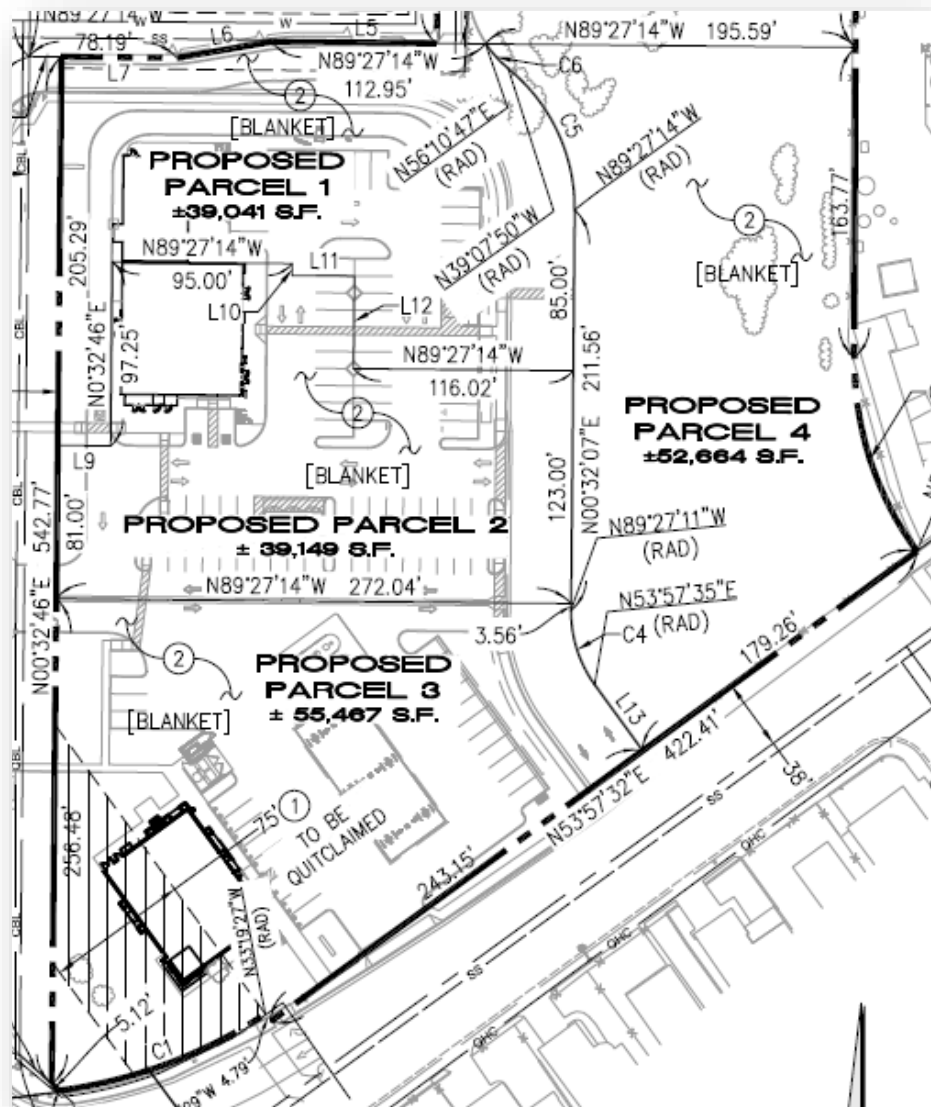
EXISTING AREA GROSS = 359,573 S.F./8.255 ACRES  
PROPOSED AREA GROSS = 359,573 S.F./8.255 ACRES

PARCEL 1 AREA GROSS/NET = 39,041 S.F./0.896 ACRES  
PARCEL 2 AREA GROSS/NET = 39,149 S.F./0.899 ACRES  
PARCEL 3 AREA GROSS/NET = 55,467 S.F./1.273 ACRES  
PARCEL 4 AREA GROSS/NET = 52,664 S.F./1.209 ACRES  
PARCEL 5 AREA GROSS/NET = 79,102 S.F./1.816 ACRES  
PARCEL 6 AREA GROSS/NET = 32,403 S.F./0.744 ACRES  
PARCEL 7 AREA GROSS/NET = 61,747 S.F./1.418 ACRES

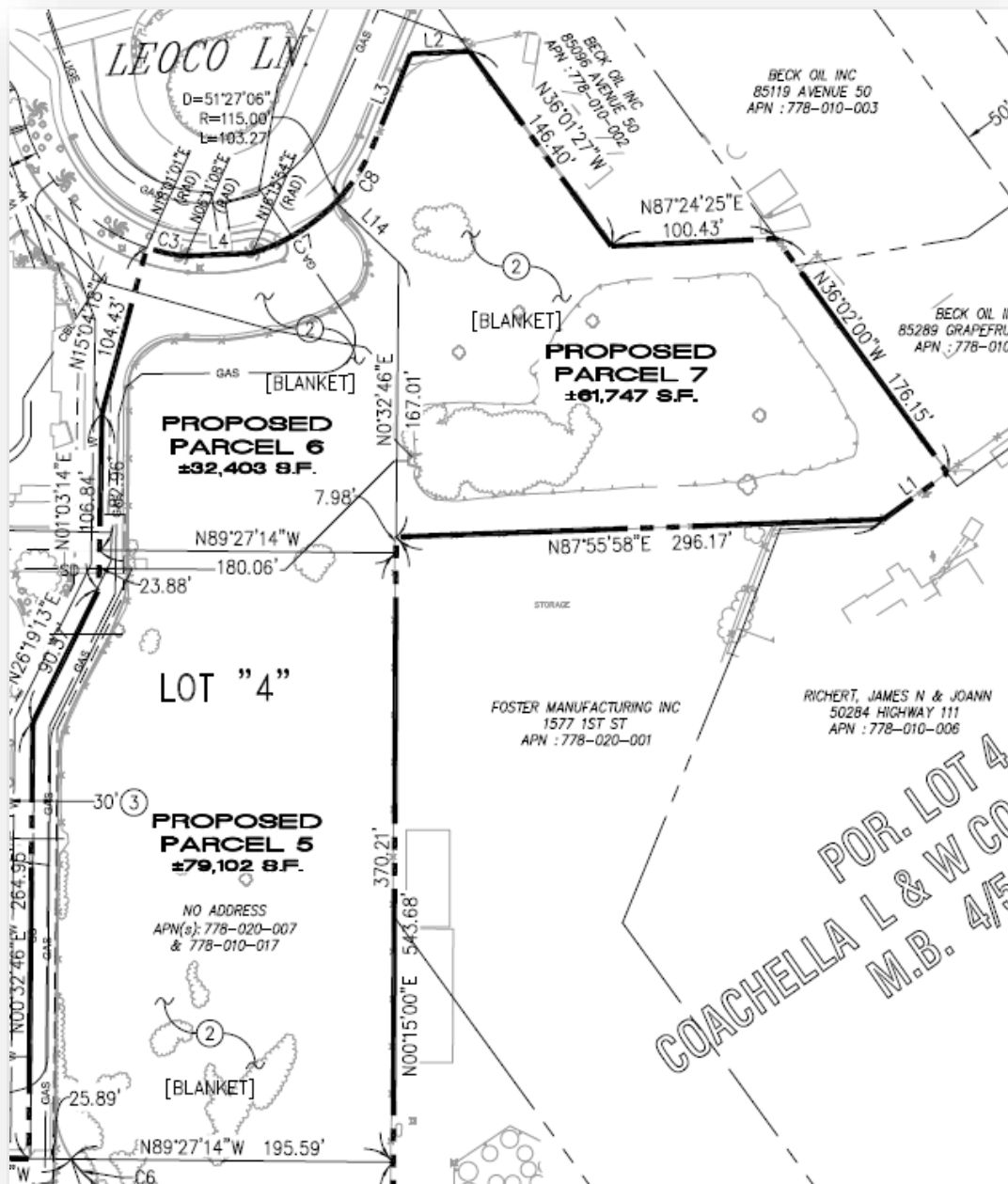
TPM 37940 (Proposed Commercial Lot Subdivision):



### Proposed Parcels 1-4:



### Proposed Parcels 5-7:



Parcels No. 1, 2, and 3 are being proposed for the Service Station/ Retail Shop/ Coffee Drive-Thru buildings. Staff has prepared the required findings for approval of the tentative map, and the corresponding conditions of approval. Parcel 7 will be conditioned to accept off-site drainage from Lots 1 through 3 of Lot Line Adjustment 2008-05 which currently drain into this retention basin. Additionally, staff will include a condition of approval that reciprocal access over all common area driveways and parking lots be maintained for the benefit of all parcels within Parcel Map No. 37940.

### **DISCUSSION/ANALYSIS:**

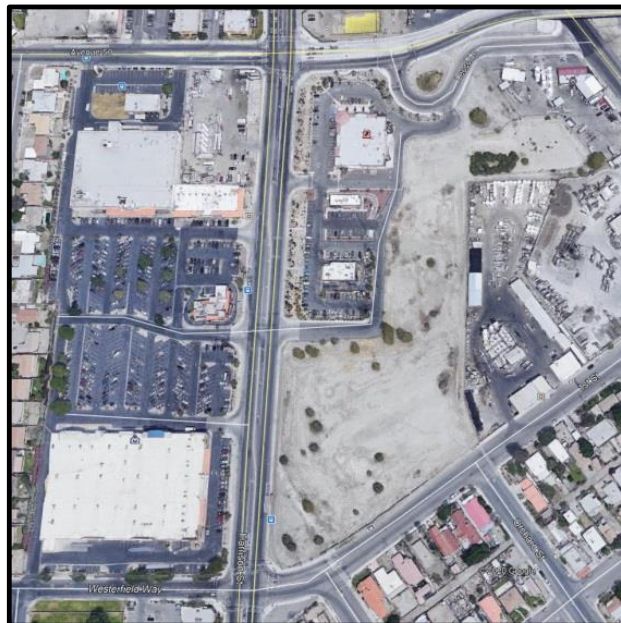
#### **Environmental Setting:**

The proposed development is Phase II of the originally entitled project CUP No. 233 and Architectural Review 07-20 approved on May 7, 2008. The surrounding land uses and zoning designations are as follows:

- |        |   |
|--------|---|
| North: | Existing commercial development, America's Tire (C-G, General Commercial).                      |
| South: | Existing single family residences across First St. (R-S, Single Family Residential).            |
| East:  | Foster-Gardner agricultural products (nonconforming) industrial site (C-G, General Commercial). |
| West:  | Existing commercial development across Harrison Street (C-G, General Commercial).               |

All the vacant land shown in the aerial photograph to the right shows the property in question (to be subdivided).

The common area roadway located behind the Walgreens/Taco Bell/McDonalds buildings will be extended south to connect with 1<sup>st</sup> Street, as part of this development proposal. The existing driveway entrance south of the McDonalds building will continue to serve as secondary access into this phase of the development. Additionally, new retention area drainage will need to be provided within the new development (Parcels 1-3).



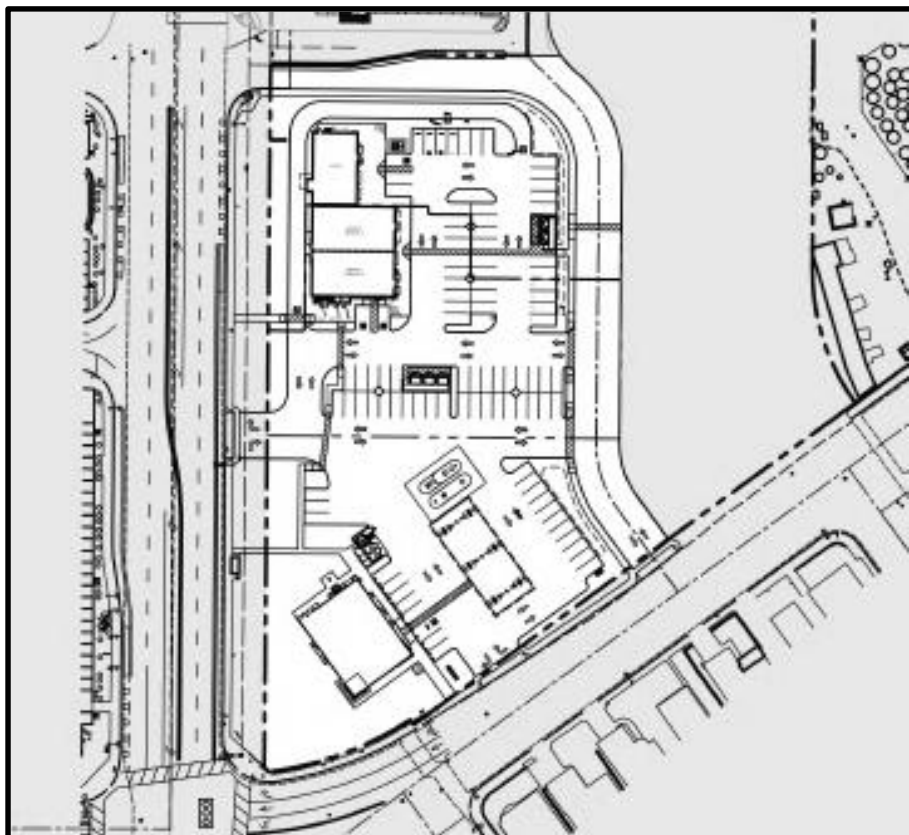


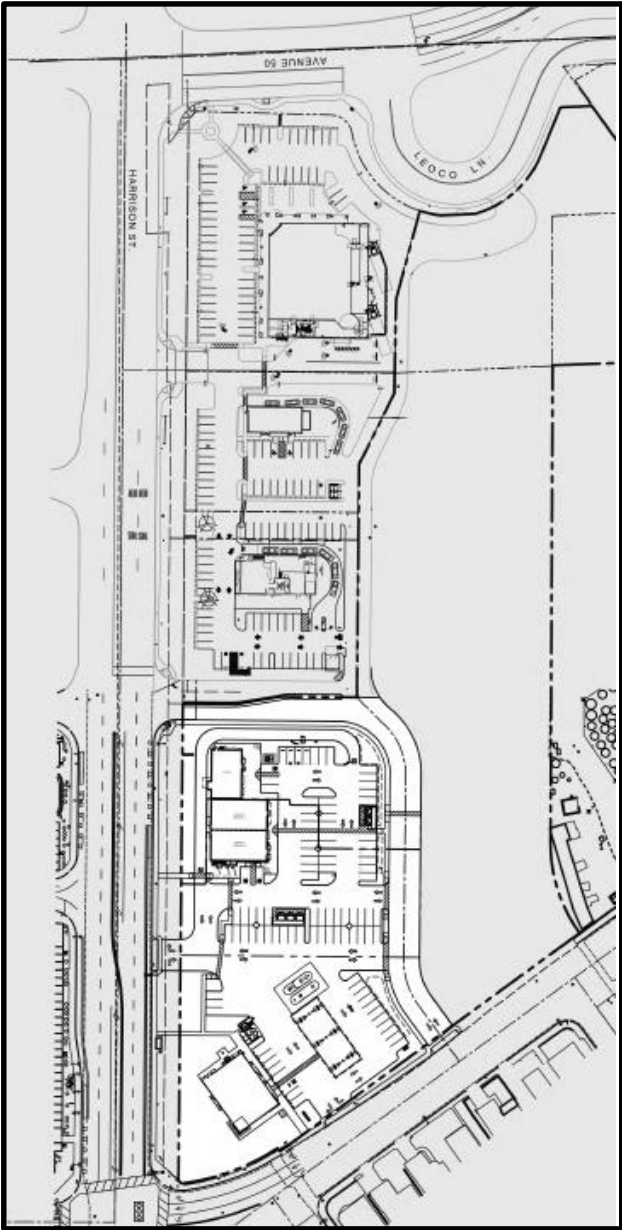
### Circulation and Access:

The existing developed portion of the site has three tenants, Walgreens Pharmacy, Macdonald's, and Taco Bell with three points of access, two from Cesar Chavez Street and one from Leoco Lane.

Phase II of the proposed development will provide three additional points of access, two from First Street and an additional point of access from Cesar Chavez Street. The internal circulation will of the site will be aligned with the existing internal circulation. Off-site improvements exist on Cesar Chavez, Avenue 50, and Leoco Lane.

The project is conditioned to construct right-of-way improvements along the frontage of the project on First Street which will consist of ultimate right-of-way (road widening), curb and gutter, and sidewalk. On-site improvements will consist of landscaping, three trash enclosures parking and ADA access.







### Required Parking:

The proposed development requires a total of 90 parking stalls for the various proposed land uses. The project provides a total of 97 parking stalls. Additional parking spaces are provided within the existing commercial uses on Phase I. The table below provides a breakdown of required and provided parking stalls:

#### PARKING INFORMATION

##### PARKING REQUIREMENT:

RESTAURANT:  $1/45$  SF OF CUSTOMER AREA +  
 $1/200$  SF OF NON-CUSTOMER AREA  
GENERAL COMMERCIAL:  $1/250$  SF

##### STALLS REQUIRED:

SHOPS:  $\pm 4,500$  SF  $\times 35\% = \pm 1,575$  SF CUSTOMER AREA  
 $\pm 4,500$  SF  $\times 65\% = \pm 2,925$  SF NON-CUSTOMER AREA  
 $\pm 1,575$  SF @  $1/45$  SF = 35 STALLS REQUIRED  
 $\pm 2,925$  SF @  $1/200$  SF = 15 STALLS REQUIRED  
TOTAL: 50 STALLS REQUIRED

PAD 1:  $\pm 4,088$  SF @  $1/250$  SF = 17 STALLS REQUIRED

PAD 2 :  $\pm 2,000$  SF  $\times 35\% = \pm 700$  SF CUSTOMER AREA  
 $\pm 2,000$  SF  $\times 65\% = \pm 1,300$  SF NON-CUSTOMER AREA  
 $\pm 700$  SF @  $1/45$  SF = 16 STALLS REQUIRED  
 $\pm 1,300$  SF @  $1/200$  SF = 7 STALLS REQUIRED  
TOTAL: 23 STALLS REQUIRED

TOTAL: 90 STALLS REQUIRED

##### STALLS PROVIDED:

SHOPS: 51 STALLS PROVIDED

PAD 1: 22 STALLS PROVIDED

PAD 2: 24 STALLS PROVIDED

TOTAL: 97 STALLS PROVIDED

##### PARKING RATIO:

SHOPS:  $\pm 11.33/1,000$  SF

PAD 1:  $\pm 5.38/1,000$  SF

PAD 2:  $\pm 12.0/1,000$  SF

TOTAL:  $\pm 9.16/1,000$  SF

In July 2015, the Taco Bell building was constructed and it provided 32 parking spaces exceeding the required 21 parking spaces for the drive-thru restaurant (CUP 261). All existing development and the proposed development have reciprocal access with the other parcels of the center. The proposed project has been conditioned to prepare and submit plans to the Riverside County Fire Department for approval of a site plan designating required fire lanes with appropriate lane painting and/or signs.

The City's Zoning Code requires all drive-thru businesses to provide a drive-thru lane with a minimum queue ("stacking") of eight vehicles at 20 feet per vehicle. The drive-thru lane must not interfere with free and orderly circulation of the parking lot. Additionally, the drive-thru lane cannot encroach upon or block driveways or parking spaces and must be separated from adjoining driveways, parking spaces and property lines by a landscaped planter of five feet. Both the existing Taco Bell and McDonalds drive-thru lanes provide a 5-foot planter along the north side. Staff has included a condition of approval requiring the perimeter planter along the north side of the drive-thru aisle to be a minimum of five feet wide.

#### Architectural Theming:

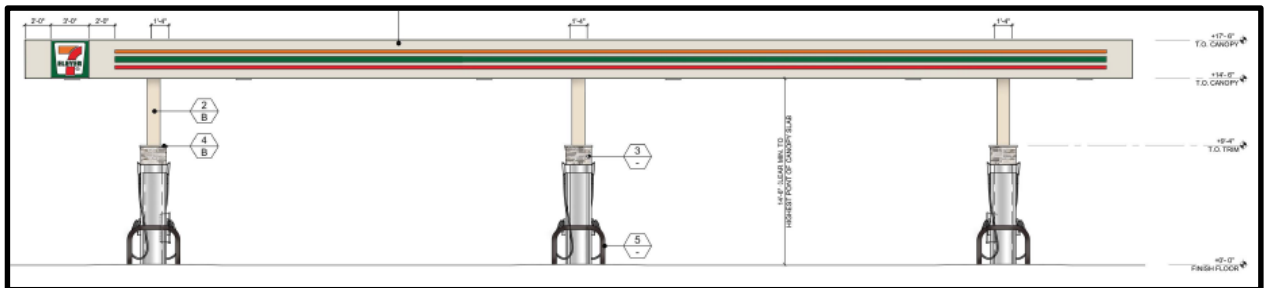
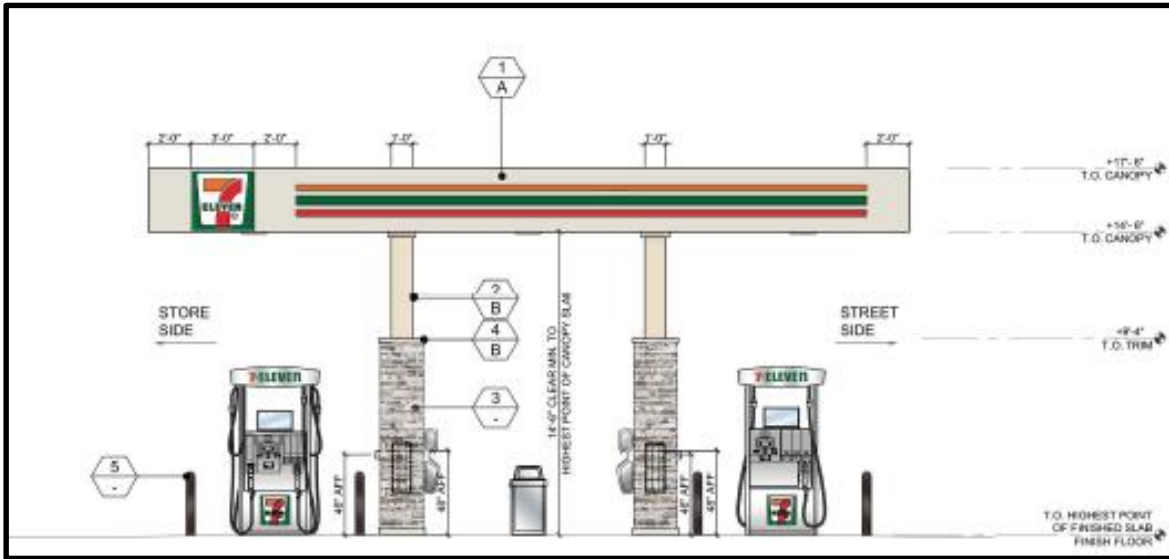
The architectural design of the proposed 7-Eleven / Mini-Market building is a contemporary Spanish/Mediterranean design theme with raised parapets and cornice trims, S-Tile tower element, stucco walls, stone veneer, and metal grill details. The retail / coffee shop building has a more contemporary design but will match the other buildings on the property to the north, with flat roofs, parapet walls with cornice trim, metal awnings and stone veneer. The proposed site design is conditioned to incorporate outdoor seating within a patio that includes a trellis design for the coffee shop and any future restaurant to complement and encourage an outdoor dining experience to match the existing outdoor dining for Taco Bell and McDonald's.

The proposed design is compatible with the existing buildings' rhythm and massing, articulation in the building facades, and a variety of distinctive rooflines. Additionally, the proposed building elevations provide different color variations that match existing buildings within the existing commercial center as well as other commercial centers in the vicinity. While the architectural style is not "Spanish Colonial", the architect has incorporated contemporary Spanish architectural elements similar to the Walgreens building to match the cornice trim and stucco colors in order to blend the contemporary design theme with the main anchor building of the center. Both proposed architectural designs complement existing architecture for Walgreens Pharmacy, McDonald's, and Taco Bell. Below are the proposed architectural styles for Phase II.













### On-Site and Off-Site Improvements

All street improvements along Cesar Chavez Street have been provided by the existing development along the right-of-way, including pavement, curb-and-gutter, sidewalk, street lights, and some landscaping. Internal circulation will be provided to serve the proposed development including on-site landscape and parking lot illumination. ADA access will also be provided linking the path of travel from the existing Walgreens Pharmacy to the existing McDonalds Restaurant.

On-site drainage is currently diverted to the existing retention basin just north of the site across Leoco Lane. A future point of access into the site will be provided from First Street when future development takes place for the remaining portions of vacant land within the commercial center. Additional right-of-way has been dedicated along Cesar Chavez Street which can accommodate a future bus turn-out between First Street and the proposed access drive on Cesar Chavez Street. Currently, SunLine has a bus stop at this location and the future bus turn-out may not need additional right-of-way dedication to construct it.

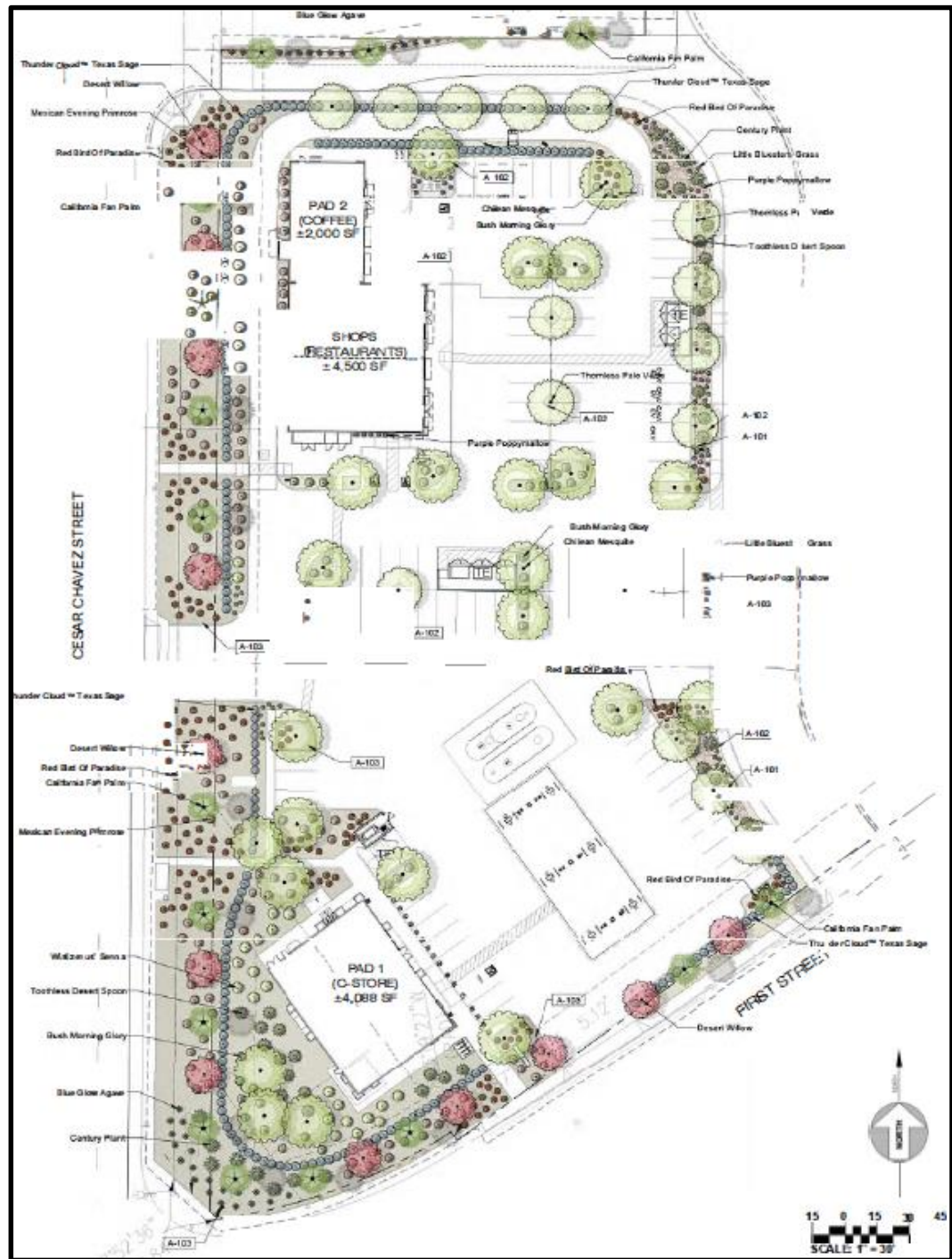
### Conceptual Landscape Plan

Existing landscaping for the larger commercial center includes those plantings shown on previously approved landscape plans along Cesar Chavez (Harrison) Street with some drought tolerant and native plants as approved under Conditional Use Permit 233 and Architectural Review 07-20. Along the frontage of Harrison Street and Leoco Lane landscaping includes a mixture of desert-friendly shrubs and trailing plants, with sporadic accent shrubs. There are existing palm trees of varying sizes sparsely planted along the property line.

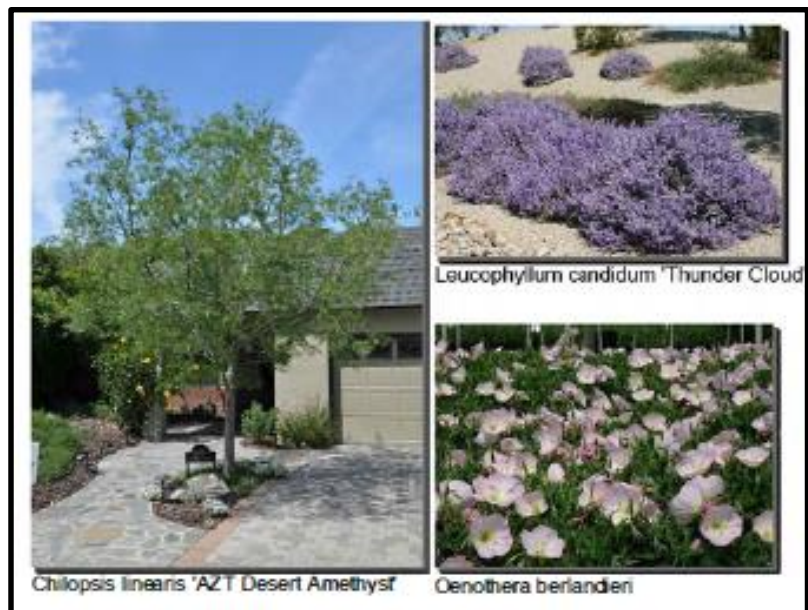
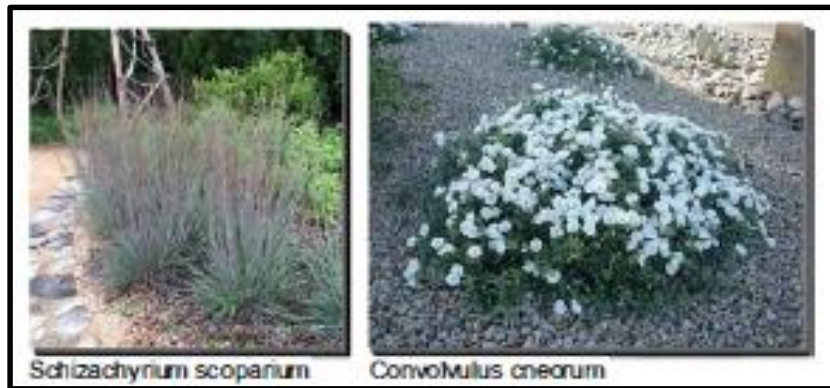
New landscaping planter areas will be added as part of this project within the 3.1-acre site and within the public right-of-way areas adjacent to sidewalks along Cesar Chavez Street and 1<sup>st</sup> Street. Permanent underground landscaping irrigation will be provided in accordance with Section 17.54.010(J) of the Municipal Code and in accordance with the State Model Water Efficient Landscape Ordinance (AB 1881). The following exhibits show the overall conceptual landscape planting plan and the specific plant material images.

The plant palette shows a variety of trees including “Chilean Mesquite” “Desert Willow/Amethyst” and “Thornless Palo Verde” within the perimeter plantings and interior parking lot planters. The planters will include water-efficient plantings including “Purple Lantana”, “Bunchgrass”, “Snow Angel Bush”, “Mexican Evening Primrose”, and Agave “Century Plant” succulents. Staff has conditioned that the street frontage along Cesar Chavez Street incorporate the “Mexican Fan Palm” similar to the existing planting pattern in front of the Walgreens, Taco Bell, and McDonalds buildings.

### Conceptual Planting Plan



## Proposed Plant Material



## Signage:

The existing development has an approved sign program that identifies signage for the existing Walgreens Pharmacy, the existing McDonalds, and Taco Bell Restaurants. The existing sign program will remain in place as previously approved. Any new signs for the proposed new tenants will obtain a building permit as the buildings are built and new tenants move in.

### **ENVIRONMENTAL REVIEW**

The City of Coachella has determined that the proposed project qualifies for a CEQA exemption pursuant to Section 15332 of the CEQA Guidelines. A Class 32 exemption consists of projects characterized as in-fill development meeting the conditions described in this section; (a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations; (b) The proposed development occurs within city limits on a project site where no more than five acres are to be developed and substantially surrounded by urban uses; (c) The project site has no value as habitat for endangered, rare or threatened species; (d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality; (e) The site can be adequately served by all required utilities and public services. Therefore, the City has acknowledged that the project is exempt from CEQA.

### **ALTERNATIVES:**

1. Approve the project by adopting the attached resolutions.
2. Approve the project by adopting the attached resolutions with modified conditions of approval.
3. Continue the project and provide staff with direct.

### **FISCAL IMPACT**

None.

### **RECOMMENDED ACTION:**

Staff recommends Alternative #1 or #2 as noted above.

Attachments: Resolution No. 2020-55

Resolution No. 2020-56