



STAFF REPORT
1/26/2022

TO: Honorable Mayor and City Council Members

FROM: Gabriel Perez, Development Services Director

SUBJECT: Fountainhead Plaza

SPECIFICS: Tentative Parcel Map 37940 (Revision), CUP 321 (modification), and AR 20-03 (modification) to develop 3.1 acres of an 8.25 acre property for a 2,028 sq. ft. standalone Starbucks drive thru building at the northeast corner of Cesar Chavez Street and First Street (APN# 778-020-007 and 778-010-017). Applicant: Coachella Retail Realty Associates, LP.

EXECUTIVE SUMMARY:

Coachella Retail Realty Associates, LP requests Planning Commission approval of modifications to site plan and architectural approvals for a standalone 2,028 Starbucks drive thru building. The applicant also requests approval of a revision to Tentative Parcel Map 37940 to accommodate parking for the Aldi supermarket on 1.94 acres located at the northeast corner of Cesar Chavez Street and First Street.

BACKGROUND:

The subject site is a vacant portion of an existing commercial development, Fountainhead Plaza, originally approved by the Planning Commission on May 7, 2008 as Conditional Use Permit (CUP) No. 233 and Architectural Review (AR) 07-20 for Walgreens, located on the east side of Cesar Chavez between Avenue 50 and First Street as a phased development. Taco Bell drive-thru restaurant was approved by the Planning Commission on July 15, 2015, as CUP 261 and AR 15-06. The developed portion of the commercial center consists of a Walgreens drug store and two drive thru restaurants (Taco Bell and McDonalds).

Tentative Parcel Map No. 37940 was approved by the City Council on October 14, 2020 to subdivide the remaining 8.26 acres into 7 commercial lots. Additionally, the Council approved AR No. 20-03 and CUP No. 321 to develop Phase II of the commercial center to include a 7-Eleven convenience store with 12 pump fueling stations and a drive-thru for a coffee shop. CUP No. 322 was approved to allow alcohol sales (Type 20, Off-Sale Beer and Wine) within the convenience store.

On December 15, 2021 and January 5, 2022 the Planning Commission considered Tentative Parcel Map 37940 (Revision), CUP 346, CUP 347, CUP 321 (modification), AR 21-12, and AR 20-03

(modification) to develop 5.06 acres of an 8.25 acre property to include a 2,028 sq. ft. Starbucks drive thru building, a 2,600 sq. ft. Panda Express drive thru restaurant and a 20,442 sq. ft. Aldi supermarket with Type 20 Alcohol Sales (Off-Sale Beer and Wine). The Planning Commission approved the Panda Express and Aldi supermarket on January 5, 2022 and recommended that the City Council approve the modification of the approved multi-tenant retail drive thru building into a standalone Starbucks drive thru building and revision to Tentative Parcel Map 37940.

DISCUSSION/ANALYSIS

The proposed development is a new phase of CUP No. 233 and Architectural Review 07-20. 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).

Tentative Parcel Map 37940

Tentative Parcel Map (TPM) No. 37940 was approved to subdivide the southern and eastern portions of the Walgreen’s development (8.25 acres) into seven (7) parcels. The applicant proposes a revision to TPM No. 37940 where parcels 1, 2, and 3 would develop with the Starbucks drive-thru, Aldi supermarket, and convenience store with fuel service station respectively. Parcels 4, 5, 6 will be developed with a Panda Express drive thru restaurant (Parcel 4) and future commercial development. Parcel 7 contains the existing common-area retention basin that provides storm-water drainage needs of the developed properties (Walgreens, Taco Bell and McDonalds).

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

Table 1 – Tentative Parcel Map 37940 Revision

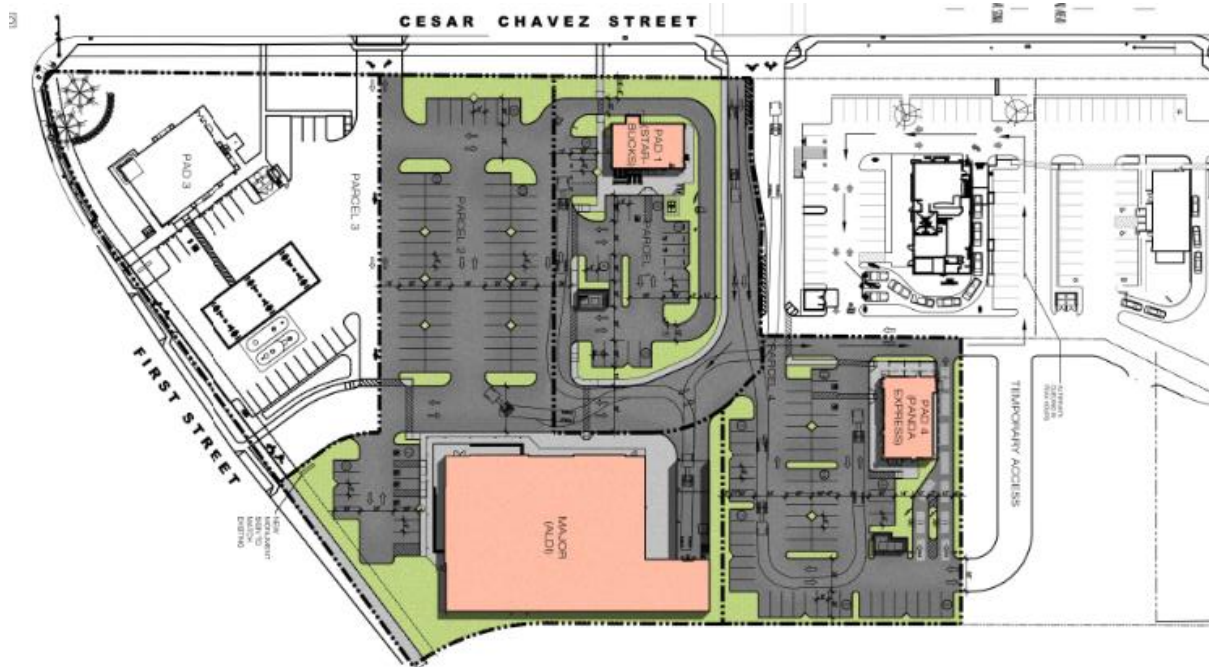
Parcel #	Approved	Proposed Revision
Parcel 1	39,041 sf. (Starbucks)	41,247 sq. ft. (Starbucks)
Parcel 2	39,149 sf. (Retail)	84,462 sq. ft. (Aldi)
Parcel 3	55,467 sf. (Fuel Station)	54,924 sq. ft. (Fuel Station)
Parcel 4	52,664 sf. (Future development)	39,782 sq. ft. (Panda Express)
Parcel 5	79,102 sf. (Future development)	45,007 sq. ft. (Future development)
Parcel 6	32,403 sf. (Future development)	32,403 sq. ft. (Future development)
Parcel 7	61,747 sf. (Existing Retention Basin)	61,747 sq. ft. (Existing Retention Basin)

Site Plan

Starbucks (Pad 1)

The applicant proposes a modification to the approved Starbucks site plan by eliminating the 4,500 sq. ft. multi-tenant retail suites, which was originally proposed as one building with a 2,000 sq. ft. Starbucks coffee shop. The applicant proposes to maintain the Starbucks drive-thru coffee shop as a standalone 2,028 sq. ft. building. The applicant proposes the Starbucks building and drive thru lane in the same location and configuration as AR No. 20-03. An outdoor covered patio seating area of 270 sq. ft. is proposed. The drive-thru lane will accommodate the stacking of 12 vehicles consistent with the original site plan, which is more than the minimum required stacking of eight vehicles of the City's Zoning Ordinance. The approved parking lot plan has been reconfigured due to the elimination of the multi-tenant retail suite and the accommodation of the Aldi supermarket.

Figure 1 – Proposed Site plan (Starbucks, Aldi and Panda Express)



Architectural Design

The overall architectural design of the Starbucks incorporates modern architectural design with distinct material and color patterns for each buildings that differ from the original architectural conceptual design of Fountainhead Plaza as characterized by the Spanish Colonial revival appearance of the Walgreens drug store building. The departure from the original architectural design concept occurred with the commercial center's incremental development based on tenant interests to pursue building design with prototypical architecture as demonstrated by the McDonald's and Taco Bell restaurant buildings. The design for the corner fuel station would continue to retain the Spanish Colonial Revival architectural design features under AR No. 20-03.

Starbucks (Pad 1)

The Starbucks drive-thru building retains the same architectural style as approved under AR 20-03, with the exception the original multi-tenant building footprint has been reduced to remove two commercial tenant spaces. The building has maximum height of 23 feet and includes a modern design with a combination of stucco and hardee panel exterior surfaces. The main entrance is along the East elevation with an overhead metal canopy and an open trellis above an outdoor dining area. The West elevation facing Cesar Chavez Street includes a drive-thru window with overhead metal canopy. Two living fence and trellis systems are provided along the exterior wall. Rooftop mechanical equipment is screened by exterior walls and decorative cornice trim is provided at the top of all parapet walls.

Figure 2 – Comparison of Approved Multi-tenant Retail Building to Proposed Standalone Starbucks Building (East Elevation)



Landscape Design

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 “Red Bird of Paradise”, “Bush Morning Glory”, “Toothless Desert Spoon”, “Mexican Evening Primrose”, and Agave “Century Plant” succulents. The landscape plan includes a line of “Mexican Fan Palm” trees along the project frontage similar to the existing planting pattern in front of the Walgreens, Taco Bell, and McDonalds buildings. A cluster of palm trees is also provided at the corner of Cesar Chavez Street and First Street along with other landscape materials design to make the future public art location a focal point. The main entry driveway from Cesar Chavez Street will be fully improved with a landscape median consisting of Mexican Fan Palm trees, agave succulents and a decorative stone surface. The Planning Commission approved a condition of approval to revise the landscape plan to include date palms and ensure compatibility between the new and existing landscape areas.

CONSISTENCY WITH THE GENERAL PLAN

The proposed project is within the Downtown Center land use designation of the General Plan 2035 Land Use and Community Character Element. The Downtown Center is intended to bring the entire community together in a one-of-a-kind Coachella Center which allows for commercial uses with the exception of drive-thru establishments even though the General Commercial zone permits drive-thru establishments with approval of a CUP. The City Council previously made a General Plan consistency finding in support of the Starbucks drive-thru under Resolution No, 2020-55 for AR 20-03, CUP 321 and CUP 322 stating that the drive-thru and 7-Eleven service station are in harmony with the immediate vicinity of the proposed site and identified that any future proposed development on the vacant portion of the site must be in strict compliance with Coachella General Plan 2035. Should the City Council act to approve the proposed project, the Commission should find that the project would be in harmony with the immediate vicinity of the proposed site.

CONSISTENCY WITH ZONING

The subject site is zoned C-G (General Commercial) zone, which allows for retail and restaurant establishments. The project complies with the development standards of the Zoning Ordinance for parking, lot requirements, height, landscaping and drive through stacking.

Table 2 – Development Standards

	Zoning Ordinance	Proposed	Complies with Code
Parking (Minimum)	Restaurants: Starbucks- 23 spaces required.	Starbucks – 25 spaces	Yes
Lot Requirements	Minimum Lot width 50'	All proposed parcels (TPM 37940) greater than 100' width	Yes
Height (max)	35'	Starbucks – 23'	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. • 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"> • All areas exceed 10' fully landscaped setback • Internal landscaping % not identified but required by condition of approval. • One 15 gallon tree is provided for every 10 parking spaces. • The rear property line planter to the rear of Panda Express is less than 5'. 	Substantially in compliance. Project conditioned to comply with all landscape standards.
Drive-through	Minimum stacking for 8 vehicles at 20' per vehicle.	Starbucks accommodates stacking for 12 vehicles.	Yes

ENVIRONMENTAL IMPACT CONSIDERATION

The Planning Commission adopted a Mitigated Negative Declaration as part of Environmental Initial Study (EIS 07-16) on May 7, 2008 for the Fountainhead Plaza for all phases of the project. Staff determined that the proposed development and modifications will not result in any new environmental effects that were not previously analyzed as part of the original project. As such, no additional environmental review or further mitigation is required for this request.

ALTERNATIVES:

- 1) Adopt **a)** Resolution No. 2022-10 for approval of modifications to CUP No. 321 (Starbucks drive-thru) and Architectural Review No. 20-03 (Starbucks and 7-Eleven); and **b)** Resolution No. 2022-11 for approval of a revision to Tentative Parcel Map 39740 with the findings and conditions as recommended by Staff.
- 2) Deny the proposed project.
- 3) Continue this item and provide staff and the applicant with direction.

RECOMMENDED ALTERNATIVE(S):

Staff recommends alternative #1.

Attachments:

1. Resolution No. 2022-10 for AR 20-03 and CUP 321 Amendment
Exhibit A – Conditions for Approval for AR 20-03 and CUP 321 Amendment
2. Resolution No. 2022-11 for TPM 37940 (Revision)
Exhibit A – Revised TPM 37940 exhibit
3. Vicinity Map
4. Project Description - Applicant
5. Site Plan
6. Preliminary Civil Plan
7. Landscape Plan
8. Architectural Plans – Starbucks (AR No. 20-03)
9. Architectural Plans – Panda Express (AR No. 21-12 – For Reference)
10. Architectural Plans – Aldi Supermarket (AR No. 21-12 – For Reference)
11. Planning Commission meeting minutes of December 15, 2021
12. Planning Commission meeting minutes of January 5, 2022.
13. Approved Council Resolution No. 2020-55 CUP 321 CUP 322 AR 20-03
14. Approved Council Resolution No. 2020-56 TPM 37940
15. Approved Planning Commission Resolution No. 2021-25 CUP 346 CUP 347 AR
21-12 Aldi and Panda Express