



STAFF REPORT 7/1/2026

TO: Planning Commission Chair and Commissioners
FROM: Vanessa Sanchez-Meza, Planning Technician

SUBJECT: A Public Hearing to Consider Resolution No. PC2026-21 and Resolution No. PC2026-22 of the Planning Commission of the City of Coachella for the recommendation of conditional approval of Conditional Use Permit (CUP) No. 402 and Architectural Review (AR) No. 26-03 for the construction of a new 910 square foot drive-thru coffee shop (7 Brew) within an existing shopping center at 49723 Cesar Chavez Street (APN 603-281-053 and 603-281-054), and determining that the proposed project is categorically exempt pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15303 (Class 3 – New Construction or Conversion of Small Structures). Applicant: LeAnne Scott

STAFF RECOMMENDATION

Staff recommends that the Planning Commission open the public hearing, receive public testimony, and adopt resolutions No. PC 2026-21 and No. PC 2026-22 conditionally approving Conditional Use Permit (CUP) No. 402 and Architectural Review (AR) No. 26-03 for a 910-square-foot drive-thru coffee shop within the existing shopping center located at 49723 Cesar Chavez Street (APNs 603-281-053 and 603-281-054), and determine that the project is categorically exempt from CEQA pursuant to Guidelines Section 15303 (Class 3 – New Construction or Conversion of Small Structures). Applicant: LeAnne Scott.

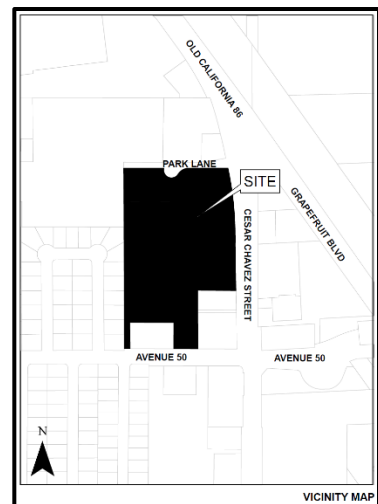


Figure 1 - Vicinity Map

EXECUTIVE SUMMARY

Applicant LeAnne Scott requests Planning Commission approval of the following entitlements for the construction of a new 910- square-foot 7 brew drive-thru coffee shop within the existing shopping center located at 49723 Cesar Chavez Street (APN 603-281-053 and 603-281-054):

- **Architectural Review No. 26-03-** To construct a new 910 square foot drive-thru coffee shop 7 Brew on a previously developed 10.5 – acre site. The project does not include indoor dining, but instead provides a walk-up ordering window at the exterior of the building.
- **Conditional Use Permit No. 402-** To allow a drive-thru retail use, which is permitted subject to approval of a Conditional Use Permit pursuant to Section 17.24.020(C)(17) of the Coachella Municipal Code within the Commercial Neighborhood (C-N) zoning district.



Figure 2 – Ariel Map

BACKGROUND:

On December 7, 2010, the Planning Commission conditionally approved CUP No. 245, CUP No. 246, and AR No. 10-05 for the construction of a 2,203-square-foot self-service car wash, a small-scale recycling facility, and a 192-square-foot ice vending kiosk within the existing Coachella Shopping Center. As identified in the Notice of Action dated December 7, 2010, those approvals have since expired and were never developed.

On April 17, 2026, applicant LeAnne Scott submitted applications for Architectural Review No. 26-03 and Conditional Use Permit No. 402 to construct a new 910-square-foot 7 Brew drive-thru coffee shop within the existing Coachella Shopping Center located at 49723 Cesar Chavez Street (APNs 603-281-053 and 603-281-054).

The proposed project would be developed on a vacant pad site within the existing 10.5-acre portion of the shopping center. Improvements include a new commercial building, dual-lane drive-thru facilities, a walk-up ordering window, landscaping, parking and circulation improvements, lighting, and associated utility connections. No indoor customer seating is proposed.

The project site is designated Neighborhood Center by the General Plan and zoned Neighborhood Commercial (C-N). Drive-thru retail uses are permitted in the C-N zone subject to approval of a Conditional Use Permit pursuant to Section 17.24.020(C)(17) of the Coachella Municipal Code. Architectural Review approval is required for the construction of new commercial structures.

Existing land uses surrounding the project site are identified in Table 1 below.

Table 1

General Plan, Zoning, and Surrounding Existing Uses

	General Plan	Zoning	Surrounding Existing Uses
Site:	Neighborhood Center	(C-N) Neighborhood Commercial	Coachella Shopping Center
North:	Neighborhood Center and General Neighborhood	(C-N) Neighborhood Commercial and (R-MH) Mobile Home	Commercial Center and Coachella Mobile Home Park
South:	Neighborhood Center	(C-N) Neighborhood Commercial	Commercial Center
East:	Downtown Center	(DT-PV) Downtown	Commercial Center
West:	Suburban Neighborhood	(S-N) Suburban Neighborhood	Single-Family Dwellings and Coachella Mobile Home Park

ARCHITECTURE

The proposed project consists of a 910-square-foot drive-thru building. The proposed project is 19' 2" in height, constructed with a white board and batten façade design with "black onyx" brick. The roof and canopy structure provide a "bristol blue" metal design. The project will include an LED flex light on the roof and canopy of the structure that will provide an LED light strip that will be visible at night. The proposed trash enclosure provides a brick design that is compatible with the proposed 7 Brew building.



Figure 2 - South and West Elevations



Figure 3 - North and East Elevations



Figure 4 - Conceptual Night-time Lighting Exhibit

LANDSCAPE DESIGN:

The conceptual landscape plan for the 7 Brew project includes landscape improvements to replace missing and dried up landscaping at existing on-site parking areas, and new landscape areas that serve the proposed project. The project also includes new drought tolerant landscape improvements for the project frontage along Cesar Chavez Street. All landscape areas will include a ¾ inch landscape design and drought tolerant landscaping. The project frontage will also include 2”-4” decorative rock, landscape boulders, shrubs, and Mexican Fan Palms.

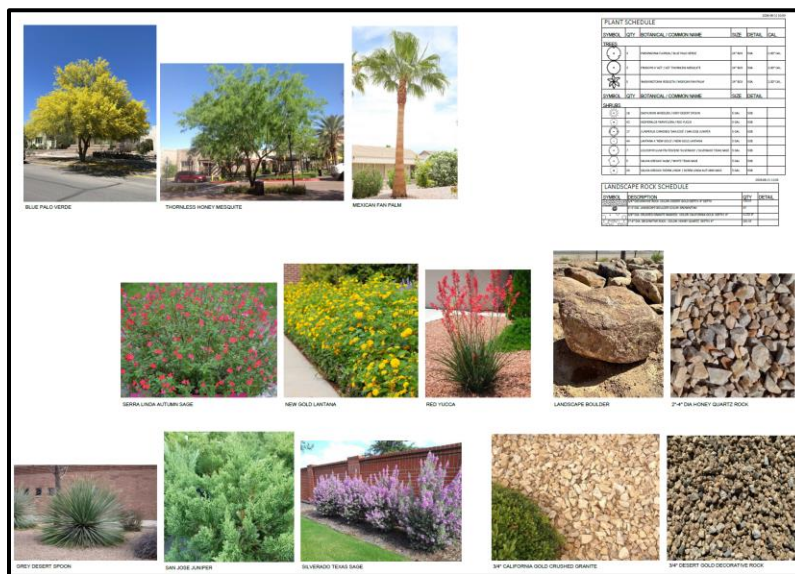


Figure 5 - Landscape Palette

PARKING/MINOR MODIFICATION:

The proposed 7 Brew building is required to provide 5 parking spaces to accommodate the proposed building use, in accordance with the City Parking Ordinance. Per Section 17.54.010(C)(4)(m) of the Coachella Municipal Code, a drinking establishment that is required to provide one space for each forty-five (45) square feet of customer area, plus one space for each

two hundred (200) square feet of noncustomer area. The project provides 7 new parking spaces. As a result, the project is compliant with the City Parking Ordinance.

The proposed 7 Brew building is constructed over 47 existing parking spaces for the existing shopping center. Staff found that the existing shopping center is required to provide 492 required parking spaces, pursuant to Section 17.54.010(C)(1), the existing commercial building would be required to provide one (1) parking space per two hundred fifty (250) square feet of gross floor area. The existing commercial center has an existing 501 available parking spaces, and the construction of the project would reduce parking below the minimum required parking spaces for the center. The applicant requests a minor modification in accordance with Section 17.70.120 of the Coachella Municipal Code. If a minor modification is approved to reduce parking by 10%, the shopping center is required to provide a minimum of 443 parking spaces. The project would reduce overall parking for the center to 454 parking spaces, 11 spaces more than the minimum of 443 parking spaces required with the approval of a 10% minor modification approval. As a result, if the minor modification of a 10% reduction of the site parking is approved by the Planning Commission for the project, the project would provide sufficient parking. Staff recommends approval of a 10% reduction of parking and recommends the findings as listed below. Attached to this report is a parking analysis.

The scope of work for the project includes slurry seal improvements of the parking lot surrounding the proposed project. The project will also remove two existing driveways within project limits and replace them with new ADA compliance commercial driveways to the satisfaction of the City Engineer, as required by conditions of approval for the project.

Coachella Shopping Center (Today)

Minimum Required Parking Spaces (Municipal Code)	492 Spaces
Existing Available Parking Spaces	501 Spaces (Compliant)

Coachella Shopping Center (After Construction of 7 Brew Project)

Minimum Required Parking Spaces (Municipal Code)	492 Spaces
Available Parking Spaces (After Construction)	454 Spaces (Non-Compliant)

Coachella Shopping Center (Approval of 10% Minor Modification)

Minimum Required Parking Spaces (10% Minor Modification)	443 Spaces
Existing Available Parking Spaces	454 Spaces (Compliant)

CONSISTENCY WITH GENERAL PLAN

The project site is within the Neighborhood Center land use designation of the City's General Plan 2035 Update (General Plan). This designation creates a concentration of commercial businesses and civic amenities—often mixed with multi-family housing—within convenient walking or biking distance of nearby neighborhoods. Centers provide gathering places for the residents of

surrounding neighborhoods and are ideal locations for high-quality transit stops. Generally located at the intersection of two major roadways, Neighborhood Centers balance the need to provide convenient access and parking for passing motorists with the need to provide a comfortable, walkable environment for shoppers and diners. Buildings face public streets (either the primary roadway or new internal streets) with attractive shopfronts designed to display merchandise, dining rooms,, patios and signage to passersby. Streets connect the center to adjacent neighborhoods and to the urban corridor(s), providing convenient access on foot or by bike from residences to retail amenities and to transit.

Allowed land uses include primarily neighborhood-serving retail and services, with residential uses on upper floors of mixed-use buildings and in multi-family buildings at the edge of the center where it transitions to the adjoining neighborhood. The allowed development intensity is 15-40 du/ac, and a FAR of 0.5 and 1.5. The proposed project does not propose residential development, and does not exceed the maximum FAR of the Neighborhood Center general plan designation. The project meets the intent and purpose, intended physical character, allowed land uses, and development intensity allowed in the Neighborhood Center general plan designation. The project is compatible with the design standards for network connectivity, street design, parks and open space, and urban form guidelines of the Neighborhood Center general plan designation.

The project is within Subarea 4 – Harrison Street Corridor. The Harrison Street corridor extends from approximately 54th Avenue north to the intersection of Harrison Street and SR111 (at approximately 49th Avenue). Presently, the corridor is an automobile oriented roadway with shopping centers, large surface parking lots and limited pedestrian facilities. Over time, the Harrison Street Corridor will become a pedestrian-oriented mixed-use corridor with a diverse mix of retail, commercial and residential uses. New development will be more urban in design with buildings that frame the street and parking located back of the buildings. While transformed over time, the corridor will continue to serve as a major thoroughfare and a major retail street for the City, focusing on goods and services that meet the daily needs of residents. The project proposes a drive-thru retail use that is consistent with the uses and policy direction envisioned by Subarea 4 – Harrison Street Corridor.

CONSISTENCY WITH ZONING

The Project site is within the Neighborhood Commercial (C-N) zone, which implements the Neighborhood Center land use designation. The Project is subject to the Zoning Ordinance of the City of Coachella which includes Chapter 17.24 – C-N Neighborhood Commercial Zone. The Project proposes a drive-thru retail use, which is a permitted land use subject to obtaining a conditional use permit within the C-N zone. The project is compliant with the permitted uses and property development standards of Chapter 17.24 C-N Neighborhood Commercial Zone, as indicated in Table 1 below.

Table 1 – (C-N) Property Development Standards Compliance

Zoning Ordinance	Complies with Code?
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<u>Residential Density.</u> 15-40 du/ac	N/A. No residential development proposed.
<u>Lot Area Requirements.</u> Minimum Lot Area: 5,000 SF Minimum Lot Width: 50 SF Minimum Lot Depth: None. Maximum Lot Coverage: No Limit.	Yes. The project uses an existing lot, and does not propose to subdivide the lot.
Yard Requirements Front Yard: Where one or both adjoining zones are residential, a yard shall be provided which is equal in depth to the average of the required front yards of the adjoining zones Side Yard: Where a C-N (Neighborhood Commercial) zone adjoins a street or a residential zone, there shall be a side yard of not less than ten (10) feet on the side or sides adjoining such street or residential zone. In the case of a reversed corner lot, the side yard adjoining the street shall be not less than the required front yard of the adjoining key lot to the rear. Rear Yard. Where the C-N (Neighborhood Commercial) zone adjoins a residential zone, there shall be a rear yard of not less than ten (10) feet adjoining that residential zone. In the case of a building or structure for residential use, there shall be a rear yard of not less than twenty (20) feet. Permitted Encroachments in Required Rear Yard. The yards required in subsections 1—3 of this section may be used as part of an automobile parking area, provided however that a minimum three-foot wide screen planting strip shall be maintained adjacent to the planned highway right-of-way line. Landscape. Maintain Landscape and Weekly Pressure Washing Schedule	Yes. Front Yard. The proposed is located at APN 603-281-053, the northern and southern parcel are the same C-N zone and not a residential zone. Therefore, N/A. Side Yard. Same as above, N/A Rear Yard. Same as above, N/A Permitted Encroachments in Required Rear Yard. Same as above, N/A Landscape. Compliant, per Condition of Approval.

<u>Height Limit.</u>	Yes.
Four stories or fifty (50) feet, whichever is less	The project height is 19'2"
<u>Distance Between Buildings</u>	Yes.
Buildings not actually adjoining shall be provided with a minimum eight-foot separation.	
<u>Off-Street Parking and Loading.</u>	Yes, upon approval of a 10% minor modification
Off-street parking and loading facilities shall be provided in accordance with the provisions of Section 17.54.010.	The project is required to provide 5 parking spaces, the project provides 7 parking spaces. The commercial center requires a minimum of 492 parking spaces. A 10% minor modification would allow a minimum of 443 parking spaces. The construction of the project would modify the center to leave a remaining 454 parking spaces. Therefore, the project is compliant with parking requirements with the approval of a 10% minor modification.
<u>Screening.</u>	Yes.
Adjacent Neighborhood Screening. Where the C-N (Neighborhood Commercial) zone abuts upon any residential zone, there shall be provided screening not less than six feet or more than eight feet in height on the zoning boundary line. Said screening shall be reduced to forty-two (42) inches in height within a setback area adjacent to a street or highway. Rooftop Screening. Rooftop mechanical equipment shall be screened by a parapet wall or other architectural features. Any rooftop screening elements shall be architecturally consistent and well-integrated with overall building architecture.	Adjacent Neighborhood Screening. N/A Rooftop Screening. Compliant, per condition of approval.
<u>Landscape Setback</u>	Yes.
Residential and Hotel. The minimum perimeter landscape setback for residential or hotel projects without buildings frontages along perimeter streets shall equal at minimum	N/A, the project is not a residential or hotel project. The project is an existing developed site.

ten (10) feet at any point and have an average perimeter landscape setback of 20-foot for the entire frontage. Shade tree plantings shall be installed to provide shade of twenty (20) percent of landscape area within ten (10) years. Shade structures with cool roofing materials may be permitted in whole or in part in lieu of shade tree plantings.	
<u>Energy Efficient Design and Heat Island Reduction Strategies</u>	Yes, per condition of approval.
<u>Other Property Development Standards</u> All residential uses shall follow the site development standards for U-N (Urban Neighborhood) zone, except as noted in this subsection. Any structure originally designed or intended for residential purposes may be used for service businesses, (except clothes cleaning, etc.) as permitted in this zone, subject to all provisions of this article, and further subject to the following conditions. All uses shall be conducted entirely within a completely enclosed building, except for off-street parking and loading facilities, and automobile service stations permitted subject to Section 17.24.020(C)(3).	Yes.
<u>Cesar Chavez Street Sidewalk Improvements</u> Sidewalks shall be constructed at a minimum nine feet for new development projects. The city engineer may permit deviations from this standard to ensure connectivity between existing public improvements and that may be necessary so as not to be detrimental to the public health, safety, or welfare.	N/A. The project is an existing developed site with existing sidewalk and landscape areas.
<u>New Development on Cesar Chavez Street</u> New development projects on Cesar Chavez Street shall maximize building frontage along the street and demonstrate consistency with the Improving Neighborhood Connections Along Coachella's Harrison Street Corridor Report.	Yes. The proposed project is proposed to maximize building frontage at the shopping center. The project will be the nearest building along Cesar Chavez Street, compared to the existing buildings on-site on the subject property.

	The proposed project implements a pedestrian walkway path that leads to the public sidewalk along Cesar Chavez Street, which provides pedestrian connectivity compatible with the guidelines in the Coachella Harrison Street Corridor Report. - Harrison Corridor Plan (Page 19). <u>Improve pedestrian facilities.</u> This includes placing curb extensions wherever appropriate (e.g. at intersections of streets with on-street parking) to reduce the crossing distance and exposure, and improve visibility for both pedestrians and motorists. Prominently marking and signing crosswalks, and adding new mid-block crossing points where needed. The proposed project implements drought tolerant landscape improvements along Cesar Chavez Street, which improves the pedestrian public realm for the shopping center. Landscape improvements are compatible with the guidelines of the Coachella Harrison Street Corridor Report. - Harrison Corridor Plan (Page 19). <u>Improve the appearance of the street.</u> This can be done with <u>more trees and landscaping in planting strips, medians, and roundabouts.</u> - Harrison Corridor Plan (Page 55). Longer term projects include <u>full landscaping</u> in the corridor. - Harrison Corridor Plan (Page 57). <u>Use landscaping and street trees to enhance the public realm.</u> - Harrison Corridor Plan (page 60). Significant <u>new landscaping</u> for the area.
<u>Multi-Family</u>	N/A
<u>Architectural Review</u> Architectural Review required by the Planning Commission	Yes.

Conditional Use Permit

Pursuant to Coachella Municipal Guidelines Chapter 17.74, Conditional Uses, subject to the provisions of this chapter, the Planning Commission must make the following findings for Conditional Use Permit approval:

1. The proposed use will not be in conflict with, but will be in harmony with and in accordance with the objectives of the general plan.

The project site is within the Neighborhood Center land use designation of the City's General Plan 2035 Update (General Plan). This designation creates a concentration of commercial businesses and civic amenities—often mixed with multi-family housing—within convenient walking or biking distance of nearby neighborhoods. Centers provide gathering places for the residents of surrounding neighborhoods and are ideal locations for high-quality transit stops. Generally located at the intersection of two major roadways, Neighborhood Centers balance the need to provide convenient access and parking for passing motorists with the need to provide a comfortable, walkable environment for shoppers and diners. Buildings face public streets (either the primary roadway or new internal streets) with attractive shopfronts designed to display merchandise, dining rooms,, patios and signage to passersby. Streets connect the center to adjacent neighborhoods and to the urban corridor(s), providing convenient access on foot or by bike from residences to retail amenities and to transit.

Allowed land uses include primarily neighborhood-serving retail and services, with residential uses on upper floors of mixed-use buildings and in multi-family buildings at the edge of the center where it transitions to the adjoining neighborhood. The allowed development intensity is 15-40 du/ac, and a FAR of 0.5 and 1.5. The proposed project does not propose residential development, and does not exceed the maximum FAR of the Neighborhood Center general plan designation. The project meets the intent and purpose, intended physical character, allowed land uses, and development intensity allowed in the Neighborhood Center general plan designation. The project is compatible with the design standards for network connectivity, street design, parks and open space, and urban form guidelines of the Neighborhood Center general plan designation.

The project is within Subarea 4 – Harrison Street Corridor. The Harrison Street corridor extends from approximately 54th Avenue north to the intersection of Harrison Street and SR111 (at approximately 49th Avenue). Presently, the corridor is an automobile oriented roadway with shopping centers, large surface parking lots and limited pedestrian facilities. Over time, the Harrison Street Corridor will become a pedestrian-oriented mixed-use corridor with a diverse mix of retail, commercial and residential uses. New development will be more urban in design with buildings that frame the street and parking located back of the buildings. While transformed over time, the corridor will continue to serve as a major thoroughfare and a major retail street for the City, focusing on goods and services that meet the daily needs of residents. The project proposes a drive-thru retail use that is consistent with the uses and policy direction envisioned by Subarea 4 – Harrison Street Corridor.

As a result, the proposed use will not be in conflict with, but will be in harmony with and in accordance with the objectives of the general plan.

2.The proposed use will be located, designed, constructed, operated and maintained so as to be compatible with the existing or intended character of the general vicinity and shall not change the essential character of the same area.

The proposed project is compatible with the intended physical character guidelines of the Neighborhood Center general plan designation. Generally located at the intersection of two major roadways, Neighborhood Centers balance the need to provide convenient access and parking for passing motorists with the need to provide a comfortable, walkable environment for shoppers and diners. Buildings face public streets (either the primary roadway or new internal streets) with attractive shopfronts designed to display merchandise, dining rooms,, patios and signage to passersby. Streets connect the center to adjacent neighborhoods and to the urban corridor(s), providing convenient access on foot or by bike from residences to retail amenities and to transit. The proposed project provides a pedestrian walking path to the public sidewalk that helps ensure there is a comfortable, walkable environment for shoppers and diners.

The proposed project is compatible with the network and connectivity, street design, and parks and open space guidelines of the Neighborhood Center general plan designation. The project is proposed on an existing developed site with existing sidewalk, driveways, and internal streets. The project site plan and conditions of approval include improvements to ensure ADA compliant commercial driveways and improvements to the existing on-site landscape areas and existing landscape common area frontage along Cesar Chavez Street. The project will not be inconsistent with the network and connectivity, street design, and parks and open space guidelines of the Neighborhood Center general plan designation.

The proposed project is compatible with the urban form guidelines of the Neighborhood Center general plan designation. In the Neighborhood Center general plan designation, a variety of building types are allowed, ranging from Rowhouse/Townhouse to Main Street/Mixed-Use. Building entrances are direct from the sidewalk, generally via shopfronts. Building heights are generally one to three stories. Vehicular access is provided to parking lots via common drives detailed as small streets and by alleys. Services and trash should be located behind the buildings in alleys. The proposed project provides a high-quality commercial building design that is not incompatible with general plan guidelines. The proposed project does provide a pedestrian walkway path that provides a direct connection to the sidewalk along Cesar Chavez Street. The proposed project is a one-story building that is 19'2" in height. The proposed project will improve existing commercial driveways to be ADA compliant as required by the conditions of approval for the project. The proposed trash enclosure provides a brick design compatible with the main building design and is located behind the building and not facing Cesar Chavez Street.

As a result, the proposed use will be located, designed, constructed, operated and maintained so as to be compatible with the existing or intended character of the general vicinity and shall not change the essential character of the same area.

3.Consideration is to be given to harmony in scale, bulk, coverage and density, to the availability of public facilities and utilities, to harmful effect, if any, upon desirable neighborhood character, to the generation of traffic and the capacity of surrounding streets, and to any other relevant impact of the development.

The proposed project is physically suitable for the proposed project. The proposed project is compatible with the general plan guidelines of the Neighborhood Center general plan designation. The project is not in conflict with the density requirements and development intensity of the Neighborhood Center general plan designation.

The project is proposed on an existing developed site with existing sidewalk, driveways, and internal streets. The project site plan and conditions of approval include improvements to ensure ADA compliant commercial driveways and improvements to the existing on-site landscape areas and existing landscape common area frontage along Cesar Chavez Street. Infrastructure to serve the proposed parcels have been assessed and determined to be available from the water and electric utilities. Furthermore, the site is an existing developed site therefore there are no topographical constraints and the proposed uses are consistent with that has been analyzed in the General Plan and Coachella Municipal Code. Therefore, it can be determined that the proposed subdivision is physically suitable for the site.

As a result, it can be determined that the proposed project is physically suitable for the site, and that that consideration was given to harmony in scale, bulk, coverage and density, to the availability of public facilities and utilities, to harmful effect, if any, upon desirable neighborhood character, to the generation of traffic and the capacity of surrounding streets, and to any other relevant impact of the development.

4.Where the proposed use may be potentially hazardous or disturbing to existing or reasonably expected neighboring uses, it must be justified by the common public interest as a benefit to the community as a whole.

The proposed development will not be detrimental to the public health, safety, or welfare, nor materially injurious to properties and improvements in the vicinity, as the project consists of a new 910 square foot drive-thru retail use in an existing commercial shopping center. The proposed project design is consistent with applicable General Plan and Zoning Code requirements. The project site plan and conditions of approval include improvements to ensure ADA compliant commercial driveways and improvements to the existing on-site landscape areas and existing landscape common area frontage along Cesar Chavez Street. Any future modifications to the site or structure shall obtain all applicable permits and licenses prior to the completion of tenant improvements and operations. For these reasons, the proposed project would be compatible with the surrounding Neighborhood Center, Suburban Neighborhood, Downtown Center general plan designation as envisioned by the General Plan. Therefore, the proposed project is not anticipated to be potentially hazardous or disturbing to existing or reasonably expected neighboring uses, the project is justified by the common public interest as a benefit to the community as a whole.

5.The proposed use will include vehicular approaches to the property designed for reasonable minimal interference with traffic on surrounding public streets or roads.

The project is proposed within an existing shopping center, an existing developed site that has existing sidewalk, driveways, and internal streets. The project site plan and conditions of approval will require improvements to ensure ADA compliant commercial driveways and improvements to the existing on-site landscape areas and existing landscape common area frontage along Cesar Chavez Street. The existing shopping center has five existing vehicular access points which include two located on the south side of the shopping center that provide access to Avenue 50, and three located on the east side of the shopping center that provide access to Cesar Chavez Street. The existing vehicular access driveways to the property were determined suitable for the proposed use by the City Engineer/Public Works Director and the Riverside County Fire Marshall. As a result, the conditions of approval and the existing vehicular approaches to the property are designed for reasonable minimal interference with traffic on surrounding public streets or roads.

Conclusion:

Staff concludes that the findings set forth in Coachella Municipal Code Chapter 17.74.020 can affirmatively be made for the proposed Conditional Use Permit No. 402, a proposed drive-thru retail use. The proposed conditional use is in harmony with and in accordance with the objectives of the general plan. The proposed project is located, designed, constructed, operated and maintained so as to be compatible with the existing or intended character of the general vicinity and shall not change the essential character of the same area. Consideration was given to harmony in scale, bulk, coverage and density, to the availability of public facilities and utilities, to harmful effect, if any, upon desirable neighborhood character, to the generation of traffic and the capacity of surrounding streets, and to any other relevant impact of the development. It is determined that the project is justified by the common public interest as a benefit to the community as a whole. The proposed use will include vehicular approaches to the property designed for reasonable minimal interference with traffic on surrounding public streets or roads. The required conditions of approval ensure the Project will not be detrimental to the public health, safety, or welfare, and the conditions prevent material injury to properties or improvements in the vicinity.

Architectural Review

Pursuant to Coachella Municipal Guidelines Chapter 17.72, Architectural Review, subject to the provisions of this chapter, the Planning Commission must make the following findings for Architectural Review approval:

1. The proposed project is consistent with the General Plan.

The project site is within the Neighborhood Center land use designation of the City's General Plan 2035 Update (General Plan). This designation creates a concentration of commercial businesses and civic amenities—often mixed with multi-family housing—within convenient walking or biking distance of nearby neighborhoods. Centers provide gathering places for the residents of surrounding neighborhoods and are ideal locations for high-quality transit stops. Generally located at the intersection of two major roadways, Neighborhood Centers balance the need to provide convenient access and parking for passing motorists with the need to provide a comfortable, walkable environment for shoppers and diners. Buildings face public streets (either the primary roadway or new internal streets) with attractive shopfronts designed to display merchandise, dining rooms,, patios and signage to passersby. Streets connect the center to adjacent neighborhoods and to the urban corridor(s), providing convenient access on foot or by bike from residences to retail amenities and to transit.

Allowed land uses include primarily neighborhood-serving retail and services, with residential uses on upper floors of mixed-use buildings and in multi-family buildings at the edge of the center where it transitions to the adjoining neighborhood. The allowed development intensity is 15-40 du/ac, and a FAR of 0.5 and 1.5. The proposed project does not propose residential development, and does not exceed the maximum FAR of the Neighborhood Center general plan designation. The project meets the intent and purpose, intended physical character, allowed land uses, and development intensity allowed in the Neighborhood Center general plan designation. The project is compatible with the design standards for network connectivity, street design, parks and open space, and urban form guidelines of the Neighborhood Center general plan designation.

The project is within Subarea 4 – Harrison Street Corridor. The Harrison Street corridor extends from approximately 54th Avenue north to the intersection of Harrison Street and SR111 (at approximately 49th Avenue). Presently, the corridor is an automobile oriented roadway with shopping centers, large surface parking lots and limited pedestrian facilities. Over time, the Harrison Street Corridor will become a pedestrian-oriented mixed-use corridor with a diverse mix of retail, commercial and residential uses. New development will be more urban in design with buildings that frame the street and parking located back of the buildings. While transformed over time, the corridor will continue to serve as a major thoroughfare and a major retail street for the City, focusing on goods and services that meet the daily needs of residents. The project proposes a drive-thru retail use that is consistent with the uses and policy direction envisioned by Subarea 4 – Harrison Street Corridor. As a result, the proposed project is consistent with the General Plan.

2. The proposed project complies with zoning regulations.

The Project site is within the Neighborhood Commercial (C-N) zone, which implements the Neighborhood Center land use designation. The Project is subject to the Zoning Ordinance of the City of Coachella which includes Chapter 17.24 – C-N Neighborhood Commercial Zone. The Project proposes a drive-thru retail use, which is a permitted land use subject to obtaining a conditional use permit within the C-N zone. The project is compliant with the intent and purpose, permitted uses, and property development standards of Chapter 17.24 C-N Neighborhood Commercial Zone.

The project would require approval of a minor modification to approve a 10% reduction in parking for the existing shopping center. The project itself meets parking requirements, however the

construction of the proposed project will remove parking spaces utilized by the center and would require approval of a minor modification to ensure the shopping center is in compliance with the Parking Ordinance of the Coachella Municipal Code. The proposed 7 Brew building is constructed over 47 existing parking spaces for the existing shopping center. The existing shopping center is required to provide 492 required parking spaces, pursuant to Section 17.54.010(C)(1), the existing commercial building would be required to provide one (1) parking space per two hundred fifty (250) square feet of gross floor area. The existing commercial center has an existing 501 available parking spaces, and the construction of the project would reduce parking below the minimum required parking spaces for the center. The applicant requests a minor modification in accordance with Section 17.70.120 of the Coachella Municipal Code. The approval of a minor modification to reduce parking by 10% would result in a minimum of 443 parking spaces required for the existing shopping center. The project would reduce overall parking for the center to 454 parking spaces, 11 spaces more than the minimum of 443 parking spaces required with the approval of a 10% minor modification approval. As a result, approval of a minor modification for a 10% reduction in required parking for the existing shopping center would ensure the parking for the existing shopping center is consistent with the Coachella Municipal Code requirements. As a result, the proposed project complies with zoning regulations.

3. The proposed project is consistent with the city's design guidelines.

The location of the project site has a General Plan land use designation of Neighborhood Center. The project is compatible with the design standards for network connectivity, street design, parks and open space, and urban form guidelines of the Neighborhood Center general plan designation.

The proposed project consists of a 910-square-foot drive-thru coffee building. The proposed project is 19' 2" in height, constructed with a white board and batten façade design with "black onyx" brick. The roof and canopy structure provide a "bristol blue" metal design. The project will include a led flex light on the roof and canopy of the structure that will provide a led light strip that will be visible at night. The proposed trash enclosure provides a brick design that is compatible with the proposed 7 Brew building. The proposed project is consistent with the property development standards of the Neighborhood Commercial (C-N) zone. For the foregoing reasons, the project is consistent with the city's design guidelines.

4. The proposed development will not be detrimental to the public health, safety, or welfare, or materially injurious to properties and improvements in the vicinity.

The proposed development will not be detrimental to the public health, safety, or welfare, nor materially injurious to properties and improvements in the vicinity, as the project consists of a new 910 square foot drive-thru retail use in an existing commercial shopping center. The proposed project design is consistent with applicable General Plan and Zoning Code requirements. The project site plan and conditions of approval include improvements to ensure ADA compliant commercial driveways and improvements to the existing on-site landscape areas and existing landscape common area frontage along Cesar Chavez Street. Any future modifications to the site or structure shall obtain all applicable permits and licenses prior to the completion of tenant

improvements and operations. For these reasons, the proposed project would be compatible with the surrounding Neighborhood Center, Suburban Neighborhood, Downtown Center general plan designation as envisioned by the General Plan. Therefore, the proposed project is not anticipated to be potentially hazardous or disturbing to existing or reasonably expected neighboring uses, the project is justified by the common public interest as a benefit to the community as a whole

5. The proposed project is located, designed, constructed, operated and maintained so as to be compatible with the existing or intended character of the general vicinity and shall not change the essential character of the same area.

The proposed project is compatible with the intended physical character guidelines of the Neighborhood Center general plan designation. Generally located at the intersection of two major roadways, Neighborhood Centers balance the need to provide convenient access and parking for passing motorists with the need to provide a comfortable, walkable environment for shoppers and diners. Buildings face public streets (either the primary roadway or new internal streets) with attractive shopfronts designed to display merchandise, dining rooms, patios and signage to passersby. Streets connect the center to adjacent neighborhoods and to the urban corridor(s), providing convenient access on foot or by bike from residences to retail amenities and to transit. The proposed project provides a pedestrian walking path to the public sidewalk that helps ensure there is a comfortable, walkable environment for shoppers and diners.

The proposed project is compatible with the network and connectivity, street design, and parks and open space guidelines of the Neighborhood Center general plan designation. The project is proposed on an existing developed site with existing sidewalk, driveways, and internal streets. The project site plan and conditions of approval include improvements to ensure ADA compliant commercial driveways and improvements to the existing on-site landscape areas and existing landscape common area frontage along Cesar Chavez Street. The project will not be inconsistent with the network and connectivity, street design, and parks and open space guidelines of the Neighborhood Center general plan designation.

The proposed project is compatible with the urban form guidelines of the Neighborhood Center general plan designation. In the Neighborhood Center general plan designation, a variety of building types are allowed, ranging from Rowhouse/Townhouse to Main Street/Mixed-Use. Building entrances are direct from the sidewalk, generally via shopfronts. Building heights are generally one to three stories. Vehicular access is provided to parking lots via common drives detailed as small streets and by alleys. Services and trash should be located behind the buildings in alleys. The proposed project provides a high-quality commercial building design that is not incompatible with general plan guidelines. The proposed project does provide a pedestrian walkway path that provides a direct connection to the sidewalk along Cesar Chavez Street. The proposed project is a one-story building that is 19'2" in height. The proposed project will improve existing commercial driveways to be ADA compliant as required by the conditions of approval for the project. The proposed trash enclosure provides a brick design compatible with the main building design and is located behind the building and not facing Cesar Chavez Street.

As a result, the proposed project is located, designed, constructed, operated and maintained so as to be compatible with the existing or intended character of the general vicinity and shall not change the essential character of the same area-

6. Processing and approval of the permit application are in compliance with the requirements of the California Environmental Quality Act (Minor Modification).

The Project is categorically exempt from the provisions of the California Environmental Quality Act under State CEQA Guidelines section 15303 – Class 3 New Construction or Conversion of Small Structures. Examples of Class 3 exempted projects include stores, restaurants or similar structures that do not involve the use of significant amounts of hazardous substances and do not exceed 2500 square feet in floor area. Here, the Project consists of the construction of a 910-square-foot drive-thru coffee building on a developed 10.5 lot located at 49723 Cesar Chavez Street (APN 603-281-053) on a site zoned for such uses. The Project does not involve the use of significant amounts of hazardous substances, and all necessary public services and facilities are available. Therefore, the Project falls within the Class 3 exemption.

Furthermore, none of the exceptions to the use of categorical exemptions set forth in State CEQA Guidelines Section 15300.2 apply. The Project will not impact an environmental resource of hazardous or critical concern where designated, precisely mapped, and officially adopted pursuant to law by federal, state, or local agencies. There is no possibility of a significant cumulative impact as staff does not anticipate that other projects of the same type will take place at the Project site or the surrounding area. The Project does not present any unusual circumstances such as unusual resources, an unusual location, or unusual physical qualities inherent to the Project site that might result in significant impacts. The Project area is developed and does not contain any environmentally sensitive areas. The Project would not damage any scenic resources, including trees, historic buildings, rock outcroppings or similar resources, within a highway officially designated as a state scenic highway. The Project is not located on a hazardous waste site or any other site included on a list compiled pursuant to Government Code section 65962.5 and the proposed Project will not cause a substantial adverse change in the significance of a historical resource because there are no historical resources near the proposed Project such that Project impacts would not have any substantial adverse changes in the significance of a historical resource. A Notice of Exemption should be prepared and filed with the County Clerk and the State Clearinghouse within five working days of approval of the Project.

Conclusion:

Staff concludes that the findings set forth in Coachella Municipal Code Chapter 17.72.010 be made for the proposed Architectural Review No. 26-03 for the 7 Brew drive-thru coffee building. Staff concludes that the findings set forth in Coachella Municipal Code Chapter 17.70.120 be made for the proposed minor modification to allow a 10% numeric deviation from the minimum required parking for the existing shopping center. The proposed project is consistent with the general plan. The proposed project complies with zoning regulations. The proposed project is consistent with the city's design guidelines. The proposed development will not be detrimental to the public health, safety, or welfare, or materially injurious to properties and improvements in the vicinity. The

proposed project is located, designed, constructed, operated and maintained so as to be compatible with the existing or intended character of the general vicinity and shall not change the essential character of the same area. The proposed project processing and approval of the permit application are in compliance with the requirements of the California Environmental Quality Act.

PUBLIC HEARING NOTICE:

A notice of public hearing to consider the Project was published in the Desert Sun, the newspaper of record, on June 21, 2026, and a public hearing notice was mailed to property owners within a radius of 300- feet of the subject property on June 17, 2026, pursuant to Section 17.74.010(G) of the Coachella Municipal Code. At the time of issuance of this staff report, staff had not received public comments on this application.

ENVIRONMENTAL REVIEW:

The Project is categorically exempt from the provisions of the California Environmental Quality Act under State CEQA Guidelines section 15303 – Class 3 New Construction or Conversion of Small Structures. Examples of Class 3 exempted projects include stores, restaurants or similar structures that do not involve the use of significant amounts of hazardous substances and do not exceed 2500 square feet in floor area. Here, the Project consists of the construction of a 910-square-foot drive-thru coffee building on a developed 10.5 lot located at 49723 Cesar Chavez Street (APN 603-281-053 and 603-281-054) on a site zoned for such uses. The Project does not involve the use of significant amounts of hazardous substances, and all necessary public services and facilities are available. Therefore, the Project falls within the Class 3 exemption.

Furthermore, none of the exceptions to the use of categorical exemptions set forth in State CEQA Guidelines Section 15300.2 apply. The Project will not impact an environmental resource of hazardous or critical concern where designated, precisely mapped, and officially adopted pursuant to law by federal, state, or local agencies. There is no possibility of a significant cumulative impact as staff does not anticipate that other projects of the same type will take place at the Project site or the surrounding area. The Project does not present any unusual circumstances such as unusual resources, an unusual location, or unusual physical qualities inherent to the Project site that might result in significant impacts. The Project area is developed and does not contain any environmentally sensitive areas. The Project would not damage any scenic resources, including trees, historic buildings, rock outcroppings or similar resources, within a highway officially designated as a state scenic highway. The Project is not located on a hazardous waste site or any other site included on a list compiled pursuant to Government Code section 65962.5 and the proposed Project will not cause a substantial adverse change in the significance of a historical resource because there are no historical resources near the proposed Project such that Project impacts would not have any substantial adverse changes in the significance of a historical resource. A Notice of Exemption should be prepared and filed with the County Clerk and the State Clearinghouse within five working days of approval of the Project.

CUP No. 402 ALTERNATIVES:

- 1) Adopt Resolution No. PC2026-21 to conditionally approve CUP No. 402 with the findings and conditions as recommended by Staff.
- 2) Adopt Resolution No. PC2026-21 to conditionally approve CUP No. 402 with the findings and conditions as recommended by Staff, with modifications as proposed by Planning Commission.
- 3) Deny Resolution No. PC2026-21.
- 4) Continue this item and provide staff and the applicant with direction.

AR No. 26-03 ALTERNATIVES:

- 1) Adopt Resolution No. PC2026-22 to conditionally approve AR No. 26-03 with the findings and conditions as recommended by Staff.
- 2) Adopt Resolution No. PC2026-22 to conditionally approve AR No. 26-03 with the findings and conditions as recommended by Staff, with modifications as proposed by Planning Commission.
- 3) Deny Resolution No. PC2026-22.
- 4) Continue this item and provide staff and the applicant with direction.

RECOMMENDED ALTERNATIVE(S):

Staff recommends Alternative #1 for CUP No. 402 and AR No. 26-03.

Attachments:

1. Resolution No. PC2026-21 (CUP)
 - a. Exhibit A – Conditions of Approval
 - b. Exhibit B – Development Plan Set
2. Resolution No. PC2026-21(AR)
 - a. Exhibit A – Conditions of Approval
 - b. Exhibit B – Development Plan Set
3. 7 Brew Letter - Energy Efficient Design & Heat Island Reduction Compliance
4. Staff Parking Analysis
5. Published Copy of the Notice of Public Hearing
6. Site Photos