



STAFF REPORT

CATHEDRAL CITY **PLANNING COMMISSION**

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**MEETING DATE:** May 15, 2024

**CASE NO.:** Conditional Use Permit No. 23-004

**APPLICANT:** Dutch Bros Coffee, John Caglia

**LOCATION:** 34051 Date Palm Drive (APN: 687-440-011)

**REQUEST:** Approval of a Conditional Use Permit to demolish an existing vacant commercial building and construct a new 950 square-foot drive-thru Dutch Bros Coffee use with an outside eating area within the Cathedral City Marketplace shopping center in the PCC (Planned Community Commercial) Zoning District (hereinafter referred to as "Project").

**STAFF  
PLANNER:** Manuel Rocha, Assistant Planner

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**RECOMMENDATION:**

**FIND** that the Project is exempt from the California Environmental Quality Act (CEQA) pursuant to Section No. 15303, Class No. 3 (New Construction or Conversion of Small Structures).

**APPROVE** Conditional Use Permit No. 23-004, subject to the attached Conditions of Approval and based on the findings contained in the staff report.

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**FINDINGS:**

**FIND** that the project is Categorically Exempt pursuant to Section No. 15303, Class No. 3 (New Construction or Conversion of Small Structures) of the State CEQA Guidelines, as the project consists of the construction of a restaurant not involving the use of significant amounts of hazardous substances, and not exceeding 2,500 square feet in floor area.

**APPROVE CONDITIONAL USE PERMIT NO.** 23-004, subject to the attached conditions of approval and based on the following findings:

1. The Project, is located within the Cathedral City Marketplace shopping center, within the

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PCC (Planned Community Commercial) Zoning District, is authorized as a conditional use per the City of Cathedral City Zoning Ordinance, Chapters 9.30 and 9.72;

2. The Project is desirable for the development of the community in that it provides a desired service for local residents, is in harmony with the various elements or objectives of the General Plan, and is not detrimental to existing uses or to uses specifically permitted in the PCC Zoning District;

3. All of the yards, setbacks and walls or fences, landscaping and other features for the Project is adequate in size and shape to accommodate such use and has been reviewed, and specific conditions added, to ensure that the Project is compatible with the existing or permitted future uses in the neighborhood;

4. The site for the Project relates properly to Date Palm Drive and Dinah Shore Drive which and designed and improved to carry the type and quantity of traffic generated or to be generated by the Project; and

5. The applicant agrees to comply with any and all the conditions imposed by the Planning Commission or be subject to a revocation hearing.

#### **BACKGROUND/ ANALYSIS:**

The Applicant, Dutch Bros Coffee represented by John Caglia, submitted a Conditional Use Permit (CUP) application on April 14, 2023, for a 950 square foot drive-thru Dutch Bros. Coffee use with an outside eating area located at 34051 Date Palm Drive within the Cathedral City Marketplace shopping center.

The project site is located within the PCC (Planned Community Commercial) Zoning District. Pursuant to Chapter 9.30 of the Cathedral City Municipal Code (CCMC), a restaurant with a drive-thru is a conditionally permitted use within the PCC Zoning District, subject to the approval of a CUP. A Conditional Use Permit requires review by the Architectural Review Committee (ARC) and Planning Commission.

The Cathedral City Marketplace shopping center is located on the southwest corner of Dinah Shore Drive and Date Palm Drive. It was originally developed in the 1990s and is comprised of several multi-tenant and stand-alone buildings. Some of the businesses within the shopping center include retail shops and restaurants, a gas station (Mobil), a commercial gym (Planet Fitness), and the Food 4 Less grocery store. Adjacent to the south and west of the center are mobile home communities, to the north are both single-family residential and a pharmacy (Walgreens), and to the east are commercial multi-tenant buildings.

The project site is located just south of IHOP. On the project site is an existing 4,000 square-foot vacant commercial building that was built in 1991 and previously occupied by AutoZone. As part of this proposed project the building and site improvements will be demolished to construct the new drive-thru use and supporting site improvements.

The 950 square foot drive-thru use will have an outside eating area, and a dual drive-thru lane to accommodate stacking for up to 18 vehicles. The building will be constructed near the southern portion of the project site. It will include a separate customer window that is oriented on the south side of the building to serve pedestrian walk-up traffic only. 6 parking

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stalls will be available within the property, including an ADA van accessible stall. Additional reciprocal parking will be accessible to the west of the property. Additional improvements to the site include a 10-foot by 25-foot loading area, bike rack storage and a new trash enclosure constructed to City standard. Egress and ingress to the site will be provided from Date Palm Drive and Dinah Shore Drive and a designated pedestrian path to the sidewalk along Date Palm Drive will remain.

### **Operational Measures**

The typical business hours for Dutch Bros Coffee are from 5:00 a.m. to 11:00 p.m. on each day of the week. The applicant has indicated that the proposed use may extend business hours of operation to 24 hours on a seasonal or permanent basis in the future. Should the hours be extended, no additional approvals are required.

Dutch Bros Coffee will implement a runner system at the proposed facility that is designed to increase speed and efficiency in serving drive-thru customers. Dutch Bros Coffee employees travel from vehicle to vehicle to greet customers and take orders. These "runners" utilize a handheld device to transmit customer's orders to the multiple drink stations inside the building. Additionally, runners will charge individuals while in line, so by the time they arrive at the service window, they may pick up their order and be on their way. The drive-thru will not include any speaker boxes. All customer orders are taken in person either at the window or with a runner that carries a handheld device to transmit orders to the kitchen. This ordering process minimizes noise impacts and decreases the amount of vehicle idling at menu boards that are common at traditional drive-thru facilities.

Approximately eight (8) employees will work on site during peak hours. Approximately three (3) or four (4) staff will be dedicated to the parking area throughout the day to take orders and receive payments. One (1) person's sole responsibility will be traffic control. All staff are required to attend a monthly shop meeting to discuss traffic plans in detail. Tactics will include instructing all vehicles to pull forward as close as possible to utilize the maximum queuing available, directing cars into the waiting area or the escape lane if needed, and ensuring no cars are blocking the road areas they are not allowed to block.

### **Development Standards**

Based on the proposed design, the project complies with applicable PCC requirements, including the building height, parking, and landscaping. The overall height of the proposed building does not exceed the maximum allowed height of 36 feet and the site accommodates the minimum parking requirement of 5 parking stalls.

#### *Landscaping*

Desert landscape will be provided throughout the project site and along the right-of-way of Date Palm Drive. A condition of approval has been added requiring enhancement to the landscape are fronting Date Palm Drive around the drainage easement, at the project's access point at Date Palm Drive, and around the monument sign. In addition, a condition has been added requiring landscape planters to be interspersed within the proposed cobble stone area along the drive-thru lane. The Final Landscape Plan will be reviewed and approved by the Coachella Valley Water District (CVWD) to ensure compliance with water efficiency requirements.

### **Drive-Thru**

Approximately 440 feet of stacking space is available behind the drive-thru window to provide queuing for up to 18 vehicles. Adjacent to the east is the drive-thru lane that will

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wrap around the western and southern perimeter of the property to allow for adequate vehicle stacking. The dual drive-thru lanes will start at the northwest corner of the property and extend along the north property line. The drive-thru turns south, parallel to Date Palm Drive, to reach the drive-thru window on the north building façade. The applicant proposes to install a short block wall adjacent to the east of the drive-thru lane to screen vehicles in the drive-thru from Date Palm Drive.

### **Architecture**

The building will have a contemporary architecture style and is designed in accordance with the chain's corporate architecture. The elevations of the building will incorporate a variety of materials including a combination of stone veneer and stone veneer sill throughout the base and columns, and metal ribbed siding throughout the body and tower of the building. Parapet walls range in height from 12 feet, 10 inches, to a maximum of 24 feet. Canopy awnings will be provided over all entrances and service doors, including a large 300 square foot canopy over the customer walk-up service window, providing window protection. The building will also include decorative aluminum metal awnings and patios on the north and south elevations. The proposed color scheme is reflective of the restaurant's corporate colors which include Dutch Bros Dark Gray, Dutch Bros Light Gray, and Dutch Bros Blue color.

### **Architectural Review Committee**

The Architectural Review Committee (ARC) reviewed the project, including the site layout and design, on May 1, 2024. The ARC was complimentary of the project and recommended Planning Commission approval of the Project with a vote of 3-0.

### **ENVIRONMENTAL REVIEW:**

Staff has determined that the project qualifies for a Categorical Exemption under Section No. 15303 (Class No. 3, New Construction or Conversion of Small Structures) of the State CEQA Guidelines.

NOTE: The City of Cathedral City Planning Department is custodian of the documents or other material, which constitute the record of proceedings upon which this decision is based.

### **PUBLIC NOTIFICATION:**

This project and the environmental determination were publicly noticed in accordance with the requirements contained in the City Municipal Code and the California Environmental Quality Act (CEQA).

### **ATTACHMENTS:**

- Attachment No. 1 - Conditions of Approval
- Attachment No. 2 - Cover Sheet with Site Plan
- Attachment No. 3 - Site Plan
- Attachment No. 4 - Overall Site Map
- Attachment No. 5 - Elevations
- Attachment No. 6 - Material Board
- Attachment No. 7 - Preliminary Landscape Plan
- Attachment No. 8 - Public Hearing Notice

## Attachment No. 9 - Notice of Exemption