



STAFF REPORT

CATHEDRAL CITY ARCHITECTURAL REVIEW COMMITTEE

MEETING DATE: July 17, 2024

CASE NO.: Specific Plan Amendment 99-58-A (Uptown Village Specific Plan) and Design Review 23-003 Rosemount Storage Project

APPLICANT: Three Mile Hollow, Jason Borg

LOCATION: East side of Date Palm Drive, between McCallum Way and Rosemount Road

REQUEST: Review Specific Plan Amendment 99-58-A proposing to amend the Uptown Village Specific Plan to create a new Planning Unit 4 within a 7.16-acre Project Site of the Specific Plan and provide corresponding development standards for buildout of Planning Unit 4 and Design Review 23-003 for the development of the 7.16 acres proposed to be constructed in phases and under two different buildout scenarios. Scenario 1 contemplates a self-storage facility with various retail and restaurants with a total square footage of 133,243 square feet, whereas Scenario 2 contemplates self-storage facility, retail, and a Grocery Store/Big Box Retail building with a total area of 169,779 square feet.

**STAFF
PLANNER:** Sandra Molina, Deputy Director of Development Services

RECOMMENDATION:

Review Specific Plan Amendment 98-55-A and Design Review 23-003 and recommend Planning Commission approval of the project.

PROJECT SUMMARY:

The Applicant, Jason Borg, submitted Specific Plan Amendment 98-55-A (SPA) and Design Review 23-003 (DR) on December 28, 2023, for the development of a two-story, 115,000 square foot self-storage facility and future commercial uses on a 7.16-acre site located on the east side of Date Palm Drive, between McCallum Way and Rosemount Road (Assessor Parcel Numbers 670-110-048-, 670-110-049, 670-110-050, 670-110-051, 670-110-052, 670-110-053, 670-110-056). The self-storage facility will provide up to 842 storage units ranging in size from twenty-five (25) square feet to two-hundred and fifty (250) square feet.

The Applicant is requesting an amendment to the Uptown Village Specific Plan to create Planning Unit 4 and to accommodate the self-storage facility and a mix of future commercial uses on the Project site. Future uses will be constructed under separate development submittals to the City. The SPA identifies permitted and conditionally permitted uses. It is the intent of the SPA to allow City staff to process future Design Review applications administratively for the remainder of the site. This will encourage expedited build-out of the site since all the environmental issues will be addressed under the Mitigated Negative Declaration.

The proposed site is relatively flat, with a few low trees and shrubs scattered across the site. Surrounding land uses include vacant commercial land to the north (proposed Wren development), single-family and multi-family residential uses to the east, commercial uses to the west and south. The Project site is designated General Commercial and Planned Community Commercial (PCC) on the City's 2040 General Plan Land Use Map and Zoning Map, respectively.

The Proposed Project includes two development scenarios:

Scenario 1 includes:

- self-storage (±115,000 square feet), retail space, office and loading areas
- two drive-through restaurants (±2,413 square feet and 4,617 square feet)
- three retail buildings (2 @ 3,217 square feet each, 1 @ ±4,725 square feet)
- associated parking, trash enclosures, landscaping, and internal circulation system
- on-site landscaping ± (68,666 square feet or 21% of the site)
- monument sign for the overall facility at the main entryway on Date Palm Drive

Scenario two includes:

- self-storage (±115,000 square feet)
- big-box retail (±50,000 square feet)
- one retail building (±4,725 square feet)
- associated parking, trash enclosures, landscaping, and internal circulation system
- monument sign for the overall facility at the main entryway on Date Palm Drive

The Design Review before the Architectural Review Committee only includes the two-story self-storage facility, a 4,724 square foot retail building, underground retention basin, and a minimum of twelve (12) spaces for on-site parking. However, the Specific Plan Amendment will guide future development of the site through the development standards further discussed below. The remainder of the site will be developed based on market conditions. Each future proposal would require its own Design Review entitlement consistent with the Specific Plan Amendment and the Mitigated Negative Declaration to be processed administratively by City staff.

The Proposed Project consists of a two-story, 115,000 sq. ft. self-storage facility and future commercial uses on a 7.16-acre site. The self-storage facility will provide up to 842 storage units ranging in size from twenty-five (25) square feet to two-hundred and fifty (250) square feet.

Ingress and egress to the self-storage facility will be provided from Date Palm Drive and McCallum Way. Off-site improvements will include crosswalks, sidewalks, curbs, gutters, and landscaping along the Date Palm Drive corridor. Under existing conditions, Rosemount Avenue does not extend to Date Palm Drive. The Project will be conditioned to construct

half-width roadway improvement along the property frontage on Rosemount Avenue including curb, gutter, sidewalk, and paving.

Future commercial uses on the remainder of the site will use the same ingress and egress as the self-storage facility. In addition, there will be future additional ingress and egress on Rosemount Avenue when future development occurs on the site.

Architecture

The self-storage facility is proposed to be thirty-four (34) feet in height, well below the maximum allowed by the PCC zoning District of thirty-six (36) feet. The building will have a contemporary architecture style with sleek urban aesthetics. Features include metal canopies, corrugated metal roll-up doors, perforated metal panels, metal coping, textured metal panels, stone veneer, medium and fine sand stucco finishes, and a flat roof. The building will mainly consist of a neutral color scheme with dark metal accents that gives the building a warm appearance and depth. The windows will be double pane, tinted glass, with aluminum moldings.

An existing six-foot block wall is constructed along the entire eastern boundary of the project site to separate existing residential uses from the commercial area of the site. Low block walls are proposed along Date Palm Drive to add aesthetics and block views of vehicles in the parking lot from the roadway.

As for the remainder of Planning Unit 4, the Specific Plan Amendment (refer to pages 14-21) identifies establishes architectural styles which will have materials and finishes that harmonize with, and enhance, the surrounding architecture within the project. The selection of materials, colors, and finishes should align with the intended architectural style of the building. Emphasis is placed on the use of high-quality materials suited for the desert environment. Diversity in materials, including but not limited to smooth stucco, wood, metals, wrought iron, stone veneer, finished concrete, and plaster textures, is encouraged to create visual interest.

The Planning Unit 4 Architectural Character are not intended to promote any particular architectural style but rather depict design features (such as massing, form, materials, etc.) representative of the types of developments that would be comparable within the allowed uses for Planning Unit 4.

Building Form and Massing - Building and Massing shall include the following:

- Include varying roof lines for enhanced building form and architectural interest.
- Varying architectural massing and forms to create opportunities for material and color changes.
- Massing techniques may include varying roof lines, overhangs, building pop-outs, as well as recessed glass in thickened walls.
- Articulate building massing and enhanced architectural treatment to denote primary building entries.

Open Spaces and Shade - Open Space and Shade shall consider the following:

- Public gathering spaces such as outdoor plazas and patios shall be encouraged in commercial retail or restaurant buildings.
 - Trees, planting, and comfortable site furnishings contribute to enhanced enjoyment of these spaces.
 - Metal and fabric awnings and shade structures enhance human comfort and shall be used for outdoor seating areas.
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Façade Articulation - Façade Articulation shall consider the following:

- Varied details around openings such as arches, moldings, columns, and wrought ironwork add visual interest to facades.
- Articulated architectural form to create shadow lines, opportunities to change color and materials, and to comfort human scale design.
- Building facades and design concepts should be reflective of building, structure, and scale.

Pedestrian Pathways - Pedestrian Pathways will include the following:

- Promote safe pedestrian movement through highly visible pathways and walkways.
- Encourage sidewalk pavers or stamped concrete at building entries and high traffic pedestrian areas.
- Pedestrian and plaza spaces shall be thoughtfully separated from parking lots and vehicular movement through creative landscaping and built structures.

Parking

The parking requirements for the project require one space for each 1,000 square feet which totals 115 spaces. However, this seems excessive given that self-storage facilities are characterized by very low levels of traffic and thus need relatively few parking spaces. The parking spaces are used by customers, typically occupying these spaces for very short durations, to obtain information and rent storage units. Subsequently, storage unit customers statistically access their unit one time per 60-day period (although higher access rates can occur, they are not the norm.) On average, customers spend about 15 minutes parked near their space and then exit the facility.

The applicant has provided some data to justify a reduction in the parking requirements. According to the Institute of Transportation Engineer's, parking requirements for storage facilities are 0.1/1,000 sf on weekdays and 0.09/1000 sf on weekends, totaling twelve (12) parking spaces and ten (10) parking spaces, respectively.

In addition, the applicant, in coordination with City staff, has researched other local cities in relation to parking requirements for storage facilities and found that the City of Palm Springs requires a minimum of 6 parking spaces per self-storage complex and the City of Palm Desert requires six (6) spaces plus two (2) spaces for each caretaker unit.

The Specific Plan Amendment establishes this parking standard for self-storage facilities is appropriate since customers using the storage facility will use the loading/unloading areas to access the storage facilities. In addition, for those storage units that have roll-up doors, access will be provided at the unit itself. Therefore, based on this information, the city supports a reduction in the parking requirements, at a standard of one space per 10,000 square feet, making the total required parking to be twelve (12) parking spaces, including 2 ADA parking spaces. This will provide less asphalt that can create an eyesore by having a large parking lot. As other uses develop on the remainder of the site, reciprocal parking agreements will allow flexibility in parking requirements so as not to have expansive parking areas and allow for more commercial building coverage.

Landscaping

Desert landscaping will be provided throughout the project site. A variety of drought tolerant trees, shrubs and ground covers will provide an aesthetic enhancement to the site. A combination of California Fan Palms and Palo Verde trees are proposed along Date Palm Drive frontage. Additional trees include Australian Willows, African Sumac and

Southern Live Oak will be provided in the parking lot to provide shade. Other trees include Shoestring Acacia, Desert Willow, Crape Myrtle, Fruitless Olive, Desert Ironwood, Thornless Mesquite, Purple Leaf Plum.

Accent plants include, but not limited to, lemon bottlebrush, Italian cypress, bay laurel, yellow wood, agave, bougainvillea species, red bird of paradise, desert spoon, ocotillo, red yucca, lantana, texas ranger, mexican sage and yucca.

The Final Landscape Plan will be reviewed and approved by the City for conformance with the conditions of approval and Specific Plan Amendment, and Coachella Valley Water District (CVWD) to ensure compliance with water efficiency requirements.

The Specific Plan Amendment also establishes Landscape Design Guidelines for the build out of Planning Unit 4 (refer to pages 20-22):

Overview

The Landscape Design Standards align with the objectives of the Specific Plan Amendment by creating visually unified landscaped areas within Planning Unit 4. Landscape areas and public open spaces will serve as welcoming points, establish clear and safe pathways for connectivity, and encourage a comfortable customer experience, all while maintaining a sense of visual continuity.

Pedestrian Experience

The landscape designer features should provide emphasis on clear and safe pedestrian circulation and gathering spaces. Include landscape treatment that integrates a blend of plant materials that are complementary with the surrounding architecture. The inclusion of water elements in proximity to seating areas is encouraged to elevate the overall visitor experience.

- For retail uses and public open spaces, shade canopies and trellises should be used to strengthen pedestrian experience and human comfort. This can be achieved by adding architectural elements to the landscape, patios, and plazas for each building use.
- Large specimen shade trees should be considered within plaza spaces to create inviting designations and a sense of permanence. A thoughtful selection of trees, plant species and comfortable site furnishings will contribute to the enjoyment of these spaces.
- Conveniently placed bike racks that can accommodate electric scooters should be placed near commercial entries and visible from Date Palm Drive. This will provide the opportunity for an increase alternative modes of transportation and reduce the carbon footprint.
- Public gathering points such as patios or plazas shall be visible from Date Palm Drive to contribute to an active street presence and invite visitors.

Site and Building Entry

The landscape design for site and building entries shall utilize a hierarchy that provides visually prominent planting that is inviting and appealing and provide a sense of comfort around public patios and plazas.

- Desert shade trees at building entries and parking areas.
 - Formal use of planting at building entries, plazas, and retail patios.
 - Large evergreen shade trees and palms at plazas and public gathering spaces.
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Shade

Shade for both pedestrians and vehicles is essential in the local desert climate. Parking spaces should prioritize efficient shading by incorporating a uniform use of canopy trees well-suited to the desert environment. In retail areas shaded walkways are encouraged and will facilitate comfortable connections to commercial and retail buildings. Shade for parking lots is encouraged, the use of carports may be used where suitable. Introducing a mix of evergreen and deciduous trees in seating areas will offer seasonally adjusted shade.

Development Standards

Based on the proposed design and the Specific Plan Amendment, the project complies with the development standards established by the Specific Plan Amendment including building height, fencing, open space, parking, and landscaping, and complement the Planned Community Commercial (PCC) requirements.

ATTACHMENTS:

Title Sheet and Site Plan
Architectural Elevations Self-Storage
Architectural Perspective Self-Storage
1st and 2nd Floor Plans Self-Storage
Color and Materials Self-Storage
Color Palette
Self-Storage Landscape Plan
Specific Plan Amendment 98-55-A