

RESOLUTION NO. PC2023-23

A RESOLUTION OF THE CITY OF COACHELLA PLANNING COMMISSION APPROVING ARCHITECTURAL REVIEW NO. 23-09 FOR THE PROPOSED RELOCATION OF A FREESTANDING IDENTIFICATION SIGN AT 21 FEET HIGH AND A 96 SQUARE FOOT SIGN FACE FOR AN EXISTING AGRICULTURAL EQUIPMENT RENTAL BUSINESS LOCATED ON A 3.86 ACRE SITE AT 86100 AVENUE 54 IN THE M-H (HEAVY INDUSTRIAL) ZONE. AKC PERMIT CO., APPLICANT.

WHEREAS AKC Permit Co, on behalf of Eberhard Equipment No. 2 filed an application for Architectural Review No. 23-09 for the relocation of a freestanding identification sign at 21 feet high and 96 sq. ft. sign face area, originally approved as Architectural Review No. 22-06 and Variance No. 22-03, for an existing agricultural equipment rental business located on a 3.86-acre site at 86100 Avenue 54 (Assessor's Parcel No. 763-141-009 and 763-141-007); and,

WHEREAS on October 5, 2022 the Planning Commission approved Architectural Review No. 22-06 and Variance No. 22-03 to allow the of a freestanding identification sign at 21 feet high and 96 sq. ft. sign face area for the location near the Avenue 54 entry at 86100 Avenue 54; and,

WHEREAS on October 5, 2022 the Planning Commission approved Architectural Review No. 01-14 to allow the construction of a 10,000 sq. ft. industrial building with offices, warehouse, and outdoor storage space with a corner monument sign located at 86100 Avenue 54 for California Pools; and,

WHEREAS on August 27, 2023, the Planning Commission of the City of Coachella published a public hearing notice and conducted a duly noticed public hearing on Architectural Review No. 23-09 and considered the application as presented by the applicant, findings, conditions and staff recommendations; and

WHEREAS the Applicant and members of the public were present and were afforded an opportunity to testify regarding the Project; and,

WHEREAS, the proposed project is exempt from the California Environmental Quality Act, as amended; and,

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission of the City of Coachella, California hereby resolve as follows:

Section 1. Incorporation of Recitals

The Planning Commission hereby finds that all of the facts in the Recitals are true and correct and are incorporated and adopted as findings of the Planning Commission as fully set forth in this resolution.

Section 2. CEQA Findings

Based upon its review of the entire record, including the Staff Report, any public comments or

testimony presented to the Planning Commission, and the facts outlined below, the Planning Commission hereby finds and determines that the proposed project is categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15301 (Class 11) “Accessory Structures” as the applicant proposes an on-premise sign which is consistent with the Class 11 exemption for construction, or placement of minor structures accessory to existing industrial facilities.

Section 3. Architectural Review Findings

With respect to Architectural Review No. 22-06, the Planning Commission finds as follows for the proposed freestanding sign request:

1. Compatibility with neighboring property. The proposed sign would be compatible with signage for industrial properties in the vicinity in the M-H Zone and would be located at the edge of the City where there would be limited aesthetic impacts and would not affect any designated visual corridors.
2. The Zoning Ordinance development standards allows for a maximum sign area of 75 square feet considered suitable of industrial sites larger than 2 ½ acres and architectural review by the Planning Commission to determine suitability of the sign for the site. The Planning Commission concluded through Variance No. 22-03 that the findings for an exception for the proposed sign size of 96 sq. ft. (21 sq. ft. above the max sign face standard) could be made.
3. The proposed sign would not impact traffic congestion as the sign would be located in an appropriate location so as not to interfere with site line distance.
4. That approval of the Architectural Review No. 22-06 will not adversely effect any element of the general plan as the general plan does no prescribe sign standards or appearance.

Section 5. Planning Commission Approval;

Based on the foregoing recitals and findings above, and the written and oral comments, facts and evidence presented, the City of Coachella Planning Commission approves Architectural Review No. 23-09 for the Eberhard Equipment No. 2 freestanding sign project subject to the conditions of approval of “Exhibit A” and Sign Plan in “Exhibit B.”

PASSED APPROVED and ADOPTED this 6th day of September 2023.

Ruben Gonzalez, Chairperson
Coachella Planning Commission

ATTEST:

Gabriel Perez
Planning Commission Secretary

APPROVED AS TO FORM:

Carlos Campos
City Attorney

I HEREBY CERTIFY that the foregoing Resolution No. PC2023-23, was duly adopted at a regular meeting of the Planning Commission of the City of Coachella, California, held on the 6th day of September 2023, by the following roll call vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Gabriel Perez
Planning Commission Secretary