



STAFF REPORT
4/5/2023

TO: Planning Commission

FROM: Gabriel Perez, Development Services Director

SUBJECT: Architectural Review No. 22-07 - Proposed construction of a 5,400 square foot industrial building for Jordan Central Implement Co., a retail farm equipment dealership providing sales, rental, service, replacement parts, with parking and site improvements located on 2.51 acres at the northwest corner of Avenue 54 and Polk Street. Applicant: Chris Ellison. (Continued from March 15, 2023)

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission adopt Resolution No. PC 2023-06 approving Architectural Review No. 22-07 for 5,400 square foot industrial building and site improvements for Jordan Central Implement Co. on 2.51 acres at the northwest corner of Avenue 54 and Polk Street pursuant to the findings and conditions of approval contained in the attached resolution.

BACKGROUND:

The Planning Commission considered Architectural Review No. 22-07 on March 15, 2023 and continued the item in order for the applicant to determine feasibility of undergrounding of existing overhead utilities along the Avenue 54 subject site frontage. The applicant provided a letter in response to the Planning Commission, which indicates that it would take about 2-3 months to understand the full costs of undergrounding utilities but estimates for the work from construction associates would be a minimum of \$100,000 (Attachment 6).

Environmental Setting:

The proposed development site is currently vacant in the M-H (Heavy Industrial) Zoning District and surrounded by industrial uses.

Surrounding land uses and zoning classifications include the following:

North: Ernie Ball manufacturing facility (M-H, Heavy Industrial).

South: Vacant Land (M-H, Heavy Industrial).

East: Industrial facility at 53-800 Polk Street including 86 Diesel Repairs and Anthem Air Conditioning (M-H, Heavy Industrial).

West: Vacant Property and City of Coachella Civic Center (M-H, Heavy Industrial).

DISCUSSION/ANALYSIS:

The applicant, Chris Ellison, submitted a request for construction of a 5,400 square foot industrial building for Jordan Central Implement Co., “Jordan Central,” on a 2.51-acre property located in the M-H (Heavy Industrial) Zoning District. Jordan Central is a retail farm equipment dealership providing sales, rental, service, and replacement parts to the agricultural industry in California, Arizona, and Northern Mexico. The company has locations in Brawley, El Centro, Indio, Blythe, and Mexicali, Mexico. The proposed building would house three service bays with three roll up doors, a 1,215 sq. ft. showroom, and a 1,161 sq. ft. parts room with roll up door. Additionally, two offices, two restrooms, a lounge and conference room are proposed in the building.

The applicant proposes a modern architectural theme with walls consisting of metal wall panels and a metal gable roof system. The ultimate building height is 25’5”. The South elevation faces Avenue 54 and is the elevation with the building entry and roll up door to the parts room. The building pedestrian entry is enhanced with a canopy structure and includes three (3) storefront glass windows and glass double door entry to the showroom. The East elevation has visible roof differentiation and five (5) storefront windows. The north elevation is not visible from public streets and includes three large 15’ x 16’ foot roll up doors to the service area. The West elevation has no windows, doors or architectural detail due to limited visibility from public streets. The color scheme is “Sand Stone” color for walls and “Slate Gray” color for metal roof and roll up doors. A masonry trash enclosure is proposed in the parking lot.

Signs:

The applicant proposes main signs and identifications sign with a gray, red and white color theme. A main sign with a sign area of 180 sq. ft. is proposed consisting of an aluminum panel with aluminum flat cut letters that reads “Case Agriculture” and “Jordan Implement Co.” Industrial development consisting 2 ½ acres more are permitted to have an identification sign on each street frontage as either a monument sign at 6 foot maximum height or free-standing sign at a maximum height of 25 feet. The applicant proposes a modern industrial styled monument sign at 6 feet in height and approximately 12 feet in sign area and a freestanding sign at 16 feet in height and a sign face of 24 feet in area. All proposed signs are consistent with the development standards of the City’s sign ordinance.

Circulation and Parking:

Vehicular access to the site is provided by two driveways, with one accessing Avenue 54 and the other accessing Polk Street. The driveways access the on-site parking area consisting of 26 parking spaces, which is above the minimum requirement of 14 parking spaces or a surplus of 12 parking spaces. No sidewalks are shown on the proposed site plan, but sidewalks have been identified as a requirement along the frontage of Avenue 54 and Polk Street in the project conditions of approval. The applicant proposes to enclose an area of 21,384 sq. ft. for an undetermined future use with wrought iron fencing along Avenue 54 and chain link fencing on the western and northern

property line. This enclosed area will include gravel for groundcover. Staff has included a condition that the fencing consist of wrought iron materials and prohibit use of chain link fencing for consistency with fencing recent industrial development in the vicinity of the subject site. The site includes a gated area with sliding entry gates to access the rear service area. A wash rack is proposed adjacent to the building for the servicing of equipment.

Landscaping

The proposed landscape plan includes shade trees, shrubs and groundcover along the site frontage along Avenue 54 and Polk Street. All landscaping is water efficient landscaping. Trees includes Tipu and Mulga trees. Shrub plantings include Blue Hesper, Fairy Duster, Red Bird of Paradise, Feathery Cassia, Little-leaf Cordia, Desert Milkweed and Soaptree Yucca. Desert Gold decomposed granite, Apache Brown crushed stone and boulders are proposed for groundcover. The applicant proposed display of ten (10) vehicles in the landscape parkway that would not include the planting of shade trees.

ENVIRONMENTAL REVIEW:

The City of Coachella has determined that the proposed project is categorically exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act as an “In-Fill Development” project (CEQA Guidelines, Section 15332). The subject site is 2.51 acres and is substantially surrounded by industrial uses, including manufacturing uses to the north and east as well as office uses to the west. The site has no value as habitat for endangered, rare or threatened species in that the site has been previously disturbed. There are no known endangered plants or animals on the site.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis contained herein and the findings listed below, staff is recommending that the Planning Commission approve Architectural Review No. 22-07 with the findings and conditions listed in Resolution No. PC 2023-06, and in the attached resolution. Additional alternatives are listed below for the Planning Commission.

ALTERNATIVES:

- 1) Adopt Resolution No. PC 2023-06 recommending that the City Council approve Architectural Review No. 22-07 with the findings and conditions as recommended by Staff.
- 2) Deny Resolution No. PC 2023-06 and maintain existing drive through condition.
- 3) Continue this item and provide staff and the applicant with direction.

RECOMMENDED ALTERNATIVE(S):

Staff recommends alternative #1.

Attachments:

1. Resolution No. PC 2023-06
Exhibit A Conditions of Approval
2. Vicinity Map
3. Development Plan Set
4. Landscape Plan
5. Sign Plan
6. Applicant Letter