



STAFF REPORT

8/4/2021

TO: Planning Commission Chair and Commissioners

FROM: Gabriel Perez, Development Services Director

SUBJECT: Borrego Health Sign Program, Architectural Review No. 21-08 for a sign program for two monument signs and seven led signs for the Coachella Valley Health Center facility at 49869 Calhoun Street. Tim Rogers, Applicant.

EXECUTIVE SUMMARY:

The applicant, Tim Rogers, proposes a sign program that establishes design criteria all signs at the Coachella Valley Health Center facility at 49869 Calhoun Street that would allow for and set criteria for two monument signs and seven led building signs. The Coachella Valley Health Center facility is under construction and will serve as the future home of Borrego Health Medical Clinics.

BACKGROUND:

The Borrego Health Medical Office Building was approved by the Planning Commission in April 2019 inclusive of a 2-story, 40,376 sq. ft. office building on a 4.65 acre parcel directly north and adjacent the existing Tower Energy Market and fuel station. The parcel is as part of a larger 15 acre development inclusive of a plan for 115 single family homes, the existing Tower Energy Market with fuel station, a future west commercial development and the Coachella Valley Health Center building identified as the north commercial development . The building design consists of modern architectural style with earth tone colors. Rendering of the office building were presented to the Planning Commission inclusive of signage exclusive to the Borrego Medical business in channel lettering.

DISCUSSION/ANALYSIS:

Environmental Setting:

The proposed project is located on 15 acres of vacant land within the RM-PD (Residential Multifamily-Planned Development Overlay) zone.

Surrounding land uses and zoning classifications include the following:

North:	Las Plumas Residential neighborhood zoned R-S, Single-Family Residential
South:	La Colonia Residential neighborhood zoned R-S, Single Family Residential
East:	Bella Canto Residential neighborhood zoned R-S, Single Family Residential
West:	Vacant land and church located in the City of Indio

SIGN PROGRAM ANALYSIS

The proposed sign program would serve as a sign program for the Tower Energy Market parcel, the future west commercial building parcel, and the Coachella Valley Health Center parcel. The sign program allows for the following:

- **Tenant Signs:** A maximum of 8 signs, but not more than 3 per each building side.
- **Sign Copy Area:** 2 square feet per lineal foot of lease frontage. The maximum sign copy to allow trademark logo box.
- **Monument Signs:** 2 monument signs not to exceed 6 feet in height internally illuminated with routed-out copy and acrylic backing with one monument sign located at the frontage of Avenue 50 and the other at the frontage of Calhoun Street and the driveway entry.
- **Building Identification Signs:** An approximately 170 sq. ft. main sign facing Calhoun Street and another main sign facing the parking lot inclusive of Borrego Health box signs.

Staff suggest that the sign program be amended for consistency with the Coachella Zoning Ordinance (Ordinance) such that the sign copy area not exceed 1 ½ square foot of sign area per lineal of frontage. The monuments signs as proposed can be supported as they are consistent with the Ordinance are the design includes attractive architectural design with routed out letters that reduce light glare. Staff is not in support of allowing box signs in the sign program as they increase light glare and are inconsistent with channel lettering for the Coachella Valley Health Center. Staff recommends that the sign program be amended to prohibit box signs and only permit building tenants signs with internally illuminated channel lettering or halo lit channel lettering. An original plan for the Coachella Valley Health Center depicted the Borrego Health business sign with channel lettering as illustrated below.



① EAST COLORED ELEVATION
1/8" = 1'-0"



② WEST COLORED ELEVATION
1/8" = 1'-0"

ENVIRONMENTAL REVIEW

The City of Coachella has determined that the proposed project qualifies for a CEQA exemption under Class 3, New Construction or Conversion of Small Structures that consists of construction and location of limited numbers of new, small facilities or structures; installation of small new equipment and facilities in small structures; and the conversion of existing small structures from one use to another where only minor modifications are made in the exterior of the structure. The proposal is a sign program that would allow for construction of small structures consistent with the Class 3 Exemption.

ALTERNATIVES:

1. Approve Architectural Review No. 21-08 as proposed by the applicant.
2. Approve Architectural Review No. 21-08 with suggested modifications by Staff.
3. Continue Architectural Review No. 21-08.
4. Deny Architectural Review No. 21-08.

RECOMMENDED ACTION:

Staff recommends Alternative #2.

FINDINGS FOR ARCHITECTURAL REVIEW NO. 21-08:

1. The proposed project is consistent with the goals, objectives, policies, and implementation measures of the newly adopted Coachella General Plan 2035. The site has a Neighborhood Center land use designation that allows for the proposed development. The proposed uses on the site are in keeping with the policies of the Neighborhood Center land use classification and the Project is internally consistent with other General Plan policies which encourage mixed use developments. The project proposes a medical clinic and future retail building on a site that will provide 103 small-lot single family homes in order to provide services near residential areas and reduced vehicle mile trips.
2. The Project is in compliance with the applicable land use regulations and development standards of the City's Zoning Code. The Project complies with applicable RM-PD (Multiple Family Residential-Planned Development Overlay) zoning standards as proposed.
3. Every use, development of land and application of architectural guidelines and development standards shall be considered on the basis of the suitability of the site for a particular use or development intended, and the total development, including the prescribed development standards, shall be so arranged as to avoid traffic congestion, ensure the protection of public health, safety and general welfare, prevent adverse effects on neighboring property and shall be in accord with all elements of the general plan. The Project site is within the Neighborhood Center land use designation of the City's General Plan. The proposed sign program establishes design criteria for the orderly placement of signs.
4. The proposed project will be compatible with neighboring properties with respect to land development patterns and application of architectural treatments. The sign program was evaluated with compatibility with surrounding development and according the sign standards in the City of Coachella Zoning Ordinance.
5. The City of Coachella has determined that the proposed project qualifies for a CEQA exemption under Class 3, New Construction or Conversion of Small Structures that consists of construction and location of limited numbers of new, small facilities or structures; installation of small new equipment and facilities in small structures; and the conversion of existing small structures from one use to another where only minor modifications are made in the exterior of the structure. The proposal is a sign program that would allow for construction of small structures consistent with the Class 3 Exemption.

CONDITIONS OF APPROVAL:

1. The "Borrego Health Sign Program" under Architectural Review No. 21-08 shall be

amended as follows:

- That sign copy not exceed 1 ½ square foot of sign area per lineal of frontage consistent with the Coachella Zoning Ordinance.
 - Remove allowances of box signs and limit main business signs to internally illuminated individual channel lettering or halo lit individual channel lettering.
 - Remove the illustrated reference to the Borrego Medical box sign to a channel lettering similar to the design presented and considered in Architectural Review No. 16-05.
2. The applicant shall provide a revised copy of approved modification for review and final approval by the Design and Development Director.

Attachments:

1. Borrego Health Sign Program