

**RESOLUTION NO. PC 2022-20**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COACHELLA, CALIFORNIA APPROVING ARCHITECTURE REVIEW NO. 22-08 FOR FREESTANDING IDENTIFICATION SIGNS WITHIN THE COACHELLA LAKES RV RESORT LOCATED AT 44800 DILLON ROAD (APN 697-330-001, 005, 006, 007, 008, 009, 010, 011); IMAGE SERVICES, INC. APPLICANT.**

**WHEREAS**, Image Services Inc, filed an application for Architecture Review No. 22-08 to install a freestanding identification sign at 25’ high and monument sign at 5’ high located at 44800 Dillon Road with the Coachella Lakes RV Resort; Assessor’s Parcel No. 697-330-001, 005, 006, 007, 008, 009, 010, 011 (“Project”); and,

**WHEREAS**, the Planning Commission conducted a duly noticed public hearing for AR No. 22-08 on July 6, 2022, at 1515 Sixth Street, Coachella, California regarding the proposed Project; and,

**WHEREAS**, at the Planning Commission hearing, the Applicant and members of the public were present and were afforded an opportunity to testify regarding the Project; and,

**WHEREAS**, the proposed freestanding identification signs is necessary or desirable for the development of the community, is consistent with the objectives of the City’s General Plan, and is not detrimental to the existing uses or the uses specifically permitted in the zone in which the proposed use is to be located; and,

**WHEREAS**, the proposed freestanding identification signs are within an existing development “Coachella Lakes RV Resort” providing identification to the resort as a necessary structures to identify the development name for visitors and public safety response and direct visitors from I-10 and Dillon Road to the development as the proposed freestanding identification signs are within an existing development utilized; and,

**WHEREAS**, the proposed project is exempt from the California Environmental Quality Act, as amended; and, 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 “Accessory Structures-On premise signs” (CEQA Guidelines, Section 15311, Class 11).

**WHEREAS**, the conditions as stipulated by the City are necessary to protect the public health, safety and welfare of the community.

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

**Section1.** 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

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 “Accessory Structures-On premise signs” (CEQA Guidelines, Section 15311). The proposed freestanding identification signs is associated with a previously approved project.

## **Section 3.** Architecture Review

With respect to the Architecture Review No. 22-08, the Planning Commission finds as follows for the proposed freestanding identification signs:

1. The proposed use will not be in conflict with, but will be in harmony with and in accordance with the objectives of the Coachella General Plan 2035. The site has a General Neighborhood and Open Space land use designation with Sub-Area No.12 (North Dillon) policies, which encourage a final designation buildout with mixture of uses that includes 25% of the sub-area for Resort uses that allows gated communities. In addition, the Sub-Area No. 12 identifies a policy direction to “*capitalize on the access to the freeway and seek and encourage freeway oriented uses ...regional entertainment and recreation uses that benefit from easy regional access*”. The proposed freestanding identification signs will enable the visitors and public safety responders to locate the development. The signs also reflects the logo of the resort, thus potentially attracting visitors from I-10 Freeway.
2. The proposed use will be located, designed, constructed, operated and maintained so as to be compatible with the existing character of the general vicinity and shall not change the essential character of the same area because the proposed use is within a zoning designation of C-T, PD (Commercial Tourist Planned Development Overlay) which permits facilities such as clubhouse and registration office subject to obtaining a conditional use permit to sell alcoholic beverages. The proposed signs in the C-T, PD (Commercial Tourist Planned Development Overlay) are compatible with the constructed structures within the resort.
3. Consideration has been given to harmony in scale, bulk, coverage and density, to the availability of public facilities and utilities, to harmful effect, if any, upon desirable neighborhood character, to the generation of traffic and the capacity of surrounding streets, and to any other relevant impact of development, because the Coachella Lakes RV Resort is currently being constructed incorporating all infrastructure improvements to support the amenities in the development. The Clubhouse and Registration Office in which the alcohol license will apply to was part of a previously approved entitlements by Planning Commission as Environmental Assessment (EA 18-03), Conditional Use Permit (CUP 308), and Architecture Review (AR 18-18).

4. Where the proposed use may be potentially hazardous or disturbing to existing or reasonably expected neighboring uses, it must be justified by the common public interest as a benefit to the community as a whole. As conditioned, the proposed use will provide for the sale of alcoholic beverages. The Riverside County Sheriff indicated that there no concerns about the operations of this establishment including service of on-sale beer. The Sherriff's Department not recommend conditions related to public safety concerns. As such, there will be no hazardous or disturbing effects to the existing and neighboring uses.
5. The proposed signs will be installed with the property of the Coachella Lakes RV Resort on the parkway and entrance to the development, which does not affect vehicular approaches to the property. Existing vehicular approaches from Dillon Road and Vista Del Norte will be utilized for the project. Existing on-site vehicular parking is sufficient.
6. 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 "Accessory Structures-On premise signs" (CEQA Guidelines, Section 15311). The proposed freestanding identification signs is associated with a previously approved project.

#### **Section 4.** Planning Commission Approval

Based on the forgoing recitals and findings above, and the written and oral comments, facts and evidence presented, the City of Coachella Planning Commission approves Architecture Review (AR No. 22-08) to install a freestanding identification sign at 25' high and monument sign at 5' high located at 44800 Dillon Road with the Coachella Lakes RV Resort.

**PASSED APPROVED and ADOPTED** this 6<sup>th</sup> day of July 2022 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

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Stephanie Virgen  
Planning Commission Chairperson

**ATTEST:**

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Gabriel Perez  
Planning Commission Secretary

**APPROVED AS TO FORM:**

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Carlos Campos  
City Attorney

STATE OF CALIFORNIA            )  
COUNTY OF RIVERSIDE        ) ss.  
CITY OF COACHELLA            )

**I HEREBY CERTIFY** that the foregoing Resolution No. PC2022-20 was duly adopted by the Planning Commission of the City of Coachella at a regular meeting thereof, held on this 6<sup>th</sup> day of July 2022 by the following vote of the Planning Commission:

AYES:

NOES:

ABSENT:

ABSTAIN:

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Gabriel Perez  
Planning Commission Secretary