



**STAFF REPORT**  
**7/6/2022**

**TO:** Planning Commission Chair and Commissioners

**FROM:** Nikki Gomez, Associate Planner

**SUBJECT:** Freestanding Identification Signs – Coachella Lakes RV Resort

**SPECIFICS:** 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 in the C-T, PUD (Commercial Tourist Planned Unit Development) zone. Imagine Service Inc. (Applicant)

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**STAFF RECOMMENDATION:**

Staff recommends that the Planning Commission adopt Resolution No. PC 2022-20 approving Architecture Review No. 22-08 pursuant to the findings and conditions of approval contained in the resolution.

**BACKGROUND:**

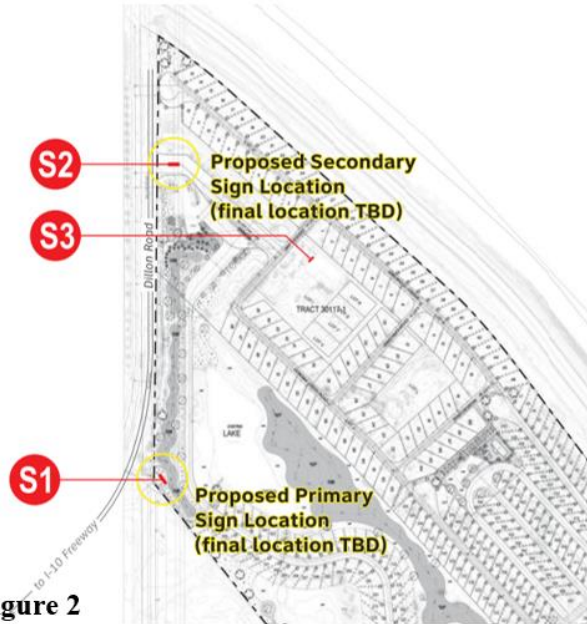
On March 6, 2019, the Planning Commission approved the Red Moon RV Park project on 78.3 acres of vacant land located within the existing Vineyards Luxury Motorcoach Resort at 44-790 Dillon Road. This project is a deviation from the existing Vineyards Luxury Motorcoach Resort that consisted of subdivided lots for both RV parking and “Casitas”. The Red Moon RV Park project was approved with Environmental Assessment (EA 18-03), Conditional Use Permit (CUP 308), and Architecture Review (AR 18-18) for a Recreational Vehicle (RV) Campground consisting of 469 RV parking rental spaces with no structures, clubhouse, laundry/restroom buildings with private streets and common area amenities. The development name “Red Moon RV Park” was recently renamed to “Coachella Lakes RV Resort” and is under construction. The proposed identification signs, which includes the freestanding pylon sign and monument entrance sign, is part of the site



development for the near anticipated completion of the Coachella Lakes RV Resort.

**DISCUSSION/ANALYSIS:**

The applicant, Image Service Inc, has submitted a request for an Architecture Review for freestanding identification signs. The two freestanding signs consist of a pylon sign at 25 feet in height located at the westerly portion of the RV Resort (S1) and a monument sign at 5’ in height (S2) located at the main entrance to the RV Resort along Dillon Road as shown in the Figure 2 below.



**Figure 2**

Table 1 shows the proposed sign’s consistency with the Municipal Code Chapter 17.56.010 Signs standards.

**Table 1 – Development/Operational Standards**

	<b>Zoning Ordinance</b>	<b>Proposed</b>	<b>Complies with Code</b>
Location	Main Signs for Commercial and Industrial Centers (More Than One Acre)	C-T, PUD (Commercial Tourist Planned Unit Development) zone 78.3 acre-site	Yes
Setbacks	Signs shall not extend beyond the property line	All the freestanding signs is within property line.	Yes
Utilization	Sign shall be used solely to identify the commercial or industrial center	The freestanding signs depicts the name of the development “Coachella Lakes RV Resort”	Yes

Height	Signs shall not exceed a maximum height of six feet for monument sign or twenty-five (25) feet for a freestanding sign subject to architectural review and planning commission approval	The freestanding sign is at 25' high and the monument sign is 5' high.	Yes
Size of Signs	The allowable sign area shall be based on ten (10) square feet of sign per acre to a maximum area of seventy-five (75) square feet per face.	The 25' freestanding sign has a total of 71 square feet sign face and the monument sign is 52.5 square feet of sign face.	Yes
Illumination	A sign is defined as any identification, illustration or device illuminated or non-illuminated, which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, place, activity, person, institution, business or solicitation with exception of window display.	The 25' freestanding sign is internally illuminated and 5' the monument sign is externally illuminated.	Yes

The proposed freestanding sign at 25' in height depicts the resort name "Coachella Lakes RV Resort" internally illuminated with project logo of three palm trees and color of yellow, orange and blue. The front face of the 25' freestanding sign is intended to be visible from Dillon Road and Vista Del Norte. The sign will consist of reverse pan channel letters mounted off cabinet faced, this allows for a halo illumination effect. The Figure 3 below shows night simulation of the sign with the halo illumination. The back face of the sign will be visible from the development; it will be non-illuminated dimensional logo.

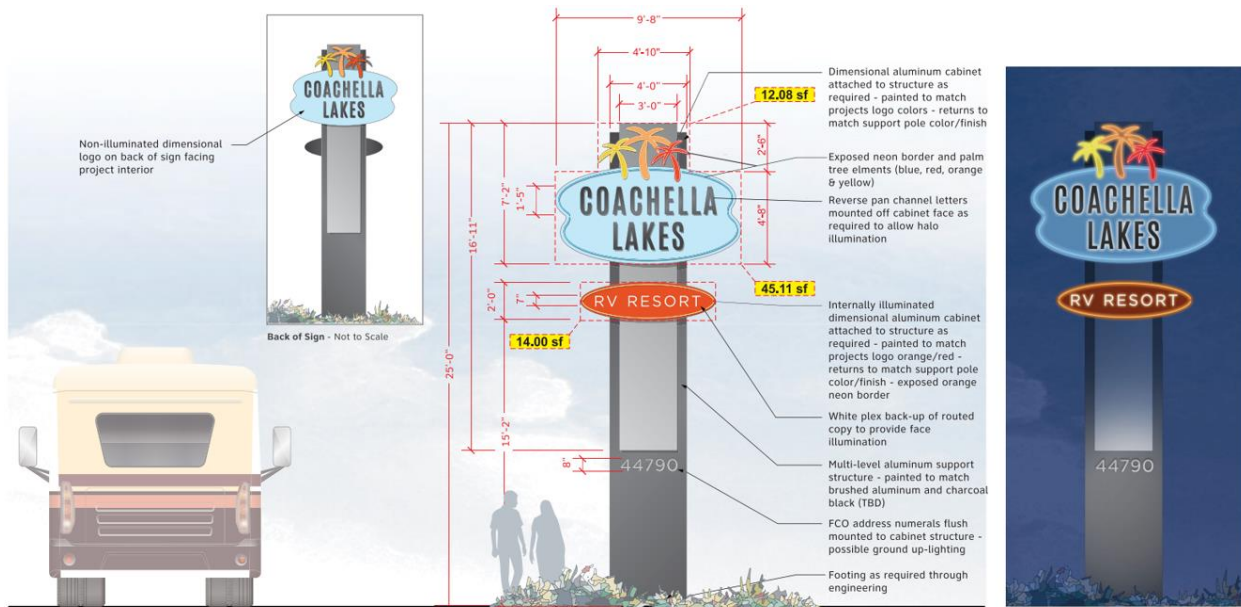
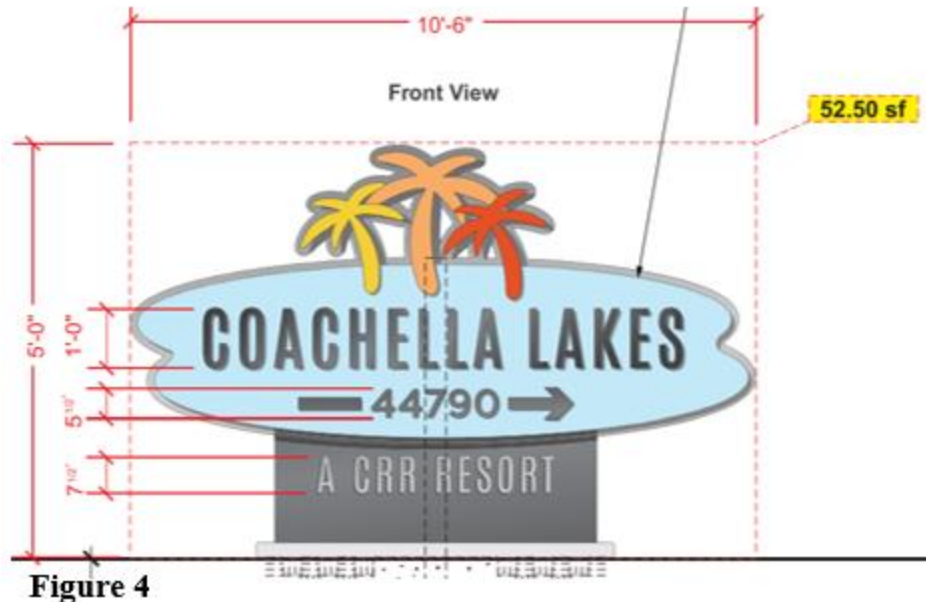


Figure 3

The proposed freestanding monument sign will be located near the gate entrance to the RV Resort along Dillon road show on Figure 4 below. The monument sign is 5' in height with project logo and letters. The monument sign is externally illuminated using ground up lighting with FCO (flat out cut) letters, where each letters are individually cut and placed on an aluminum backing.



**Environmental Setting:**

The subject site is within an existing development at 44790 Dillon Road generally surrounded by urban uses, with adjoining zoning and land uses as follows:

North: All-American Canal/Unincorporated County – Landfill (N-A County Zone)

South: Vacant Land (MS Manufacturing Service/ CG General Commercial Zone)

East: All-American Canal/Eastside Dike (N-A County Zone)

West: Vacant Land (CT – Commercial Tourist/RMH – Residential Mobile Home)

**Site Plan / Parking and Circulation:**

The project site main entrance is located on Dillon Road with secondary access from Vista Del Norte. The entrance from Dillon Road will be shared between the Vineyards Luxury Motorcoach Resort and the Coachella Lakes RV Resort.

**CONSISTENCY WITH THE GENERAL PLAN:**

The proposed freestanding identification signs are intended to guide visitors to the Coachella Lakes RV Resort from Dillon Road. The location of the proposed sign is within the General Plan Subarea 12, which includes a policy to “*capitalize access to the freeway and seek out and encourage freeway, oriented uses, large format retail, lodging and regional entertainment and recreational*

*uses that benefit for easy regional access.*” The proposed sign is an appropriate structure for the RV Resort orientated towards Dillon Road and I-10 freeway to assist those visitors to access the RV Resort. In addition, the sign will provide advertising for those potential visitors along the freeway, with the benefit to the city as the closest entrance to the city through Dillon Road.

**ENVIRONMENTAL REVIEW:**

Staff 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, Class 11).

**RECOMMENDATIONS:**

1. Staff is recommending that the Planning Commission adopt Resolution No. PC 2022-20, approving Architecture Review No. 22-08 with the findings and conditions.
2. Deny the proposed project.
3. Continue this item and provide staff and the applicant with direction.

Attachments:

1. Resolution No. PC 2022-20
2. Vicinity Map
3. Project Plans