

RESOLUTION NO. PC 2025-06

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COACHELLA, CALIFORNIA DENYING ARCHITECTURAL REVIEW NO. 25-01 VARIANCE NO. 25-02 OCEAN MIST SIGNAGE A REQUEST FOR APPROVAL OF (4) DIRECTIONAL SIGNS, (1) MONUMENT SIGN, AND (1) MAIN BUILDING SIGN AT THE OCEAN MIST FARM PROPERTY AND A DESIGN VARIANCE FOR (1) MONUMENT SIGN AT 52300 ENTERPRISE WAY AND DETERMINING THAT THE PROPOSED PROJECT IS CATEGORICALLY EXEMPT PURSUANT TO CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) GUIDELINES SECTION 15331 (ACCESSORY STRUCTURE). DANIEL MARTINEZ, APPLICANT.

WHEREAS, Daniel Martinez filed an application for Architectural Review 25-01 and Variance 25-02, a request for (4) directional signs, (1) monument sign, and (1) main building sign at the Ocean Mist Farm property at 52300 Enterprise Way and a request for a design variance for the (1) monument signage at the northeast corner of Industrial Way and Enterprise Way; Assessor's Parcel No. 763-131-029 and 763-131-088; and,

WHEREAS, the proposed project is exempt from the California Environmental Quality Act (CEQA) Guidelines Section 15311 – Accessory Structures, as amended; and,

WHEREAS, the Project has a land use designation of Industrial District pursuant to the City of Coachella General Plan; and

WHEREAS, the Project has a zoning designation of Manufacturing Service M-S and Heavy Industrial M-H; and

WHEREAS, the Project is permitted pursuant to Chapter 17.56, 17.72, and 17.76 of the Coachella Municipal Code, subject to supported written findings of determination; and,

WHEREAS, the Planning Commission conducted a duly noticed public hearing for Architectural Review 25-01, Variance 25-02, and Variance 25-03 on May 7, 2025 at 1515 6th 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.

WHEREAS, at the conclusion of the public hearing and following discussion, the Planning Commission approved this Resolution for the denial of the Architectural Review and Variance of design standards of the Ocean Mist Signage (Case File No. PC25-06), with the motion vote outcome specified in the meeting minutes for the May 7, 2025, Planning Commission meeting.

NOW, THEREFORE, BE IT RESOLVED, THE PLANNING COMMISSION OF THE CITY OF COACHELLA, CALIFORNIA, HEREBY RESOLVES, FINDS AND DETERMINES AS FOLLOWS:

SECTION 1. Incorporation of Recitals. The Planning Commission hereby specifically finds that all of the facts set forth in the recitals of this Resolution are true and correct, and are incorporated into the following findings by reference, and constitute a

material part of this Resolution.

SECTION 2. Environmental Findings. The Planning Commission has independently reviewed the Notice of Exemption and the administrative record for the Proposed Use, including all oral and written comments received during the public hearing, the staff report, and all attachments thereto, which are all incorporated herein by reference and are on file with the Community Development Department for the City of Coachella, and the Planning Commission finds that:

The City of Coachella, as Lead Agency, has reviewed the Project pursuant to: 1) CEQA Guidelines Section 15002(k) – General Concepts, outlining the three-step process for determining which document to prepare for a project subject to CEQA; and 2) CEQA Guidelines Section 15061 – Review for Exemption, which provides procedures for determining if a project is exempt from CEQA. It can be seen with certainty that implementing the Project would not cause a significant adverse effect on the environment because the Project involves the construction and replacement of existing signage in a heavily disturbed area. Therefore, the Project is categorically exempt from CEQA pursuant to CEQA Guidelines Section 15311 –Accessory Structures. Furthermore, there is no substantial evidence indicating that any of the exceptions set forth in CEQA Guidelines Section 15300.2 – Exceptions apply to the Project. As such, no additional environmental review or further mitigation is required for this request.

SECTION 3. Variance Findings. Based upon the evidence presented at the hearing, including the staff report and written and verbal testimony, which are all incorporated herein by reference, the Planning Commission hereby finds that:

1. The applicant requests a design variance to construct a monument sign at the northeast corner of Industrial Way and Enterprise Way. The code requires that monument signage incorporate the design and materials accenting the architectural theme of the buildings on the same property. The proposed vinyl monument sign does not meet this municipal code requirement. The strict application of the chapter would not result in practical difficulties or unnecessary hardship. To meet the design requirements of the code, the applicant may redesign the sign to provide a stucco design or other high-quality design to be compatible with the architectural theme of the building and be in compliance with municipal code requirements. There would not be any practical difficulties or unnecessary hardships that would prevent the applicant to meet municipal code design requirements.
2. There are no special circumstances that are unique to the property that would prevent the applicant to redesign the vinyl monument sign to meet municipal code requirements.
3. As discussed in Finding 2 above, the design variance is not necessary for the preservation and enjoyment of a substantial property right for the construction of a monument sign. The applicant may redesign the sign to be compliant with municipal code requirements.

4. The granting of the design variance for the proposed monument sign would not be materially detrimental to the public welfare, as the design of the sign would not impact public welfare.
5. The granting of the design variance would not adversely affect any element of the General Plan, as the General Plan does not have specific sign design requirements that would preclude a vinyl monument sign.

SECTION 4. ARCHITECTURAL REVIEW Findings. Based upon the evidence presented at the hearing, including the staff report and written and verbal testimony, which are all incorporated herein by reference, the Planning Commission hereby finds that:

6. The proposed project is consistent with the General Plan; as project signage would be in accordance with the objectives of the Industrial District general plan designation. The existing Ocean Mist Farms Shipping company is an existing allowed use in that zone, and the proposed signage would support the existing uses that continue to provide employment to the nearby community.
7. The proposed project does not comply with zoning regulations of the M-S Manufacturing Service zone and the M-H, Industrial District zone, as the proposed project does not comply with Chapter 17.56 - Signage. The approval of the proposed Variance 25-02 would be required to comply with the zoning regulations of the zone. The proposed monument signage is not compliant with the design guidelines per Chapter 17.56 – Signs, which requires the monument sign to be architecturally compatible with the main building. The proposed directional signage on Enterprise Way is not compliant with the location guidelines per Chapter 17.56 – Signs, which requires the directional signs to be outside the public right-of-way.
8. The proposed project is not consistent with the City’s Design Guidelines, the approval of the proposed Variance 25-02 would be required to comply with the City’s Design Guidelines for signage. The proposed monument signage is not compliant with the design guidelines per Chapter 17.56 – Signs, which requires the monument sign to be architecturally compatible with the main building.
9. The proposed project would not be detrimental to the public health, safety, or welfare, or materially injurious to properties and improvements in the vicinity, as staff circulated this project for review, and there were no concerns from the Fire Department, Utilities Department, Building Division, or Engineering Department regarding the location of the signs. The Engineering Department states that they are supportive of the location variance based on circulation and engineering elements.
10. The proposed project is **not** located, designed, constructed, operated and maintained so as to be compatible with the existing or intended character of the general vicinity and shall not change the essential character of the same area. Signage. The approval of the proposed Variance 25-02 would be required to find that the project is located, designed, and constructed to be compatible with the existing or intended character of the general vicinity and shall not change the essential character of the same area.

PASSED APPROVED and ADOPTED this 7th day of May 2025 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Isela Murillo
Planning Commission Chairperson

ATTEST:

Kendra Reif
Planning Commission Secretary

APPROVED AS TO FORM:

City Attorney

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

I HEREBY CERTIFY that the foregoing Resolution No. PC2025-06 was duly adopted by the Planning Commission of the City of Coachella at a regular meeting thereof, held on this 7th day of May 2025 by the following vote of the Planning Commission:

AYES:

NOES:

ABSENT:

ABSTAIN:

Kendra Reif
Planning Commission Secretary