

RESOLUTION NO. PC 2025-07

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COACHELLA, CALIFORNIA APPROVING VARIANCE NO. 25-03 OCEAN MIST SIGNAGE A REQUEST FOR A LOCATION VARIANCE FOR (2) DIRECTIONAL SIGNS WITHIN THE PUBLIC RIGHT-OF-WAY ON ENTERPRISE WAY 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 Variance 25-03, a request for a location variance for (2) directional signs within the public right-of-way at Enterprise Way; Assessor's Parcel No. 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 Heavy Industrial M-H; and

WHEREAS, the Project is permitted pursuant to Chapter 17.56, 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 approval of the Variance from location standards of the Ocean Mist Signage (Case File No. PC25-07), 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 location variance to construct proposed directional signs within the public right-of-way. The municipal code requires that the signs be outside the public right-of-way. The strict application of the chapter would result in practical difficulties or unnecessary hardship. The directional signs are requested by the applicant to provide directional information signs to improve circulation and truck movements, and are not intended as advertisements. The directional signs ensures that trucks use proper entrance and exit routes that improves traffic circulation in the right-of-way and provides an overall public benefit. The applicant only has 5 feet of property between the property line and the fence line. To meet the municipal code requirements, the applicant would need to provide directional signs within the 5 feet between the property line and the fence line, or provide a block wall mounted directional sign. These types of signs outside the public right-of-way may not effectively communicate the necessary entrance and exit routes, and would result in a practical difficulty and unnecessary hardship to effectively ensure proper traffic circulation on the site.
2. There are special circumstances that do not generally apply to other property in the same zone or vicinity, where the unique circumstance is that there are several parking areas including a parking lot separated by Industrial Way. As a result, parking for the site may be unclear and the variance is necessary to ensure adequate traffic circulation.
3. As discussed in Finding 2 above, there is a special circumstance that makes the location variance necessary for the preservation and enjoyment of a substantial property right to provide adequate traffic circulation.

4. The granting of the location variance for the sign to be within the public right-of-way would not be materially detrimental to the public welfare or injurious to the property or improvements in the zone, 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.
5. The granting of the location variance would not adversely affect any element of the General Plan, as the General Plan does not preclude the location of directional signs within the public right-of-way.

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. PC2025-07 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