

**RESOLUTION NO. PC 2025-11**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COACHELLA, CALIFORNIA APPROVING ARCHITECTURAL REVIEW NO. 25-01 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 DETERMINING THAT THE PROPOSED PROJECT IS CATEGORICALLY EXEMPT PURSUANT TO CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) GUIDELINES SECTION 15311 (ACCESSORY STRUCTURE). DANIEL MARTINEZ, APPLICANT.**

**WHEREAS**, Daniel Martinez filed an application for Architectural Review 25-01, a request for (4) directional signs, (1) monument sign, and (1) main building sign at the Ocean Mist Farm property at 52300 Enterprise Way 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**, the Planning Commission at the duly noted public hearing on May 7, 2025, continued the hearing item for the Architectural Review 25-01 to a date certain on June 18<sup>th</sup>, 2025; 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 Architectural Review of the Ocean Mist Signage (Case File No. PC25-11), with the motion vote outcome specified in the meeting minutes for the June 18<sup>th</sup> 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 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:

1. 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.
2. The proposed project does comply with zoning regulations of the M-S Manufacturing Service zone and the M-H, Industrial District zone, as the proposed project does comply with Chapter 17.56 - Signage. 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.
3. The proposed project is consistent with the City’s Design Guidelines. The proposed project plans and conditions of approval would ensure the project is compliant with the design guidelines of Chapter 17.56 – Signs, which requires the monument sign to be architecturally compatible with the main building.

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.

4. The proposed project is 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. The project conditions of approval would ensure 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.

**Section 5. Planning Commission Approval.** Based on the foregoing, the Planning Commission hereby **CONDITIONALLY APPROVES** Architectural Review No. 25-01, a request for (4) directional signs, (1) monument sign, and (1) main building sign at the Ocean Mist Farm property at 52300 Enterprise Way (Assessor Parcel Number 763-131-029 and 763-131-088) and the determination that the project is compliant with California Environmental Quality Act (CEQA) Guidelines Section 15311 – Accessory Structures. The Applicant shall demonstrate compliance with ALL Conditions of Approval, as set forth in “Exhibit A” and development plans in “Exhibit B”. Failure to demonstrate compliance with these conditions of approval may result in the delay of the Proposed Use or the rescinding of the City of Coachella’s architectural review approval. Where the term “Applicant” is used in any condition of approval, this term shall also apply to the Property Owner, any developer, or any successor in the interest of the Applicant. It is the Applicant’s or Applicant’s successor in interest responsibility to fully comply with the conditions of approval unless subsequently modified in accordance with the City’s required processes and procedures.

**PASSED APPROVED and ADOPTED** this 18<sup>th</sup> day of June 2025 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

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Isela Murillo  
Planning Commission Chairperson

**ATTEST:**

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Kendra Reif  
Planning Commission Secretary

**APPROVED AS TO FORM:**

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City Attorney  
Best, Best, and Krieger

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

**I HEREBY CERTIFY** that the foregoing Resolution No. PC2025-11 was duly adopted by the Planning Commission of the City of Coachella at a regular meeting thereof, held on this 18<sup>th</sup> day of June 2025 by the following vote of the Planning Commission:

AYES:

NOES:

ABSENT:

ABSTAIN:

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Kendra Reif  
Planning Commission Secretary