



STAFF REPORT 6/18/2025

To: Planning Commission

FROM: Adrian Moreno, Associate Planner

SUBJECT: Architectural Review No. 25-01 Ocean Mist Signage a request for Architectural Review Approval 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 determining that the proposed project is compliant with California Environmental Quality Act (CEQA) Guidelines Section 15311. Applicant: Daniel Martinez

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission approve Resolution No. PC2025-11 approving Architectural Review No. 25-01 for (4) directional signs, (1) monument sign, and (1) main building sign at the Ocean Mist Farm property. Variance 25-02 for a design variance for the monument sign, originally requested for the proposed project, is no longer required as the proposed plans and conditions of approval that would ensure the project design complies with municipal code requirements.

BACKGROUND:

The Ocean Mist Farms property is an existing produce shipping company at 52300 Enterprise Way. On November 19, 2024, a case was opened by the City of Coachella Code Enforcement Division due to the construction of signage without permits. On May 7, 2025, Planning Commission approved Variance No. 25-03, and continued the Architectural Review No. 25-01 and Variance No. 25-02 to the June 18th Planning Commission hearing and requested that staff and the applicant work towards a mutually agreed upon sign design.



DISCUSSION/ANALYSIS

The applicant proposes (4) directional signs, (1) monument sign, and (1) main building sign at 52300 Enterprise Way. Two of the proposed directional signs are proposed on the southern parcel along Industrial Way. The applicant requested a monument sign at the corner of Enterprise Way and Industrial Way. The applicant requested a design variance, Variance No. 25-02, for the

monument sign, however the design variance is no longer required, as the proposed design and condition of approval for the project meets municipal code requirements. The applicant also proposes to replace the existing building sign at the front elevation of the building. The project is on two existing parcels, the northern parcel is zoned Manufacturing Service (M-S) at APN: 763-131-029 and the southern parcel is zoned Heavy Industrial (M-H) at APN: 763-131-088. The surrounding uses are as follows:

North: Ocean Mist Farms Shipping (M-S, Manufacturing Service zone).

South: Vacant Land (M-H, Heavy Industrial).

East: Vacant Land, and Desert Valley Date agricultural production facility (M-H, Heavy Industrial).

West: Anthony Vineyards agricultural shipping facility (M-H, Heavy Industrial).

Design

The proposed (4) directional signs, (1) monument sign, and (1) main building sign at the property meet size standards per the Coachella municipal code, see municipal code requirements analysis (Attachment 5 – Municipal Code analysis). As requested by the Planning Commission, Staff and the applicant worked towards a mutually agreed upon design that meet municipal code requirements and staff design direction. See below design discussion for the proposed signs.

Design - Main Building Sign

The proposed main building sign is a 100 square foot (sq. ft.) sign that provides channel letters and a blue acrylic backing with green trim. The proposed main building sign does meet staff design direction for the proposed signage backing. Per the attached plans and conditions of approval for the project, the Ocean Mist sign shall provide a pop-out trim to ensure that the proposed signage backing is a high-quality design with dimension. This design request by staff is not a municipal code requirement, however the request by staff is to ensure a high-quality design.



Figure 1 - 2019 Main Building



Figure 2 - Proposed Sign

Design - Monument Sign

The proposed monument sign is a 108 sq. ft. freestanding sign on the northeast corner of Enterprise Way and Industrial Way. The size of the sign is the same as the previously approved monument sign at the same location. The proposed sign provides a vinyl design with a stone base and white cap per the attached plans and conditions of approval of the project. This design does meet municipal code design requirements to incorporate the design and materials accenting the architectural theme of the buildings on the same property. The proposed sign does provide pop-out letters as requested by staff. The request for pop-out letters is not a municipal code requirement, however the request is consistent with design direction staff provides for all signage in the city to ensure a high-quality design.



Design - Directional Signs

The applicant proposes (4) directional signs that are 27.47 sq. ft. in size, with a 3.7 sq. ft. base, at approximately 4' 4" in height. These signs are to replace existing wood construction directional signs that city records show were constructed without a permit. The proposed signs provide a vinyl design with a stone base and white cap that does meet staff's design direction for the signs to incorporate the design and materials accenting the architectural theme of the buildings on the same property. The proposed signs provide pop-out letters. There are no municipal code requirements for directional signage for commercial or industrial projects, however directional signs for public and quasi-public uses require meeting design standards requested by the Director of Planning. Similarly, staff requests the applicant comply with the above standards to achieve a high-quality design. Per the attached plans and conditions of approval, the proposed signs would meet staff design requests.



ENVIRONMENTAL IMPACT CONSIDERATION

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 (CEQA) as a Class 1, Accessory Structures, exemption as the project consists of the construction and replacement of signage (CEQA Guidelines 15311). As such, no additional environmental review or further mitigation is required for this request.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis contained herein and the findings listed below, staff recommends the Planning Commission approve Resolution No. PC2025-11 approving Architectural Review No. 25-01 with the findings and conditions as recommended by Staff.

ALTERNATIVES:

Architectural Review and Design

- 1) Approve Resolution No. PC 2025-11, with modifications recommended by Planning Commission.
- 2) Deny Resolution No. PC 2025-11, and request that staff prepare a Planning Commission Resolution for denial of Architectural Review No. 25-01.
- 3) Continue this item and provide staff and the applicant with direction.

Attachments:

1. Attach 1 - Resolution No. PC2025-11 for Approval – Architectural Review and Design
2. Attach 1 – Exhibit A – Conditions of Approval
3. Attach 1 – Exhibit B – Signage Plan
4. Attach 2 – Vicinity Map
5. Attach 3 – Site Photos
6. Attach 4 - Municipal Code Requirements Analysis
7. Attach 5 - Staff and Outside Agency Comments