

RESOLUTION NO. PC2022-33

A RESOLUTION OF THE CITY OF COACHELLA PLANNING COMMISSION APPROVING ARCHITECTURAL REVIEW NO. 22-06 AND VARIANCE NO. 22-03 FOR THE PROPOSED INSTALLATION OF A FREESTANDING IDENTIFICATION SIGN AT 21 FEET HIGH AND A 96 SQUARE FOOT SIGN FACE FOR AN EXISTING AGRICULTURAL EQUIPMENT RENTAL BUSINESS LOCATED ON A 3.86 ACRE SITE AT 86100 AVENUE 54 IN THE M-H (HEAVY INDUSTRIAL) ZONE. EBERHARD EQUIPMENT NO. 2, APPLICANT.

WHEREAS Joe Rodriguez, on behalf of Eberhard Equipment No. 2 filed an application for Architectural Review No. 22-06 and Variance No. 22-03 to freestanding identification sign at 21 feet high and 96 sq. ft. sign face area for an existing agricultural equipment rental business located on a 3.86 acre site at 86100 Avenue 54 (Assessor's Parcel No. 763-141-009 and 763-141-007); and,

WHEREAS on October 7, 2001 the Planning Commission approved Architectural Review No. 01-14 to allow the construction of a 10,000 sq. ft. industrial building with offices, warehouse, and outdoor storage space with a corner monument sign located at 86100 Avenue 54 for California Pools; and,

WHEREAS on September 11, 2022, the Planning Commission of the City of Coachella published a public hearing notice and conducted a duly noticed public hearing on Architectural Review No. 22-06 and Variance No. 22-03 and considered the application as presented by the applicant, findings, conditions and staff recommendations; and

WHEREAS the Applicant and members of the public were present and were afforded an opportunity to testify regarding the Project; and,

WHEREAS the proposal to allow the proposed freestanding sign would be inconsistent with the City of Coachella Zoning Ordinance with respect to total sign area as the proposed sign proposes a sign area of 96 sq. ft. which exceeds the 75 sq. ft. maximum size permitted in the Zoning Ordinance but the Planning Commission is able to make the required findings to support granting of the variance; and,

WHEREAS, the proposed project is exempt from the California Environmental Quality Act, as amended; and,

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission of the City of Coachella, California hereby resolve as follows:

Section 1. Incorporation of Recitals

The Planning Commission hereby finds that all of the facts in the Recitals are true and correct and are incorporated and adopted as findings of the Planning Commission as fully set forth in this resolution.

Section 2. CEQA Findings

Based upon its review of the entire record, including the Staff Report, any public comments or testimony presented to the Planning Commission, and the facts outlined below, the Planning Commission hereby finds and determines that the proposed project is categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15301 (Class 11) "Accessory Structures" as the applicant proposes an on-premise sign which is consistent with the Class 11 exemption for construction, or placement of minor structures accessory to existing industrial facilities.

Section 3. Variance Findings

With respect to Variance No. 22-02, the Planning Commission finds as follows for the proposed variance request:

1. That the strict application of the provisions of this chapter would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the chapter the Coachella Municipal Code as the subject site is located in a portion of the Heavy Industrial Zone at the edge of the City limits where there are difficulties in visibility of the business that provided retail and rental of agricultural vehicles and machinery. Heavy Industrial uses in the M-H zoning district typically consist of manufacturing related businesses that are not focused on attracting customers as a storefront retail business. Eberhard Equipment depends on a reliable customer base for rental and sales. The variance would allow for a sign that exceed the sign face size by only 21 sq. ft..
2. That there are special circumstances applicable to the subject property, which are the location or surroundings that do not apply generally to other property in the same zone and vicinity. The Zoning Ordinance Chapter 17.56 allows for a sign face size based on ten (10) square feet of sign per acre to a maximum area of seventy-five (75) square feet per face for businesses with one more than two and one-half acres of land. The subject business is located on a parcel in the M-H Heavy Industrial zoning district where it is less visible than major commercial corridors in the City of Coachella. The subject parcel is also located on a property in the M-H zone that does not have frontage on Major corridors as other M-H zoned properties along Grapefruit Boulevard.
3. That such variance is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same zone and vicinity. The subject business is located on a parcel in the M-H Heavy Industrial zoning district where it is less visible than major commercial corridors in the City of Coachella. The subject parcel is also located on a property in the M-H zone that does not have frontage on Major corridors as other M-H zoned properties along Grapefruit Boulevard
4. That the granting of such variance would not be materially detrimental to the public welfare or injurious to the property or improvements in the same zone or vicinity in which the property is located as the sign is located on a property in the M-H zone at the edge of the City limits that would not cause a nuisance to nearby residential neighborhoods and is more characteristic of development in the M-H Heavy Industrial zoning district.
5. That the granting of the variance will not adversely effect any element of the general plan

as the general plan does not preclude freestanding signs of this size.

Section 4. Architectural Review Findings

With respect to Architectural Review No. 22-06, the Planning Commission finds as follows for the proposed freestanding sign request:

1. Compatibility with neighboring property. The proposed sign would be compatible with signage for industrial properties in the vicinity in the M-H Zone and would be located at the edge of the City where there would be limited aesthetic impacts and would not affect any designated visual corridors.
2. The Zoning Ordinance development standards allows for a maximum sign area of 75 square feet considered suitable of industrial sites larger than 2 ½ acres and architectural review by the Planning Commission to determine suitability of the sign for the site. The Planning Commission concludes that the proposed sign at this location of 96 sq. ft. (21 sq. ft. above the max sign face standard) is suitable and would have a negative impact incompatible with the goals of the City’s sign ordinance.
3. The proposed sign would not impact traffic congestion as the sign would be located in an appropriate location so as not to interfere with site line distance.
4. That approval of the Architectural Review No. 22-06 will not adversely effect any element of the general plan as the general plan does no prescribe sign standards or appearance.

Section 5. Planning Commission Approval;

Based on the foregoing recitals and findings above, and the written and oral comments, facts and evidence presented, the City of Coachella Planning Commission approves Architectural Review No. 22-06 and Variance No. 22-03 for the Eberhard Equipment No. 2 freestanding sign project subject to the conditions of approval of “Exhibit A” and Sign Plan in “Exhibit B.”

PASSED APPROVED and ADOPTED this 5th day of October 2022.

Stephanie Virgen, Chairperson
Coachella Planning Commission

ATTEST:

Gabriel Perez
Planning Commission Secretary

APPROVED AS TO FORM:

Carlos Campos
City Attorney

I HEREBY CERTIFY that the foregoing Resolution No. PC2022-33, was duly adopted at a regular meeting of the Planning Commission of the City of Coachella, California, held on the 5th day of October 2022, by the following roll call vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Gabriel Perez
Planning Commission Secretary