



STAFF REPORT
10/5/2022

TO: Planning Commission Chair and Commissioners

FROM: Gabriel Perez, Development Services Director

SUBJECT: Freestanding Identification Sign – Eberhard Equipment

SPECIFICS: Architecture Review No. 22-06 Variance No. 22-03 for the proposed installation of a freestanding identification sign at 21 feet high 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) *Continued from the Planning Commission meeting of September 21, 2022*

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission adopt Resolution No. PC 2022-33 approving Architecture Review No. 22-06 and Variance No. 22-03 pursuant to the findings and conditions contained in the resolution.

BACKGROUND:

On November 2020, Eberhard Equipment occupied the existing facility at 86100 Avenue 54. Eberhard Equipment provides service/parts and equipment rentals/sales of agricultural/farming equipment to municipalities, school districts, and independent contractors. Ken L. Eberhard founded the company in 1945. There are two locations within Southern California, the first location is at Santa Ana in operation for over 40 years and the second location is the subject property in the City of Coachella. The site was once the location of California Pools and Spas and the development was approved by the Planning Commission on October 17, 2001 as Architectural Review No. 01-14 with a monument sign at the corner of Tyler Street and Avenue 54. The Planning Commission requested that Staff prepare a resolution for approval of the Architectural Review and Variance request for the October 5, 2022 meeting.



DISCUSSION/ANALYSIS:

The applicant, Eberhard Equipment No. 2, has submitted a request for an Architecture Review for freestanding identification sign. The freestanding sign consist of a pylon sign at 21 feet in height located at the southern portion of the property along Avenue 54 as shown in the Figure 2 below.

Figure 1: Proposed Sign Location at Subject Site.

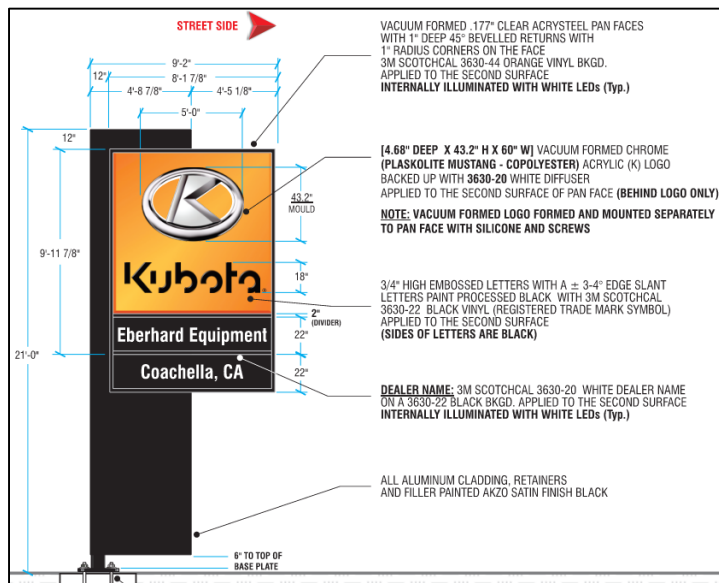


Table 1 – Development/Operational Standards C.M.C. Chapter 17.56 - Signs

	Zoning Ordinance	Proposed	Complies with Code
Location	Main Signs for Commercial and Industrial Centers (More Than One Acre)	M-H (Heavy Manufacturing) zone 1.36 acre parcel	Yes
Setbacks	Signs shall not extend beyond the property line	All the freestanding signs is within property line.	Yes
Utilization	Sign shall be used solely to identify the commercial or industrial center	The freestanding signs depicts the name of the development “Kubota – Eberhard Equipment”	Yes
Height	Signs shall not exceed a maximum height of six feet for monument sign or twenty-five (25) feet for a free-standing sign for businesses on more than two and one-half acres of land subject to architectural review and planning commission approval	The freestanding sign is at 21’ in height on a site that is 3.86 acres.	Yes

Sign Size	The allowable sign area shall be based on ten (10) square feet of sign per acre to a maximum area of seventy-five (75) square feet per face.	The 21' freestanding sign has a total of ninety-six (96) square foot sign face.	No. 21 sq. ft. more than permitted
Illumination	A sign is defined as any identification, illustration or device illuminated or non-illuminated, which is visible from any public place or is located on provide property and exposed to the public and which directs attention to a product, place, activity, person, institution, business or solicitation with exception of window display.	The 21' freestanding sign is internally illuminated.	Yes

Figure 1: Sign Plan



The proposed freestanding sign at 21' in height depicts the business name “Kubata,” “Eberhard Equipment,” and “Coachella, CA” with vacuum formed acrysteel pan faces internally illuminated with LED lighting. The “Kubata” name and “K” symbol are embossed letters on the pan faces. The Kubata portion of the sign is orange in color with black lettering. The remainder of the sign is colored black and lettering for the business and location are in white.

The proposed sign complies with all development standards for signs (C.M.C. Chapter 17.56 Signs) as identified in Table 1, except for sign face size. The applicant proposes a sign with a 96 sq. ft. sign face area and the Zoning Ordinance allows a maximum sign face area of 75 sq. ft, and therefore the sign cannot be approved without approval of a variance and making the variance findings. Staff cannot support the variance as there are no practical difficulties and unnecessary physical hardships; there is observed disparity of privilege to remedy, or the need to permit a use substantially inconsistent with the limitation upon other properties in the same

zone and vicinity. If the Planning Commission elected to support the sign, staff would recommend that all black portions of the sign face be masked to reduce glare.

Environmental Setting:

The subject site has an existing building with on-site improvements on a 3.86 site, consisting of a 1.35-acre parcel and a 2.51-acre parcel, and generally surrounded by industrial and agricultural uses, with adjoining zoning and land uses as follows:

North: Vacant Land (M-H) Heavy Industrial Zone

South: Avenue 54 and Vacant Agricultural Land (M-H) Heavy Industrial Zone

East: Industrial Building (M-H) Heavy Industrial Zone

West: Vacant Agricultural Land (M-S) Manufacturing Service Zone

Site Plan / Parking and Circulation:

The project site includes two adjoining parcels with a main entrance located on Avenue 54 with secondary access for stored vehicles and equipment on Tyler Street. The business currently displays/stores farming/agricultural vehicles on existing parking spaces located to the south and west of the building.

CONSISTENCY WITH THE GENERAL PLAN:

The proposed freestanding identification sign is intended to attract customers to the subject site business. The location of the proposed sign is within the General Plan Subarea 5 – Airport District, which includes a policy to “*Encourage the development of a variety of industrial and manufacturing uses within this subarea.*” The site is within the Industrial District land use designation of the General Plan. The proposed sign would be compatible with the vision and goals of the General Plan.

ENVIRONMENTAL REVIEW:

Staff has determined that the proposed project is categorically exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act as “Accessory Structures-On premise signs” CEQA Guidelines, Section 15311, Class 11).

RECOMMENDATIONS:

1. Adopt Resolution No. PC 2022-33 to approve Architecture Review No. 22-06 and Variance No. 22-03 with findings.
2. Deny the proposed project.
3. Continue this item and provide staff and the applicant with direction.

RECOMMENDED ALTERNATIVE(S):

Staff recommends Alternative #1 as this would allow the Planning Commission to consider the resolution for approval that the Commission requested.

Attachments:

1. Resolution No. PC 2022-33
2. Vicinity Map
3. Sign Plan Exhibits - Eberhard Equipment