



STAFF REPORT
2/22/2023

TO: Honorable Mayor and City Council Members

FROM: Gabriel Perez, Development Services Director

SUBJECT: Coachella Entertainment Park (EP No. 22-01 36-Month Renewal Request)

SPECIFICS: Adopt Resolution No. 2023-09 approving a renewal of Entertainment Permit No. 22-01 for the Coachella Entertainment Park outdoor entertainment venue located on a 1.24 acre site at 85-994 Grapefruit Blvd (APN# 778-030-005 and 778-180-001). Applicant: Nicolas Meza

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission adopt Resolution No. PC 2023-09 approving the renewal of Entertainment Permit No. 22-01, pursuant to the findings and conditions of approval contained in the attached resolution.

BACKGROUND:

The subject site is a 1.24 acre vacant property at 85-994 Grapefruit Blvd, adjacent to the Union Pacific Railroad, that was the previous location of the H & H Lumber business. The previous business consisted of a large shade structure, chain link and metal panel fencing, and outdoor storage of lumber materials. The site is nearby the Downtown Core, which in the General Plan 2035 is intended to provide a convenient and congenial environment for everyday shopping and dining, and brings the community together in a one-of-a-kind Coachella center that is the civic heart of the City. The physical character of the Downtown Center of the General Plan intends for plazas and squares that punctuate the network of streets, providing larger, comfortable spaces for formal and informal gathering, outdoor dining, public markets and special events. The applicant, Nicolas Meza, has operated the site as the Coachella Entertainment Park for approximately one-year subject to the Entertainment Permit No. 22-01 and has operated such use consistent with the General Plan Vision of the Downtown Core as a place for public markets and special events as a special event center, subject the approval of an entertainment permit.

Entertainment permits are permitted under Chapter 5.24 of the Coachella Municipal Code under Title 5 (Business Licenses and Regulations). Application for an entertainment permit require an investigation of the application by the City Manager and consideration of the proposal at a public hearing by the City Council. If the City elects to grant the entertainment permit, it may impose conditions that include:

1. The days and hours during which the entertainment establishment may operate.

2. The total number of persons including employees and entertainers allowed during its operation.
3. Traffic control measures including the number of parking spaces required for the entertainment establishment.
4. Noise control measures required in the entertainment establishment.
5. Security or safety measures of the patrons, employees, neighbors and general public of the entertainment establishment, including the number of security personnel which may be altered by the chief of police.
6. The placement and utilization of hand-held metal detectors at each entrance to the entertainment establishment for the purpose of ascertaining and removal of weapons from each and every person entering the entertainment establishment to the satisfaction of the chief of police.

DISCUSSION/ANALYSIS:

The applicant, Nicolas Meza, currently holds a City approved entertainment permit to allow the operation of an outdoor entertainment venue on a 1.24 acre site at 85-994 Grapefruit Blvd. The zoning designation of the commercial center where the store is proposed is within the M-S (Manufacturing Service). The entertainment venue accommodates a range of events that could occur up to 7 days a week and may include, but not limited to:

- Outdoor vendor markets
- Food fairs
- Concerts
- Site rental for private special events, including weddings, quinceaneras, and birthday parties.
- Exhibitions
- Equestrian demonstrations

The applicant hosts events centered that provide opportunities for small business vendors that may not have a brick and mortar establishment with exposure at an accessible venue to sell retail products or food. The applicant held multiple events over the past year, which included small vendor open-air markets, staging for the Run with Los Muertos community procession, community fundraisers, and concerts. The applicant also regularly hosts a food vendor in a converted shipping container that is open to the public. The applicant also accommodated parking for the City's groundbreaking ceremony of the Urban Greening program for Grapefruit Blvd. The applicant regularly communicated with the Development Serviced Department staff regarding upcoming events. A special event permit was obtained by Promo VIP Promotions for a large concert event on January 20, 2023 for 500 attendees as is required by the entertainment permit for large events. Alcohol permits were obtained through the Department of Alcohol Beverage Control (ABC) and the Coachella Police monitored the event with no reported issues.

The applicant does not charge an parking fee for most events but is permitted to charge paid entry and paid on-site parking for large-scale events. The use of amplified music is proposed for concert

and special events. The applicant is required to comply with the requirements of the Coachella Municipal Code noise control ordinance.



Coachella Entertainment Park location

Staff contacted the Lieutenant Vasquez with the Riverside County Sheriff regarding any concerns for the proposed business that the City Council may want to consider when making findings or including conditions of approval for the entertainment permit. Lieutenant Vasquez did not identify any concerns with the business and does not recommend any conditions of approval.

Hours of Operation:

The applicant has not indicated specific hours of operation for the entertainment venue, but is conditioned to end all events by 2 A.M. Any alcohol service last call shall occur by 1:30 A.M.

Environmental Setting:

The subject site is a vacant site that is substantially surrounded by urban uses, with adjoining zoning and land uses as follows:

North: Feed Lot / (M-S, Manufacturing Service)

South: Vacant / (M-S, Manufacturing Service)

East: Union Pacific Railroad and Agricultural Uses/ (M-S, Manufacturing Service)

West: Coachella Bar and Auto repair businesses/ (C-G, General Commercial)

Site Plan / Parking and Circulation:

The site consists of minimal improvements consisting of low level fencing with vine landscaping and citrus trees in planters. Compacted decomposed granite has been applied to the site as groundcover to provide a walkable surface and assist with dust control. On-Site parking is proposed, consisting of 78 parking spaces, accessed from an existing 29 foot wide driveway from Grapefruit Boulevard. 6 ADA parking spaces are located near the event location entrance. The surface of the parking lots would remain as compacted decomposed granite and the applicant is required to employ dust control measures to minimize “fugitive dust”. There are no specific parking standards identified in the Zoning Ordinance for outdoor entertainment or assembly venues without fixed seating. The manufacturing service zone parking standards apply to square foot of building area or storage area. The applicant will not charge for on-site parking for routine public events, but intends to do so for large concert events. Staff does not recommend any changes to the existing on-site parking plan. The City Council is able to establish a parking standard for this permit.

The event area consist of largely open space enclosed by fencing. Two shipping containers have been repurposed to serve as a food vending location, a bar, and restroom facilities. An eating area is located in a 43 ft by 126 ft area demarcated by railroad ties and large wooden cable spools that serve as tables for dining. A low 3 foot high stage for event performances is located toward the Northeast of the venue. A secondary driveway is also available at the northwest portion of the site that provides access for event operations and vendors.

Security:

The applicant proposes the use of on-site licensed security for public events. A condition of approval of the permit requires licensed security for events that exceed 50 guests or when alcohol is served. All private events that lease from the applicant will be required to use licensed security. The applicant is required to increase security personnel based on recommendations by the City Manager or Coachella Police.

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 “Existing Facilities” (CEQA Guidelines, Section 15301). The proposed project consists of the operation, licensing and minor alteration of an existing location involving no expansion of existing or former commercial use on the property. The subject site has been used for manufacturing zone related uses and no expansions of floor area are proposed.

FISCAL IMPACT:

As conditioned, the proposed Entertainment Permit would not have any fiscal impacts upon the City of Coachella finances. There are no additional fees collected for this type of business other than normal licensing fees for the business.

ALTERNATIVES:

- 1) Adopt Resolution No. 2023-09 approving 36-month renewal of Entertainment Permit 22-01 with the staff recommendations.
- 2) Approve the Entertainment Permit renewal with new or modified conditions of approval.
- 3) Make findings and Deny the Entertainment Permit renewal.
- 4) Continue the item and provide staff direction.

RECOMMENDED ALTERNATIVE

Based on the analysis contained herein and the findings listed below, staff is recommending that the City Council approve Alternative #1 that would renew the entertainment permit until March 23, 2026.

Attachments:

1. Resolution No. PC 2023-09
2. Vicinity Map
3. Site Plan
4. Existing Photos
5. Applicant Narrative and Leasable Area