



STAFF REPORT
11/6/2024

TO: Planning Commission Chair and Commissioners
FROM: Gabriel Perez, Development Services Director
SUBJECT: Healthy Food Truck Permit Pilot Program

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission review and discuss the proposed Healthy Food Truck Permit Pilot Program.

BACKGROUND:

On March 13, 2024 the City Council adopted Ordinance No. 1209 establishing sidewalk vending regulations in compliance with SB 946. The requirements of the Riverside County Environmental Health have been challenging for sidewalk vendors to obtain a County health permit and the City currently does not allow mobile food trucks without a special event permit. The City recently sponsored the Coachella Container Park on Grapefruit Boulevard, which is a private enterprise and a City approved location for sidewalk vendors and food trucks. The Healthy Food Truck Permit Pilot program would allow a limited number of mobile food trucks subject to incorporating healthy menu items as encouraged in the City of Coachella General Plan Community Health and Wellness Element. The program will further enhance economic opportunities by creating unique and healthy culinary experiences in the Coachella Downtown and at existing date farms.

DISCUSSION/ANALYSIS:

The Healthy Food Truck Pilot Program would allow mobile food trucks as a 4-year pilot program subject to menu and operational requirements in City parks, in the Downtown (DT-PV) Transit Zone, and on active date farms. The City is working with the Riverside University Health System (RUHS) Nutrition and Health Promotion Branch in order to develop criteria for a certified healthy food truck. The efforts would also compliment the Coachella Blue Zones initiative with the aim of improving health outcomes and longevity for Coachella residents. The program requirements are outlined below:

City Parks

- 2 food trucks maximum stationed around Dateland Park, Bagdouma Park, and Rancho Las Flores Park
- 1 food truck maximum at De Oro Park, Sierra Vista Park
- 1 food truck at City of Coachella Civic Center and Corporate Yard

- Operating Hours – 5 p.m. to 10 p.m.
- Administrative approval

DT-PV Zoned parcels located around Coachella Veterans’ Memorial Park. These parcels are largely occupied with existing single-family homes and allow the property owner the flexibility to operate a food business. There are 19 eligible parcels.

- 1 food truck per lot or more than 1 food truck on lots or sites larger than 11,500 sq. ft.
- Operate entirely on the property in the front yard and on-site consumption with tables and chairs would be permitted
- Operating Hours – 5 p.m. to 12 a.m.
- Administrative approval

Date Farms

- 1 food truck per lot with a minimum 1-acre size that must be an active date farm with a minimum of 50 date palm trees
- Requires a minimum of 1 signature food offering with date ingredients or offer of the direct sale of date fruits
- On-site parking
- Requires activity areas
- Allows accessory retail pop-up businesses
- Operating Hours – 7 a.m. to 10 p.m.
- Planning Commission approval as a non-hearing item

Staff requests that the Planning Commission review and discuss the proposed amendments.

Attachments:

1. Healthy Food Truck Permit Ordinance - City Park and Downton Transition Zone
2. Healthy Food Truck Permit Ordinance – Date Farms