

**RESOLUTION NO. 2026-23**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COACHELLA CONDITIONALLY APPROVING ENTERTAINMENT PERMIT NO. 26-03 FOR THE RESET WELLNESS CAMPING EVENT TEMPORARY CAMPGROUND EVENT TO BE HELD ON MAY 29<sup>TH</sup> THROUGH MAY 31<sup>ST</sup> 2026, LOCATED AT 83272 51<sup>ST</sup> AVENUE ON APPROXIMATELY 7.79 ACRES OF LAND (ASSESSOR'S PARCEL NUMBER 779-310-012 AND 779-310-013), AND DETERMINING THAT THE PROPOSED PROJECT IS CATEGORICALLY EXEMPT PURSUANT TO CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) GUIDELINES SECTION 15301 (EXISTING FACILITIES). APPLICANT: CLAUDIA LUA ALVARADO**

**WHEREAS**, on March 31, 2026, the applicant, Claudia Lua Alvarado submitted an Entertainment Permit application to conduct Reset Wellness Camping Event temporary campground event from May 29<sup>th</sup> through May 31<sup>st</sup>, at 83272 51<sup>st</sup> Avenue (“the Project”); and,

**WHEREAS**, the Site is located within the City of Coachella at 83272 51<sup>st</sup> Avenue on approximately 7.79 acres of land within Riverside County, California (Assessor’s Parcel Number 779-310-012 and 779-310-013) (“Property”); and,

**WHEREAS**, the subject property at Assessor’s Parcel Number 779-310-012 and 779-310-013 have zoning designation of Residential Estate and a General Plan 2035 land use designation of Estate Rancho; and,

**WHEREAS**, the Project is consistent with and intended to implement the vision of the Coachella Municipal Code and the General Plan 2035 pertaining to land use patterns and site design; and

**WHEREAS**, 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); and,

**WHEREAS**, the proposed temporary campground events are not likely to be detrimental to public health, safety, or welfare as the conditions of approval will ensure the project operates in a manner consistent with the zoning ordinances that regulate the Project Site; and

**WHEREAS**, a notice of a public hearing to consider Entertainment Permit No. 26-01 was issued in accordance with Coachella Municipal Code Section 17.74.010G, inclusive of the publication on April 12, 2026, of a legal public hearing notice which was published in the Desert Sun, the City’s newspaper of record and mailing of a public hearing notice to a certified list of property owners within 300 feet of the subject properties on April 7, 2026; and,

**WHEREAS**, on April 22, 2026, the City Council held a duly noticed public hearing to consider the application for the Project during which evidence, both written and oral, including the staff report and supporting documents, was presented at said hearing; and,

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

**WHEREAS**, the Project is permitted pursuant to the Coachella Municipal Code, and the attendant applications for Entertainment Permit to allow the Project; and,

**WHEREAS**, the conditions of approval as stipulated by the City are necessary to protect the public health, safety and welfare of the community; and

**WHEREAS**, the site for the proposed use relates properly to streets which are designed to carry the type and quantity of traffic to be generated by the proposed use; and,

**WHEREAS**, at the conclusion of the public hearing and following discussion, the City Council approved this Resolution for the conditional approval of the Rancho 51 Festival Campground Project as conditioned with the motion vote outcome specified in the meeting minutes for the April 22, 2026, City Council meeting.

**NOW, THEREFORE, BE IT RESOLVED, THE CITY COUNCIL OF THE CITY OF COACHELLA, CALIFORNIA DOES HEREBY FIND DETERMINE AND RESOLVE AS FOLLOWS:**

**SECTION 1. Incorporation of Recitals.** The City Council hereby specifically finds that all of the facts set forth in the recitals of this Resolution are true and correct and are incorporated into this Resolution by reference and constitute a material part of this Resolution.

**SECTION 2. Environmental Findings.** The City Council has independently reviewed the administrative record for the proposed project, including all oral and written comments received during the document circulation period, public hearing, the staff report, and all attachments thereto, which are all incorporated herein by reference and are on file with the Community Development Department for the City of Coachella, and the City Council finds 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);

**SECTION 3. Entertainment Permit Findings.** Based upon the evidence presented at the hearing, including the staff report, the City Council hereby finds and determines the Project complies with the necessary findings as required by Coachella Municipal Code Section 5.24 and hereby finds that:

1. The information provided in the application is accurate, complete and truthful, as

evidenced by staff review.

2. There are no known violations of any laws, ordinances, or regulations related to the applicant's fitness to manage or operate the proposed temporary campground special events, as evidenced by staff. Section 5.24.050 of the Coachella Municipal Code requires that all applicants seeking an Entertainment Permit must obtain background check approval through the California Department of Justice. On April 6, 2026, staff received the results from the California Department of Justice that both the applicant and co-applicant for this project have cleared their background checks.
3. The applicant does possess the requisite moral character to comply with the requirements of this chapter, or any reasonable conditions imposed on the permit, or other applicable laws, ordinances, or regulations as evidenced by staff. The applicant has operated similar events within Riverside County on the subject property for over nine years. There have been no complaints on record received for these events with the County from the Riverside County Planning Department, and there are two code enforcement cases on record with the Riverside County Code Enforcement Department. Staff reviewed the case reports for the two code enforcement cases on record, and find that they do not conflict with the findings required to approve the project. The code enforcement cases were resolved through the appropriate approval and appeal channels within the County of Riverside, and there have been no code enforcement cases since 2023. The applicant has successfully conducted events at the subject property without code enforcement cases on record since 2023 based on staff findings. The applicant received City of Coachella City Council approval for EP 26-01 on March 25, 2025. EP 26-01 allowed for three temporary campground events to be held during the three festival weekends in the month of April (April 9th -12th, April 16th-19th, and April 23rd – 26th). At the time of the publication of this staff report the only event that has occurred is the event that was held April 9th-12th. Staff consulted with the City of Coachella Code Enforcement Division, the Riverside County Sheriffs Officed, the Riverside County Fire Department, and the Riverside County Department of Environmental Health and at the time of the publication of this staff report, no complaints have received pertaining to this event. The operation of the temporary campground event will be subject to the conditions of approval for this project which include conditions which are similar to those required of the applicant for their 2025 temporary event permit for a similar event in scope within the Riverside County jurisdiction. The same conditions of approval for EP 26-01 and Resolution No. 2026-16 will be applied to this event. As a result, the operator is familiar with the expectations required of those conditions of approval as conditioned by this permit. Staff contacted Lieutenant Garcia with the Riverside County Sheriff regarding any concerns for the proposed temporary campground special events. The Riverside County Sheriff's Department noted no issues for the proposed event. In compliance with Section 5.24.050 of the Coachella Municipal Code, the applicants submitted and completed background check requests. On April 6, 2026, staff received the results from the California Department of Justice that both the applicant and co-applicant for this project have cleared their background checks.

4. The applicant does possess the requisite moral character to manage and operate an entertainment establishment within the city in accordance with the requirements of this chapter. The applicant has operated similar events within Riverside County on the subject property for over nine years. There have been no complaints on record received for these events with the County from the Riverside County Planning Department, and there are two code enforcement cases on record with the Riverside County Code Enforcement Department. Staff reviewed the case reports for the two code enforcement cases on record, and finds that they do not conflict with the findings required to approve the project. The code enforcement cases were resolved through the appropriate approval and appeal channels within the County of Riverside, and there have been no code enforcement cases since 2023. The applicant has successfully conducted events at the subject property without code enforcement cases on record since 2023 based on staff findings. The applicant received City of Coachella City Council approval for EP 26-01 on March 25, 2025. EP 26-01 allowed for three temporary campground events to be held during the three festival weekends in the month of April (April 9th -12th, April 16th-19th, and April 23rd – 26th). At the time of the publication of this staff report the only event that has occurred is the event that was held April 9th-12th. Staff consulted with the City of Coachella Code Enforcement Division, the Riverside County Sheriffs Officed, the Riverside County Fire Department, and the Riverside County Department of Environmental Health and at the time of the publication of this staff report, no complaints have received pertaining to this event. Staff contacted Lieutenant Garcia with the Riverside County Sheriff regarding any concerns for the proposed temporary campground special events and regarding any incident reports for the subject property. The Riverside County Sherriff Department noted no issues for the proposed event. In compliance with Section 5.24.050 of the Coachella Municipal Code, the applicants submitted and completed background check requests. On April 6, 2026, staff received the results from the California Department of Justice that both the applicant and co-applicant for this project have cleared their background checks.
  
5. Staff finds that the applicant does possess sufficient financial resources, or experience, or experienced employees to manage or operate an entertainment establishment within the city in accordance with the requirements of this chapter. The applicant has operated similar events within Riverside County on the subject property for over nine years. There have been no complaints on record received for these events with the County from the Riverside County Planning Department, and there are two code enforcement cases on record with the Riverside County Code Enforcement Department. Staff reviewed the case reports for the two code enforcement cases on record, and finds that they do not conflict with the findings required to approve the project. The code enforcement cases were resolved through the appropriate approval and appeal channels within the County of Riverside, and there have been no code enforcement cases since 2023. The applicant received City of Coachella City Council approval for EP 26-01 on March 25, 2025. EP 26-01 allowed for three temporary campground events to be held during the three festival weekends in the month of April (April 9th -12th, April 16th-19th, and April 23rd – 26th). At the time of the publication of this staff report the only event that has occurred is the event that was held April

9th-12th. Staff consulted with the City of Coachella Code Enforcement Division, the Riverside County Sheriffs Officed, the Riverside County Fire Department, and the Riverside County Department of Environmental Health and at the time of the publication of this staff report, no complaints have received pertaining to this event. The applicant has conducted events at the subject property without code enforcement cases on record since 2023 based on staff comments received from the Riverside County Planning Department and Riverside County Code Enforcement. Throughout this time, the applicant has extensive experience managing multi-day overnight stays to single-day events with specific operating hours. In addition to their experience hosting events on the same subject property in the City and formerly when it was located in Riverside County. Claudia Alvarado has experience producing and hosting fashion shows throughout the United States, and Juan Alvarado has work experience with organizations such as AEG and the LA Galaxy. Juan Alvarado's experience with AEG and LA Galaxy consisted of working as front office staff. Juan Alvarado was in sales, marketing, and event/game day management, and gained experience managing crowds of up to 27,000 spectators and setting up smaller events for nonprofit soccer organization for the LA Galaxy. Together, the applicant team's combined expertise and years' operating the subject property for special events exhibits the ability of their team to have sufficient financial resources and experience to manage and operate the proposed temporary campground special events as proposed in this entertainment permit.

**SECTION 4. Location and Custodian of Records.** The documents and materials that constitute the record of proceedings on which these findings are based are located at Coachella Civic Center. The Development Services Director is the custodian of the record of proceedings.

**SECTION 5. Execution of Resolution.** The Mayor Pro Tem shall sign this Resolution and the City Clerk shall attest and certify to the passage and adoption thereof.

**SECTION 6. City Council Approval.** Based on the foregoing recitals and findings above, and the written and oral comments, facts and evidence presented, the City of Coachella City Council conditionally approves Entertainment Permit No. 26-03, for the Reset Wellness Camping Event temporary campground event from May 29<sup>th</sup> through May 31<sup>st</sup>, located at 83272 51st avenue on approximately 7.79 acres of land (Assessor's Parcel Number 779-310-012 and 779-310-013), and determining that the proposed project is categorically exempt pursuant to California Environmental Quality Act (CEQA) Guidelines Section 15301 (Existing Facilities). The applicant shall demonstrate compliance with ALL Conditions of Approval, as set forth in Exhibit "A" and Site Plan "Exhibit B" of this Resolution. Failure to demonstrate compliance with these conditions of approval may result in the delay of the Proposed Use or the rescinding of the City of Coachella's entertainment permit approval. Where the term "Applicant" is used in any condition of approval, this term shall also apply to the Property Owner, any developer, or any successor in the interest of the Applicant. It is the Applicant's or Applicant's successor in interest responsibility to fully comply with the conditions of approval unless subsequently modified in accordance with the City's required processes and procedures.

**PASSED APPROVED and ADOPTED** this 22<sup>nd</sup> day of April 2026.

AYES:

NOES:

ABSENT:

ABSTAIN:

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Dr. Frank Figueroa, Mayor Pro Tem  
City of Coachella

**ATTEST:**

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Angela M. Zepeda, City Clerk  
City of Coachella

**APPROVED AS TO FORM:**

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Ryan Guiboa, City Attorney  
Best, Best, & Krieger