



STAFF REPORT
3/25/2026

TO: Honorable Mayor and City Council Members

FROM: Kendra Reif, Community Development Director
Adrian Moreno, Associate Planner

SUBJECT: A Public Hearing to Consider Resolution No.2026-16 of the City Council of the City of Coachella: Request for conditional approval for Entertainment Permit No. 26-01 for temporary campground events in April 2026, 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). Applicant: Claudia Lua Alvarado

STAFF RECOMMENDATION

Staff recommends that the City Council open the public hearing, receive public testimony, and conditionally approve Entertainment Permit No. 26-01 for temporary campground events April 9th-13th, 16th-20th, and 23rd-27th, 2026 April 2026, 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).

EXECUTIVE SUMMARY:

The applicant, Claudia Lua Alvarado, requests that the City Council approve:

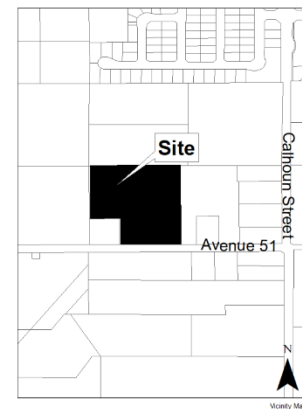


Figure 1 - Vicinity Map

- **EP No. 26-01** which proposes temporary campground events in April 2026. The applicant proposes a temporary campground event that includes 45 glamping tents and 50 vacant spaces where individuals can bring their own tents. The event will include restrooms, shower trailers, beauty bar, and DJ. Parking will be located on-site and can accommodate up to 161 vehicles. The event will include a beer and wine garden for alcohol service. The events will be held during the following dates:

- Thurs. April 9, 2026 (start @ 3:00 pm) – Mon. April 13, 2026 (end @ 11:00 am)
- Thurs. April 16, 2026 (start @ 3:00 pm) – Mon. April 20, 2026 (end @ 11:00 am)

- Thurs. April 23, 2026 (start @ 3:00 pm) – Mon. April 27, 2026 (end @ 11:00 am)



Figure 2 - Vicinity Map

BACKGROUND:

Rancho 51 Festival Campground is an existing date garden and community event facility that has operated within Riverside County for over nine years hosting a wide range of entertainment and community events including festival campgrounds, live music gatherings, private celebrations, corporate functions, and public permitted events. The applicant team is skilled in coordinating logistics, guest services, vendor relations, and event flow to ensure a safe, organized, and enjoyable experience for all attendees. In addition, the applicant will continue to harvest date palms and contribute to the local economy as farmers. The applicant team includes Claudia Alvarado and Juan Alvarado. 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, their combined expertise ensures memorable experiences.

On October 20, 2025, the Riverside Local Agency Formation Commission (LAFCO) approved the annexation of the “P7” area into the City of Coachella. The subject property is located within the

P7 area; therefore, all applicable permitting for the site must be processed through the City of Coachella with separate submittals and approvals being required for Riverside County Fire and the Riverside County Department of Environmental Health. At the time of the publication of this Staff Report the applicant has submitted applications to Riverside County Fire and the Riverside County Department of Environmental Health and have received approval from Riverside County Fire. The application with the Riverside County Department of Environmental Health remains pending until City Council approval is obtained. If City Council approves the project, the applicant may proceed with their application with the Riverside County Department of Environmental Health.

The Project site currently has a land use of “Estate Rancho” in the City’s General Plan 2035 Update (General Plan) which allows for uses accessory to agricultural cultivation. The site zoning designation is the Residential Estate (R-E) zone, which allows for existing commercial agricultural activity consistent with the California Civil Code “Right to Farm Act”. Per Chapter 5.24 – Entertainment Establishments Where Alcohol Is Served, of the Coachella Municipal Code, no person or entity shall allow, establish, conduct, maintain or operate any entertainment establishment within the city without an entertainment permit pursuant to this chapter. The proposed project requires the approval of an entertainment permit, which will establish the licensing and regulation of such entertainment establishment. If the city council elects to grant an entertainment permit, it may impose any condition on the permit that furthers the purposes, regulations, and requirements of this chapter or other applicable laws, ordinances and regulations. This may include restrictions to the days and hours of operations, the maximum occupancy of the operation, necessary traffic control measures, noise controls, security or safety measures, the placement and utilization of hand-held metal detectors, and other applicable conditions of approval.

Table 1
General Plan, Zoning, and Surrounding Existing Uses

	General Plan	Zoning	Surrounding Existing Uses
Site:	Estate Rancho	(R-E) Residential Estate	Date Farm, Entertainment Establishment, and Single-Family Residence
North:	Estate Rancho	(R-E) Residential Estate	Moon Valley Nurseries Plant Nursery
South:	Estate Rancho	(R-E) Residential Estate	Date Farm
East:	Estate Rancho	(R-E) Residential Estate	Date Farm
West:	Estate Rancho	(R-E) Residential Estate	Single-Family Residence and Parking Lot

The Project is located at 83272 51st Avenue. The site encompasses approximately 7.79 acres and is identified as Assessor’s Parcel Number (APN) 779-310-012 and 779-310-013. The applicant proposes a temporary campground event that includes 45 glamping tents and 50 vacant spaces

where individuals can bring their own tents. The event will include accessory uses including restrooms, shower trailers, beauty bar, and DJ. The event will include a beer and wine garden for alcohol service. Parking will be located on-site and can accommodate up to 161 vehicles. The operation of the temporary campground event will be subject to the conditions of approval for the project which include security and safety measures. The project will be subject similar conditions of approval as listed per the Riverside County Planning Department April 4, 2025 approval letter for MTE250005. The conditions of approval for the proposed project are to ensure the proposed project operates to a similar standard as was required when this project was operating in Riverside County. Included to this staff report as a reference only are the Riverside County 2025 Approval Letter, Community Event Facility Management Plan, Emergency Action Plan, and Security Operations Plan and Business Operations Plan for the Riverside County 2025 approvals for last year's campground event at the site.

Staff reached out to the Riverside County Planning Department and Riverside County Code Enforcement Department to request any complaints on record that were received during the operation of this event when permitted under Riverside County's jurisdictions prior to the annexation of this property into the City of Coachella. The Riverside County Planning Department reported no complaints on record, however the Riverside County Code Enforcement Department reported two code cases on record. The City of Coachella were able to receive and review the case reports for the two code cases on record at the subject property. Code Enforcement Case: CVZO210534 was opened in May 26, 2021 due to advertisement of the property for event center purposes and also campground activities. This code enforcement case was closed on May 2, 2024 to allow the property owner the opportunity to submit for the Rancho Ordinance. Code Enforcement Case: CVCR230031 was opened in March 4, 2023 due to a noise complaint for a quinceanera event at the facility. On August 23, 2023 an administrative hearing to appeal a citation was scheduled, and the case was closed on August 24, 2023 as the noise citation was dismissed by the hearing officer. Based on the case reports for the two subject code enforcement cases on the subject property, staff finds that the applicant was able to resolve Code Enforcement Case: CVZO210534 by working with the county by submitting applications for approvals, and was able to resolve Code Enforcement Case: CVCR230031 by submitting an appeal through the County administrative process. These cases were opened and resolved between the years 2021 and 2023. Since then, the applicant hosted similar events as proposed to this entertainment permit, and there have been no code enforcement cases on record other than those two identified above. As a result, staff finds that the code enforcement cases identified above do not impact the findings necessary to approve the project.

CONSISTENCY WITH GENERAL PLAN

The project site is within the Estate Rancho land use designation. The Estate Rancho designation accommodates low intensity residential development in an estate or low-density suburban format. These areas are generally located on the outside edges of the City of Coachella and serve as a transition zone between more dense residential areas and the rural and agricultural landscape surrounding the city.

Estate Ranchos are intended to be predominately for single-family homes with large lots, landscaped yards, and large separation between homes, typical of estate development patterns. The homes can be designed as individual lots or as small subdivisions of single-family homes. These areas should be designed to be neighborhoods, rather than a series of disconnected houses or small submissions.

Allowed land uses include residential land uses and uses accessory to agricultural cultivation at a development intensity of 1.0 -2.2 DU/AC. The general plan also includes standards for network and connectivity, street design, parks and open space and urban form guidelines.

The Rancho 51 Festival Campground project proposes the permitting of an existing private property that includes an existing single-family residential home and a date palm garden. No development is proposed for the site. As the project does not propose any modification or development to the existing event facility on the subject property, the project is not in conflict with the Estate Rancho general plan designation and the City's General Plan 2035 Update.

CONSISTENCY WITH ZONING

The project site is currently zoned Residential Estate (R-E) which implements the Estate Rancho land use designation of the General Plan. The R-E zone permits existing commercial agricultural activity consistent with California Civil Code "Right to Farm Act." Per Chapter 5.24 – Entertainment Establishments Where Alcohol Is Served, of the Coachella Municipal Code, no person or entity shall allow, establish, conduct, maintain or operate any entertainment establishment within the city without an entertainment permit pursuant to this chapter. The proposed project requires the approval of an entertainment permit, which will establish the licensing and regulation of such entertainment establishment.

Staff contacted Lieutenant Garcia with the Riverside County Sheriff regarding any concerns for the proposed temporary campground special events that the City Council may want to consider when making findings or including conditions of approval for the Entertainment Permit. The Riverside County Sherriff Department noted no issues for the proposed event. As required by the conditions of approval for this project, the applicant shall be required to complete a background check and meet the requirements of Section 5.24.050 of the Coachella Municipal Code prior to the operation of the event. The project is consistent with Chapter 5.24 of the Municipal Code, Entertainment Establishments Where Alcohol Is Served.

PROPOSED FINDINGS:

Entertainment Permit

Pursuant to Coachella Municipal Guidelines Chapter 5.24, Entertainment Establishments Where Alcohol Is Served, subject to the provisions of this chapter, the City Council must make the following findings for Entertainment Permit approval:

The City Council shall deny approval of an entertainment permit, if it makes the following findings:

1. Any of the information in the application is not accurate, complete and truthful.;

The information provided in the application is accurate, complete and truthful, as evidenced by staff review.

2. The applicant has violated, or the proposed entertainment establishment would violate, any law, ordinance or regulation related to the applicant's fitness to manage or operate an entertainment establishment;

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. As required by the conditions of approval for this project, the applicant shall be required to complete a background check and meet the requirements of Section 5.24.050 of the Coachella Municipal Code prior to the operation of the event.

3. The applicant does not 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;

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 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. 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 Department noted no issues for the proposed event. As required by the conditions of approval for this project, the applicant shall be required to complete a background check and meet the requirements of Section 5.24.050 of the Coachella Municipal Code prior to the operation of the event.

4. The applicant does not 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 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. 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 Sheriff Department noted no issues for the proposed event. As required by the conditions of approval for this project, the applicant shall be required to complete a background check and meet the requirements of Section 5.24.050 of the Coachella Municipal Code prior to the operation of the event.

5. The applicant does not have 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;

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 has successfully conducted events at the subject property without code enforcement cases on record since 2023 based on staff findings. Throughout this time, the applicant has extensive experience managing multi-day overnight stays to single-day events with specific operating hours. The applicant team includes Claudia Alvarado and Juan Alvarado. 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.

Conclusion:

Staff concludes that the findings set forth in Coachella Municipal Code Chapter 5.24.070(A) can affirmatively be made for the proposed entertainment permit. The proposed entertainment permit is consistent with the City of Coachella General Plan and the Coachella Municipal Code. The proposed entertainment permit is for the proposal of permitting for temporary campground special events, and no development is proposed for the site as part of this permit. Access to the site will be through a 22 foot wide primary entrance on Avenue 51, and there will be a 27 foot wide secondary emergency road to provide additional ingress and egress on Avenue 51. As a result, the proposed project will not cause substantial environmental damage or substantially avoidably injure fish, wildlife, or their habitat. The required conditions of approval ensure the Project will not be detrimental to the public health, safety, or welfare, and the conditions prevent material injury to properties or improvements in the vicinity.

PUBLIC HEARING NOTICE:

A notice of public hearing to consider the Project was published in the Desert Sun, the newspaper of record, on March 15, 2026, and a public hearing notice was mailed to property owners within a radius of 300- feet of the subject property on March 11, 2026, pursuant to Section 5.24.060E of the Coachella Municipal Code. At the time of issuance of this staff report, staff had not received public comments on this application.

ENVIRONMENTAL REVIEW:

Chapter 8.24 of the Coachella Municipal Code states that all projects shall be reviewed for compliance with or exemption from the California Environmental Quality Act (CEQA). Staff has determined that the project is exempt from the CEQA pursuant to CEQA Guidelines Section 15301 class 1 that exempts the operation, repair, maintenance, permitting, leasing, licensing, or minor alterations of existing public or private structures and facilities. The proposed Entertainment Permit will be for the permitting of existing private property with no proposed development.

EP NO. 26-01 ALTERNATIVES:

- 1) Approve Resolution No. 2026-16 recommending that the City Council approve EP No. 26-01 with the findings and conditions as recommended by Staff.

- 2) Approve Resolution No. 2026-16 recommending that the City Council approve EP No. 26-01 with the findings and conditions as recommended by Staff, with modifications as proposed by the City Council.
- 3) Deny Resolution No. 2026-16.
- 4) Continue this item and provide staff and the applicant with direction.

RECOMMENDED ALTERNATIVE(S):

Staff recommends Alternative #1 for EP No. 26-01.

Attachments:

1. Resolution No. 2026-16
 - a. Exhibit A – Conditions of Approval
 - b. Exhibit B – Site Plan
2. Riverside County 2025 Approval Letter
3. Community Facility Management Plan
4. Emergency Action Plan
5. Security Operations Plan
6. Business Operations Plan
7. Site Accessibility Document
8. Restroom Agreement Document
9. Published Copy of the Notice of Public Hearing