



STAFF REPORT
7/6/2022

TO: Planning Commission Chair and Commissioners

FROM: Nikki Gomez, Associate Planner

SUBJECT: Coachella Lakes RV Resort – Type 41 Alcohol Sales

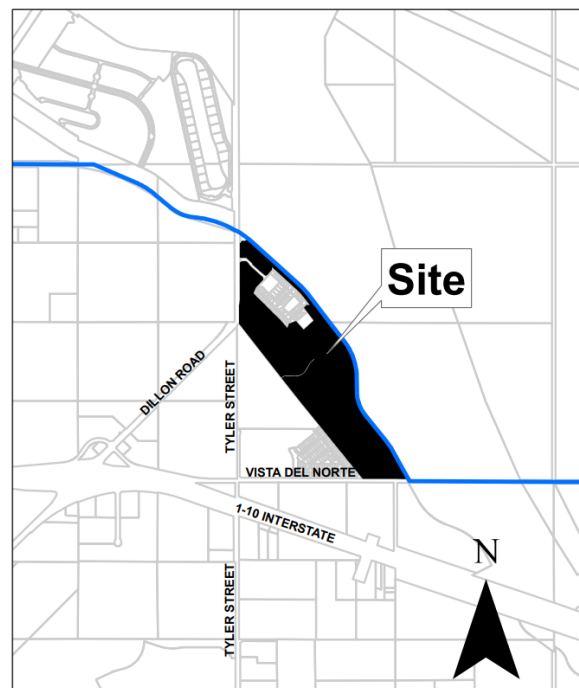
SPECIFICS: Conditional Use Permit No. 353 to allow liquor sales to allow for a Type 41 Alcohol Beverage Control license for “On-Sale Beer & Wine – Eating Place” for an existing facility registration office and a new clubhouse located at 44790 & 44800 Dillon Road and 86401 Sonoma Creek in the C-T, PD (Commercial Tourist Planned Development Overlay) . Coach RV LLC (Applicant) Continued from June 15, 2022 Planning Commission meeting.

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission adopt Resolution No. PC 2022-19 approving Conditional Use permit No. 353 to allow a liquor sales license (Type 41 On-Sale Beer & Wine – Eating Place) for “registration office” and “clubhouse” located at 44790 & 44800 Dillon Road and 86401 Sonoma Creek within the Coachella Lakes RV Resort pursuant to the findings and conditions of approval contained in the attached resolution.

BACKGROUND:

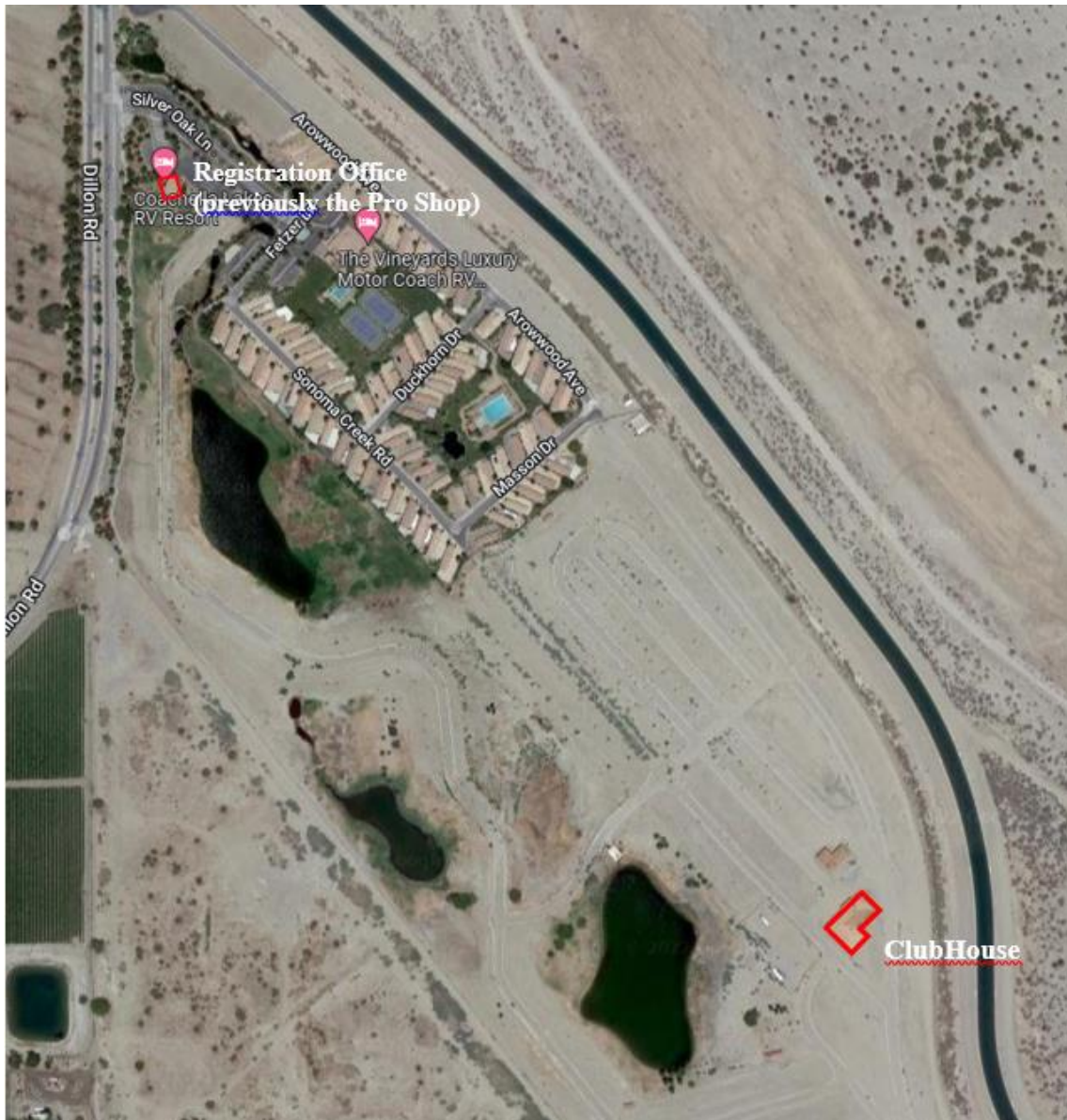
On March 6, 2019, the Planning Commission approved the Red Moon RV Park project on 78.3 acres of vacant land located within the existing Vineyards Luxury Motorcoach Resort at 44-790 Dillon Road. This project is a deviation from the existing Vineyards Luxury Motorcoach Resort that consisted of subdivided lots for both RV parking and “Casitas”. The Red Moon RV Park project was approved with Environmental Assessment (EA 18-03), Conditional Use Permit (CUP 308), and Architecture Review (AR 18-18) for a Recreational Vehicle (RV) Campground consisting of 469 RV parking rental spaces with no structures, clubhouse, laundry/restroom buildings with private streets and common area amenities.



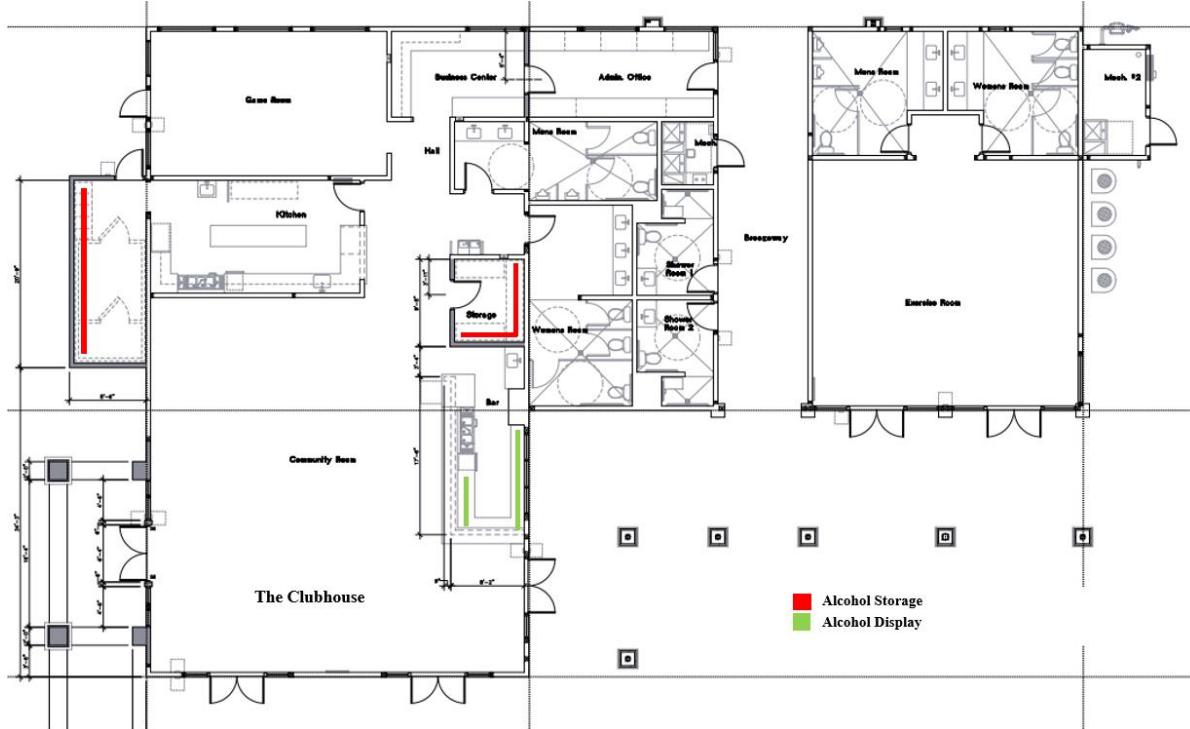
The development name “Red Moon RV Park” was recently renamed to “Coachella Lakes RV Resort” and is under construction. The Type 41 (On-Sale Beer & Wine – Eating Place) alcohol license will be utilized for the existing facility the Registration Office which was previously referred to as the “Pro Shop” and the Clubhouse. The aerial map below shows the Registration office at the northwest area of the development and the Clubhouse is centrally located with the development. The applicant requested for the proposed project to be continued on date certain of July 6, 2022 as the applicant needed more time to review and evaluate the conditions of approval.

DISCUSSION/ANALYSIS:

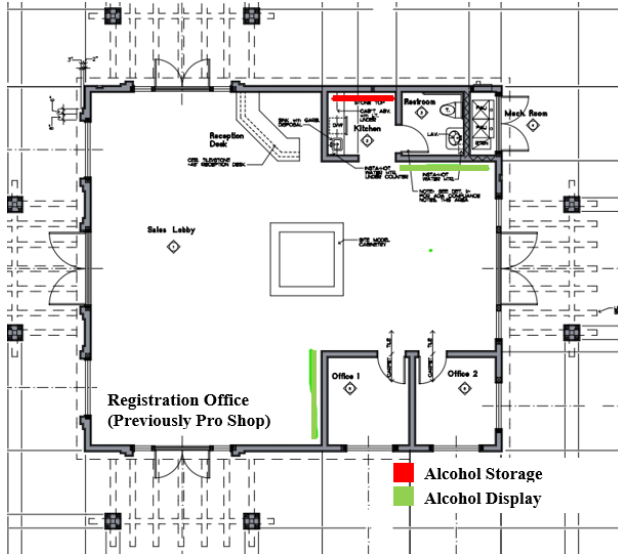
The applicant, Coach RV LLC, has submitted a request for a Conditional Use Permit (CUP) to allow Type 41 On-Sale Beer & Wine – Eating Place. The approval of a Type 41 Alcohol license *authorizes the sale of beer and wine for consumption on or off the premises where sold. Distilled spirits may not be on the premises (except brandy, rum, or liqueurs for use solely for cooking*



purposes). The establishment must operate and maintain the licensed premises as a bona fide eating place. Must maintain suitable kitchen facilities, and must make actual and substantial sales of meals for consumption on the premises. Minors are allowed on the premises. According to the Alcohol and Beverage Control (ABC), if an establishment has a bona fide restaurant, the applicant has the privilege to sell alcohol for offsite consumption. The clubhouse shown below, will have a



bona fide restaurant, therefore the applicant will have the authorization to sell alcohol for offsite consumption. ABC considers a bona fide eating-place as *Licensed premises that are maintained in good faith and used for the regular service of meals to patrons. The premises must have suitable kitchen facilities and supply an assortment of foods commonly ordered at various hours of the day.* The Clubhouse floorplan shows the kitchen, dining/community room, bar, game room, office, restrooms with a breezeway separating the exercise room. The areas highlighted in red will be location of the alcohol storage and the area highlighted in green is the alcohol bar display.



The Registration Office, previously the Pro Shop, is undergoing minor renovation to incorporate two offices and interior and exterior enhancements. The registration office shows the reception area, offices, and bathroom. It also identifies the alcohol storage and display. Renters and visitors may purchase alcohol for the display areas.

The zoning designation for the subject property is CT-PD (Commercial Tourist Planned Development Overlay) and allows liquor sales with approval of a CUP. In December of 2016, the City adopted an ordinance requiring a conditional use permit for any off-sale and on-sale alcohol sales establishment, with additional

land use regulations contained in Section 17.74.015 of the Zoning Code. The Conditional Use Permit findings are required to be made by the Planning Commission.

Section 17.74.015(C)(2) of the Municipal Code establishes that on-sale establishments must comply with the following requirements:

- a. **The establishment does not fall within seven hundred (700) feet, measured from property line to property line, of a use for religious worship, school (public or private), park, playground, residential or any similar sensitive use; and**

The establishment does fall within a residential community Villas at the Vineyards abutting at the southwest side of the project.

- b. **The establishment does not fall within seven hundred (700) feet, measured from property line to property line, of an existing liquor, on-sale use; and**

The establishment is not within 700 feet of the any existing liquor on-sale use.

- i. **The planning commission may find that the public benefit outweighs the distance restrictions of subsections (a) and/or (b) above, upon additional findings that:**

Staff recommends that the Planning Commission makes the finding that the public convenience or necessity is justified to issue the on or off-sale beer, wine (Type 41 Alcohol License) for the clubhouse which offers services such as a restaurant in the nearby neighborhood.

- (A) **The establishment provides a substantial benefit to the immediate neighborhood not provided by another existing establishment within the restricted distance; and**

The establishment provides benefit to the immediate neighborhood, as the clubhouse one of the facilities will have a restaurant on the most northern part of the city north of the I-10 Freeway.

- (B) **Not greater than five percent of the sales floor area or one thousand (1,000) square feet, whichever is less, shall be used for the display or sale of alcoholic beverages;**

The Registration Office and Clubhouse shows the location of the display and storage of the beer and wine. The Registration Office beer and wine storage is 3.4 percent which does not exceed the five percent or the 1,000 sf for the display and storage of alcoholic beverages. The Clubhouse beer and wine storage is 4.3 percent, which does not exceed the five percent or the 1,000 sf for the display and storage of alcoholic beverages.

- c. **That the requested establishment at the proposed location will not adversely affect the economic welfare of the nearby community; and**

The establishment will not adversely affect the economic welfare of the nearby community since the alcohol sales will be associated with a new facility (Clubhouse) which will provide amenities such as restaurant, pool area and exercise room conducive to renters and visitor resort experience in the Coachella Lakes RV Resort. The establishment is within an RV Resort where visitors and renters can access the facility with ease promoting walkability within the development. The Resort is located almost 2 miles from the nearest licensed on-premises establishment, so the ability to purchase alcoholic beverages at the Resort without having to leave to drive to another licensed establishment will provide a tremendous convenience for the visitors and renters. Furthermore, the ability to sell alcoholic beverages adds to the viability of the Resort's business model, as the public expects that a luxury RV park of this nature will offer alcoholic beverages. However, staff added conditions to the project to address the landscaping along the perimeter of the project and median along Dillon Rad. One of the condition is for the applicant to form a Lighting and Landscaping Maintenance District to maintain the median island and street lighting. The perimeter landscaping and perimeter walls shall be included in the property owner's association for maintenance, repair and replacement. In the meantime, the applicant will provide landscape maintenance along the perimeter of the project along Dillon Road and Vista Del Norte.

- d. **That the exterior appearance of the structure of the proposed establishment will not be inconsistent with the exterior appearance of commercial structures already constructed or under construction within the immediate neighborhood so as to cause blight or deterioration, or substantially diminish or impair the property values within the neighborhood.**

The exterior appearance of the structure of the proposed establishments will be consisted with the exterior of the appearance of the commercial structures already constructed. The

Registration Office is undergoing minor renovation, which will enhance interior layout and exterior facade. The Clubhouse is under construction. The Clubhouse will have a Spanish Mediterranean design with stucco finish, s-tile roofing, tower elements, decorative quatrefoils, and decorative window treatments to match the existing building at the Vineyards Luxury Motorcoach Resort.

- D. Additionally, if the California Department of Alcoholic Beverage Control (ABC) notifies the City that the proposed establishment is either (1) subject to the State law moratorium/limit on the number of liquor licenses that may be issued within the city under California Business and Professions Code Section 23817.7 or, (2) is in an area of "undue concentration" of liquor licenses, as defined in California Business and Professions Code Section 23958.4; the planning commission must additionally find that the public convenience or necessity nonetheless justifies the issuance of the liquor license to the establishment.**

The subject site is located within Census Tract 452.22, where ABC concentration standards allow a maximum of 2 on-sale licenses, where 4 exists as shown on Table 1. When it is determined by ABC that there is an undue concentration of on-sale licenses, the Planning Commission must make findings that the public convenience or necessity justifies the issuance of the liquor license to the establishment.

Table 1 – On-Sale Alcohol Licenses

Off-Sale Alcohol License within Census Tract 452.22			
	Business Name	Address	License Type
1	Fantasy Springs Casino	84245 Indio Springs, Indio, CA 92203	68 (Portable Bar License)
2	Fantasy Springs Casino	84245 Indio Springs, Indio, CA 92203	47 (On Sale General – Eating Place)
3	Fantasy Springs Casino	84245 Indio Springs, Indio, CA 92203	58 (Caterer’s Permit)
4	La Paloma Restaurant	43990 Golf Center Ste B1, Indio CA 92203	41 (On-Sale Beer and Wine – Eating Place)

Staff contacted Lieutenant Vasquez with the Riverside County Sheriff regarding any concerns or complaints for the Type 41 Liquor License for the Registration Office and Clubhouse within the Coachella Lakes RV Resort and he did not identify any concerns with the applicant for the Coachella Lakes RV Resort Alcohol License and does not recommend any conditions of approval.

Hours of Operation:

The operating hours for the Registration Office and the Clubhouse is from 8:00 a.m. to 10:00 p.m. daily.

Environmental Setting:

The subject site is within an existing development, the Registration Office is located at 44790 & 44800 Dillon Road and the Clubhouse located at 86401 Sonoma Creek. The project site is substantially surrounded by open space and some development, with adjoining zoning and land uses as follows:

North: All-American Canal/Unincorporated County – Landfill (N-A County Zone)

South: Vacant Land (MS Manufacturing Service/ CG General Commercial Zone)

East: All-American Canal/Eastside Dike (N-A County Zone)

West: Vacant Land (CT – Commercial Tourist/RMH – Residential Mobile Home)

Site Plan / Parking and Circulation:

The project site main entrance is located on Dillon Road with secondary access from Vista Del Norte. The project site main entrance is located on Dillon Road with secondary access from Vista Del Norte. Both of the Registration Office and Clubhouse will be open to the public, therefore the Restaurant and Office Parking Standard under the Municipal Code will apply. Under 17.51.010 Restaurants requires *one space for each forty-five (45) square feet of customer area, plus one space for each two hundred (200) square feet of noncustomer area*. The restaurant floorplan shows 1,511 square feet of customer area with 1,216 square feet of non-customer area resulting in 40 required parking spaces. The Registration Office will require *one parking space per (250) square feet*. The registration office floorplan shows 1,745 square feet resulting in 14 parking spaces. The combined required parking spaces within the property is 53 parking spaces. The Coachella Lakes RV Resort has a combined parking area including golf cart parking throughout the development is 92 parking spaces. Since a large part of the customers that will utilize these facilities are within the Resort, other on-site parking is used to satisfy the parking requirement considering that RV renters may utilize alternative means such as walking and use of golf carts to access the facilities.

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 private commercial structure involving no expansion of existing or former commercial use on the property. The subject site has been used for commercial retail establishments and no expansions of floor area are proposed.

CONCLUSIONS AND RECOMMENDATIONS

1. Based on the analysis contained herein and the findings listed below, staff is recommending that the Planning Commission approve Conditional Use Permit No. 353 with the findings and conditions listed in Resolution No. PC 2022-19, and in the attached resolution.

2. Deny the proposed project.
3. Continue this item and provide staff and the applicant with direction.

Attachments:

1. Resolution No. PC 2022-19
2. Exhibit A to Resolution No. PC 2022-19
3. Project Plans
4. Vicinity Map
5. Existing Conditions