

RESOLUTION NO. PC 2024-17

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COACHELLA, CALIFORNIA RECOMMENDING TO THE CITY COUNCIL APPROVAL OF ENTERTAINMENT ESTABLISHMENT PERMIT NO. 24-01 TO ALLOW ENTERTAINMENT EVENTS WHERE ON-SALE BEER, WINE, AND DISTILLED SPIRITS SERVICE IS PROVIDED IN A 5,867 SQUARE FOOT TENANT SPACE FOR THE VMP NIGHT CLUB AND EVENT CENTER, IN AN EXISTING COMMERCIAL BUILDING LOCATED AT 49974 CESAR CHAVEZ STREET (APN 603-310-005); REYES RAMIREZ HERNANDEZ, APPLICANT.

WHEREAS, Reyes Ramirez Hernandez, with associates Ilse Alicia Sigler and Samantha Aaliyah Hernandez, filed an application for Entertainment Permit No. 24-01 (EP No. 24-01) to allow a 5,867 square foot bar, nightclub, and event center with service of beer, wine, and distilled spirits (ABC License Type 48 – On Sale General – Public Premises) and live performances to include live musical groups, comedians, karaoke, and more Thursday through Friday in an existing commercial building located at 49974 Cesar Chavez Street; Assessor’s Parcel No. 603-310-005 (“Project”); and,

WHEREAS, the Planning Commission conducted a duly noticed public hearing on Entertainment Permit No. 24-01 and also consideration of CUP No. 380 on September 4, 2024 at 1515 6th Street, Coachella, California regarding the proposed Project; and,

WHEREAS, at the Planning Commission hearing, 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 Chapter 5.24 and Chapter 17.74 of the Coachella Municipal Code.

WHEREAS, the proposed use is necessary or desirable for the development of the community, is consistent with the objectives of the City’s General Plan, and is not detrimental to the existing uses or the uses specifically permitted in the zone in which the proposed use is to be located; and,

WHEREAS, the proposed site is adequate in size and shape to accommodate the proposed bar, nightclub, and event center with on-sale beer, wine, and distilled spirits; and,

WHEREAS, the site for 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, the proposed project is exempt from the California Environmental Quality Act, as amended; and,

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

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission of the City of Coachella, California does hereby recommend approval of Entertainment Permit No. 24-01, subject to the findings and conditions of approval listed below.

Section 1. Incorporation of Recitals

The Planning Commission hereby finds that all of the facts in the Recitals are true and correct and are incorporated and adopted as findings of the Planning Commission as fully set forth in this resolution.

Section 2. CEQA Findings

Based upon its review of the entire record, including the Staff Report, any public comments or testimony presented to the Planning Commission, and the facts outlined below, the Planning Commission hereby finds and determines that the proposed project is categorically exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act as an “Existing Facilities” project (CEQA Guidelines, Section 15301) as the proposed project and on-sale service of alcohol consists of the operation, licensing, and minor alteration of an existing private commercial structure involving negligible or no exterior expansion.

Section 4. Entertainment Establishment Permit Findings

With respect to Entertainment Permit No. 24-01, the Planning Commission finds as follows for the proposed entertainment permit request:

1. The information provided in the application is accurate, complete and truthful, as evidenced by staff and there are no known violations of any laws, ordinances, or regulations related to the applicant's fitness to manage or operate the proposed entertainment venue.
2. The applicant possesses the required moral character to comply with the requirements of Chapter 5.24 and the conditions of approval imposed herein. As conditioned, the proposed added security measures will ensure that the public safety for the business will be maintained to the satisfaction of the Chief of Police.
3. The applicant has sufficient resources and expertise to operate the proposed entertainment venue in a safe, professional and effective manner in accordance with the City's Municipal Code. The owner has successfully operated other like establishments within the city and at other cities including Viva Mexico Tax & Travel and Mi Lindo Sinaloa within the City of Coachella. The Riverside County Sherriff and City Code Enforcement reported no issues with the calls for service history at these establishments.
4. The proposed use will not be in conflict with, but will be in harmony with and in accordance with the objectives of the general plan because the proposed bar, nightclub, and event center use with alcohol sales is within the Downtown Center land use designation according to the General Plan 2035, which intends to provide convenient access and parking for motorists while also providing an attractive shopping environment. The on-sale offerings of beer, wine and distilled spirits at VMP Nightclub and Event Center will provide a unique service to the Downtown Center and citywide that accomplishes the goals of the General Plan. The event center would help further the

city's goal to make Coachella a destination for tourism and entertainment by providing an entertainment attraction that is expected to provide entertainment for residents and bring in tourists from outside the city.

5. The City of Coachella has determined that the proposed project is categorically exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act as an "Existing Facilities" project (CEQA Guidelines, Section 15301) as the proposed project and on-sale service of alcohol consists of the operation, licensing, and minor alteration of an existing private commercial structure involving negligible or no exterior expansion.

Section 5. Planning Commission Approval

Based on the foregoing recitals and findings above, and the written and oral comments, facts and evidence presented, the City of Coachella Planning Commission recommends to the City Council approval of Entertainment Permit No. 24-01 subject to conditions of approval in "Exhibit A", and Development Plan Set "Exhibit B".

PASSED APPROVED and ADOPTED this 4th of September 2024 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Jason Hernandez
Planning Commission Chairperson

ATTEST:

Gabriel Perez
Planning Commission Secretary

APPROVED AS TO FORM:

Carlos Campos
City Attorney

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF COACHELLA)

I HEREBY CERTIFY that the foregoing Resolution No. PC2024-17 was duly adopted by the Planning Commission of the City of Coachella at a regular meeting thereof, held on this 4th of September 2024 by the following vote of the Planning Commission:

AYES:

NOES:

ABSENT:

ABSTAIN:

Gabriel Perez
Planning Commission Secretary