



STAFF REPORT 3/20/2024

TO: Planning Commission Chair and Commissioners

FROM: Gabriel Perez, Development Services Director

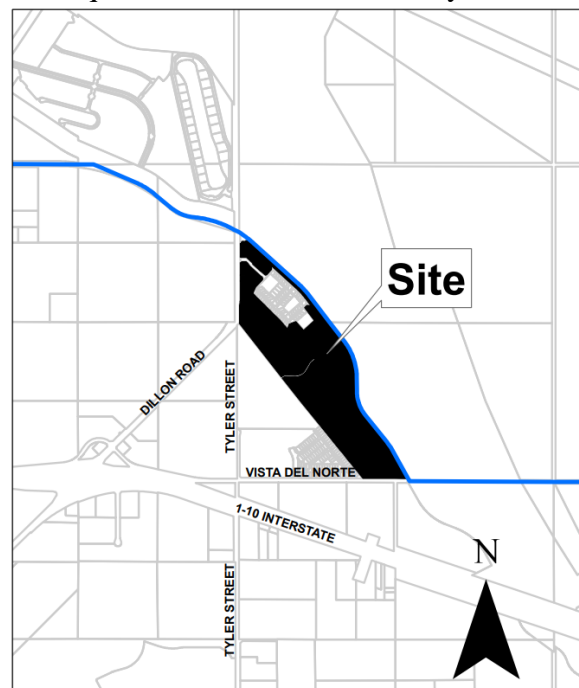
SUBJECT: CUP No. 308 and AR No. 18-18 Modification - Coachella Lakes RV Resort Length of Stay Modification Request - The Applicant proposed a modification to Conditional Use Permit (CUP 308) and Architectural Review (AR 18-18) to extend the allowable time period of lodging beyond 30 days and minor modifications to the landscape plan for a new 469-Space Recreational Vehicle (RV) Campground, Coachella Lakes RV Resort, with average stall sizes of 2,580 sq. ft., including a 1,400 sq. ft. clubhouse, three laundry/restroom buildings, with private streets and common area. Applicant: Coach RV LLC

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission adopt Resolution No. PC 2024-08 approving modification to Conditional Use Permit No. 308 and Architectural Review No. 18-18 to extend the allowable time period of lodging beyond 30 days and minor modifications to the landscape plan for a new 469-Space Recreational Vehicle (RV) Campground, Coachella Lakes RV Resort, with average stall sizes of 2,580 sq. ft., including a 1,400 sq. ft. clubhouse, three laundry/restroom buildings, with private streets and common area.

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 partially completed. The facility is currently open to the public for the project phase 1. Conditional Use Permit No. 353 was approved by the Planning Commission on July 16, 2022 allowing a Type 41 (On-Sale Beer & Wine – Eating Place) alcohol license for the existing facility “Pro Shop” and the Clubhouse.

DISCUSSION/ANALYSIS:

The applicant, Coach RV LLC, submitted a request to modify condition of approval No. 2 of CUP No. 308 and AR No. 18-18 with respect to length of stay to lift the restriction of 30 days maximum stays to 179 days. Condition of Approval No. 2 reads as follows:

“...The CC&R’s shall stipulate a restriction on the duration of stay for any Recreational Vehicle patron to no more than 30 days. The CC&R’s shall include provisions for owner participation in the maintenance of the street center median along Dillon Road.”

Current RV resorts stays are required by this existing condition of approval to not exceed 30 days pursuant to the short term rental regulations of the Coachella Municipal Code Chapter 5.80 as defined as follows:

“Short-term vacation rental” shall mean a “dwelling unit” as defined by the city's zoning ordinance that is rented by the owner to another party for a period of not more than thirty (30) consecutive days in exchange for any form of monetary or non-monetary consideration such as but not limited to trade, fee, swap or any other in lieu of cash payments.’

The City is able to collect transit occupancy tax (TOT) for stays of 30 days or less but is unable to collect TOT for stays that exceed 30 days. The applicant, Coach RV LLC, who purchased the original Red Moon RV Resort indicated that the current restrictions to a maximum of 30-day stays do not allow the RV resort to be competitive with other RV resorts, which allow stays beyond 30 days but not exceeding 179 days. The applicant provided information of 6 other RV resorts in neighboring Coachella Valley cities (Desert Hot Springs, Indio, Palm Desert and Cathedral City) that allow for long-term stays ranging between 3 months to 6 months. The applicant also operates RV resorts in the state of Arizona that does not have restrictions for the term of stay. The applicant operates the Verde Ranch RV Resort in Camp Verde Arizona where in 2022 and 2023 where more than 80% of reservations were for less than 30 days and the average length of stay was 15 days. The applicant states in their justification letter that they anticipate 30% of the total mix of RV stays would exceed 30 days. The applicant stated that if the City were to restrict stays above 30 days, that a 40% cap would be preferred. Staff believes a cap of 35% for stays longer than 30 days would be acceptable to ensure a majority of the mix of RV Resort stays are paying TOT and would be comparable to long term stay cap of 35% at the Cathedral Palms RV Resort.

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. The combined

required parking spaces within the property is 54 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.

Landscape Plan Median

The existing Dillon Road median along the Coachella Lakes RV Resort project frontage was conditioned under original approvals of the Coachella Vineyard project to be landscaped and maintained by the applicant through a Landscape and Lighting Maintenance District. The landscape in the median was installed but not maintained and has deteriorated over time. The applicant under CUP No. 208 and AR No. 18-18 is required to ensure that maintenance of all landscape areas be secured through the project CC&Rs. The CC&Rs have not been drafted or recorded. Staff has added a condition of approval that requires that the landscape median be improved prior to the offering to patrons of stays beyond 30 days. The proposed landscape plan is attached to the staff report and includes a minimalist drought tolerant landscaping scheme consistent with landscape median design proposed for the Dillon Road median along the frontage of the 29 Palms Casino. The plan would maintain existing palm trees and shade trees and eliminate any shrubs. Decorative crushed rock of 4-8” is proposed as groundcover in the median. Three metal artistic representations of Joshua Trees are proposed in the median which would be consistent with art sculptures proposed in Dillon Road medians along the frontage of the Spotlight 29 Casino. Staff believes a minimalist landscape scheme for the median can be supported on the condition that additional shrubs be included in the landscape plan.

CONCLUSIONS AND RECOMMENDATIONS

- 1) Adopt Resolution No. 2024-08 approving modifications to CUP No. 308 and Architectural Review No. 18-18 with the findings and conditions as recommended by the applicant.
- 2) Adopt Resolution No. PC 2024-08 approving modification to CUP No. 308 and Architectural Review No. 18-18 as modified by the Planning Commission.
- 3) Not approve Resolution No. PC 2024-08.
- 4) Continue this item and provide staff and the applicant with direction.

Attachments:

1. Resolution No. PC 2024-08 Modification to CUP No. 308 and AR No. 18-18 Exhibit A – Conditions of Approval
2. Applicant Justification Letter
3. Resolution No. 2019-07 CUP No. 308 and AR No. 18-18
4. Proposed Landscape Plan – Dillon Road Median
5. Original Conceptual Landscape Plan

