



**STAFF REPORT**  
**7/27/2022**

**TO:** Honorable Mayor and City Council Members

**FROM:** Gabriel Perez, Development Services Director

**SUBJECT:** Rancho Escondido Event Venue

**SPECIFICS:** Adopt Resolution No. 2022-79 approving Entertainment Permit No. 22-02 for the Rancho Escondido Event Venue, an outdoor entertainment venue located on an 8.6-acre site at 85321 Avenue 44 (APN# 696-520-014). Applicant: Leonel Lopez and Margarita Lopez

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**STAFF RECOMMENDATION:**

Staff recommends that the Planning Commission adopt Resolution No. PC 2022-79 approving Entertainment Permit No. 22-02, pursuant to the findings and conditions of approval contained in the attached resolution.

**BACKGROUND:**

The subject site is an 8.6-acre equestrian and residential property at 85321 Avenue 44 located towards the City's northerly boundary largely surrounded by vacant properties and the nearest residential neighborhood is the Four Seasons at Terra Lago active adult community (55 and over) approximately 1,125 feet northerly from the nearest point of the subject site at Avenue 44. The property is flag-shaped with a long unimproved driveway of approximately 751 feet. The driveway has an existing aggregate base surface for dust control purposes.

The "flag" portion of the property includes a barn, horse stables, and an existing residence on the northern portion. The center of the property includes 17,000 sq ft plaza area with a kitchen building, restroom building, covered stage area, concrete sidewalks enclosed within white ranch rail fencing. The plaza area is intended by the applicant for outdoor events that would be permitted if the City Council approves the requested entertainment permit. The plaza area has landscape improvements consisting of turf and date palm trees. A circular driveway with an aggregate base surface encircles the plaza area and a 22,000 sq. ft. vacant area that the applicant intends to use for guest parking. City staff requested that the applicant submit the entertainment permit application due to the site operating as an event venue without entertainment permit approval from the City of Coachella. The applicant ceased event operations at the site and is awaiting City approval of the entertainment permit in order to resume event venue operations.

The subject property is in the Resort District of the General Plan, which includes allowed uses of residential, lodging, recreational and support retail, commercial services, theme parks, sports

venues, and specialized entertainment venues. The proposed use is consistent with the General Plan Vision of the area as a place for a range of entertainment and destination uses that requires a large amount of land and draw visitors to the City.

Entertainment permits are permitted under Chapter 5.24 of the Coachella Municipal Code under Title 5 (Business Licenses and Regulations). Application for an entertainment permit require an investigation of the application by the City Manager and consideration of the proposal at a public hearing by the City Council. If the City elects to grant the entertainment permit, it may impose conditions that include:

1. The days and hours during which the entertainment establishment may operate.
2. The total number of persons including employees and entertainers allowed during its operation.
3. Traffic control measures including the number of parking spaces required for the entertainment establishment.
4. Noise control measures required in the entertainment establishment.
5. Security or safety measures of the patrons, employees, neighbors and general public of the entertainment establishment, including the number of security personnel which may be altered by the chief of police.
6. The placement and utilization of hand-held metal detectors at each entrance to the entertainment establishment for the purpose of ascertaining and removal of weapons from each and every person entering the entertainment establishment to the satisfaction of the chief of police.

#### **DISCUSSION/ANALYSIS:**

The applicant, Leonel Lopez and Margarita Lopez, submitted a request for an entertainment permit to allow the operation of an outdoor entertainment venue on an 8.6-acre site at 85-321 Avenue 44. The zoning designation of the commercial center where the store is proposed is within the R-E (Residential Estate). The entertainment venue would accommodate a range of events that would be proposed on Saturdays from 12 p.m. to 12 a.m. and accommodate up to 200 guests. The event types may include, but not limited to:

- Family event
- Birthdays
- Anniversaries
- Weddings
- Mariachi practice

The applicant intends to utilize local small business vendors to provide event coordination, table and chair rentals, photo booths, cakes and desserts, caterers, inflatable jumpers, video and photographers, parking attendants, mariachi and DJ's.



Rancho Escondido location

Staff contacted the Lieutenant Vasquez with the Riverside County Sheriff regarding any concerns for the proposed business that the City Council may want to consider when making findings or including conditions of approval for the entertainment permit. Lieutenant Vasquez did not identify any concerns with the business and does not recommend any conditions of approval. The Fire Department has no concerns with the facility and have provided conditions of approval for the entertainment venue.

Hours of Operation:

The applicant has not indicated operating hours on Saturdays from 12 p.m. to 12 a.m.

Environmental Setting:

The subject site is a vacant site that is substantially surrounded by urban uses, with adjoining zoning and land uses as follows:

North: Avenue 44 and City of Indio / (PMP) Project Master Plan – City of Indio

South: Vacant / (R-E, Residential Estate)

East: Vacant/ (R-M PUD, Residential Multiple Family - Planned Unit Development)

West: Vacant/ (R-M, Residential Multiple Family)

### Site Plan / Parking and Circulation:

The site is accessed Avenue 44 which is a Primary Arterial, which at full construction would accommodate 4 vehicular lanes and bike lanes. The existing Avenue 44 is improved with two vehicular lanes and an improved roadway about 25 feet wide with unpaved shoulders. The Northside of Avenue 44 is in the City of Indio and the Southside of Avenue 44 is part of the City of Coachella. Vehicular access to the subject site would occur from a 751-foot long driveway that accommodates stacking for 37 vehicles. Parking is provided to the north, west, east and south of the event venue assembly area that can accommodate 65 vehicles and an area for 60 parking spaces for overflow parking. The limited timeframe for events at the venue including appropriate number of vehicle stacking on-site would pose a minimal impact to traffic on Avenue 44 or for the intersection of Avenue 44 and Dillon Road.

The event area is centralized in a 17,000 sq ft plaza area with existing improvements that include a kitchen building, restroom building, covered stage area with concrete dance floor/gathering area, concrete sidewalks enclosed within white ranch rail fencing. Wedding ceremonies would be held on the turf area on the west side of the plaza to take advantage of the valley and mountain views to the West. The stage area would serve as the area for staging music and amplified sound and oriented towards the southeast. The applicant identified a maximum occupancy of 200 guests with two types of events expected which include small events for 80-100 guests and large events between 150-200 guests. The applicant proposes 2 parking attendants for small events and 3 parking attendants for large events.

### Security:

The applicant proposes the use of on-site licensed security for all events and proposed to include 1 security guard for every 50 people. All private events that lease from the applicant will be required to use licensed security. The applicant is required to increase security personnel based on recommendations by the City Manager or Coachella Police.

### Noise

The special event activities with use of amplified music is proposed and would generate noise on-site and therefore the applicant engaged LSA Associates to prepare a noise analysis (LSA Noise Analysis for Wedding Venue at 85321 Avenue in Coachella Attachment 5). The noise analysis was prepared to determine the maximum noise level that can be generated by the event venue to be consistent with the City of Coachella Municipal Code noise standards by identifying the noise impact to existing receptors that include

The Lodge Four Seasons at Terra Lago in the City of Indio, a date farm to the north in the City of Indio, Coachella Lakes RV Resort located east in the City of Coachella, and Love's Travel Stop located to the Southeast in the City of Coachella. The analysis concluded that the event venue could generate a maximum noise level of 85.5 continuous sound level in A-weighted decibels at a distance of 50 feet from 6:00 am to 10:00 pm and 75.5 decibels at a distance of 50 feet from 10 pm to 6 am to maintain compliance with the City's 10-minute noise standards of 55 dBA from

6:00 am to 10 pm and 45 dBA from 10:00 pm to 6 am. The noise analysis did not factor the directionality of speakers or any shielding by the event venue operators. The speakers would be directed in a southeast direction from the stage area, minimizing directionality of noise to residences to the North.

### Correspondence Received

Staff received correspondence from residents of the Terra Lago community in the City of Indio in opposition to the proposed event venue when the venue was operating without an entertainment permit. The general concerns raised in the correspondence relate to noise and traffic concerns. One letter was not opposed, but the commenter requested that the operator comply with the noise ordinance. The project is required to comply with the City's noise ordinance. The entertainment permit may be revoked by the City Council for failure to comply with the City's noise ordinance and entertainment permit conditions of approval.

### ENVIRONMENTAL REVIEW:

A determination was made by the Development Services Department that the project will not have a significant impact on the environment and hereby prepares and proposes to adopt a Negative Declaration for this project. A 20-day review period for the Mitigated Negative Declaration commenced on July 7, 2022 and ends July 27, 2022 for interested and concerned individuals and public agencies to submit written comments on the documents. The proposed project consists of the operation, licensing and minor alteration of an existing location involving no expansion of existing or former commercial use on the property. The subject site has been used for residential and equestrian related uses and no expansions of floor area are proposed.

The project has the potential to result in short-term noise impacts due to noise related to entertainment related events. Noise impacts are considered significant if they expose persons to levels in excess of standards established in the General Plan as discussed above. The event venue would be required to comply with the City's noise ordinance as afformentioned and would therefore result in impacts that would be less than significant.

### FISCAL IMPACT:

As conditioned, the proposed Entertainment Permit would not have any fiscal impacts upon the City of Coachella finances. There are no additional fees collected for this type of business other than normal licensing fees for the business.

### ALTERNATIVES:

- 1) Adopt Resolution No. 2022-79 approving Entertainment Permit 22-02 with the staff recommendations.
- 2) Approve the Entertainment Permit with new or modified conditions of approval.
- 3) Make findings and Deny the Entertainment Permit.
- 4) Continue the item and provide staff direction.

## **RECOMMENDED ALTERNATIVE**

Based on the analysis contained herein and the findings listed below, staff is recommending that the City Council approve Alternative #1.

### Attachments:

1. Resolution No. PC 2022-79  
Exhibit A Negative Declaration  
Exhibit B Conditions of Approval
2. Vicinity Map
3. Project Description
4. Site Plan
5. Noise Analysis – LSA Associates
6. Existing Photos
7. Comment letters/Emails/Petitions