



STAFF REPORT
2/12/2025

TO: Honorable Mayor and City Council Members

FROM: Gabriel Perez, Development Services Director

SUBJECT: Adopt Resolution No. 2025-04 “Coachella Healthy Food Truck Operator Permit Fee”. City-Initiated

STAFF RECOMMENDATION:

Staff recommends that the City Council adopt Resolution No. 2025-04 establishing an application fee for healthy food truck operator permits.

BACKGROUND:

On January 22, 2025 the City Council adopted Ordinance No. 1218 and 1219 establishing a Coachella Healthy Food Truck Pilot Program that would allow mobile food trucks as a 4-year pilot program with annual permit renewals, subject to menu and operational requirements in City parks, in the Downtown (DT-PV) and Downtown Transition (TR-PV) Zone, and on active date farms. The program would require the mobile food trucks meet nutritional standards set forth in the Blue Zones Food guidelines and Blue Zones Restaurant Pledge with an emphasis on nutritional guidelines. The Coachella Healthy Food Truck program requirements are outlined below:

City Parks

- 2 food trucks maximum stationed around Dateland Park, Bagdouma Park, and Rancho Las Flores Park
- 1 food truck maximum at De Oro Park, Sierra Vista Park
- 1 food truck at City of Coachella Civic Center and Corporate Yard
- Operating Hours – 5 p.m. to 10 p.m. weekdays and 8 a.m. to 10 p.m. weekends.
- Administrative approval

Downtown (DT-PV) and Downtown Transition (TR-PV) Zoned parcels located around Coachella Veterans’ Memorial Park. These parcels are largely occupied with existing single-family homes and allow the property owner the flexibility to operate a retail and food service businesses. There are 19 eligible parcels.

- 1 food truck per lot or more than 1 food truck on lots or sites larger than 11,500 sq. ft.
- Operate entirely on the property in the front yard and on-site consumption with tables and chairs would be permitted
- Operating Hours – 5 p.m. to 12 a.m.

- Administrative approval

Date Farms

- 3 food trucks maximum per lot with a minimum 1-acre size that must be an active date farm with a minimum of 30 date palm trees
- Requires a minimum of 1 signature food offering with date ingredients or offer of the direct sale of date fruits
- On-site parking required
- Requires activity areas such as cornhole and horseshoes
- Allows accessory retail pop-up businesses
- Operating Hours – 7 a.m. to 10 p.m.
- Planning Commission approval is required as a non-hearing item

DISCUSSION/ANALYSIS:

Coachella Healthy Food Truck Operator Permit Fee

A resolution to establish a healthy food truck operator fee has been prepared. Staff assessed the expenses associated with processing a healthy food truck operator fee and the fully burdened costs are calculated to be \$395.65 for the healthy food truck permit and \$201.90 for annual permit renewals. Staff recommends that the fee be reduced to \$200 for a healthy food truck permit and \$100 for permit annual renewals to reduce the cost burden for this pilot program. All business operating in the City of Coachella are also required to obtain a \$164 City of Coachella Business Registration Certificate.

ALTERNATIVES:

- 1) Adopt Resolution No. 2025-04 establishing a Coachella Healthy Food Truck Operator permit fee.
- 2) Denial of the permit fee.
- 3) Continue this item and provide staff with direction.

RECOMMENDED ALTERNATIVE(S):

Staff recommends Alternative #1 as noted above.

Attachments:

1. Resolution No. 2025-04 Coachella Healthy Food Truck Operator Permit Fee
Exhibit A – Healthy Food Truck Operator Permit Fee Analysis